

RAJAR DATA RELEASE



Quarter 2, 2017 – August 3rd 2017

COMPARATIVE CHARTS

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

"Please note that the information contained within this quarterly data release has yet to be announced or otherwise made public and as such could constitute relevant information for the purposes of section 118 of FSMA and non-public price sensitive information for the purposes of the Criminal Justice Act 1993. Failure to comply with this embargo could result in prosecution".

RAJAR DATA RELEASE



Quarter 2, 2017 – August 3rd 2017 NATIONAL STATIONS

| TOTAL HOURS (in thousands): ALL BBC | | Q2 16 | 545585 | Q1 17 | 540157 | Q2 17 | 539982 | | |
|--|---------------|--------------|--------------|--------------|-----------------|-----------------|--------------|--------------|--------------|
| TOTAL HOURS (in thousands): ALL COMMERCIAL | | Q2 16 | 472093 | Q1 17 | 456489 | Q2 17 | 464812 | | |
| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| ALL RADIO | Q | 48687 | 48232 | 49206 | 1.1% | 2.0% | 100.0 | 100.0 | 100.0 |
| ALL BBC | Q | 35066 | 34182 | 34945 | -0.3% | 2.2% | 52.2 | 52.8 | 52.3 |
| 15-44 | Q | 14253 | 13803 | 14249 | 0.0% | 3.2% | 37.3 | 37.8 | 38.0 |
| 45+ | Q | 20813 | 20379 | 20696 | -0.6% | 1.6% | 61.3 | 61.3 | 60.6 |
| ALL BBC NETWORK RADIO | Q | 32347 | 31405 | 32136 | -0.7% | 2.3% | 45.2 | 46.1 | 45.0 |
| BBC RADIO 1 | Q | 9455 | 9103 | 9586 | 1.4% | 5.3% | 5.7 | 5.6 | 6.2 |
| BBC RADIO 2 | Q | 15298 | 15020 | 14884 | -2.7% | -0.9% | 17.2 | 18.1 | 16.8 |
| BBC RADIO 3 | Q | 2201 | 1884 | 2062 | -6.3% | 9.4% | 1.2 | 1.1 | 1.2 |
| BBC RADIO 4 (INCLUDING 4 EXTRA) | Q | 11887 | 11524 | 11923 | 0.3% | 3.5% | 13.2 | 13.7 | 13.5 |
| BBC RADIO 4 | Q | 11507 | 11113 | 11551 | 0.4% | 3.9% | 11.9 | 12.5 | 12.3 |
| BBC RADIO 4 EXTRA | Q | 1950 | 2019 | 2093 | 7.3% | 3.7% | 1.2 | 1.2 | 1.2 |
| BBC RADIO 5 LIVE (INC. SPORTS EXTRA) | Q | 6181 | 5555 | 5631 | -8.9% | 1.4% | 4.3 | 3.7 | 3.7 |
| BBC RADIO 5 LIVE | Q | 5858 | 5341 | 5317 | -9.2% | -0.4% | 3.9 | 3.6 | 3.4 |
| BBC RADIO 5 LIVE SPORTS EXTRA | Q | 1310 | 830 | 1246 | -4.9% | 50.1% | 0.3 | 0.2 | 0.3 |
| BBC 6 MUSIC | Q | 2266 | 2351 | 2235 | -1.4% | -4.9% | 2.1 | 2.3 | 1.9 |
| 1XTRA FROM THE BBC | H | 1079 | 939 | 1031 | -4.4% | 9.8% | 0.5 | 0.4 | 0.5 |
| BBC ASIAN NETWORK UK | H | 676 | 623 | 646 | -4.4% | 3.7% | 0.4 | 0.4 | 0.3 |
| BBC WORLD SERVICE | Q | 1454 | 1334 | 1593 | 9.6% | 19.4% | 0.7 | 0.7 | 0.9 |
| BBC LOCAL/REGIONAL | Q | 8382 | 8264 | 8632 | 3.0% | 4.5% | 7.0 | 6.7 | 7.3 |

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Quarter 2, 2017 – August 3rd 2017

