

PRESS RELEASE

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CONTINUED DIGITAL GROWTH WITH HOURS UP BY 14.3%

- **Digital now accounts for 26.9% of all listening hours, up 14.3% in a year**
- **46% of all radio listeners listen via a digital platform each week**
- **Ownership of digital radios almost 40%**
- **Strong growth for digital-only stations**
- **BBC Radio 4 Extra now the number one digital-only station**
- **DAB share of listening up to 17.2%**

Listening to digital platforms is now 26.9%, according to the latest Q2 2011 RAJAR figures released today, with digital listening hours up to 289 million hours, up from 253 million hours in Q2 2010, an increase of 14.3% year on year. Of all radio listeners, 46% now listen via a digital platform each week, an increase of 2.1 million people or 10.7% year on year.

Ownership of DAB digital radios in the home has seen strong growth to almost 40% (38.9%), up from 35.3% since Q2 2010, an increase of 2 million adults.

Strong performances from digital-only stations include Absolute 80s, whose weekly reach was up by 43% quarter on quarter to 894,000, Jazz FM up 20% to 592,000, and Planet Rock up by 8% to 857,000. BBC Radio 4 Extra is now the UK's number one digital-only station, with a weekly reach of 1.6 million people (up from Radio 7's 1.16 million in Q1 2011), with growth also from Radio 1 Xtra, and sustained performances from 6 Music and 5 Live Sports Extra.

The share of all radio listening to DAB is now at 17.2%, up from 16.7% quarter on quarter and from 15.8% in Q2 2010. Listening to DAB accounts for 68.2% of digital listening (excluding digital unspecified).



Digital television listening has increased to 4.8% of all listening, up from 4.1% in Q2 2010. Internet listening now stands at 3.2%, up from 2.9% in Q2 2010, but down from 3.6% in Q1 2011; this quarterly decline in internet listening hours is due to a sharp decrease in workplace internet listening during the quarter.

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

“Digital radio is showing solid and sustained progress overall, with a strong performance from DAB and digital radios now in 40% of homes. People love the new digital content, as evidenced by the response to BBC Radio 4 Extra and Jazz FM, and the healthy growth in digital-only stations such as Absolute 80s and Planet Rock.”

Source: RAJAR/Ipsos-MORI/RSMB, period ending June 2011, all stations and groups' results are reported on their specified reporting period and TSA.

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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 for a proposed radio switchover. 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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