

# RAJAR DATA RELEASE

Quarter 3, 2010 - October 28, 2010



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## All Digital Radio Listening

|                              | Weekly Reach % |          |          |  | Total Hours (millions) |          |          |  | Share %  |          |          |
|------------------------------|----------------|----------|----------|--|------------------------|----------|----------|--|----------|----------|----------|
|                              | Sept '09       | June '10 | Sept '10 |  | Sept '09               | June '10 | Sept '10 |  | Sept '09 | June '10 | Sept '10 |
| <b>All Radio</b>             | 89.2           | 90.6     | 90.6     |  | 1,008                  | 1,030    | 1,055    |  | 100      | 100      | 100      |
| <b>All Digital</b>           | 34.5           | 38.7     | 39.6     |  | 213                    | 253      | 262      |  | 21.1     | 24.6     | 24.8     |
| <b>DAB</b>                   | 20.5           | 23.5     | 23.8     |  | 134                    | 162      | 162      |  | 13.3     | 15.8     | 15.3     |
| <b>DTV</b>                   | 11.3           | 13.1     | 13.5     |  | 37                     | 42       | 47       |  | 3.6      | 4.1      | 4.4      |
| <b>Internet</b>              | 6.5            | 8.2      | 8.5      |  | 22                     | 30       | 30       |  | 2.2      | 2.9      | 2.8      |
| <b>Digital Unspecified *</b> | 7.5            | 7.6      | 8.4      |  | 20                     | 19       | 23       |  | 2.0      | 1.8      | 2.2      |

(\*)Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms.

Source RAJAR / Ipsos MORI / RSMB