



RAJAR Press Conference

Data Release – Quarter 2, 2006

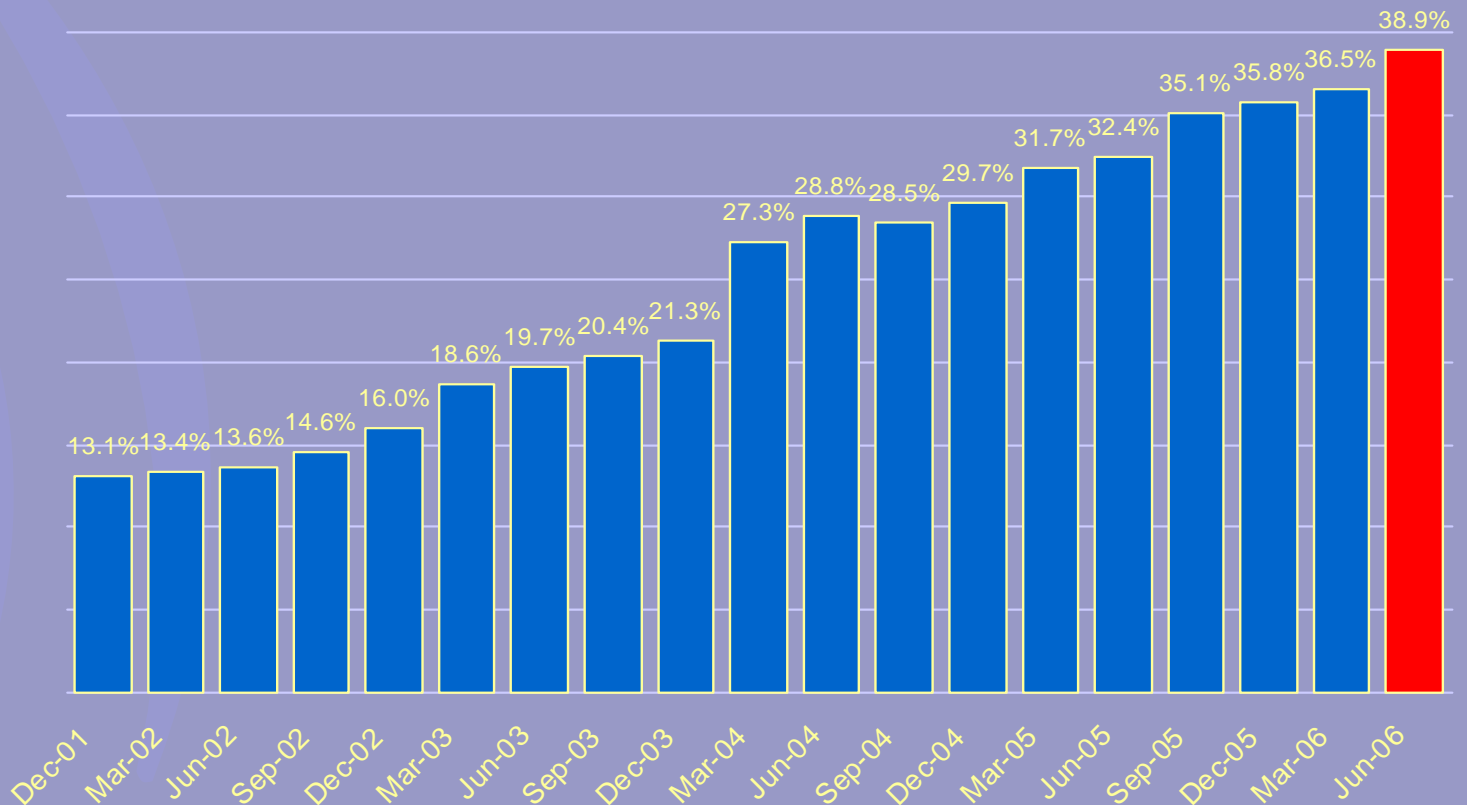
August 3, 2006



DTV, Internet and DAB listening

