



Radio Joint
Audience
Research
Limited

RAJAR DATA RELEASE QUARTER 3, 2008

October 16, 2008

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*
- *All Radio Listening via Platform*

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

NATIONAL STATIONS



RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008

KEY	
Quarter 3, 2007 in green	
Quarter 2, 2008 in blue	
Quarter 3, 2008 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

TOTAL HOURS: The overall number of hours of adult listening to a station in the UK/area in an average week

SAMPLE SIZE Q3 2008: Survey Period - Code Q (Quarter): 32,849 Adults 15+ / Code H (Half year): 66,361 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q3 07	555204	Q2 08	564476	Q3 08	550398
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q3 07	441457	Q2 08	431081	Q3 08	432016

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
ALL RADIO	Q	44863	45117	45084	0.5%	-0.1%	100.0	100.0	100.0
ALL BBC	Q	32893	33323	32981	0.3%	-1.0%	54.4	55.5	54.9
15-44	Q	15235	15362	15248	0.1%	-0.7%	43.8	44.6	44.0
45+	Q	17657	17961	17734	0.4%	-1.3%	63.4	64.3	63.7
ALL BBC NETWORK RADIO	Q	29091	29611	29331	0.8%	-0.9%	45.0	46.0	45.5
BBC RADIO 1	Q	10578	10684	10871	2.8%	1.8%	10.6	10.0	9.8
BBC RADIO 2	Q	13013	12998	13061	0.4%	0.5%	15.8	16.0	16.0
BBC RADIO 3	Q	1938	1910	1947	0.5%	1.9%	1.2	1.2	1.2
BBC RADIO 4	Q	9262	9534	9448	2.0%	-0.9%	11.2	12.0	11.5
BBC RADIO FIVE LIVE	Q	5489	6001	5830	6.2%	-2.8%	4.2	4.6	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5652	6116	5939	5.1%	-2.9%	4.4	4.8	4.8
FIVE LIVE SPORTS EXTRA	Q	730	748	776	6.3%	3.7%	0.2	0.2	0.3
BBC 6 MUSIC	Q	485	551	552	13.8%	0.2%	0.2	0.3	0.4
1XTRA FROM THE BBC	Q	421	491	600	42.5%	22.2%	0.2	0.3	0.3
BBC7	Q	795	812	887	11.6%	9.2%	0.4	0.4	0.5
BBC ASIAN NETWORK UK	Q	476	473	419	-12.0%	-11.4%	0.3	0.3	0.3
BBC WORLD SERVICE	Q	1303	1310	1362	4.5%	4.0%	0.7	0.7	0.7
BBC LOCAL/REGIONAL	Q	9600	9504	9296	-3.2%	-2.2%	9.4	9.6	9.3

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RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

