

RAJAR DATA RELEASE

Quarter 2, 2011 - AUGUST 4, 2011



RELEASED AT 00.01HRS THURSDAY AUGUST 4, 2011

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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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NATIONAL STATIONS ON LONDON TSA

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

SOURCE: RAJAR / Ipsos MORI / RSMB