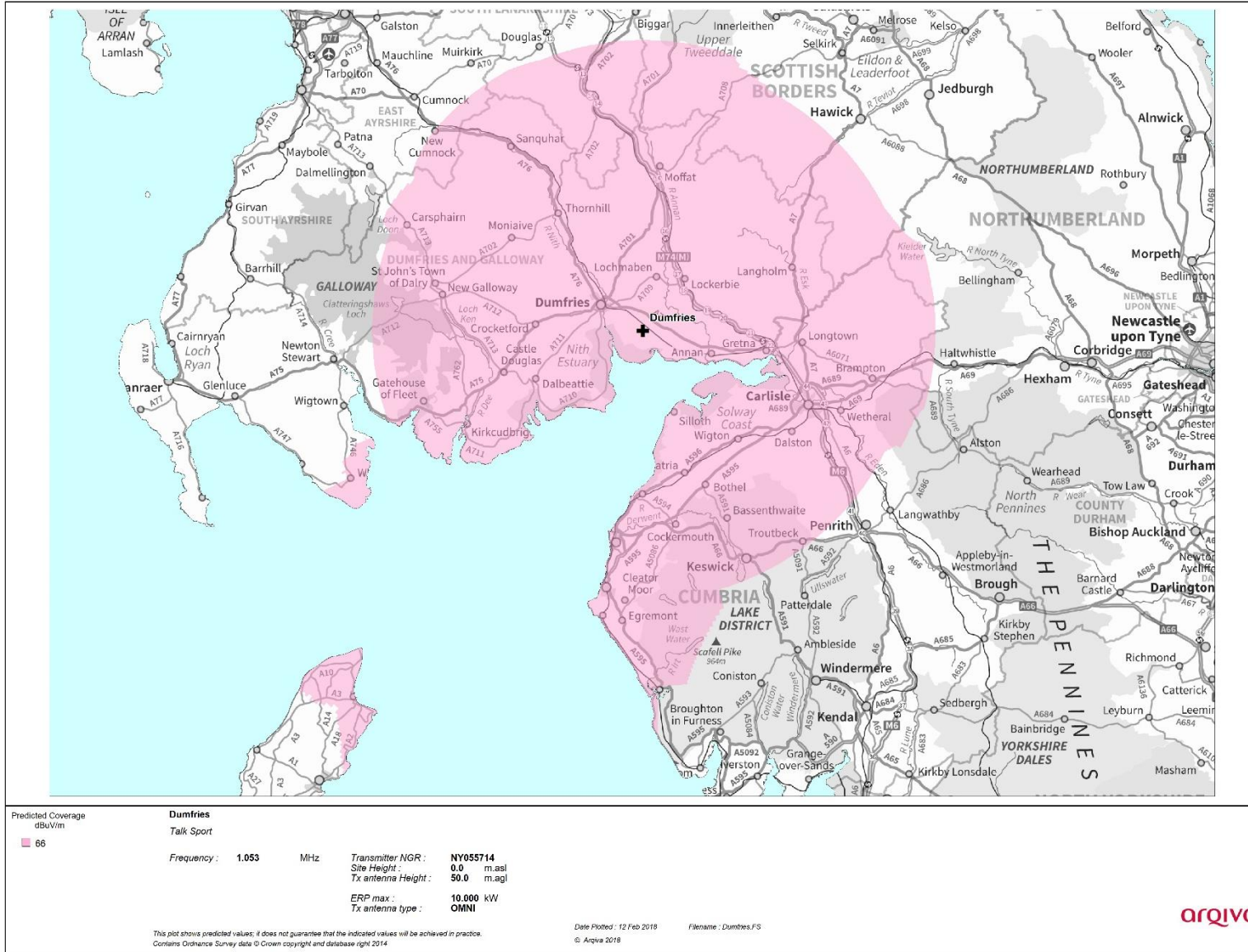


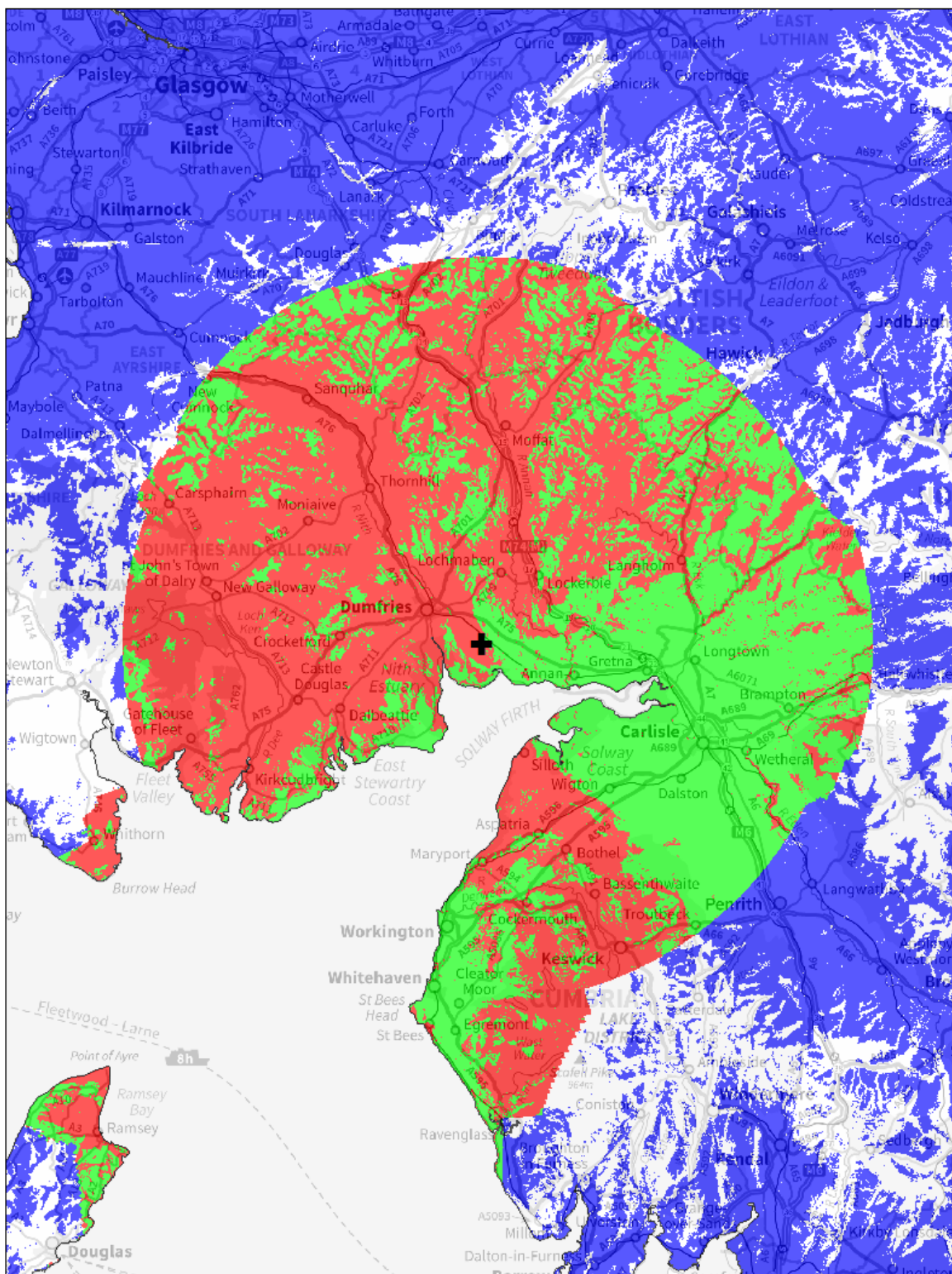
talkSPORT AM NETWORK

LISTENING ANALYSIS - DUMFRIES

DUMFRIES - Transmitter coverage area:



DUMFRIES - Analysis of DAB and AM coverage:



Coverage Comparison

- Both DAB and MF
- Digital One only
- MF Only

Comparison Dumfries Talksport MF 66dBuV vs Digital One Mobile normal propagation

Coverage Comparison

This plot shows predicted values; it does not guarantee that the indicated values will be achieved in practice.

Date Plotted : 24 Sep 2021

Filename : covcomp1tx_Dumfries.FS66_d1outdoor5099.fs

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DUMFRIES - Listening by platform (Q3 2022):

- **AM accounts for 6% of talkSPORT's listening hours in the Dumfries AM transmission area.**
- **75% of AM listening is in-car.**

	TSA (000's)	Reach (000's)	Reach %	Hours (000's)	Avg. Hours
Total talkSPORT listening - All Platforms	449	19	4%	125	6.5
talkSPORT AM listening	449	4	1%	8	2.1
- <i>AM IN CAR listening</i>	449	3	1%	6	1.8
talkSPORT DAB listening	449	10	2%	52	5.2
- <i>DAB IN CAR listening</i>	449	5	1%	12	2.6
talkSPORT Online streaming listening	449	6	1%	52	9.5
talkSPORT DTV listening	449	4	1%	12	2.7

SOURCE: talkSPORT analysis using RAJAR Q3 2022 samplepoint data, 12-month weighting, from Hallett Arendt/Octagon