

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

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LISTENING VIA PLATFORM - ALL RADIO

KEY
Quarter 2, 2007 in green
Quarter 1, 2008 in blue
Quarter 2, 2008 in pink

	Platform Shares %			Digital Listening Weekly Reach %			Digital Listening Total Hours (in millions)		
	Q2, 2007	Q1, 2008	Q2, 2008	Q2, 2007	Q1, 2008	Q2, 2008	Q2, 2007	Q1, 2008	Q2, 2008
AM / FM	66.1	72.7	69.5						
All Digital Radio	12.8	17.8	17.9	26.2	31.4	31.0	136	184	182
DAB	7.0	10.8	11.0	13.3	17.9	17.5	74	111	111
DTV	2.6	3.2	3.3	9.5	10.5	10.6	27	34	33
Internet	1.5	2.1	2.0	5.4	6.2	6.0	16	21	20
Digital unspecified	1.7	1.7	1.7	7.3	7.0	7.0	18	18	18

Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms. In Q2 2007 the analogue unspecified share was 21.1%. In Q1 2008, it was 9.5%. In Q2 2008, it is 12.6%

Source RAJAR / Ipsos MORI / RSMB
RAJAR / PJPR