

# RAJAR DATA RELEASE

Quarter 2, 2011 - August 4, 2011



## RAJAR DATA RELEASE QUARTER 2, 2011

August 4, 2011

### COMPARATIVE CHARTS

1. National stations
2. Scottish stations
3. London stations
4. Breakfast Shows - National and London stations

# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### NATIONAL STATIONS - page 1

|  |
|--|
| <b>SAMPLE SIZE:</b><br>Survey period - Q2 2011 |
| Code Q (Quarter): 24,157 Adults 15+            |
| Code H (Half year): 49,465 Adults 15+          |

|              |   |
|--------------|---|
| <b>TERMS</b> | <b>WEEKLY REACH:</b> 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. |
|              | <b>SHARE OF LISTENING:</b> The percentage of total listening time accounted for by a station in the area (TSA) in an average week.                            |
|              | <b>TOTAL HOURS:</b> 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 10 | 562112 | Q1 11 | 581870 | Q2 11 | 581436 |
| TOTAL HOURS (in thousands): ALL COMMERCIAL | Q2 10 | 445307 | Q1 11 | 451178 | Q2 11 | 469706 |

| STATIONS                               | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE       | % CHANGE       | SHARE | SHARE | SHARE |
|--|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
|  |               | '000  | '000  | '000  | REACH Y/Y      | REACH Q/Q      | %     | %     | %     |
|  |               | Q2 10 | Q1 11 | Q2 11 | Q2 11 vs Q2 10 | Q2 11 vs Q1 11 | Q2 10 | Q1 11 | Q2 11 |
| ALL RADIO                              | Q             | 46771 | 47266 | 47616 | 1.8%           | 0.7%           | 100.0 | 100.0 | 100.0 |
| ALL BBC                                | Q             | 34585 | 35074 | 35530 | 2.7%           | 1.3%           | 54.6  | 55.0  | 54.0  |
| 15-44                                  | Q             | 15882 | 15955 | 15865 | -0.1%          | -0.6%          | 43.7  | 43.1  | 41.3  |
| 45+                                    | Q             | 18704 | 19120 | 19665 | 5.1%           | 2.9%           | 62.9  | 63.7  | 63.3  |
| ALL BBC NETWORK RADIO                  | Q             | 31263 | 31889 | 32108 | 2.7%           | 0.7%           | 46.2  | 46.2  | 45.4  |
| BBC RADIO 1                            | Q             | 11810 | 11825 | 11692 | -1.0%          | -1.1%          | 9.3   | 8.7   | 8.5   |
| BBC RADIO 2                            | Q             | 13729 | 14537 | 13966 | 1.7%           | -3.9%          | 15.9  | 16.0  | 14.9  |
| BBC RADIO 3                            | Q             | 1858  | 2258  | 2174  | 17.0%          | -3.7%          | 1.0   | 1.3   | 1.2   |
| BBC RADIO 4                            | Q             | 10403 | 10829 | 10854 | 4.3%           | 0.2%           | 12.5  | 12.3  | 12.4  |
| BBC RADIO 4 (including 4 EXTRA)        | Q             |       |       | 11064 |                |                |       |       | 13.2  |
| BBC RADIO 4 EXTRA (WAS BBC RADIO 7)    | Q             |       |       | 1605  |                |                |       |       | 0.8   |
| BBC RADIO FIVE LIVE                    | Q             | 6763  | 6653  | 6542  | -3.3%          | -1.7%          | 4.8   | 4.5   | 4.6   |
| BBC RADIO FIVE LIVE (inc SPORTS EXTRA) | Q             | 6804  | 6750  | 6676  | -1.9%          | -1.1%          | 5.0   | 4.7   | 4.9   |
| FIVE LIVE SPORTS EXTRA                 | Q             | 547   | 799   | 797   | 45.7%          | -0.3%          | 0.1   | 0.2   | 0.2   |
| BBC 6 MUSIC                            | Q             | 1194  | 1297  | 1270  | 6.4%           | -2.1%          | 1.0   | 1.0   | 0.9   |
| 1XTRA FROM THE BBC                     | Q             | 600   | 892   | 992   | 65.3%          | 11.2%          | 0.3   | 0.4   | 0.6   |
| BBC ASIAN NETWORK UK                   | Q             | 437   | 500   | 471   | 7.8%           | -5.8%          | 0.2   | 0.3   | 0.3   |
| BBC WORLD SERVICE                      | Q             | 1285  | 1790  | 1720  | 33.9%          | -3.9%          | 0.6   | 0.9   | 0.9   |
| BBC LOCAL/REGIONAL                     | Q             | 9135  | 10197 | 9645  | 5.6%           | -5.4%          | 8.3   | 8.8   | 8.6   |

