



Date: 11th May 2010
RAJAR NEWS UPDATE

IMPORTANT: CHANGE TO RAJAR Q1, 2010 DATA RELEASE MEDIA EMBARGO TIME

Dear RAJAR Subscriber

Following concerns expressed by a number of shareholders and journalists, that the current embargo time is prohibitive to newspapers running print versions of stations' news stories, it has been decided to trial an earlier media embargo time. This change, which will take effect from Q1, 2010, will see the current embargo time moved from 07.00hrs on Thursday May 13 back seven hours to 00.01 hrs on Thursday May 13. However, this change will not affect the time at which you receive your data – this remains, as before, at 13.30hrs on Wednesday May 12, 2010.

The revised Quarterly data release schedule will be as follows (changes are in red)

Wednesday May 12, 2010	
13.30 hrs	Data released to subscribers
17.00hrs	RAJAR news release and charts released to media with new embargo time of 00.01hrs Thursday 13 May, 2010
17.00hrs onwards	Subscribers to issue news releases with new embargo time of 00.01hrs Thursday 13 May, 2010
Thursday May 13, 2010	
00.01hrs	Q1, 2010 data goes live on RAJAR web site

Sally de la Bedoyere
Chief Executive Officer

RAJAR COMMUNICATIONS

This communication is designed to keep RAJAR subscribers and stakeholders abreast of plans and developments within the RAJAR survey.

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