

RAJAR DATA RELEASE

Quarter 2, 2010 - August 5, 2010



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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	June '09	Mar '10	June '10
All Radio Listening			
Weekly Reach ('000)	46,327	46,479	46,771
Weekly Reach (%)	90.3	90.6	90.6
Average hours per head	20.1	19.8	20.0
Average hours per listener	22.2	21.8	22
Total hours (millions)	1,029	1,013	1,030
All Radio Listening - Share Via Platform (%)			
AM/FM	66.2	66.7	67.0
All Digital	21.1	24.0	24.6
DAB	13.1	15.1	15.8
DTV	3.6	4.0	4.1
Internet	2.2	2.9	2.9
Digital Unspecified *	2.1	1.9	1.8
Unspecified *	12.7	9.3	8.5

* 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 %		
	June '09	Mar '10	June '10		June '09	Mar '10	June '10		June '09	Mar '10	June '10
All Radio	90.3	90.6	90.6		1,029	1,013	1,030		100	100	100
All Digital	35.0	38.5	38.7		217	243	253		21.1	24.0	24.6
DAB	20.6	23.1	23.5		135	153	162		13.1	15.1	15.8
DTV	11.1	12.6	13.1		37	41	42		3.6	4.0	4.1
Internet	6.8	8.1	8.2		22	29	30		2.2	2.9	2.9
Digital Unspecified *	8.0	7.5	7.6		22	19	19		2.1	1.9	1.8

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Weekly Reach (000s)

BBC Radio Listening				Commercial Radio Listening			
	June '09	Mar '10	June '10		June '09	Mar '10	June '10
All BBC Radio	34,098	34,877	34,585	All Commercial Radio	31,968	32,162	32,873
All BBC Network Radio	30,706	31,318	31,263	All National Commercial	13,868	13,614	14,608
All BBC Local / Regional Radio	9,072	9,987	9,135	All Local Commercial	25,916	26,089	26,700

Share of Hours (%)

BBC Radio Listening				Commercial Radio Listening			
	June '09	Mar '10	June '10		June '09	Mar '10	June '10
All BBC Radio	54.6	56.5	54.6	All Commercial Radio	42.7	41.3	43.2
All BBC Network Radio	45.9	47.2	46.2	All National Commercial	10.8	10.3	11.0
All BBC Local / Regional Radio	8.7	9.3	8.3	All Local Commercial	31.9	31.1	32.2

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Platform Share

	All BBC Radio			All Commercial Radio			
	June '09	Mar '10	June '10		June '09	Mar '10	June '10
AM/FM	67.0	66.3	67.3	AM/FM	65.8	67.5	67.1
All Digital	20.8	24.6	24.4	All Digital	21.1	22.9	24.4
DAB	15.4	17.7	17.9	DAB	10.6	12.1	13.4
DTV	2.8	3.3	3.3	DTV	4.7	5.0	5.0
Internet	1.7	2.7	2.5	Internet	2.0	2.4	2.6
Digital Unspecified *	0.9	1.0	0.7	Digital Unspecified *	3.8	3.3	3.4
Unspecified *	12.2	9.0	8.3	Unspecified *	13.2	9.6	8.5

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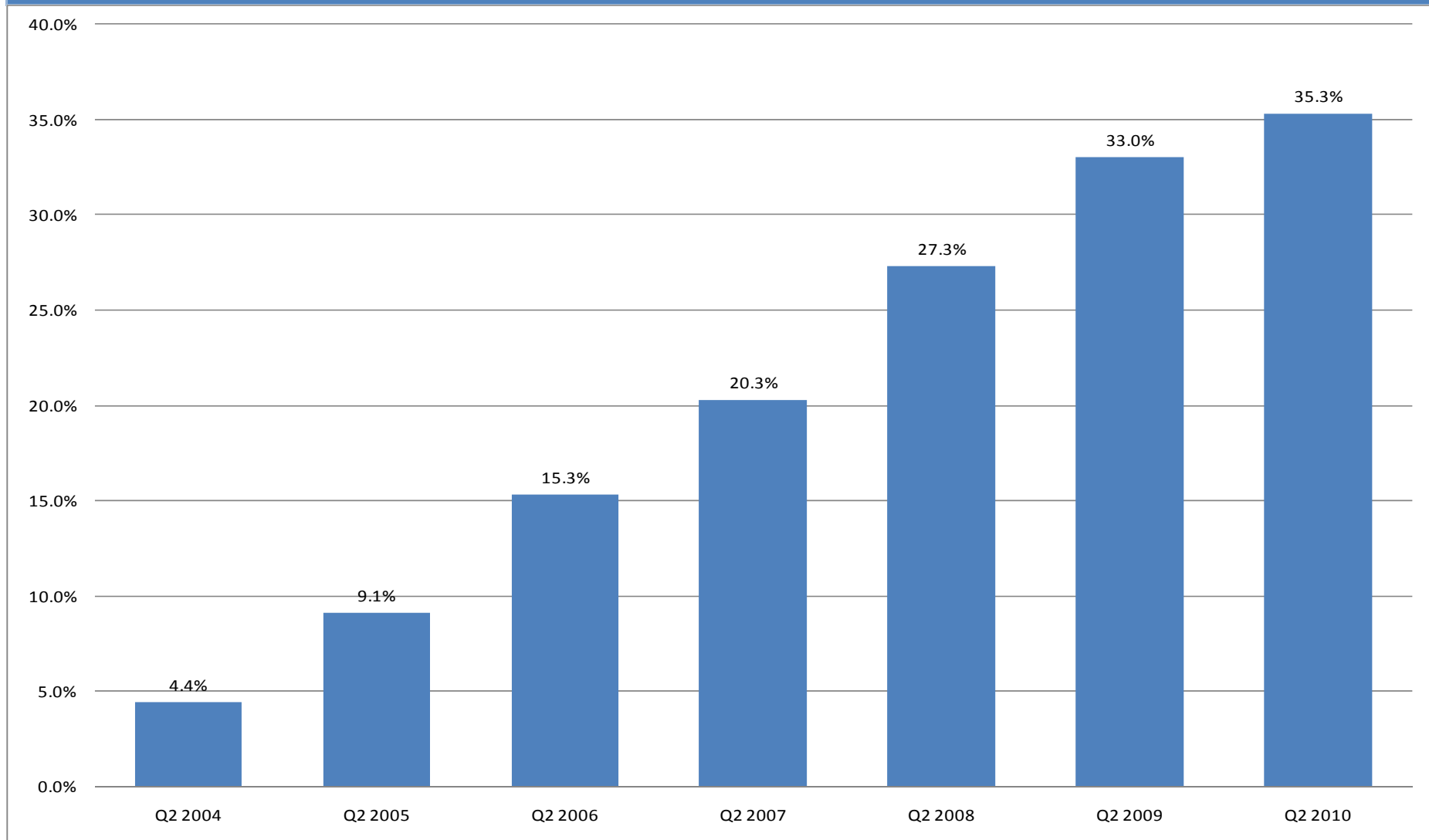
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% Adults (15+) who claim to own a DAB set at home



