Today RAJAR announced 48.2 million adults or 90% of the adult (15+) UK population tuned in to their selected radio stations each week in the fourth quarter of 2015. This is up by approximately 386,000 adults on the same Quarter of the previous Year (Q4, 2014). The total average number of weekly hours listened to radio for this quarter is 1.01 Billion.

90% of the population tune to radio every week.

Digital platforms
Listening to radio via a digital platform in terms of weekly reach* exceeds over half of the UK (adults 15+) population. With 30 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week.

* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.

Digital share of all radio listening

The share of all radio listening via a digital platform now stands at 41.7%, up from 37.9% for the corresponding period last year. The share of listening hours to DAB has increased by 9% year on year, with share now at 27.7% from 25.2% in Q4, 2014.

41% of 15-24 year olds – claims to listen via mobile phone or tablet at least once per month. Up 10% Year on Year.

Social media

47% of 15-24 year old social media users claim to use them to talk about their favourite radio stations or presenters.

32% of social media users claim to use them to talk about their favourite radio stations or presenters.

ONLINE COPY AVAILABLE THIS WEEKEND - RAJAR DATA RELEASE | QUARTER 4, 2015

All radio listening

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Adults (15+) tuning in</th>
<th>Share of all radio listening</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q3 2015</td>
<td>48.2 million</td>
<td>41.7%</td>
</tr>
</tbody>
</table>

Digital listening hours

Digital listening in an average week across the period of Q4 2015 totalled 423 million hours.

Radio via mobile phone or tablet

26% of adults – claims to listen to the radio via a mobile phone or tablet at least once per month. Up 3% Year on Year.

41% of 15-24 year olds – claims to listen to the radio via a mobile phone or tablet at least once per month. Up 10% Year on Year.

Social media

47% of 15-24 year old social media users claim to use them to talk about their favourite radio stations or presenters.