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 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| ALL COMMERCIAL | Q | 35570 | 34534 | 35881 | 0.9% | 3.9% | 45.2 | 44.6 | 45.0 |
| 15-44 | Q | 18646 | 17663 | 18510 | -0.7% | 4.8% | 59.0 | 59.2 | 58.3 |
| 45+ | Q | 16924 | 16872 | 17371 | 2.6% | 3.0% | 36.9 | 36.3 | 37.2 |
| ALL NATIONAL COMMERCIAL | Q | 19388 | 18709 | 19905 | 2.7% | 6.4% | 15.8 | 16.0 | 16.7 |
| ABSOLUTE RADIO | Q | 2185 | 2170 | 2104 | -3.7% | -3.0% | 1.4 | 1.7 | 1.7 |
| ABSOLUTE RADIO 70S | H | 263 | 291 | 286 | 8.7% | -1.7% | 0.1 | 0.1 | 0.1 |
| ABSOLUTE 80S | Q | 1581 | 1359 | 1512 | -4.4% | 11.3% | 0.8 | 0.8 | 0.7 |
| ABSOLUTE RADIO 90S | H | 679 | 637 | 651 | -4.1% | 2.2% | 0.3 | 0.3 | 0.3 |
| ABSOLUTE RADIO CLASSIC ROCK | H | 563 | 673 | 644 | 14.4% | -4.3% | 0.2 | 0.4 | 0.3 |
| THE ARROW | Q | 56 | 47 | 78 | 39.3% | 66.0% | * | * | * |
| CAPITAL BRAND | H | 8527 | 8306 | 8620 | 1.1% | 3.8% | 4.7 | 4.6 | 4.7 |
| CAPITAL NETWORK (UK) | H | 7850 | 7761 | 8055 | 2.6% | 3.8% | 4.1 | 4.1 | 4.3 |
| CAPITAL XTRA (UK) | H | 1322 | 1130 | 1194 | -9.7% | 5.7% | 0.6 | 0.4 | 0.4 |
| CHILL | Q | 135 | 147 | 193 | 43.0% | 31.3% | 0.1 | * | * |
| CLASSIC FM | Q | 5511 | 5363 | 5781 | 4.9% | 7.8% | 3.5 | 3.4 | 3.9 |
| GOLD NETWORK (UK) | H | 1076 | 1143 | 1168 | 8.6% | 2.2% | 0.8 | 0.8 | 0.9 |
| HEART BRAND (UK) ¹ | Q | | | 9557 | | | | | 6.2 |
| HEART 80S | Q | | | 852 | | | | | 0.4 |
| HEART EXTRA | Q | | 527 | 427 | | -19.0% | | 0.2 | 0.2 |
| HEART NETWORK (UK) | H | 8954 | 8715 | 8712 | -2.7% | 0.0% | 6.0 | 6.3 | 6.1 |
| HEAT | H | 872 | 594 | 591 | -32.2% | -0.5% | 0.3 | 0.2 | 0.2 |
| THE HITS | H | 741 | 592 | 586 | -20.9% | -1.0% | 0.2 | 0.2 | 0.2 |
| JAZZ FM ¹ | Q | | | 556 | | | | | 0.2 |
| KERRANG! | H | 734 | 595 | 526 | -28.3% | -11.6% | 0.3 | 0.2 | 0.2 |
| KISS NETWORK | H | 5525 | 5068 | 5393 | -2.4% | 6.4% | 2.9 | 2.7 | 2.7 |
| KISS FRESH | H | 593 | 487 | 526 | -11.3% | 8.0% | 0.1 | 0.1 | 0.1 |
| KISSTORY | Q | 1540 | 1551 | 1734 | 12.6% | 11.8% | 0.5 | 0.6 | 0.7 |
| LBC NETWORK (UK) | H | 1729 | 1779 | 2038 | 17.9% | 14.6% | 1.7 | 1.9 | 2.1 |



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Quarter 2, 2017 – August 3rd 2017