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# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### NATIONAL STATIONS - page 2

| STATIONS                       | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE       | % CHANGE       | SHARE | SHARE | SHARE |
|--------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
|                                |               | '000  | '000  | '000  | REACH Y/Y      | REACH Q/Q      | %     | %     | %     |
|                                |               | Q2 10 | Q1 11 | Q2 11 | Q2 11 vs Q2 10 | Q2 11 vs Q1 11 | Q2 10 | Q1 11 | Q2 11 |
| <b>ALL COMMERCIAL</b>          | Q             | 32873 | 34046 | 34021 | 3.5%           | -0.1%          | 43.2  | 42.6  | 43.7  |
| 15-44                          | Q             | 18199 | 18556 | 18757 | 3.1%           | 1.1%           | 53.6  | 53.8  | 55.8  |
| 45+                            | Q             | 14674 | 15490 | 15264 | 4.0%           | -1.5%          | 35.3  | 34.4  | 34.8  |
| <b>ALL NATIONAL COMMERCIAL</b> | Q             | 14608 | 15943 | 16166 | 10.7%          | 1.4%           | 11.0  | 11.7  | 12.2  |
| TOTAL ABSOLUTE RADIO           | Q             | 1587  | 1394  | 1648  | 3.8%           | 18.2%          | 1.1   | 1.0   | 1.3   |
| ABSOLUTE 80S'                  | Q             |       | 624   | 894   |                | 43.3%          |       | 0.3   | 0.5   |
| ABSOLUTE RADIO 90S             | Q             |       | 317   | 432   |                | 36.3%          |       | 0.1   | 0.2   |
| ABSOLUTE RADIO 00S             | Q             |       | 170   | 200   |                | 17.6%          |       | 0.1   | 0.1   |
| ABSOLUTE RADIO CLASSIC ROCK'   | Q             |       | 342   | 400   |                | 17.0%          |       | 0.2   | 0.1   |
| CAPITAL NETWORK (UK)           | H             |       | 6712  | 6875  |                | 2.4%           |       | 4.2   | 4.3   |
| CHILL                          | H             | 160   | 172   | 190   | 18.8%          | 10.5%          | 0.1   | 0.1   | 0.1   |
| TOTAL CHOICE (UK)              | H             |       | 662   | 654   |                | -1.2%          |       | 0.3   | 0.3   |
| CLASSIC FM                     | Q             | 5684  | 6086  | 5735  | 0.9%           | -5.8%          | 3.8   | 3.9   | 3.6   |
| GOLD NETWORK (UK)              | H             | 1288  | 1480  | 1522  | 18.2%          | 2.8%           | 1.1   | 1.2   | 1.2   |
