

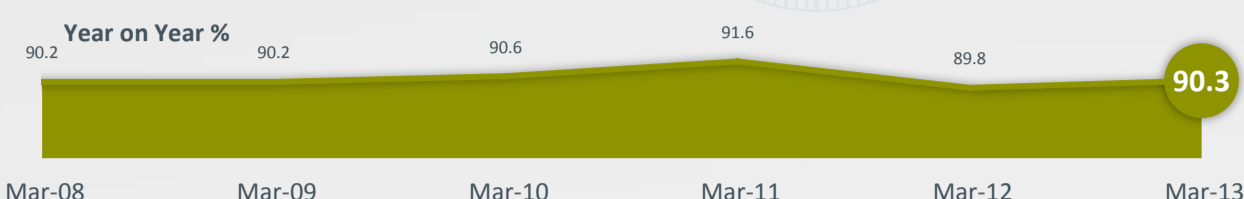
THIS CARRIES A STRICT PRINT, BROADCAST AND DIGITAL EMBARGO UNTIL 00.01 HOURS THURSDAY MAY 16th 2013

ALL RADIO LISTENING

Today RAJAR announced **47.3 million adults** or **90% of the adult (15+) UK population** tuned in to their selected radio stations in the first Quarter of 2013. This is up by approximately **608,000 adults** on the same quarter of the previous year (Q1, 2012). The total number of hours listened to radio is **1.03 Billion**, which is marginally down, 3% Year on Year.



90%
of the population
tune in to radio
every week



AVERAGE HOURS PER LISTENER

On average a listener tunes into **21.9 hours** of radio per week.



21.9
average hours of
radio listened to per
week

DIGITAL PLATFORMS

Listening to radio via a digital platform in terms of weekly reach* has **increased by 11% year on year**, with **26.0 million** people now tuning in to radio via a **digitally enabled receiver (DAB, DTV, Online)** each week (up from 23.4 million in Q1, 2012).

* Weekly reach is the number of people (adults 15+) in the UK who listened to a radio station for at least five minutes in the course of an average week during the quarter.



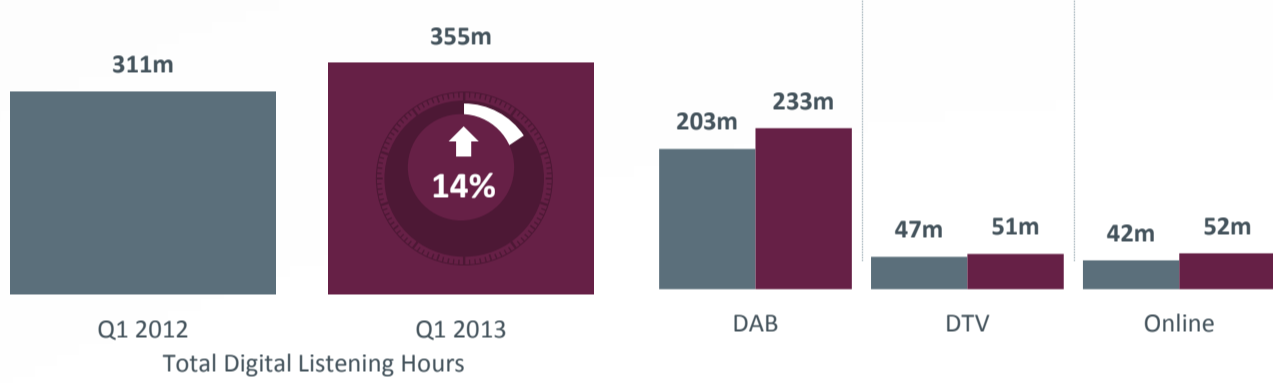
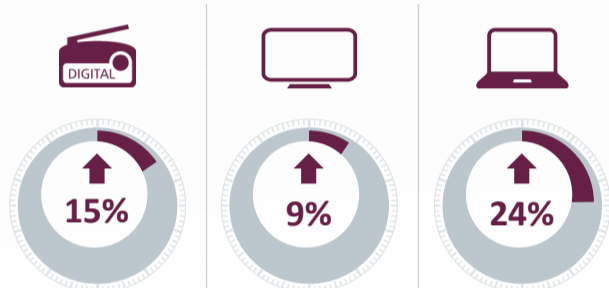
50%
of the population
tune in to digital
radio every week

DIGITAL LISTENING HOURS

DIGITAL LISTENING HOURS

Digital listening hours for Q1 2013 **increased 14%** from **311 million hours** in Q1 2012 to **355 million hours** in this Quarter.

DAB radio is still the most popular device when it comes to listening to digital radio, accounting for **66% of all digital hours**. Listening via **DTV (digital television)** represents 14.5% and listening online 14.6% of all digital listening hours.

