

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

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LONDON SAMPLE SIZE: Survey period Q1 2009

Code Q (Quarter): 4,872 Adults 15+
Code H (Half year): 9,662 Adults 15+

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 area (TSA) in an average week.

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
BBC London 94.9	Q	559	568	463	-17.2%	-18.5%	1.9	1.6	1.2
Total Absolute (London) ¹	Q			919					2.6
95.8 Capital Radio	Q	1563	1624	1868	19.5%	15.0%	4.6	4.8	4.7
Choice FM London	Q	544	550	460	-15.4%	-16.4%	2.0	2.0	1.2
Club Asia 963+972AM	H	197	172	188	-4.6%	9.3%	0.6	0.5	0.5
Fun Radio	H	22	37	33	50.0%	-10.8%	0.1	*	*
Gold London	Q	224	285	321	43.3%	12.6%	0.9	1.2	1.2
Heart 106.2 FM London	Q	1848	1794	1970	6.6%	9.8%	5.8	5.0	5.9
Kismet Radio 1035 (Greater London)	Q	68	67	86	26.5%	28.4%	0.2	0.2	0.3
Kiss 100 FM	Q	1583	1579	1707	7.8%	8.1%	4.3	4.2	4.6
LBC 97.3	Q	701	630	705	0.6%	11.9%	4.5	3.6	4.4
LBC News 1152	Q	202	327	282	39.6%	-13.8%	0.3	0.8	0.6
Magic 105.4	Q	1918	1997	2051	6.9%	2.7%	5.8	6.0	5.7
Panjab Radio	H		49	44		-10.2%		0.1	0.1
Premier Christian Radio	Q	100	137	158	58.0%	15.3%	0.6	0.6	0.7
Punjabi Radio (was Yarr Radio)	H	18	35	30	66.7%	-14.3%	*	0.1	0.1
Smooth Radio (London)	Q	518	594	536	3.5%	-9.8%	1.6	1.6	1.5
Sunrise Radio (Greater London)	Q	341	309	328	-3.8%	6.1%	1.3	0.8	1.0
XFM 104.9	Q	379	508	563	48.5%	10.8%	0.9	1.3	1.3

¹ Station changed reporting survey period

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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	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
BBC Radio 1	Q	1599	1431	1637	2.4%	14.4%	5.6	5.4	5.5
BBC Radio 2	Q	2224	2121	2189	-1.6%	3.2%	12.4	10.3	11.4
BBC Radio 3	Q	501	643	671	33.9%	4.4%	1.2	2.2	1.9
BBC Radio 4	Q	2348	2724	2732	16.4%	0.3%	14.6	17.5	16.7
BBC Radio 5 Live	Q	1402	1215	1405	0.2%	15.6%	5.6	4.9	5.2
Classic FM	Q	1258	1408	1297	3.1%	-7.9%	4.1	4.4	4.4
talkSPORT	Q	716	701	684	-4.5%	-2.4%	2.5	2.5	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB