

RAJAR DATA RELEASE

Quarter 4, 2008 - January 29, 2009



All Radio Listening Charts

1. All Radio Listening including share via platform
2. All Digital Radio Listening
3. BBC Radio / Commercial Radio - weekly reach and share
4. BBC Radio / Commercial Radio - platform share
5. DAB set ownership
6. Listening to radio via a mobile phone

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	Dec '07	Sept '08	Dec '08
All Radio Listening			
Weekly Reach ('000)	44,952	45,084	45,511
Weekly Reach (%)	89.3	88.9	89.7
Average hours per head	20.2	19.8	20.0
Average hours per listener	22.6	22.3	22.3
Total hours (millions)	1,018	1,003	1,013

All Radio Listening - Share Via Platform (%)			
AM/FM	74.0	68.4	68.6
All Digital	16.6	18.7	18.3
DAB	9.9	11.3	11.4
DTV	3.1	3.2	3.2
Internet	1.9	2.2	2.0
Digital Unspecified *	1.7	1.9	1.7
Unspecified *	9.4	12.9	13.0

(*) 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.

Source RAJAR / Ipsos MORI / RSMB

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All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All Radio	89.3	88.9	89.7		1,018	1,003	1,013		100	100	100
All Digital	29.9	31.4	32.2		169	188	186		16.6	18.7	18.3
DAB	16.8	17.8	18.9		101	114	116		9.9	11.3	11.4
DTV	10.3	10.7	10.9		32	33	33		3.1	3.2	3.2
Internet	5.7	6.2	6.0		19	22	20		1.9	2.2	2.0
Digital Unspecified *	7.1	7.5	6.9		17	19	17		1.7	1.9	1.7

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All BBC Radio	33,139	32,981	33,520	All Commercial Radio	30,716	31,180	31,210
All BBC Network Radio	29,234	29,331	29,923	All National Commercial	13,655	13,936	13,640
All BBC Local / Regional Radio	9,818	9,296	9,471	All Local Commercial	24,606	25,125	25,110

Audience Share (%)

BBC Radio Listening				Commercial Radio Listening			
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
All BBC Radio	55.4	54.9	55.7	All Commercial Radio	42.4	43.1	42.2
All BBC Network Radio	45.4	45.5	46.4	All National Commercial	11.3	11.0	10.6
All BBC Local / Regional Radio	10.0	9.3	9.3	All Local Commercial	31.1	32.0	31.6

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Platform Share

	All BBC Radio			All Commercial Radio			
	Dec '07	Sept '08	Dec '08		Dec '07	Sept '08	Dec '08
AM/FM	75.7	68.8	69.6	AM/FM	72.1	68.4	67.8
All Digital	15.3	18.3	17.6	All Digital	18.1	18.9	19.0
DAB	10.8	13.2	12.7	DAB	9.0	9.2	9.9
DTV	2.1	2.4	2.5	DTV	4.3	4.2	4.2
Internet	1.7	1.8	1.6	Internet	1.7	2.2	1.9
Digital Unspecified *	0.7	0.9	0.7	Digital Unspecified *	3.1	3.2	3.0
Unspecified *	9.0	12.8	12.8	Unspecified *	9.8	12.7	13.2

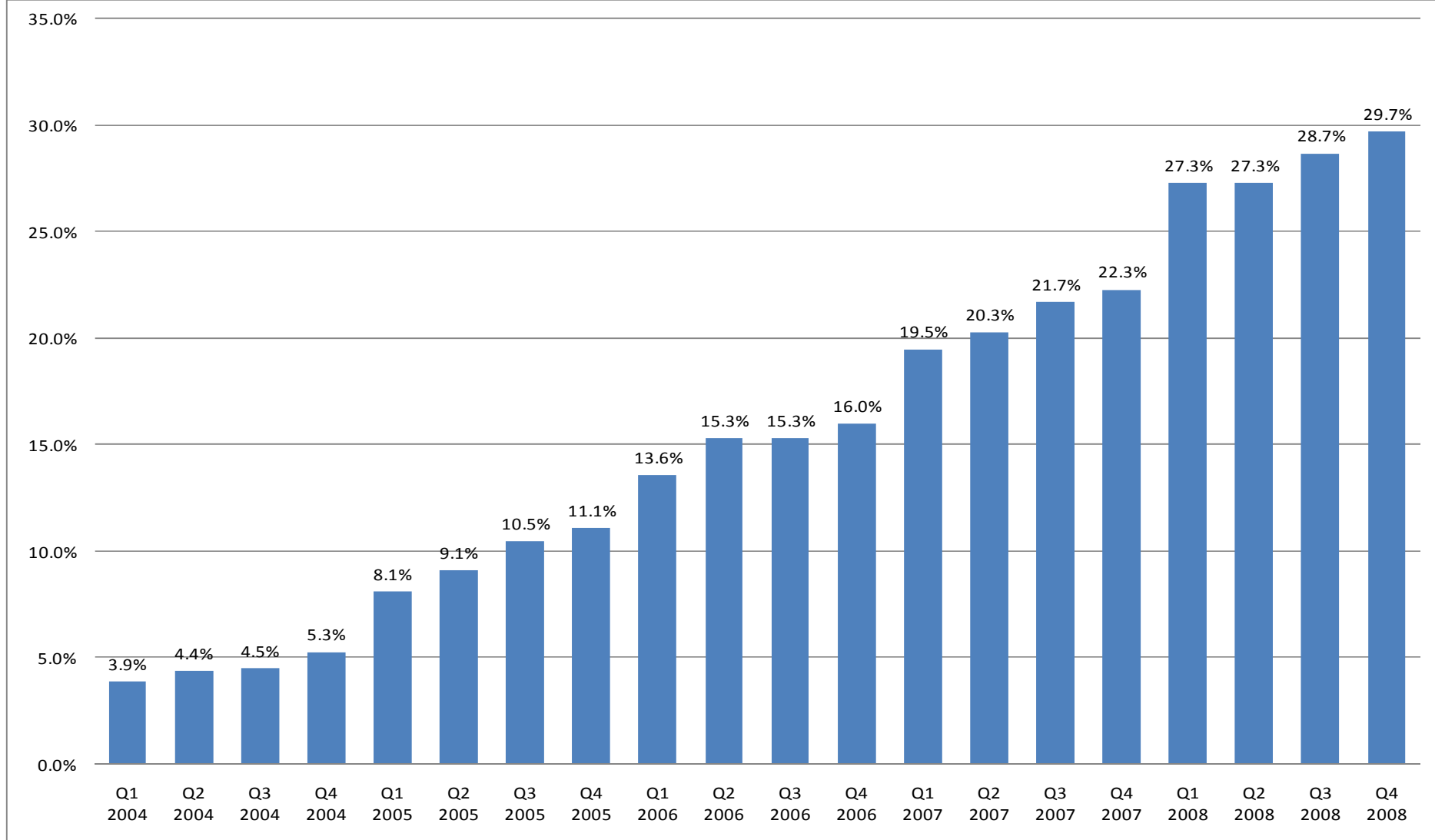
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% Adults (15+) who claim to own a DAB set at home

