

NEWS RELEASE

RAJAR DATA RELEASE – QUARTER 1, 2009

Issued May 6, 2009, at 17.00hrs



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STRICTLY EMBARGOED UNTIL 07.00 HOURS, MAY 7, 2009

- **Radio listening reaches all time high of 45.8 million adults each week**
- **Digital listening hours up 12% year on year to reach 206 million per week**
- **DAB ownership up 19% year on year**
- **Mobile phone listening up 13% year on year**

Radio listening reached an all time high in Q1, 2009, increasing by 251,000 to notch up 45.8 million listeners per week*, or 90.2% of the UK population (15+), it was revealed today, May 7, 2009, when UK radio audience data for Quarter 1, 2009 was released by RAJAR (Radio Joint Audience Research Ltd). This figure is up both year on year and quarter on quarter (cf. 45,397 million in Q1, 2008 and 45,511 million in Q4, 2008) and is the highest weekly reach ever recorded since new research methodology was introduced in January 1999.

Radio listening via digital platforms: Radio listening via a digital platform has increased by 12% year on year and 11% quarter on quarter. Data collected for Q1, 2009 reveals that 20.1% of all radio listening is now via a digital platform (cf. 17.8% in Q1, 2008). Once again listening via DAB leads the increase:

- **DAB listening share is 12.7%** (10.8% in Q1, 2008 – up 17%)
- **DTV listening share is 3.4%** (3.2% in Q1, 2008 – up 4%)
- **Internet listening share is 2.2%** (2.1% in Q1, 2008 – up 7%)

Digital listening: Listening to radio via a digital platform in terms of weekly reach has risen by 8% year on year and, for the first time, one third of the population (33.8% in Q1, 2009 vs. 31.4% in Q1, 08) now tunes in to radio via a digitally enabled set each week. This is reflected in the digital listening hours for Q1, 2009 which has broken the 200 million mark to reach 206 million hours per week, an increase of 20 million hours per week from 186 million hours in Q4, 2008.

* 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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DAB ownership: RAJAR's latest research shows that DAB set ownership has increased once again this quarter, by 19% year on year, with 32.1% of adults (15+) in Q1, 2009 now claiming to live in a household which has a DAB receiver. (cf. 27.3% in Q1, 2008).

Radio listening via mobile phone: Radio listening via mobile phone continues to grow steadily among adults aged 15+ with Q1, 2009 posting an increase of 13% from 11.6% in Q1, 2008 to 13% in Q1, 2009. The 15 to 24-year-old demographic also shows a similar increase of 14% year on year, with 30.6% of those in this age group saying they have listened to the radio in this way (27.3% in Q1, 2008), of which 15% say they listen at least once a week and 3% say they listen every day.

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 from 07.00hrs, May 7, 2009.

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