

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2006

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY AUGUST 3, 2006

KEY

Quarter 2, 2005 in green

Quarter 1, 2006 in blue

Quarter 2, 2006 in pink

% Change Y/Y and Q/Q for reach only

* = less than 0.05%

TERMS

WEEKLY REACH: The number in thousands of the UK/area adult population who listen to a station for at least 5 minutes in the course of an average week.

SHARE OF LISTENING: The percentage of total listening time accounted for by a station in the UK/area in an average week

LONDON SAMPLE SIZE Q2 2006: Survey Period - Code Q (Quarter): 4,432 Adults 15+ / Code H (Half year): 8,828 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 05	Q1 06	Q2 06	Q2 06 vs Q2 05	Q2 06 vs Q1 06	Q2 05	Q1 06	Q2 06
BBC LONDON 94.9	Q	339	365	455	34.2%	24.7%	1.6	1.4	1.5
CAPITAL RADIO	Q	1940	1720	1641	-15.4%	-4.6%	6.1	5.5	5.0
CAPITAL GOLD LONDON	Q	779	701	590	-24.3%	-15.8%	1.7	1.7	1.3
CHOICE FM LONDON	Q	602	533	493	-18.1%	-7.5%	2.6	2.5	1.9
HEART 106.2 FM	Q	1663	1696	1664	0.1%	-1.9%	5.0	5.7	6.1
KISMAT RADIO 1035 (GREATER LONDON)	Q	72	57	98	36.1%	71.9%	0.2	0.2	0.4
KISS 100 FM	Q	1404	1288	1499	6.8%	16.4%	4.1	3.7	4.4
LBC 97.3	Q	699	671	476	-31.9%	-29.1%	3.7	3.2	2.9
LBC NEWS 1152	Q	328	266	185	-43.6%	-30.5%	1.2	0.7	0.5
MAGIC 105.4	Q	1676	1865	1867	11.4%	0.1%	5.1	7.0	6.5
PREMIER CHRISTIAN RADIO	Q	172	100	128	-25.6%	28.0%	0.9	0.8	1.1
SMOOTH FM (LONDON)	Q	624	473	537	-13.9%	13.5%	1.9	1.6	2.1
SUNRISE RADIO (GREATER LONDON)	Q	326	311	295	-9.5%	-5.1%	1.4	0.9	1.4
TOTAL VIRGIN LONDON (AM/FM)	H	1110	1116	1083	-2.4%	-3.0%	3.6	3.7	3.6
XFM 104.9	Q	506	622	548	8.3%	-11.9%	1.6	1.7	2.3

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NATIONAL STATIONS ON LONDON TSA

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NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 05	Q1 06	Q2 06	Q2 06 vs Q2 05	Q2 06 vs Q1 06	Q2 05	Q1 06	Q2 06
BBC RADIO 1	Q	1504	1285	1482	-1.5%	15.3%	4.8	5.2	5.9
BBC RADIO 2	Q	2225	1986	2123	-4.6%	6.9%	12.3	11.8	10.7
BBC RADIO 3	Q	586	610	455	-22.4%	-25.4%	2.0	2.1	1.3
BBC RADIO 4	Q	2667	2250	2280	-14.5%	1.3%	14.5	14.0	13.1
BBC RADIO FIVE LIVE	Q	1195	1309	1336	11.8%	2.1%	4.5	5.2	4.5
CLASSIC FM	Q	1488	1121	1275	-14.3%	13.7%	4.5	3.8	4.3
TALKSPORT (TALK RADIO)	Q	513	530	654	27.5%	23.4%	2.3	2.5	2.8

Source: RAJAR / Ipsos MORI

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