

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 3, 2008

Issued October 15, 2008, at 18.00hrs



Radio Joint
Audience
Research
Limited

STRICTLY EMBARGOED UNTIL 07.00 HOURS, OCTOBER 16, 2008

- **45 million adults listen to UK radio stations each week**
- **Digital listening hours up 22% year on year**
- **DAB ownership up 32% 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, October 16, 2008, when UK radio audience data for Quarter 3, 2008 was released by RAJAR (Radio Joint Audience Research Ltd). Just over 45 million listeners now tune into their favourite stations each week (Q3, 2008: 45.084 million), a slight decrease of 33,000 when compared with Q2, 2008 (45.117 million), but an increase of 221,000 listeners when compared with Q3, 2007 (44.863 million).

Radio listening via digital platforms: Radio listening via a digital platform has increased both year on year and quarter on quarter. Data collected for Q3, 2008 reveals that 18.7% of all radio listening is now via a digital platform (cf. 15% in Q3, 2007), with listening via DAB leading the increase.

- DAB listening is 11.3% (8.6% in Q3, 2007)
- DTV listening is 3.2% (3% in Q3, 2007)
- Internet Listening is 2.2% (1.6% in Q3, 2007)

Digital listening: Listening to radio via a digital platform each week has remained constant at almost one third of the population quarter on quarter (31.4% vs. 31% in Q2, 08) and is up from 28.4% in Q3, 2007. This is reflected in the digital listening hours for Q3, 2008 which stand at 188 million hours per week, an increase of 6 million hours per week from 182 million hours in Q2, 2008, and up 35 million hours or 22% year on year (153 million hours Q3, 2007).

DAB ownership: RAJAR's latest research shows that DAB set ownership continues to grow with 28.7% of adults (15+) in Q3, 2008 now claiming to live in a household which has a DAB receiver; this is an increase of 32% year on year (21.7% in Q3, 2007).

Radio listening via mobile phone: Radio listening via mobile phone is also rising steadily. The number of adults (15+) who claim to have listened to the radio via a mobile phone has increased from 9.2% in Q3, 2007 to 12.7% in Q3, 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 (22.5% in Q3, 2007 to 30.5% in Q3, 2008), with 14.9% saying they listen at least once a week and 3.2% 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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