

RAJAR DATA RELEASE



Quarter 4, 2011 – February 2, 2012

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Dec '10	Sep '11	Dec '11	Dec '10	Sep '11	Dec '11	Dec '10	Sep '11	Dec '11
All Radio	90.5	90.7	89.8	1,045	1,076	1,030	100	100	100
All Digital	40.5	43.9	44.4	262	304	300	25.0	28.2	29.1
DAB	24.4	26.8	28.2	166	194	200	15.8	18.0	19.4
DTV	13.6	14.3	14.2	45	50	46	4.3	4.7	4.5
Internet	8.8	10.4	10.2	32	40	35	3.1	3.7	3.4
Digital Unspecified *	8.0	7.6	7.6	19	20	18	1.8	1.8	1.8

*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.