

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 2, 2008

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STRICTLY EMBARGOED UNTIL 07.00 HOURS, JULY 24, 2008



Radio Joint
Audience
Research
Limited

- **45 million adults listen to UK radio stations each week**
- **Digital listening hours up 34% year on year**
- **DAB ownership up 34% year on year**
- **Mobile phone listening continues to grow**

Radio listening has remained stable at just over 45 million listeners per week*, or 89% of the UK population (15+), it was revealed today July 24, 2008 when UK radio audience data for Quarter 2, 2008 was released by RAJAR (Radio Joint Audience Research Ltd). 45.1 million listeners now tune into their favourite stations each week, a slight decrease of 300,000 when compared with the Q1, 2008 figure of 45.4 million listeners.

Radio listening via digital platforms: Radio listening via a digital platform has also remained steady over the past quarter but has increased year on year. Data collected for Q2, 2008 reveals that 17.9% of all radio listening is now via a digital platform (cf. 12.8% in Q2, 2007), of which

- 11% is via DAB (7% in Q2, 2007)
- 3.3% is via DTV (2.6% in Q2, 2007)
- 2.0% is via the Internet (1.5% in Q2, 2007)

Digital listening: Listening to radio via a digital platform each week also remains constant at almost one third of the population quarter on quarter (31% vs. 31.4% in Q1,08) but has increased 18% year on year (Q2, 2007 26.2%). This is reflected in the digital listening hours for Q2, 2008 which stand at 182 million hours per week, a small decrease from 184 million hours in Q1, 2008, but up 34% year on year (136 million hours Q2, 2007).

DAB ownership: RAJAR research shows that while DAB set ownership has remained unchanged quarter on quarter with 27.3% of adults (15+) in Q2, 2008 claiming to own a DAB receiver, ownership has increased by 34% year on year (20.3% in Q2, 2007).

Radio listening via mobile phone: Radio listening via mobile phone also continues to rise. The number of adults (15+) who claim to have listened to the radio via a mobile phone has increased from 8.9% in Q2, 2007 to 12.2% in Q2, 2008; while the number of 15 to 24-year-olds who say they have ever listened to the radio in this way has also increased year on year (21.9% in Q2, 2007 vs. 31.4% in Q2, 2008), with 6% saying they listen at least once a week and nearly 3% saying they listen every day.

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, is available on the RAJAR web site at www.rajar.co.uk.

** This weekly reach figure 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.*

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