NATIONAL STATIONS

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
ALL COMMERCIAL	Q	31230	30984	31180	-0.2%	0.6%	43.3	42.4	43.1
15-44	Q	17872	17465	17661	-1.2%	1.1%	53.6	53.1	53.5
45+	Q	13359	13519	13519	1.2%	0.0%	34.5	33.9	34.6
ALL NATIONAL COMMERCIAL	Q	14219	13760	13936	-2.0%	1.3%	11.6	11.2	11.0
THE ARROW (UK)	H	146	153	190	30.1%	24.2%	0.1	0.1	0.1
CHILL	H	183	166	179	-2.2%	7.8%	0.1	0.1	0.1
CLASSIC FM	Q	5844	5470	5542	-5.2%	1.3%	4.3	3.9	3.8
GALAXY NETWORK (UK)*	H	2608	2664	3680	41.1%	38.1%	1.8	1.8	2.5
GOLD NETWORK (UK)	H	1499	941	971	-35.2%	3.2%	1.3	0.8	0.9
HEART NETWORK (UK)*	H	3322	3410	6857	106.4%	101.1%	2.3	2.3	5.4
HEAT	Q	413	432	458	10.9%	6.0%	0.1	0.1	0.1
THE HITS	Q	1494	1477	1597	6.9%	8.1%	0.6	0.6	0.6
TOTAL KERRANG!	H	1427	1350	1398	-2.0%	3.6%	0.7	0.6	0.6
TOTAL KISS NETWORK	H	3095	3149	3198	3.3%	1.6%	1.7	1.7	1.8
TOTAL LBC (UK)	H	780	845	838	7.4%	-0.8%	0.9	0.9	0.9
TOTAL MAGIC	Q	3430	3441	3355	-2.2%	-2.5%	2.3	2.5	2.3
MOJO RADIO	Q	219	329	259	18.3%	-21.3%	0.1	0.1	0.1
NME RADIO	Q *	*	*	215			*	*	0.1
PLANET ROCK	Q	548	585	633	15.5%	8.2%	0.4	0.4	0.5
Q	Q	400	277	330	-17.5%	19.1%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1670	1593	1621	-2.9%	1.8%	1.8	1.5	1.5
SMASH HITS RADIO	Q	990	976	1003	1.3%	2.8%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2210	2706	2773	25.5%	2.5%	1.9	2.5	2.4
SUNRISE RADIO NATIONAL	Q	537	502	489	-8.9%	-2.6%	0.4	0.3	0.3
TALKSPORT	Q	2312	2384	2313	0.0%	-3.0%	1.8	1.9	1.9
TOTAL VIRGIN RADIO	H	2472	2400	2348	-5.0%	-2.2%	1.5	1.4	1.4
VIRGIN RADIO CLASSIC ROCK	H	244	267	310	27.0%	16.1%	0.1	0.1	0.1
VIRGIN RADIO XTREME	H	82	120	108	31.7%	-10.0%	*	*	*
TOTAL XFM (UK)*	H	1181	1007	861	-27.1%	-14.5%	0.7	0.5	0.4
ALL LOCAL COMMERCIAL	Q	25086	24992	25125	0.2%	0.5%	31.7	31.2	32.0
OTHER LISTENING	Q	2964	2978	3073	3.7%	3.2%	2.3	2.1	2.1

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

* Group composition changed in Q3 08

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008

KEY

Quarter 3, 2007 in green
 Quarter 2, 2008 in blue
 Quarter 3, 2008 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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS

SURVEY PERIOD	TSAs	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
	SIZE	Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08

STATIONS	SURVEY PERIOD	TSAs	REACH '000	REACH '000	REACH '000	% CHANGE REACH Y/Y	% CHANGE REACH Q/Q	SHARE %	SHARE %	SHARE %
		SIZE	Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
BBC RADIO SCOTLAND	Q	4310	819	824	947	15.6	14.9	7.2	7.5	8.5
Radio Borders	Y	104	57	60	56	-1.8	-6.7	31.5	32.6	31.0
Central FM	Y	214	37	40	41	10.8	2.5	5.5	9.1	8.9
Total Radio Clyde	H	1831	650	643	683	5.1	6.2	19.3	21.7	22.8
Clyde 1 FM	H	1831	564	554	589	4.4	6.3	13.7	15.0	16.2
Clyde 2	H	1831	202	227	238	17.8	4.8	5.6	6.7	6.5
Bauer Radio Total Scotland	H	4280	1722	1636	1694	-1.6	3.5	23.7	23.5	24.5
Bauer Radio Central Scotland	H	2817	968	956	1020	5.4	6.7	19.2	21.2	22.1
Total Radio Forth	H	1080	320	317	340	6.3	7.3	17.1	18.9	19.0
ForthOne	H	1080	280	277	308	10.0	11.2	13.0	14.4	16.1
Forth2	H	1080	103	95	94	-8.7	-1.1	4.1	4.5	2.9
Kingdom FM	Y	292	63	59	64	1.6	8.5	11.4	10.2	10.5
Moray Firth Radio	Y	231	107	109	112	4.7	2.8	24.0	21.2	22.4
Total Northsound Radio	Y	309	153	138	132	-13.7	-4.3	28.6	29.6	27.2
Northsound One	Y	309	124	118	118	-4.8	0.0	19.6	18.4	18.5
Northsound Two	Y	309	56	57	50	-10.7	-12.3	9.0	11.1	8.6
Real Radio (Scotland)	H	2676	809	727	759	-6.2	4.4	20.4	16.0	15.9
96.3 Rock Radio	H	810	56	39	47	-16.1	20.5	3.0	2.2	2.5
Smooth Radio (Glasgow)	H	1878	189	218	216	14.3	-0.9	6.1	7.6	6.9
Talk 107	H	1014	29	41	37	27.6	-9.8	0.9	1.7	1.2
Total Radio Tay	H	370	178	157	155	-12.9	-1.3	33.7	26.7	28.9
Tay-FM	H	370	129	104	101	-21.7	-2.9	20.5	15.4	14.4
Tay-AM	H	370	83	75	83	0.0	10.7	13.2	11.3	14.6
Wave 102 FM	Y	174	25	32	33	32.0	3.1	7.8	9.0	9.9
West Sound*	H	386	173	155	161	-6.9	3.9	27.2	23.6	26.8
XFM Scotland	H	2699	240	199	211	-12.1	6.0	3.1	2.5	2.9
XFM Scotland (East)	H	1176	134	82	87	-35.1	6.1	4.1	2.6	2.9
XFM Scotland (West)	H	1700	131	135	138	5.3	2.2	2.6	2.4	3.1

* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR



Radio Joint Audience Research Limited

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008

KEY

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 Quarter 2, 2008 in blue
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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 Q3 2008: Survey Period - Code Q (Quarter): 4,851 Adults 15+ / Code H (Half year): 9,632 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
BBC London 94.9	Q	518	464	469	-9.5%	1.1%	1.4	1.4	1.6
95.8 Capital Radio	Q	1707	1607	1590	-6.9%	-1.1%	4.7	4.6	5.4
Choice FM London	Q	611	476	457	-25.2%	-4.0%	2.0	1.9	1.6
Club Asia 963+972AM	H	216	198	184	-14.8%	-7.1%	0.7	0.6	0.5
Easy Radio	H	10	18	18	80.0%	0.0%	*	*	*
Fun Radio	H	11	18	19	72.7%	5.6%	*	0.1	*
Gold London	Q	426	253	322	-24.4%	27.3%	1.4	0.8	1.5
Heart 106.2 FM	Q	1948	1774	1781	-8.6%	0.4%	6.2	5.7	5.7
Kismet Radio 1035 (Greater London)	Q	104	70	76	-26.9%	8.6%	0.3	0.1	0.3
Kiss 100 FM	Q	1592	1414	1531	-3.8%	8.3%	4.3	4.5	4.8
LBC 97.3	Q	586	594	647	10.4%	8.9%	3.1	2.7	3.6
LBC News 1152	Q	280	291	345	23.2%	18.6%	0.6	0.8	0.8
Magic 105.4	Q	2027	2005	1885	-7.0%	-6.0%	6.2	7.4	5.8
Premier Christian Radio	Q	171	98	147	-14.0%	50.0%	0.7	0.4	1.1
Punjabi Radio (was Yarr Radio)	H	9	18	25	177.8%	38.9%	*	*	0.1
Smooth Radio (London)	Q	477	437	538	12.8%	23.1%	1.3	1.7	1.5
Sunrise Radio (Greater London)	Q	399	368	345	-13.5%	-6.3%	1.8	1.1	1.0
Total Virgin (London)	H	1127	1068	1010	-10.4%	-5.4%	3.2	3.2	3.3
XFM 104.9	Q	557	558	463	-16.9%	-17.0%	1.2	1.1	1.2

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RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

NATIONAL STATIONS ON LONDON TSA

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008



NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 07	Q2 08	Q3 08	Q3 08 vs Q3 07	Q3 08 vs Q2 08	Q3 07	Q2 08	Q3 08
BBC Radio 1	Q	1523	1525	1657	8.8%	8.7%	5.8	5.7	6.1
BBC Radio 2	Q	2066	2105	2059	-0.3%	-2.2%	10.8	12.0	11.3
BBC Radio 3	Q	545	528	598	9.7%	13.3%	1.9	2.0	1.6
BBC Radio 4	Q	2397	2430	2418	0.9%	-0.5%	13.8	15.3	14.4
BBC Radio 5 Live	Q	1218	1398	1248	2.5%	-10.7%	4.4	5.5	4.9
Classic FM	Q	1433	1225	1387	-3.2%	13.2%	4.9	3.9	4.6
talkSPORT	Q	666	614	580	-12.9%	-5.5%	2.3	2.4	2.6

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008
NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00HRS THURSDAY OCTOBER 16, 2008



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KEY
Quarter 3, 2007 in green
Quarter 2, 2008 in blue
Quarter 3, 2008 in pink

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.