NATIONAL STATIONS PAGE 3

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---|---------------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| MAGIC NETWORK ¹ | H | | 3559 | 3630 | | 2.0% | | 2.0 | 1.9 |
| MAGIC CHILLED ¹ | H | | 202 | 203 | | 0.5% | | 0.1 | 0.1 |
| MAGIC SOUL ¹ | H | | | 244 | | | | | 0.1 |
| MELLOW MAGIC ¹ | H | | 470 | 518 | | 10.2% | | 0.2 | 0.2 |
| PLANET ROCK | Q | 986 | 1026 | 1075 | 9.0% | 4.8% | 0.8 | 0.8 | 0.9 |
| SMOOTH BRAND (UK) | H | 5592 | 5359 | 5556 | -0.6% | 3.7% | 4.1 | 3.8 | 4.1 |
| SMOOTH EXTRA | Q | 987 | 662 | 777 | -21.3% | 17.4% | 0.5 | 0.4 | 0.5 |
| SMOOTH RADIO NETWORK (UK) | H | 4955 | 4891 | 5091 | 2.7% | 4.1% | 3.7 | 3.3 | 3.6 |
| SUNRISE RADIO NATIONAL | Q | 388 | 362 | 380 | -2.1% | 5.0% | 0.2 | 0.3 | 0.2 |
| TALKRADIO | Q | 224 | 238 | 275 | 22.8% | 15.5% | 0.1 | 0.1 | 0.1 |
| TALKSPORT | Q | 3289 | 2729 | 2622 | -20.3% | -3.9% | 2.0 | 1.8 | 1.5 |
| TALKSPORT2 | Q | 285 | 271 | 336 | 17.9% | 24.0% | 0.1 | 0.1 | 0.1 |
| UCB 1 | Q | 202 | 178 | 185 | -8.4% | 3.9% | 0.1 | 0.2 | 0.1 |
| UNION JACK | Q | | 71 | 80 | | 12.7% | | * | * |
| VIRGIN RADIO | Q | 409 | 373 | 364 | -11.0% | -2.4% | 0.1 | 0.1 | 0.1 |
| RADIO X NETWORK (UK) (was XFM NETWORK (UK)) | H | 1189 | 1318 | 1391 | 17.0% | 5.5% | 0.8 | 0.9 | 1.0 |
| ALL LOCAL COMMERCIAL | Q | 27608 | 26662 | 27277 | -1.2% | 2.3% | 29.4 | 28.6 | 28.3 |
| OTHER LISTENING | Q | 3742 | 3747 | 3903 | 4.3% | 4.2% | 2.6 | 2.6 | 2.8 |



RAJAR DATA RELEASE

Quarter 2, 2017 – August 3rd 2017 SCOTTISH STATIONS

| STATIONS | SURVEY PERIOD | TSA SIZE | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---|---------------|----------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | | Q2 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| BBC RADIO SCOTLAND | H | 4541 | 929 | 957 | 888 | -4.4% | -7.2% | 7.5 | 9.4 | 7.4 |
| Radio Borders (Bauer Borders) | Y | 110 | 55 | 52 | 53 | -3.6% | 1.9% | 35.1 | 33.5 | 32.1 |
| Capital Scotland | H | 2830 | 580 | 544 | 563 | -2.9% | 3.5% | 6.4 | 6.7 | 7.3 |
| Central FM | Y | 216 | 51 | 50 | 47 | -7.8% | -6.0% | 8.3 | 7.3 | 8.2 |
| Clyde 1 | H | 1907 | 643 | 608 | 571 | -11.2% | -6.1% | 13.9 | 16.1 | 12.2 |
| Clyde 2 | H | 1907 | 156 | 123 | 132 | -15.4% | 7.3% | 3.1 | 2.3 | 2.9 |
| Clyde 3 | Y | 1907 | 18 | 23 | 20 | 11.1% | -13.0% | 0.2 | 0.3 | 0.2 |
| Forth 1 | H | 1147 | 366 | 323 | 334 | -8.7% | 3.4% | 17.5 | 16.9 | 15.4 |
| Forth 2 | H | 1147 | 45 | 78 | 63 | 40.0% | -19.2% | 2.1 | 3.9 | 2.9 |
| Forth 3 | Y | 1147 | 8 | 1 | 6 | -25.0% | 500.0% | 0.2 | * | 0.1 |
| Heart Scotland | H | 2830 | 416 | 387 | 381 | -8.4% | -1.6% | 6.2 | 6.6 | 6.1 |
| Kingdom FM | Y | 290 | 54 | 61 | 61 | 13.0% | 0.0% | 10.1 | 9.8 | 10.2 |
| Moray Firth Radio (Bauer Inverness) | Y | 251 | 116 | 128 | 127 | 9.5% | -0.8% | 21.1 | 28.4 | 28.1 |
| Northsound 1 | Y | 350 | 131 | 118 | 124 | -5.3% | 5.1% | 18.4 | 22.7 | 19.0 |
| Northsound 2 | Y | 350 | 30 | 22 | 23 | -23.3% | 4.5% | 3.9 | 2.6 | 2.0 |
| Original 106 (Aberdeen) | Y | 350 | 79 | 75 | 65 | -17.7% | -13.3% | 12.4 | 10.3 | 9.9 |
| Smooth Radio Scotland | H | 1828 | 400 | 390 | 402 | 0.5% | 3.1% | 8.0 | 9.2 | 13.3 |
| Tay FM | Y | 394 | 135 | 138 | 132 | -2.2% | -4.3% | 21.3 | 18.0 | 16.6 |
| Tay 2 | Y | 394 | 40 | 41 | 44 | 10.0% | 7.3% | 8.0 | 6.3 | 6.2 |
| Tay 3 | Y | 394 | 2 | 1 | 2 | 0.0% | 100.0% | * | * | * |
| Wave 102 | Y | 144 | 20 | 21 | 25 | 25.0% | 19.0% | 5.9 | 5.6 | 7.3 |
| West Sound (inc. West FM)(Bauer Southwest Scotland)** | Y | 394 | 180 | 182 | 181 | 0.6% | -0.5% | 21.9 | 24.5 | 24.3 |