| HEART NETWORK (UK)             | H             | 7776  | 7435  | 7686  | -1.2%          | 3.4%           | 5.8   | 4.9   | 5.0   |
| HEAT                           | Q             | 672   | 626   | 670   | -0.3%          | 7.0%           | 0.3   | 0.2   | 0.2   |
| THE HITS                       | Q             | 1138  | 1141  | 1215  | 6.8%           | 6.5%           | 0.4   | 0.4   | 0.4   |
| JAZZ FM                        | Q             | 463   | 495   | 592   | 27.9%          | 19.6%          | 0.2   | 0.2   | 0.2   |
| KERRANG! UK                    | H             | 1324  | 1389  | 1402  | 5.9%           | 0.9%           | 0.5   | 0.6   | 0.6   |
| KISS UK                        | H             | 3746  | 4070  | 4295  | 14.7%          | 5.5%           | 1.9   | 2.0   | 2.1   |
| TOTAL LBC (UK)                 | H             | 1113  | 1181  | 1147  | 3.1%           | -2.9%          | 1.3   | 1.2   | 1.2   |
| MAGIC UK                       | Q             | 3733  | 3819  | 4061  | 8.8%           | 6.3%           | 2.4   | 2.2   | 2.5   |
| NME RADIO'                     | H             |       | 190   | 225   |                | 18.4%          |       | *     | 0.1   |
| PLANET ROCK                    | Q             | 718   | 797   | 857   | 19.4%          | 7.5%           | 0.5   | 0.5   | 0.5   |
| Q                              | Q             | 233   | 290   | 274   | 17.6%          | -5.5%          | *     | 0.1   | 0.1   |
| TOTAL REAL RADIO               | H             | 2383  | 2479  | 2563  | 7.6%           | 3.4%           | 2.1   | 2.1   | 2.0   |
| SMASH HITS RADIO               | Q             | 990   | 1094  | 1122  | 13.3%          | 2.6%           | 0.3   | 0.3   | 0.3   |
| SMOOTH RADIO UK                | H             | 2801  | 3084  | 3210  | 14.6%          | 4.1%           | 2.1   | 2.2   | 2.3   |
| SUNRISE RADIO NATIONAL         | Q             | 498   | 469   | 586   | 17.7%          | 24.9%          | 0.3   | 0.3   | 0.4   |
| TALKSPORT                      | Q             | 2507  | 3248  | 3212  | 28.1%          | -1.1%          | 1.7   | 2.1   | 1.9   |
| TOTAL XFM (UK)                 | H             | 927   | 936   | 1016  | 9.6%           | 8.5%           | 0.5   | 0.4   | 0.4   |
| <b>ALL LOCAL COMMERCIAL</b>    | Q             | 26700 | 27305 | 27289 | 2.2%           | -0.1%          | 32.2  | 31.0  | 31.5  |
| <b>OTHER LISTENING</b>         | Q             | 3274  | 3255  | 3238  | -1.1%          | -0.5%          | 2.2   | 2.4   | 2.3   |

