

## **PRESS RELEASE**

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### **DIGITAL LISTENING REACHES 20 MILLION MARK**

- **20 million people listen to digital radio each week, an increase of 2 million year on year**
- **Digital radio listening share up 17% year on year**
- **50% of all national commercial radio listening is now via digital platforms**
- **Digital listening on DAB grows 20% year on year**
- **Digital radio biggest contributor to record radio listening**

20 million people now tune in to digital radio each week, an increase of two million from last year, according to the latest RAJAR figures released today. Weekly reach has increased by 11% year on year from 18 million to 20 million, and now 43% of all radio listeners are listening to digital every week.

Digital listening share has also shown strong growth at 24.6% (up 17% year on year, and up 2.5% quarter on quarter). Digital platforms now account for 24.4% of all listening on commercial radio, a strong growth of 6.5% quarter on quarter from 22.9%, and is now level with BBC digital listening. There has been strong growth in the share of national commercial listening via digital platforms, which has now reached 50%.

DAB listening now accounts for 15.8% of all radio listening, an increase of 20% year on year (up from 13.1% of all listening from last year and up from 15.1% in the last quarter). The proportion of adults claiming to own a DAB set at home has increased by 7.6% year on year, with over one third of the population or 18.2 million adults (aged 15+) now claiming to live in a household with a DAB receiver.

In Q2 2010, radio listening was at an all time high and grew by 17 million hours quarter on quarter. The biggest contributor to this was digital listening which grew by ten million listening hours (from 243 million hours to 253 million hours quarter on quarter).



Ford Ennals, Chief Executive of Digital Radio UK, said:

“Digital radio is good for radio; with 20 million people now listening to digital radio each week - two million more than last year - this has helped to achieve an all time record for radio listening. Since the last quarter there have been strong increases in DAB and commercial digital radio. With the launch of Smooth on Digital One, the launch of Radioplayer and significant increases in the number of new cars with digital radio as standard, we look forward to sustained digital growth in the second half of 2010.”

*Source: RAJAR/ Ipsos - MORI/ RSMB, period ending June 2010, all stations and groups results are reported on their specified reporting period and TSA.*

**ENDS**

#### **About Digital Radio UK**

Digital Radio UK works with Government, broadcasters, manufacturers, retailers, and a wide range of stakeholders to accelerate digital listening, to enable the expansion of the digital radio platform, and to ensure that industry meets the consumer-led criteria to be achieved by 2013, for a proposed radio switchover in 2015. Digital Radio UK's Board comprises representatives from the BBC, RadioCentre, Arqiva, Global Radio, Bauer Media, GMG Radio, Intellect and the Society of Motor Manufacturers and Traders.

#### **For further information**

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