

## RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2007

### LONDON STATIONS (r)

RELEASED AT 07.00HRS THURSDAY 31 JANUARY, 2008



Radio Joint  
Audience  
Research  
Limited

KEY
Quarter 4, 2006 in green
Quarter 3, 2007 in blue
Quarter 4, 2007 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 Q4 2007:** Survey Period - Code Q (Quarter): 4,639 Adults 15+ / Code H (Half year): 9,291 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 06	Q3 07	Q4 07	Q4 07 vs Q4 06	Q4 07 vs Q3 07	Q4 06	Q3 07	Q4 07
BBC London 94.9	Q	559	518	535	-4.3%	3.3%	2.0	1.4	1.8
95.8 Capital Radio	Q	1463	1707	1517	3.7%	-11.1%	4.7	4.7	4.7
Choice FM London	Q	595	611	485	-18.5%	-20.6%	2.8	2.0	1.7
Club Asia 963+972AM	H	206	216	201	-2.4%	-6.9%	0.7	0.7	0.6
Gold London	Q	712	426	243	-65.9%	-43.0%	1.4	1.4	0.7
Heart 106.2 FM	Q	1853	1948	1842	-0.6%	-5.4%	7.1	6.2	6.2
Kisमत Radio 1035 (Greater London)	Q	105	104	58	-44.8%	-44.2%	0.3	0.3	0.1
Kiss 100 FM	Q	1445	1592	1429	-1.1%	-10.2%	3.9	4.3	4.2
LBC 97.3	Q	624	586	642	2.9%	9.6%	3.3	3.1	3.8
LBC News 1152	Q	254	280	218	-14.2%	-22.1%	0.8	0.6	0.5
Magic 105.4	Q	1792	2027	1969	9.9%	-2.9%	5.5	6.2	6.1
Premier Christian Radio	Q	130	171	138	6.2%	-19.3%	0.8	0.7	0.7
Smooth Radio (London)	Q	496	477	475	-4.2%	-0.4%	1.5	1.3	1.7
Sunrise Radio (Greater London)	Q	412	399	358	-13.1%	-10.3%	1.4	1.8	1.3
Total Virgin (London)	H	1161	1127	1156	-0.4%	2.6%	3.6	3.2	3.4
XFM 104.9	Q	479	557	513	7.1%	-7.9%	1.3	1.2	1.3

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

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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	%	%	%
		Q4 06	Q3 07	Q4 07	Q4 07 vs Q4 06	Q4 07 vs Q3 07	Q4 06	Q3 07	Q4 07
BBC Radio 1	Q	1290	1523	1488	15.3%	-2.3%	4.8	5.8	5.5
BBC Radio 2	Q	1974	2066	2042	3.4%	-1.2%	10.4	10.8	10.8
BBC Radio 3	Q	602	545	575	-4.5%	5.5%	2.3	1.9	1.7
BBC Radio 4	Q	2405	2397	2423	0.7%	1.1%	14.4	13.8	15.4
BBC Radio 5 Live	Q	1305	1218	1306	0.1%	7.2%	5.0	4.4	5.2
Classic FM	Q	1278	1433	1347	5.4%	-6.0%	4.1	4.9	4.6
talkSPORT	Q	589	666	599	1.7%	-10.1%	2.5	2.3	2.0

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

Source: RAJAR / Ipsos MORI / RSMB  
 RAJAR / PJPR