<sup>1</sup> Station changed reporting survey period

\* = less than 0.05%

# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### SCOTTISH STATIONS

**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

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

| STATIONS   | SURVEY PERIOD | TSA SIZE | REACH | REACH | REACH | % CHANGE       | % CHANGE       | SHARE | SHARE | SHARE |
|--|---------------|----------|-------|-------|-------|----------------|----------------|-------|-------|-------|
|  |               |          | '000  | '000  | '000  | REACH Y/Y      | REACH Q/Q      | %     | %     | %     |
|  |               |          | Q2 10 | Q1 11 | Q2 11 | Q2 11 vs Q2 10 | Q2 11 vs Q1 11 | Q2 10 | Q1 11 | Q2 11 |
| BBC RADIO SCOTLAND                                   | H             | 4384     | 966   | 1045  | 1035  | 7.1%           | -1.0%          | 7.8   | 9.2   | 8.7   |
| FM Bauer Place Portfolio Scotland                    | Y             | 4111     | 1443  | 1464  | 1504  | 4.2%           | 2.7%           | 19.3  | 18.9  | 19.2  |
| Radio Borders (Bauer Borders)                        | Y             | 107      | 60    | 61    | 61    | 1.7%           | 0.0%           | 34.8  | 39.1  | 36.0  |
| Central FM   | Y             | 219      | 49    | 54    | 54    | 10.2%          | 0.0%           | 6.3   | 6.1   | 7.3   |
| Bauer Glasgow  | H             | 1847     | 646   | 701   | 701   | 8.5%           | 0.0%           | 19.7  | 19.9  | 20.2  |
| Clyde 1 FM   | H             | 1847     | 530   | 579   | 575   | 8.5%           | -0.7%          | 12.6  | 14.4  | 14.6  |
| Clyde 2  | H             | 1847     | 254   | 256   | 263   | 3.5%           | 2.7%           | 7.1   | 5.5   | 5.6   |
| Bauer Place Portfolio - Scotland                     | H             | 4110     | 1780  | 1722  | 1773  | -0.4%          | 3.0%           | 24.3  | 23.8  | 23.2  |
| Bauer Radio Central Scotland                         | H             | 2855     | 1003  | 1042  | 1081  | 7.8%           | 3.7%           | 21.2  | 20.2  | 20.2  |
| Bauer Edinburgh                                      | H             | 1107     | 364   | 344   | 384   | 5.5%           | 11.6%          | 21.5  | 18.7  | 18.5  |
| ForthOne   | H             | 1107     | 329   | 299   | 349   | 6.1%           | 16.7%          | 18.1  | 14.8  | 15.3  |
| Forth2   | H             | 1107     | 90    | 95    | 97    | 7.8%           | 2.1%           | 3.4   | 3.9   | 3.2   |
| Capital Scotland (was Galaxy)                        | H             | 2739     | 429   | 460   | 467   | 8.9%           | 1.5%           | 6.4   | 6.2   | 5.6   |
| GMG Radio Scotland                                   | H             | 2902     | 884   | 860   | 843   | -4.6%          | -2.0%          | 17.7  | 15.9  | 15.1  |
| Kingdom FM   | Y             | 287      | 70    | 76    | 81    | 15.7%          | 6.6%           | 11.7  | 10.6  | 11.2  |
| Moray Firth Radio (Bauer Inverness)                  | Y             | 234      | 122   | 119   | 125   | 2.5%           | 5.0%           | 29.1  | 26.3  | 27.0  |
| Bauer Aberdeen                                       | Y             | 318      | 135   | 141   | 145   | 7.4%           | 2.8%           | 27.2  | 25.1  | 24.3  |
| Northsound One                                       | Y             | 318      | 115   | 131   | 135   | 17.4%          | 3.1%           | 21.1  | 20.0  | 19.1  |
| Northsound Two                                       | Y             | 318      | 48    | 42    | 41    | -14.6%         | -2.4%          | 6.1   | 5.1   | 5.2   |
| Original 106 (Aberdeen)                              | Y             | 318      | 40    | 45    | 44    | 10.0%          | -2.2%          | 3.7   | 4.6   | 4.1   |
| Real Radio Scotland                                  | H             | 2716     | 708   | 654   | 646   | -8.8%          | -1.2%          | 14.1  | 12.2  | 11.6  |
| 96.3 Rock Radio                                      | H             | 819      | 54    | 69    | 67    | 24.1%          | -2.9%          | 2.4   | 3.5   | 2.6   |
| Smooth Radio Glasgow                                 | H             | 1894     | 246   | 261   | 249   | 1.2%           | -4.6%          | 5.9   | 5.4   | 5.6   |
| Bauer Dundee   | Y             | 378      | 160   | 170   | 173   | 8.1%           | 1.8%           | 26.3  | 27.1  | 28.7  |
| Tay-FM   | Y             | 378      | 108   | 130   | 127   | 17.6%          | -2.3%          | 15.5  | 17.9  | 18.0  |
| Tay-AM   | Y             | 378      | 78    | 70    | 71    | -9.0%          | 1.4%           | 10.8  | 9.2   | 10.6  |
| Wave 102 FM  | Y             | 155      | 28    | 32    | 30    | 7.1%           | -6.3%          | 7.8   | 7.8   | 8.8   |
| West Sound (inc.West FM)(Bauer Southwest Scotland)** | Y             | 388      | 177   | 182   | 189   | 6.8%           | 3.8%           | 24.9  | 24.5  | 23.7  |

\*\* audience to opt out services included

\* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB

# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### LONDON STATIONS - page 1