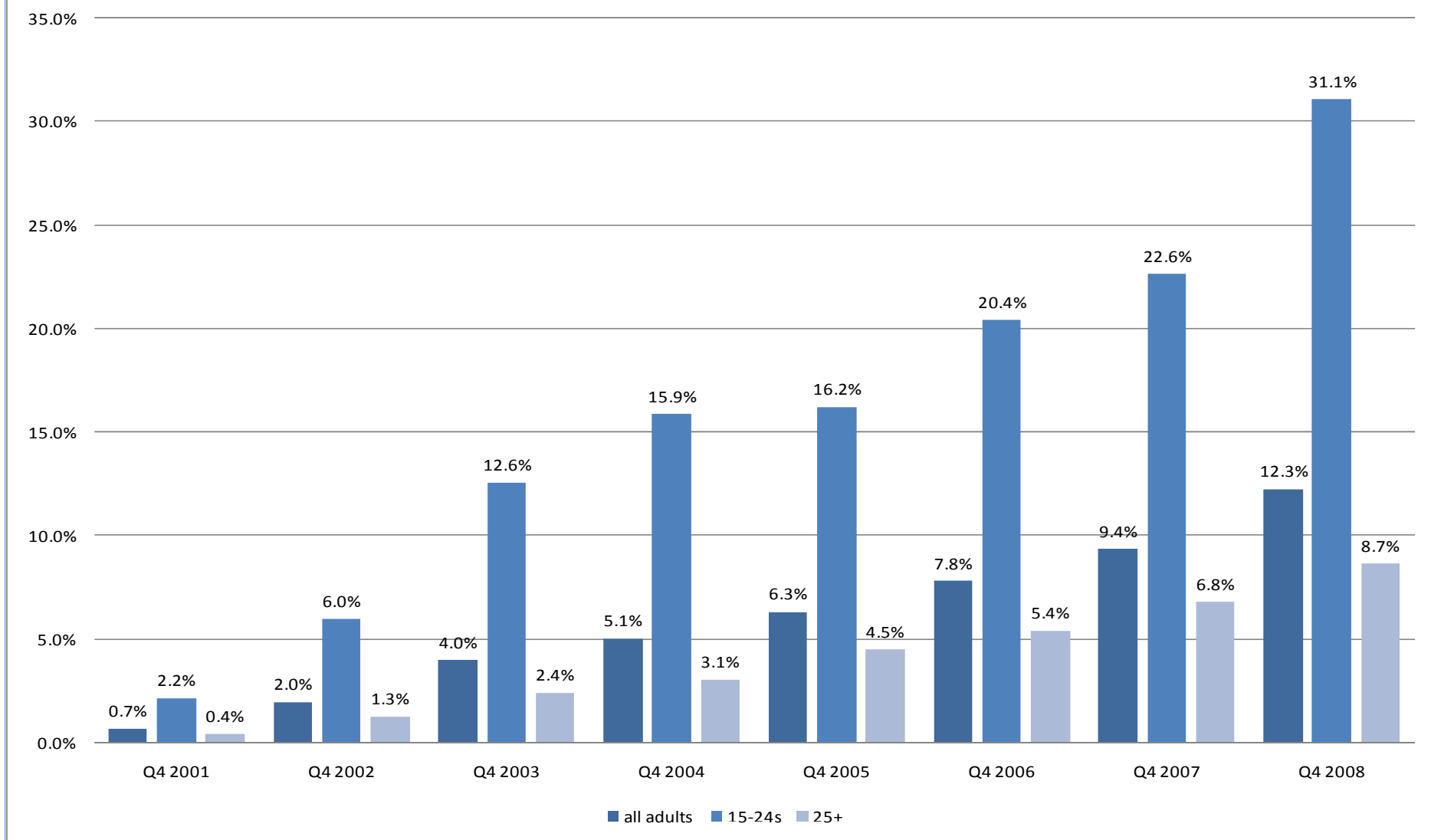


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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB