

RAJAR DATA RELEASE

Quarter 2, 2009 - AUGUST 6, 2009



RELEASED AT 07.00HRS THURSDAY AUGUST 6, 2009

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SAMPLE SIZE:
Survey period - Q2 2009

Code Q (Quarter): 31,741 Adults 15+

Code H (Half year): 64,876 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.

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

TOTAL HOURS (in thousands): ALL BBC	Q2 08	564476	Q1 09	577172	Q2 09	561706
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 08	431081	Q1 09	425902	Q2 09	439457

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
ALL RADIO	Q	45117	45762	46327	2.7%	1.2%	100.0	100.0	100.0
ALL BBC	Q	33323	33809	34098	2.3%	0.9%	55.5	56.3	54.6
15-44	Q	15362	15732	15738	2.4%	0.0%	44.6	45.9	43.6
45+	Q	17961	18077	18360	2.2%	1.6%	64.3	64.5	63.4
ALL BBC NETWORK RADIO	Q	29611	30261	30706	3.7%	1.5%	46.0	47.0	45.9
BBC RADIO 1	Q	10684	11072	11342	6.2%	2.4%	10.0	10.3	10.3
BBC RADIO 2	Q	12998	13457	13424	3.3%	-0.2%	16.0	15.9	15.5
BBC RADIO 3	Q	1910	1992	2021	5.8%	1.5%	1.2	1.1	1.2
BBC RADIO 4	Q	9534	9982	9999	4.9%	0.2%	12.0	12.5	12.1
BBC RADIO FIVE LIVE	Q	6001	6211	6415	6.9%	3.3%	4.6	4.7	4.5
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6116	6323	6515	6.5%	3.0%	4.8	4.8	4.7
FIVE LIVE SPORTS EXTRA	Q	748	642	676	-9.6%	5.3%	0.2	0.1	0.2
BBC 6 MUSIC	Q	551	681	595	8.0%	-12.6%	0.3	0.4	0.4
1XTRA FROM THE BBC	Q	491	616	634	29.1%	2.9%	0.3	0.3	0.4
BBC7	Q	812	984	834	2.7%	-15.2%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	Q	473	405	421	-11.0%	4.0%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1310	1470	1438	9.8%	-2.2%	0.7	0.8	0.7
BBC LOCAL/REGIONAL	Q	9504	9589	9072	-4.5%	-5.4%	9.6	9.4	8.7

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STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 08	Q1 09	Q2 09	Q2 09 vs Q2 08	Q2 09 vs Q1 09	Q2 08	Q1 09	Q2 09
ALL COMMERCIAL	Q	30984	31498	31968	3.2%	1.5%	42.4	41.6	42.7
15-44	Q	17465	17697	18016	3.2%	1.8%	53.1	51.6	52.9
45+	Q	13519	13800	13951	3.2%	1.1%	33.9	33.7	34.6
ALL NATIONAL COMMERCIAL	Q	13760	13315	13868	0.8%	4.2%	11.2	10.2	10.8
TOTAL ABSOLUTE RADIO ¹	Q		1693	1691		-0.1%		1.2	1.1
ABSOLUTE RADIO CLASSIC ROCK	H	267	186	191	-28.5%	2.7%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	120	60	58	-51.7%	-3.3%	*	*	*
CHILL ¹	H		200	220		10.0%		0.1	0.1
CLASSIC FM	Q	5470	5414	5717	4.5%	5.6%	3.9	3.7	3.9
GALAXY NETWORK (UK) ²	H	2664	3653	3714	39.4%	1.7%	1.8	2.6	2.5
GOLD NETWORK (UK)	H	941	1036	1109	17.9%	7.0%	0.8	0.9	1.0
HEART NETWORK (UK) ²	H	3410	7260	7479	119.3%	3.0%	2.3	5.7	5.9
HEAT	Q	432	423	572	32.4%	35.2%	0.1	0.1	0.2
THE HITS	Q	1477	1300	1243	-15.8%	-4.4%	0.6	0.4	0.5
JAZZ FM	Q		408	482		18.1%		0.2	0.2
TOTAL KERRANG!	H	1350	1366	1316	-2.5%	-3.7%	0.6	0.6	0.5
TOTAL KISS NETWORK	H	3149	3326	3582	13.8%	7.7%	1.7	1.7	1.9
TOTAL LBC (UK)	H	845	879	956	13.1%	8.8%	0.9	1.0	1.1
TOTAL MAGIC	Q	3441	3543	3640	5.8%	2.7%	2.5	2.4	2.5
NME RADIO	Q		194	215		10.8%		*	*
PLANET ROCK	Q	585	674	709	21.2%	5.2%	0.4	0.4	0.5
Q	Q	277	300	270	-2.5%	-10.0%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1593	1593	2434	52.8%	52.8%	1.5	1.5	2.1
SMASH HITS RADIO	Q	976	996	1155	18.3%	16.0%	0.3	0.3	0.4
TOTAL SMOOTH RADIO	H	2706	2803	2760	2.0%	-1.5%	2.5	2.3	2.1
SUNRISE RADIO NATIONAL	Q	502	473	494	-1.6%	4.4%	0.3	0.3	0.4
TALKSPORT	Q	2384	2416	2405	0.9%	-0.5%	1.9	1.8	1.8
TOTAL XFM (UK) ²	H	1007	958	1004	-0.3%	4.8%	0.5	0.4	0.5
ALL LOCAL COMMERCIAL	Q	24992	25608	25916	3.7%	1.2%	31.2	31.3	31.9
OTHER LISTENING	Q	2978	3406	3686	23.8%	8.2%	2.1	2.1	2.7

¹ Station changed reporting survey period

* = less than 0.05%

² Group composition changed in Q3 08