**SAMPLE SIZE:**  
 Survey period - Q2 2011  
 Code Q (Quarter): 3,095 Adults 15+  
 Code H (Half year): 6,204 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      | %     | %     | %     |
|                                    |               | Q2 10 | Q1 11 | Q2 11 | Q2 11 vs Q2 10 | Q2 11 vs Q1 11 | Q2 10 | Q1 11 | Q2 11 |
| BBC London 94.9                    | Q             | 507   | 557   | 554   | 9.3%           | -0.5%          | 1.1   | 1.7   | 1.4   |
| Total Absolute Radio (London)      | Q             | 821   | 724   | 832   | 1.3%           | 14.9%          | 2.8   | 2.5   | 2.9   |
| Buzz Asia 963 & 972AM              | H             | 120   | 111   | 96    | -20.0%         | -13.5%         | 0.2   | 0.2   | 0.2   |
| Capital London                     | Q             | 1921  | 2179  | 2077  | 8.1%           | -4.7%          | 4.9   | 6.1   | 4.8   |
| Choice FM London                   | Q             | 476   | 423   | 492   | 3.4%           | 16.3%          | 1.1   | 1.0   | 1.1   |
| Gold London                        | Q             | 357   | 317   | 389   | 9.0%           | 22.7%          | 1.3   | 1.3   | 1.0   |
| Heart London                       | Q             | 2185  | 2107  | 1990  | -8.9%          | -5.6%          | 5.1   | 4.9   | 5.1   |
| Kismet Radio 1035 (Greater London) | Q             | 112   | 108   | 182   | 62.5%          | 68.5%          | 0.2   | 0.3   | 0.6   |
| Kiss 100 FM                        | Q             | 1848  | 1821  | 1860  | 0.6%           | 2.1%           | 5.6   | 4.7   | 4.3   |
| LBC 97.3                           | Q             | 960   | 935   | 861   | -10.3%         | -7.9%          | 5.0   | 5.1   | 3.4   |
| LBC News 1152                      | Q             | 402   | 447   | 401   | -0.2%          | -10.3%         | 0.9   | 1.1   | 1.2   |
| Magic 105.4                        | Q             | 2046  | 1998  | 2286  | 11.7%          | 14.4%          | 6.4   | 5.3   | 6.1   |
| Premier Christian Radio            | Q             | 143   | 135   | 235   | 64.3%          | 74.1%          | 0.8   | 0.4   | 1.0   |
| Smooth Radio London                | Q             | 415   | 643   | 486   | 17.1%          | -24.4%         | 1.2   | 1.8   | 1.2   |
| Sunrise Radio (Greater London)     | Q             | 364   | 336   | 417   | 14.6%          | 24.1%          | 1.1   | 1.1   | 1.5   |
| XFM London                         | Q             | 553   | 604   | 671   | 21.3%          | 11.1%          | 1.4   | 1.3   | 1.3   |

\* = less than 0.05%

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# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### LONDON STATIONS - page 2

### NATIONAL STATIONS ON LONDON TSA

| SURVEY PERIOD    | REACH | REACH | REACH | % CHANGE       | % CHANGE       | SHARE | SHARE | SHARE |      |
|------------------|-------|-------|-------|----------------|----------------|-------|-------|-------|------|
|                  | '000  | '000  | '000  | REACH Y/Y      | REACH Q/Q      | %     | %     | %     |      |
|                  | Q2 10 | Q1 11 | Q2 11 | Q2 11 vs Q2 10 | Q2 11 vs Q1 11 | Q2 10 | Q1 11 | Q2 11 |      |
| BBC Radio 1      | Q     | 1821  | 1917  | 1892           | 3.9%           | -1.3% | 5.8   | 5.6   | 5.2  |
| BBC Radio 2      | Q     | 2078  | 2259  | 2277           | 9.6%           | 0.8%  | 10.6  | 10.7  | 10.7 |
| BBC Radio 3      | Q     | 480   | 648   | 733            | 52.7%          | 13.1% | 1.2   | 2.0   | 2.4  |
| BBC Radio 4      | Q     | 2730  | 2840  | 2996           | 9.7%           | 5.5%  | 15.8  | 15.5  | 15.7 |
| BBC Radio 5 Live | Q     | 1441  | 1368  | 1427           | -1.0%          | 4.3%  | 4.7   | 4.4   | 5.1  |
| Classic FM       | Q     | 1308  | 1438  | 1397           | 6.8%           | -2.9% | 4.3   | 5.0   | 3.8  |
| talkSPORT        | Q     | 613   | 765   | 807            | 31.6%          | 5.5%  | 1.8   | 2.7   | 2.1  |

SOURCE: RAJAR / Ipsos MORI / RSMB

# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### BREAKFAST SHOWS (weekdays) - page 1

### NATIONAL STATIONS

**SAMPLE SIZE:**

Survey period - Q2 2011

**NATIONAL:** Code Q (Quarter): 24,157 Adults 15+, Code H (Half year): 49,465 Adults 15+

**LONDON:** Code Q (Quarter): 3,095 Adults 15+, Code H (Half year): 6,204 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.

| STATIONS                                       | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|--|---------------|--------------|--------------|--------------|
|  |               | '000s        | '000s        | '000s        |
| <b>NATIONAL STATIONS - MON-FRI</b>             |               | Q2 2010      | Q1 2011      | Q2 2011      |
| <i>Time period varies per station</i>          |               |              |              |              |
| BBC Radio 1 - 06.30 - 10.00am                  | Q             | 7716         | 7519         | 7439         |
| BBC Radio 2 - 06.30 - 09.30am                  | Q             | 8740         | 9182         | 8665         |
| BBC Radio 3 - 07.00 - 10.00am                  | Q             | 745          | 903          | 897          |
| BBC Radio 4 - 06.00 - 09.00am                  | Q             | 6978         | 7026         | 7184         |
| BBC Radio FIVE LIVE - 06.00 - 10.00am          | Q             | 2862         | 2743         | 2917         |
| Total Absolute Radio Network - 06.00 - 10.00am | Q             | 908          | 1025         | 1309         |
| Classic FM - 06.00 - 09.00am                   | Q             | 1789         | 1807         | 1721         |
| Kiss UK* - 06.00 - 09.00am                     | H             |              | 1524         | 1608         |
| talkSPORT - 06.00 - 10.00am                    | Q             | 1148         | 1306         | 1364         |

\* breakfast show networked nationally on digital and on local analogue areas

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# RAJAR DATA RELEASE

## Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

### BREAKFAST SHOWS (weekdays) - page 2

### LONDON STATIONS

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

| STATIONS  | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|---------------|--------------|--------------|--------------|
|   |               | '000s        | '000s        | '000s        |
| <b>LONDON STATIONS - MON-FRI</b>                        |               | Q2 2010      | Q1 2011      | Q2 2011      |
| <i>Time period varies per station</i>                   |               |              |              |              |
| BBC London 94.9 - 06.00 - 09.00am                       | Q             | 205          | 277          | 224          |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q             |              | 499          | 593          |
| Buzz Asia 963 & 972AM - 06.00 - 10.00am                 | H             | 49           | 46           | 45           |
| Capital London - 06.00 - 10.00am                        | Q             | 1120         | 1227         | 1143         |
| Choice FM London - 06.00 - 09.00am                      | Q             | 200          | 185          | 212          |
| Gold London - 06.00 - 10.00am                           | Q             | 177          | 139          | 211          |
| Heart London - 06.00 - 09.00am                          | Q             | 925          | 860          | 792          |
| Kisat Radio 1035 (Greater London) - 06.30 - 09.00am     | Q             | 45           | 57           | 69           |
| Kiss 100 FM - 06.00 - 09.00am                           | Q             | 903          | 761          | 789          |
| LBC 97.3 - 07.00 - 10.00am                              | Q             | 576          | 589          | 532          |
| LBC News 1152 - 07.00 - 10.00am                         | Q             | 155          | 190          | 187          |
| Magic 105.4 - 05.00 - 09.00am                           | Q             | 849          | 839          | 845          |
| Premier Christian Radio - 07.00 - 09.00am               | Q             | 72           | 30           | 97           |
| Smooth Radio London - 06.00 - 10.00am                   | Q             | 219          | 244          | 170          |
| Sunrise Radio (Greater London) - 06.00 - 09.00am        | Q             | 130          | 164          | 213          |
| XFM London - 06.30 - 10.00am                            | Q             | 222          | 274          | 283          |

Source: RAJAR / Ipsos MORI / RSMB