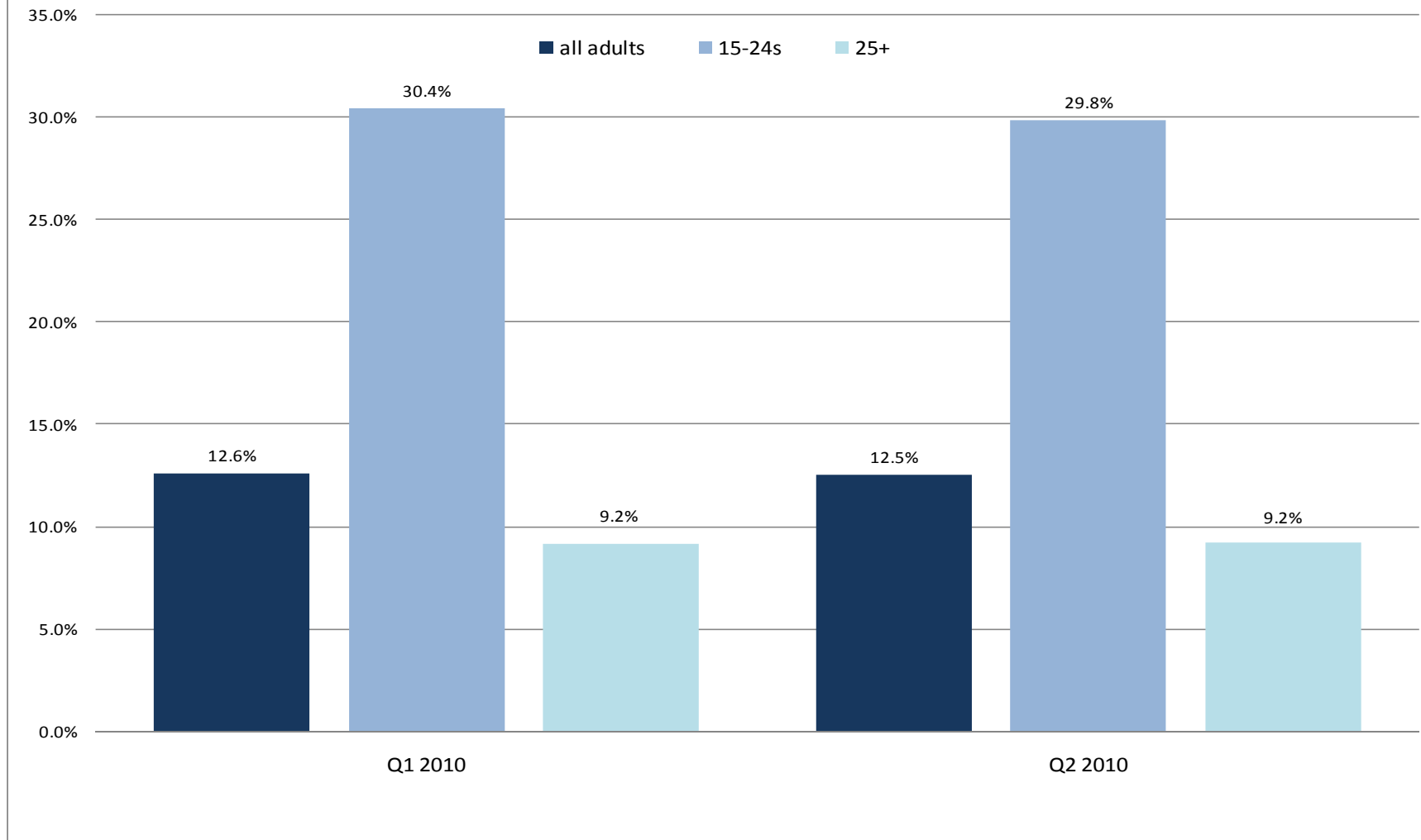
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% who claim to have ever listened to radio via mobile phone



Source RAJAR / Ipsos MORI / RSMB

(In Q1, 2010 RAJAR introduced a number of changes to the self-completion questionnaire which impacted on questions regarding mobile phone listening; therefore caution should be used when comparing Q2, 2010 with similar data from previous years.)