

RAJAR DATA RELEASE

Quarter 1, 2014 – May 15th 2014



All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar-13	Dec-13	Mar-14	Mar-13	Dec-13	Mar-14	Mar-13	Dec-13	Mar-14
All Radio	90.3	90.9	90.3	1,034	1,030	1,035	100	100	100
All Digital	49.6	52.1	50.9	355	371	379	34.3	36.1	36.6
DAB	32.0	33.5	33.7	233	241	245	22.5	23.4	23.7
DTV	15.7	15.6	15.1	51	53	51	5.0	5.2	5.0
Online/Apps	13.1	15.3	15.2	52	59	66	5.0	5.8	6.4
Digital Unspecified *	6.6	7.7	6.7	19	18	16	1.8	1.7	1.6

*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.