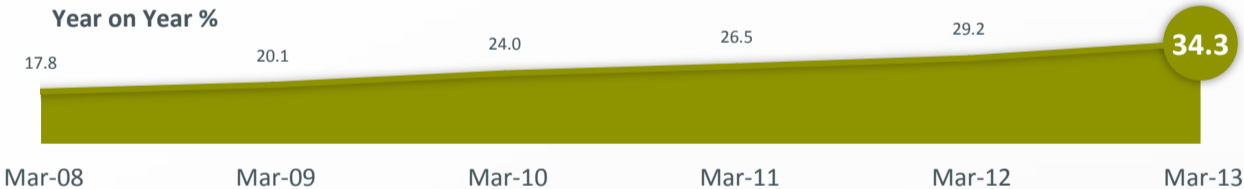


DIGITAL SHARE OF ALL RADIO LISTENING

The share of all radio listening hours via a digital platform now stands at **34.3%** compared to **29.2%** for the corresponding period last year, up **17%** Year on Year.

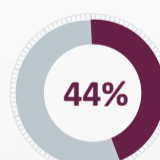
The share of listening to DAB has increased by **18% Year on Year** to **22.5%** of all listening (**19.1%** in Q1, 2012).

The share of all listening via DTV has seen a steady increase from **4.4%** in Q1, 2012 to **5.0%** this quarter. Online share of all radio listening has increased to **5.0%**, up from **3.9%** in Q1, 2012 and up from **4.9%** in Q4 2012



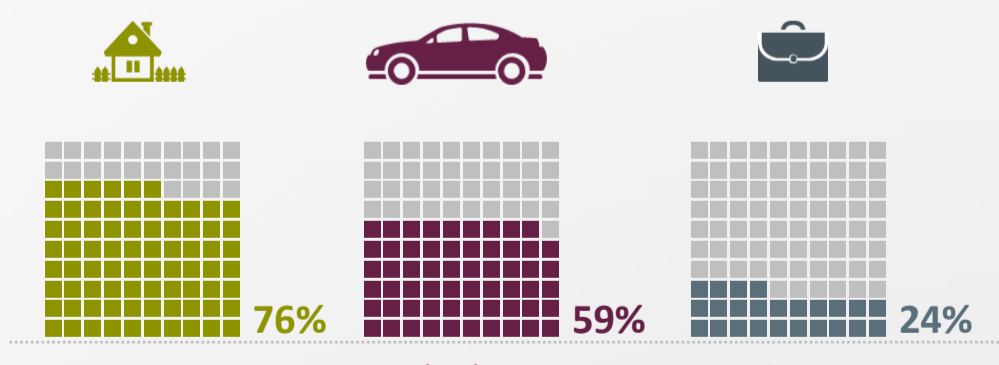
ACCESS TO A DAB RECEIVER

23 million adults have access to a DAB receiver, which equates to **44%** of the UK Population.



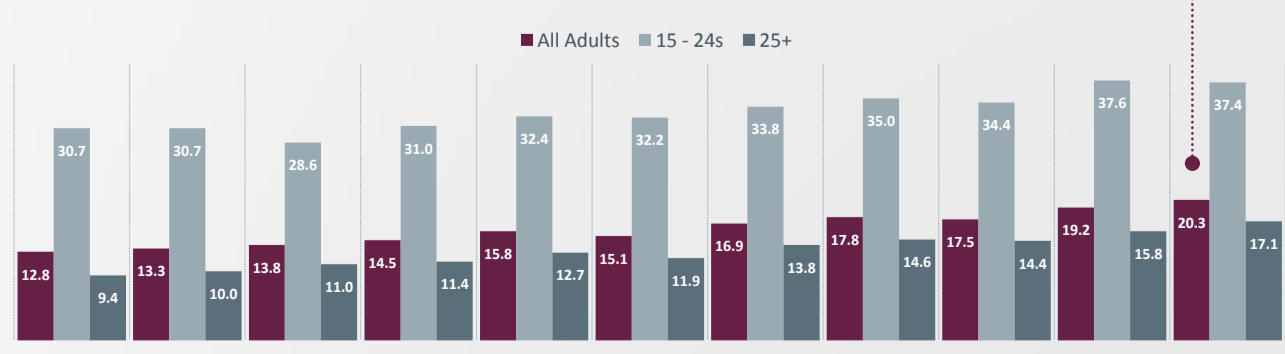
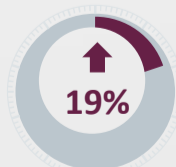
LOCATION OF LISTENING

The location of where radio is listened to by **Reach** percentage.



RADIO LISTENING VIA MOBILE PHONE

20% of adults have listened to radio via their mobile phone, up **19%** Year on Year.



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IMPORTANT INFORMATION:

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