

# RAJAR DATA RELEASE

## Quarter 2, 2009 - August 6, 2009



### All Digital Radio Listening

	Weekly Reach %				Total Hours (millions)				Share %		
	June '08	Mar '09	June '09		June '08	Mar '09	June '09		June '08	Mar '09	June '09
<b>All Radio</b>	88.9	90.2	90.3		1,017	1,025	1,029		100	100	100
<b>All Digital</b>	31.0	33.8	35.0		182	206	217		17.9	20.1	21.1
<b>DAB</b>	17.5	19.9	20.6		111	130	135		11.0	12.7	13.1
<b>DTV</b>	10.6	11.1	11.1		33	35	37		3.3	3.4	3.6
<b>Internet</b>	6.0	6.8	6.8		20	23	22		2.0	2.2	2.2
<b>Digital Unspecified *</b>	7.0	7.4	8.0		18	18	22		1.7	1.8	2.1

(\*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.