

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 2, 2009

Issued August 5, 2009, at 17.00hrs



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STRICTLY EMBARGOED UNTIL 07.00 HOURS, AUGUST 6, 2009

- **Radio listening reaches new record of 46.3 million adults each week**
- **Radio digital listening hours up 19% year on year to reach 217 million per week**
- **DAB ownership up 22% year on year**
- **Listening to radio via mobile phone up 15% year on year**

Radio listening reached its second all time high this year with a record 46.3 million listeners or 90.3% of the UK population (15+) tuning in to their favourite radio station each week* it was revealed today, August 6, 2009, when UK radio audience data for Quarter 2, 2009 was released by RAJAR (Radio Joint Audience Research Ltd). This figure is up both year on year and quarter on quarter (cf. 45.1 million in Q2, 2008 and 45.8 million in Q1, 2009) and is the highest weekly reach ever recorded since new research methodology was introduced in January 1999.

Radio listening via digital platforms: Share of radio listening via a digital platform has increased by 19% year on year and 5% quarter on quarter. Data collected for Q2, 2009 reveals that 21.1% of all radio listening is now via a digital platform (cf. 17.9% in Q2, 2008). Once again listening via DAB leads the increase:

- **DAB listening share is 13.1% (11.0% in Q2, 2008 – up 21%)**
- **DTV listening share is 3.6% (3.3% in Q2, 2008 – up 13%)**
- **Internet listening share is 2.2% (2.0% in Q2, 2008 – up 12%)**

Digital listening: Listening to radio via a digital platform in terms of weekly reach has risen by 14% year on year and, for the first time, over one third of the population (18m in Q2, 2009 v 15.7m in Q2, 08) now tunes in to radio via a digitally enabled set each week. This is reflected in the digital listening hours for Q2, 2009 which now total 217 million hours per week, up 20% from 182 million hours in Q2, 2008.

* 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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DAB ownership: RAJAR's latest research shows that DAB set ownership has increased once again this quarter, by 22% year on year, with 16.9m adults (15+) in Q2, 2009 now claiming to live in a household which has a DAB receiver. (cf. 13.9m in Q2, 2008).

Radio listening via mobile phone: Radio listening via mobile phone continues to grow steadily among adults aged 15+ with Q2, 2009 posting an increase of 15% from 6.2m in Q2, 2008 to 7.1m in Q2, 2009. The 15 to 24-year-old demographic shows a smaller increase of 6% year on year, with 32.8% of those in this age group saying they have listened to the radio in this way (31.4.% in Q2, 2008), while 16% say they listen at least once a week and 3% say 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 from 07.00hrs, August 6, 2009.

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For further information please contact:

Penelope James
Penelope James Public Relations
Tel: 01303 844555
Mobile: 07860 162 231
E-mail: penelope@penelopejamespr.com