

# NEWS RELEASE

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## RAJAR PUBLISHES FINDINGS OF MIDAS 5 - THE RAJAR SURVEY OF INTERNET DELIVERED AUDIO SERVICES

RAJAR (Radio Joint Audience Research Ltd) releases findings of its fifth survey of internet delivered audio services today, December 10, 2009, and reveals that one third of the UK's adult population now claims to have listened to the radio via the internet; while the number of users of Personalised Online Radio has increased from 3.9 million to 4.5 million since May 2009. In addition, 8.3 million adults now claim to have heard of WiFi radio.

The RAJAR *Measurement of Internet Delivered Audio Services (MIDAS 5)* was conducted during November 2009 by Ipsos MORI. The sample consisted of RAJAR respondents, drawn from the main RAJAR survey over the previous 6 months, who had claimed to listen to the radio via the internet or downloaded podcasts, alongside respondents from the two previous MIDAS surveys (conducted in October 2008 and May 2009). The survey findings are based on the responses of 977 respondents.

Christel Lacaze, research manager, RAJAR comments:

*"The fifth MIDAS survey shows that Personalised Online Radio is the fastest growing internet delivered audio service, with 4.5 million people now claiming they have used such a service. Listening to Podcasts and to the radio via the internet (live and using Listen Again services) also continue to grow, but at a reduced pace".*

### Top line findings:

#### ***Listening via the Internet***

- ◆ One third (33.9%) of the UK's adult population (15+) or 17.4 million people claim to have ever listened to the radio via the internet, compared to 16.9 million people in May '09. This includes 16.2 million listening live and 13.9 million listening at a later time using Listen Again services.
- ◆ 74% of those Listen Again listeners said the service has no impact on the amount of live radio to which they listen; while half said they are now listening to radio programmes to which they did not listen previously. The average user of Listen Again services listened to 1.6 programmes in the previous week.

- ◆ 8.3 million adults have heard of WiFi radio (a standalone radio set that connects wirelessly to the internet and is able to play any internet radio service), but just under a million adults claim to own one.
- ◆ 57% of internet listeners are men and 47% are aged 15-34 years.

### ***Listening to Podcasts***

- ◆ 8.1 million people have downloaded a podcast (up from 7.8 million in May '09), while 4.4 million say they listen to podcasts at least once a week (up from 4.2 million in May '09). However, only 24% find time to listen to all the podcasts they download.
- ◆ 78% of podcast users said that listening to podcasts had no impact on their live radio listening habits.
- ◆ The typical podcast user subscribes to 5.9 podcasts per week (up from 5.2 podcasts in May '09) and spent about an hour listening to them in the previous week. As in the four previous surveys, comedy and music remain the two favourite genres.
- ◆ iTunes continues to be the software of choice, used by 75% of podcast users to subscribe to podcasts, while 18% simply download directly from a website via their browser. 79% listen to podcasts on their home computer and 66% listen via a portable audio/mp3 player.
- ◆ Podcast users are more likely to be men (65% of users) and in the 15-34s age break (54% of users).
- ◆ 83% of podcasts users listen to podcasts that are more than a week old.
- ◆ Podcasting appears to have a positive effect on radio listening with 33% saying that they now listen to radio programmes to which they did not listen previously.
- ◆ Only 5% of podcasts users have ever paid to subscribe to a podcast.
- ◆ 59% of respondents said they would be interested in downloading podcasts containing advertising if they were free, while only 33% responded positively to the idea of podcasts without adverts that had to be paid for. (These figures have remained stable when compared to similar data reported in MIDAS 3 and MIDAS 4.)

**ENDS**

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