

RAJAR DATA RELEASE



Quarter 2, 2013 – August 1st 2013

All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Jun-12	Mar-13	Jun-13	Jun-12	Mar-13	Jun-13	Jun-12	Mar-13	Jun-13
All Radio	89.4	90.3	90.8	1,033	1,034	1,028	100	100	100
All Digital	46.2	49.6	52.5	326	355	378	31.5	34.3	36.8
DAB	28.8	32	34.6	208	233	246	20.1	22.5	23.9
DTV	14.3	15.7	16.4	49	51	55	4.7	5.0	5.3
Online/Apps	11.9	13.1	15.2	47	52	62	4.6	5.0	6.0
Digital Unspecified *	8.3	6.6	6.7	22	19	16	2.1	1.8	1.5

*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.