

RAJAR DATA RELEASE

Quarter 1, 2009 - May 7, 2009



All Digital Radio Listening

	Weekly Reach %			Total Hours (millions)			Share %		
	Mar '08	Dec '08	Mar '09	Mar '09	Dec '08	Mar '09	Mar '09	Dec '08	Mar '09
All Radio	90.2	89.7	90.2	1,033	1,013	1,025	100	100	100
All Digital	31.4	32.2	33.8	184	186	206	17.8	18.3	20.1
DAB	17.9	18.9	19.9	111	116	130	10.8	11.4	12.7
DTV	10.5	10.9	11.1	34	33	35	3.2	3.2	3.4
Internet	6.2	6.0	6.8	21	20	23	2.1	2.0	2.2
Digital Unspecified *	7.0	6.9	7.4	18	17	18	1.7	1.7	1.8

(*)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.