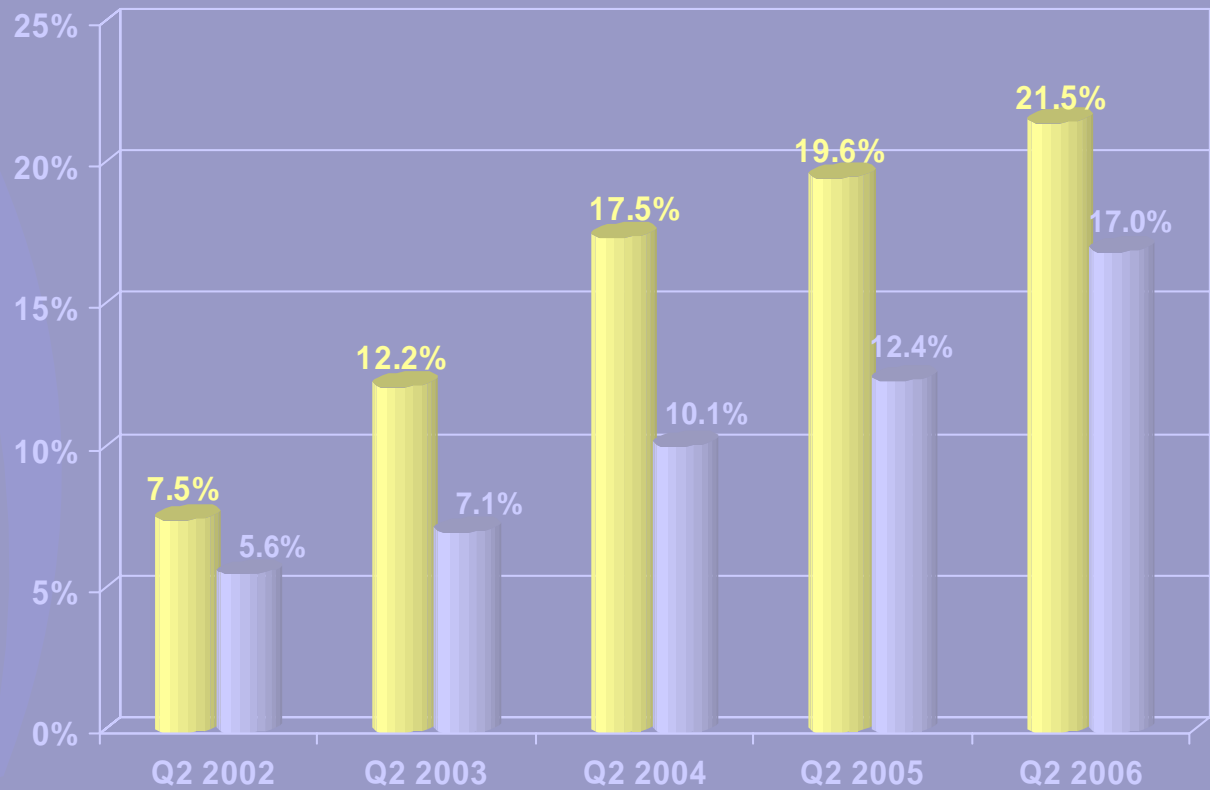


% Adults ever listen to radio via the TV

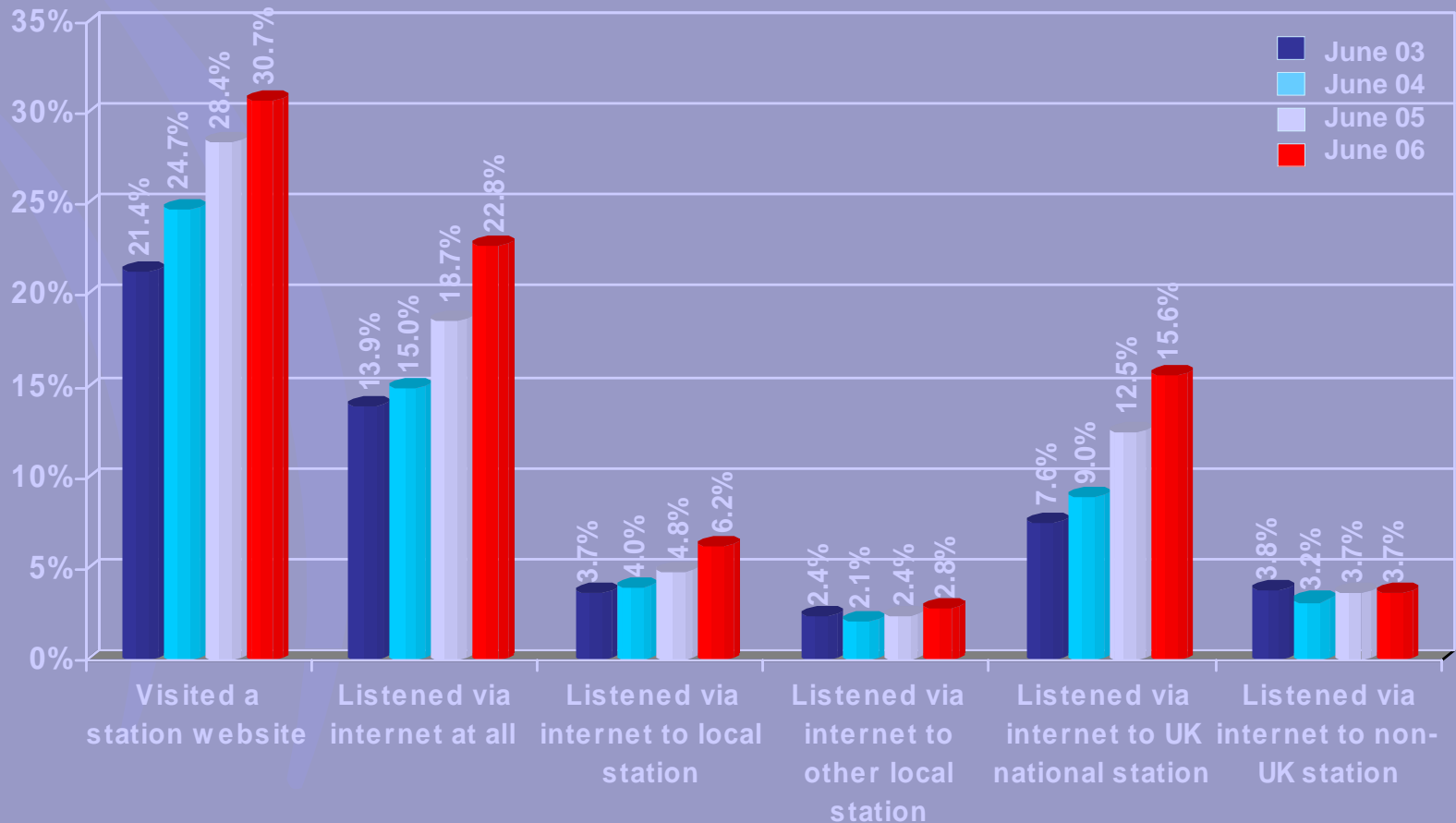


Frequency of listening via DTV

■ At least once a week
■ Less than once a week

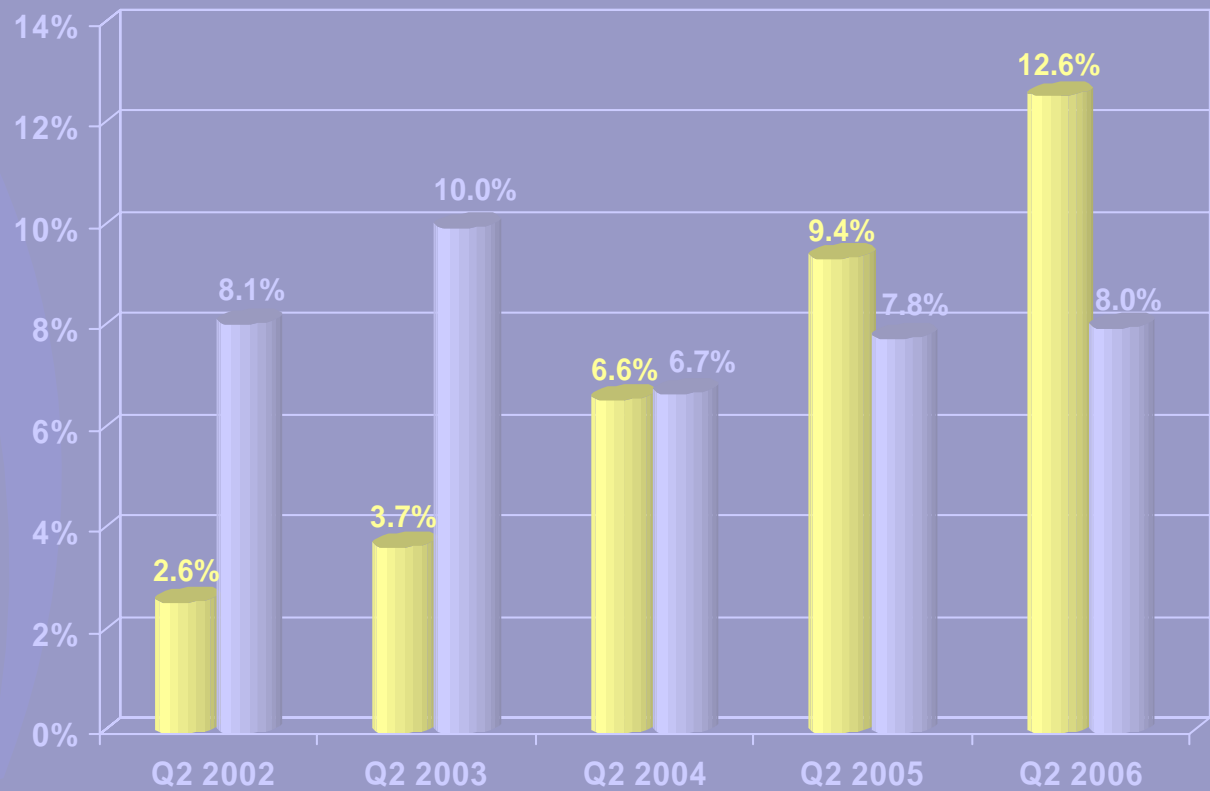


Are people listening to radio via the Internet?



