

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2008

LONDON 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

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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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	%	%	%
		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