

RAJAR DATA RELEASE – QUARTER 4, 2012

STRICTLY EMBARGOED UNTIL 00.01 HOURS, Thursday January 31st 2013

Headlines

- ***On average 90% of the population tuned into radio each week.***
- ***On average a listener tunes into 22.1 hours of radio per week.***
- ***Share of all radio listening to any digital Platform is up 14% Y on Y to 33%.***
- ***48% of the population has tuned in via any Digital platform.***
- ***22 million adults have access to a DAB receiver - up 6% year on year.***
- ***Listening online reaches 51 million hours per week - up 43% Y on Y.***
- ***19% of adults have listened to radio via their mobile phone - up 28% year on year.***

All Radio Listening

Today RAJAR (Radio Joint Audience Research Ltd) announced 47 million adults or 90% of the adult (15+) UK population tuned in to their selected radio stations in the fourth Quarter of 2012. This is up by approximately 340,000 adults on the same quarter of the previous year (Q4, 2011). The total number of hours listened to radio is 1.04 Billion, up marginally Year on Year.

Radio listening via digital platforms

Listening to radio via a digital platform in terms of weekly reach* has increased by 9% year on year, with 25.2 million people now tuning in to radio via a digitally enabled receiver (DAB, DTV, Online) each week (up from 23.1 million in Q4, 2011).

* 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.

Digital Listening Hours

Digital listening hours for Q4 2012 increased 14% from 300 million hours in Q4 2011 to 342 million hours in this Quarter.

DAB radio is still the most popular device when it comes to listening to digital radio, accounting for 64% of all digital hours. Listening via DTV (digital television) has increased by 15.7% Year on Year. Additionally, listening online has recorded an increase of 43.4% Year on Year.

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| ➤ DAB hours are 219 million | (200m in Q4, 2011 – up 9%) |
| ➤ DTV hours are 53 million | (46m in Q4, 2011 – up 16%) |
| ➤ Online hours are 51 million | (35m in Q4, 2011 – up 43%) |

Digital Share of All Radio

The **share** of all radio listening via a digital platform now stands at 33% compared to 29.1% for the corresponding period last year and 25% for Q4, 2010. The share of listening to DAB has increased by 9% year on year to 21.1% of all listening (19.4% in Q4 2011).

DTV and Online Listening

The share of all listening via DTV has seen a steady increase from 4.5% in Q4, 2011 to 5.1% this quarter. Online share of all radio listening has increased to 4.9%, up from 3.4% in Q4, 2011 and up from 4.2% in Q3 2012.

Access to a DAB receiver

Access to a DAB receiver is up 6% on Q4 2011 and currently 42% of the population, or 22.1 million adults (aged 15+), claim to live in a household with access to a DAB set (c.f. 20.9 million in Q4, 2011).

Radio listening via mobile phone

19% of adults aged 15+ claimed to ever have listened to the radio via a mobile phone, up 28% year on year (c.f. 15% in Q4, 2011). In the Over 25's demographic 16% say they have listened to the radio via their mobile phone. It continues to be up from the same period the previous year (c.f 12% Q4, 2011). In the 15-24 demographic 38% of those surveyed now claim to have listened to the radio in this way with 20% stating they listen at least once a week and 3% doing so every day.

Detailed individual radio station data, for both BBC and Commercial Radio stations, are available on the RAJAR web site from 00.01hrs, Thursday January 31st 2013.

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