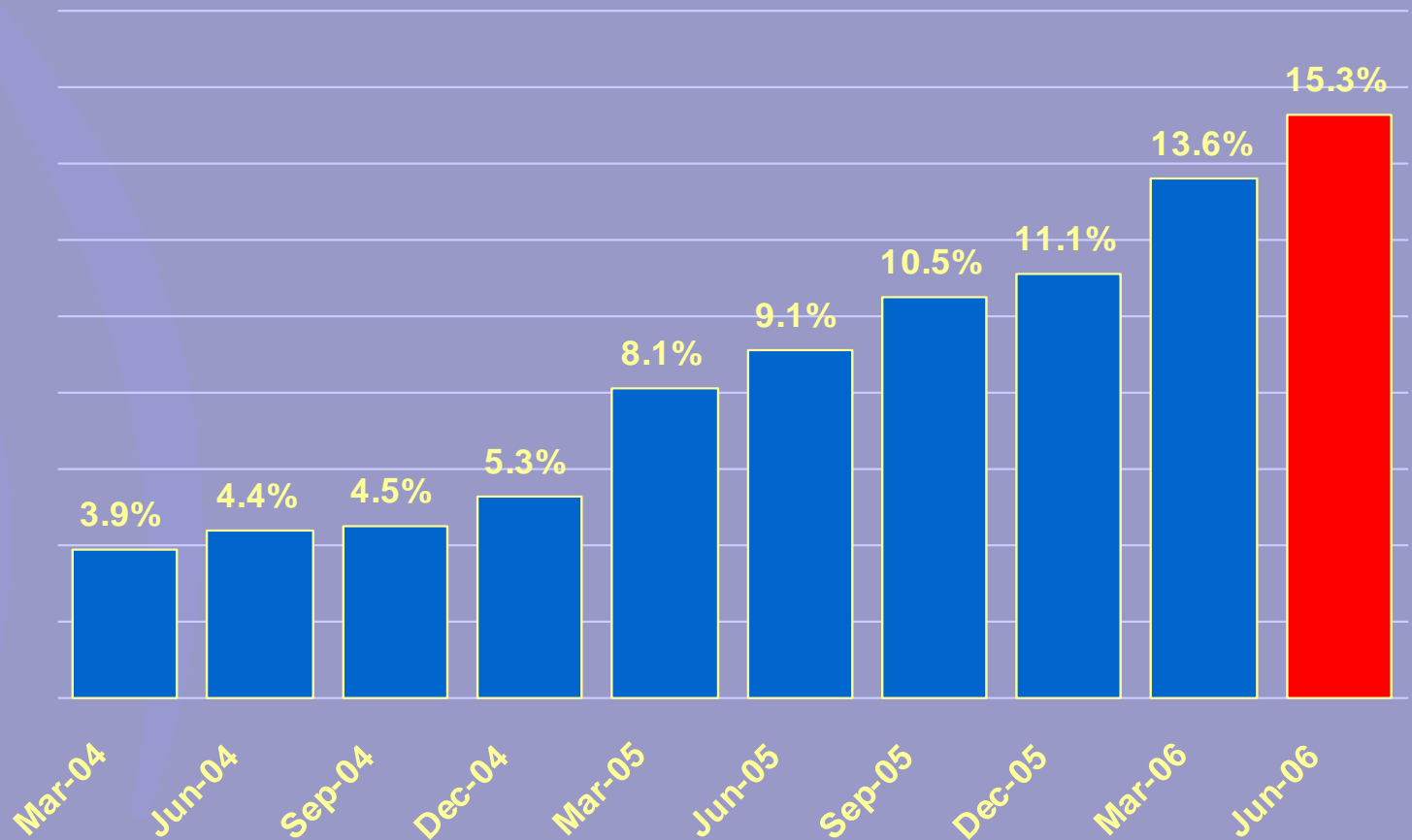
Frequency of listening via the internet

■ At least once a week
■ Less than once a week





% Adults who own a DAB set at home

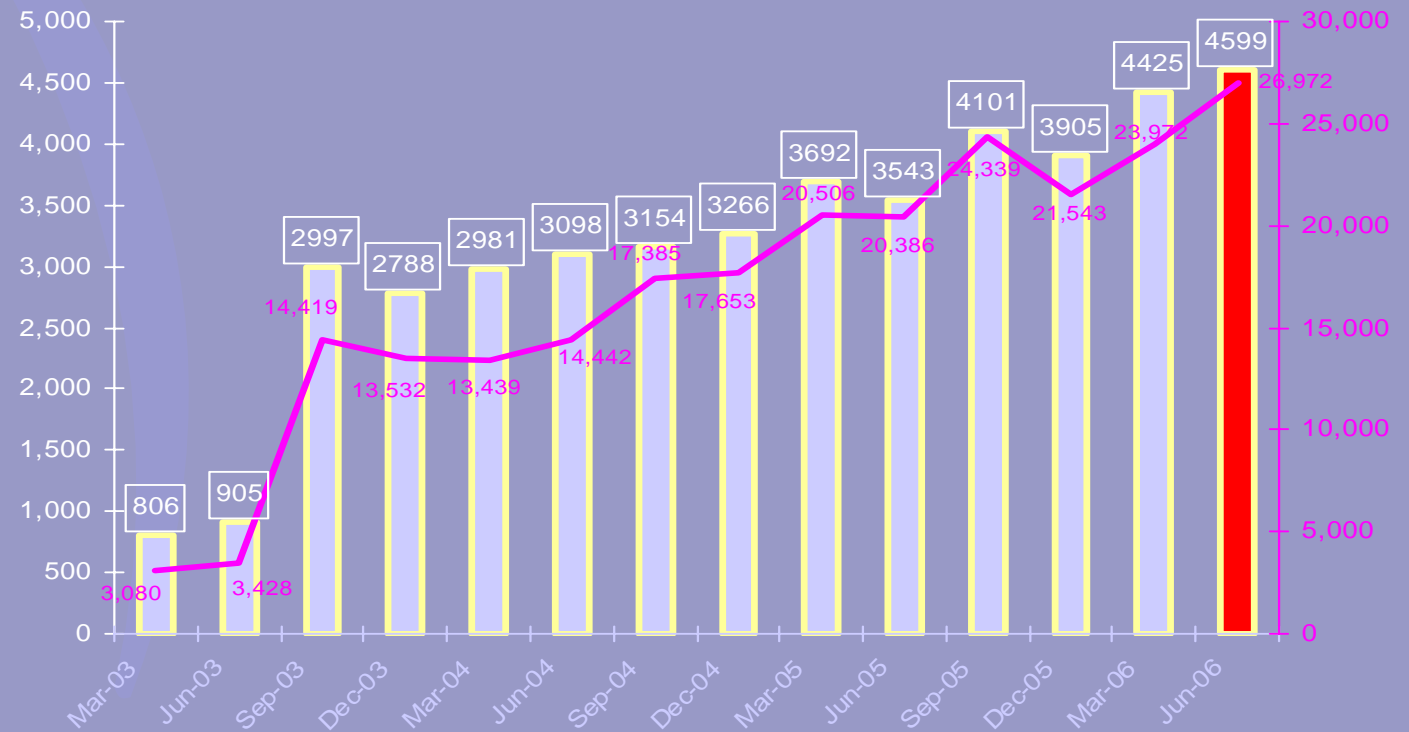


Listening to digital only services

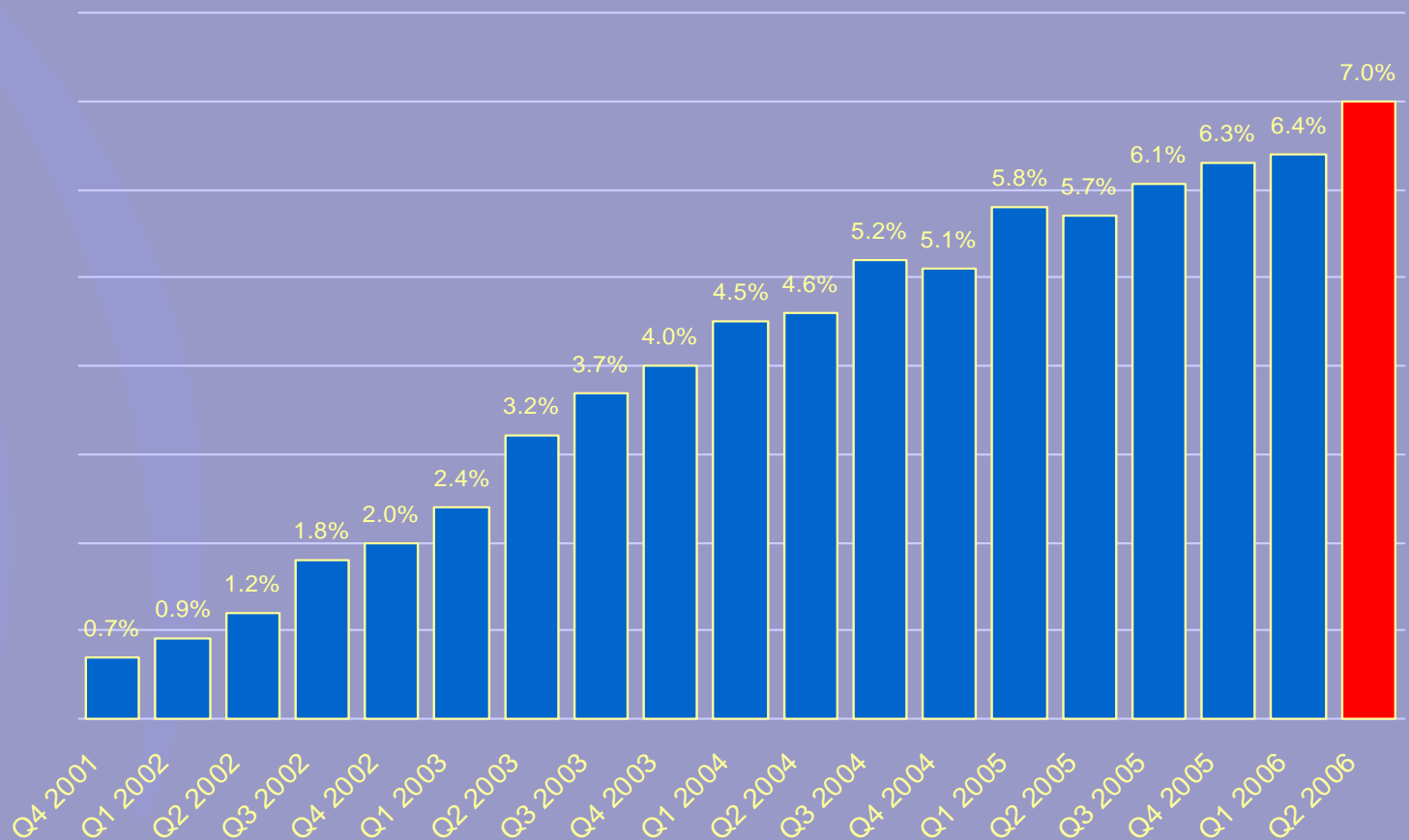
All adults 15+

Digital only radio reach (000s)

Digital only radio hours (000s)



% Adults ever listen to radio via their mobile phone



- The 'Digitally Enabled Universe' has increased again from 25.5m adults last quarter to 27.1m adults (54.3%).
- 15.3% (13.6% in Q1) are living in DAB households; 22.8% (20.8%) have listened to the radio via the Internet; and 38.9% (36.5%) have listened via digital television.
- Applying the platform shares from the new RAJAR Platform 2006 Survey to hours reported in digital households on RAJAR Q2 2006 results - 13.6% of all radio listening is now via a digital platform (11.4% in Q1).
- 9.7% of adults with a mobile phone (3.5m) claim to listen to the radio via a mobile phone – a rise from 8.8% in Q1. Over a fifth (21.7%) of 15-24s with a mobile phone (1.4m) listens in this way.
- 25.8% (23.7% in Q1) of adults own an mp3 player (12.8m). 2.8m claim to listen to music or other audio on it everyday, and 8.8m every week (8.1m in Q1).
- Data on podcasting is released on RAJAR for the first time. 1.9m (14.8% of mp3 player owners) use their mp3 player to listen to downloaded radio programme podcasts.