SAMPLE SIZE: sample size is denoted by survey Q3, 2008 data

National 32,849 Adults 15+
 London 4,851 Adults 15+

STATION

Time period varies per station

WEEKLY REACH 000s WEEKLY REACH 000s WEEKLY REACH 000s

NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 06.30 - 10.00am
 BBC Radio 2 - 07.30 - 09.30am
 BBC Radio 3 - 07.00 - 10.00am
 BBC Radio 4 - 06.00 - 09.00am
 BBC Radio FIVE LIVE - 06.00 - 09.00am

 Classic FM - 08.00 - 12.00am
 talkSPORT - 06.00 - 10.00am
 Total Virgin Radio - 06.00 - 10.00am

Q3, 2007	Q2, 2008	Q3, 2008
7109	7207	7017
7680	7747	7742
713	734	682
5908	6258	6110
2288	2338	2402
3062	2791	2750
1091	1069	1143
1148	1176	1106

Please note: *The data below does not list national radio stations which are listened to in the London area*

LONDON STATIONS - MON TO FRI

Time period varies per station

BBC London 94.9 - 06.00 - 09.00am

 95.8 Capital Radio - 06.00 - 10.00am
 Choice FM London - 06.00 - 10.00am
 Club Asia 963+972AM - 06.00 - 10.00am
 Gold London - 06.00 - 10.00am
 Heart 106.2 FM - 06.00 - 09.00am
 Kismet Radio 1035 (Greater London) - 07.00 - 09.00am
 Kiss 100 FM - 06.00 - 09.00am
 LBC 97.3 - 07.00 - 10.00am
 LBC News 1152 - 07.00 - 09.30am
 Magic 105.4 - 06.00 - 09.00am
 Premier Christian Radio - 07.00 - 10.30am
 Smooth Radio (London) - 06.00 - 10.00am
 Sunrise Radio (Greater London) - 07.00 - 10.00am
 Total Virgin (London) - 06.00 - 10.00am
 XFM 104.9 - 06.00 - 10.00am

WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
Q3, 2007	Q2, 2008	Q3, 2008
214	221	191
1035	944	987
276	262	267
117	103	90
211	97	141
810	844	768
16	22	13
702	587	582
394	366	388
135	142	125
885	868	732
103	59	88
230	206	232
188	132	129
567	596	554
267	222	205

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

RELEASED AT 07.00 HRS, THURSDAY 16TH OCTOBER 2008



LISTENING VIA PLATFORM - ALL RADIO

KEY
Quarter 3, 2007 in green
Quarter 2, 2008 in blue
Quarter 3, 2008 in pink

	Platform Shares %			Digital Listening Weekly Reach %			Digital Listening Total Hours (in millions)		
	Q3, 2007	Q2, 2008	Q3, 2008	Q3, 2007	Q2, 2008	Q3, 2008	Q3, 2007	Q2, 2008	Q3, 2008
AM / FM	71.1	69.5	68.4						
All Digital Radio	15.0	17.9	18.7	28.4	31.0	31.4	153	182	188
DAB	8.6	11.0	11.3	15.3	17.5	17.8	87	111	114
DTV	3.0	3.3	3.2	9.9	10.6	10.7	30	33	33
Internet	1.6	2.0	2.2	5.1	6.0	6.2	17	20	22
Digital unspecified	1.9	1.7	1.9	7.9	7.0	7.5	19	18	19

Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms. In Q3 2007 the analogue unspecified share was 13.9%. In Q2 2008, it was 12.6%. In Q3 2008, it is 12.9%.

Source RAJAR / Ipsos MORI / RSMB
RAJAR / PJPR