

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 1, 2008

Issued April 30, 2008, at 18.00hrs

STRICTLY EMBARGOED UNTIL 07.00 HOURS, MAY 1, 2008



Radio Joint
Audience
Research
Limited

- **Over 45 million adults listen to UK radio stations each week**
- **31% of UK population listens to radio via a digital platform each week**
- **DAB ownership up 40% year on year and 22% quarter on quarter**

Radio listening has risen one percentage point to 90% of the UK population*, or 45.4 million listeners, it was revealed today (May 1, 2008) when UK radio audience data for Quarter 1, 2008 was released by RAJAR (Radio Joint Audience Research Ltd). Weekly listening has increased slightly year on year by 366,000 (from 45,031,000 in Q1, 2007 to 45,397,000 in Q1, 2008), and is up nearly half a million (445,000) quarter on quarter.

Radio listening via digital platform: Radio listening via a digital platform continues to grow steadily. Data collected this quarter reveals that 17.8% of all radio listening is now via a digital platform, of which

- 10.8% is via DAB
- 3.2% is via DTV and
- 2.1% is via the Internet

Digital listening: Almost one third (31% of the population*) listen to radio via a digital platform every week. This gradual move to digital is also reflected in the digital listening hours for Q1, 2008 which have increased - up 9% to 184 million hours per week (Q1, 08 cf Q4, 07), with listening via DAB once again showing the most substantial increase - up 10% to over 110 million hours quarter on quarter.

DAB ownership: RAJAR research once again shows a solid increase in DAB set ownership with 27.3% of adults (15+) in Q1, 2008 claiming to own a DAB receiver. This is a 40% increase year on year (19.5% in Q1, 2007) and a rise on Quarter 4, 2007 of 22%.

Radio listening via mobile phone: Radio listening via mobile phone continues to rise. The number of adults (15+) who claim to have listened to the radio via a mobile phone has increased from 8% in Q1, 2007 to 11.6% in Q1, 2008; while the number of 15 to 24-year-olds who say they have listened to the radio in this way has also increased year on year (20.3% in Q1, 2007 vs. 27.3% in Q1, 2008).

Detailed data and individual radio station data, for both BBC and Commercial Radio stations, is available on the RAJAR web site at www.rajar.co.uk.

** This weekly reach figure 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.*

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