RAJAR DATA RELEASE

Quarter 2, 2017 – August 3rd 2017

LONDON STATIONS – PAGE 1

| STATIONS | SURVEY | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|-------------------------------------|--------|-------|-------|-------|-----------------|-----------------|-------|-------|-------|
| | PERIOD | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| BBC Radio London | Q | 510 | 329 | 621 | 21.8% | 88.8% | 1.7 | 0.6 | 1.6 |
| Absolute Radio (London) | Q | 765 | 773 | 637 | -16.7% | -17.6% | 2.2 | 2.5 | 1.9 |
| Capital London | Q | 2266 | 2240 | 2313 | 2.1% | 3.3% | 4.6 | 5.2 | 5.1 |
| Capital XTRA (London) | Q | 639 | 380 | 664 | 3.9% | 74.7% | 1.2 | 0.8 | 1.1 |
| Gold London | Q | 333 | 341 | 243 | -27.0% | -28.7% | 1.8 | 1.3 | 1.2 |
| Heart London | Q | 1724 | 1395 | 1700 | -1.4% | 21.9% | 3.9 | 4.4 | 4.3 |
| Kiss (London) | Q | 2127 | 1800 | 2048 | -3.7% | 13.8% | 4.6 | 4.0 | 4.1 |
| LBC 97.3 | Q | 1292 | 1072 | 1411 | 9.2% | 31.6% | 6.6 | 5.5 | 7.6 |
| LBC London News (was LBC News 1152) | Q | 560 | 474 | 497 | -11.3% | 4.9% | 1.1 | 1.0 | 1.4 |
| Magic (London) | Q | 1632 | 1454 | 1547 | -5.2% | 6.4% | 4.2 | 3.8 | 3.2 |
| Premier Christian Radio | Q | 131 | 173 | 75 | -42.7% | -56.6% | 0.6 | 1.1 | 0.2 |
| Smooth Radio London | Q | 782 | 798 | 881 | 12.7% | 10.4% | 2.3 | 2.1 | 2.0 |
| Radio X London (was XFM London) | Q | 442 | 378 | 476 | 7.7% | 25.9% | 1.2 | 1.0 | 1.2 |

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Quarter 2, 2017 – August 3rd 2017

LONDON STATIONS– PAGE 2

NATIONAL STATIONS ON LONDON TSA

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 16 | Q1 17 | Q2 17 | Q2 17 vs. Q2 16 | Q2 17 vs. Q1 17 | Q2 16 | Q1 17 | Q2 17 |
| BBC Radio 1 | Q | 1522 | 1382 | 1516 | -0.4% | 9.7% | 3.6 | 2.7 | 4.1 |
| BBC Radio 2 | Q | 2293 | 2222 | 2214 | -3.4% | -0.4% | 10.0 | 12.0 | 11.6 |
| BBC Radio 3 | Q | 638 | 492 | 579 | -9.2% | 17.7% | 1.6 | 1.2 | 1.6 |
| BBC Radio 4 | Q | 3019 | 2674 | 2871 | -4.9% | 7.4% | 14.5 | 15.6 | 14.8 |
| BBC Radio 5 live | Q | 1238 | 1216 | 1154 | -6.8% | -5.1% | 3.7 | 3.5 | 3.6 |
| Classic FM | Q | 1426 | 1230 | 1482 | 3.9% | 20.5% | 4.0 | 3.4 | 4.4 |
| talkSPORT | Q | 805 | 639 | 695 | -13.7% | 8.8% | 1.9 | 2.2 | 1.8 |

RAJAR DATA RELEASE

Quarter 2, 2017 – August 3rd 2017

BREAKFAST SHOWS (WEEKDAYS) – PAGE 1 NATIONAL STATIONS

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2017

NATIONAL: Code Q (Quarter): 24,709 Adults 15+, **Code H (Half year):** 49,193 Adults 15+

LONDON: Code Q (Quarter): 3,369 Adults 15+, **Code H (Half year):** 6,911 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 |
| NATIONAL STATIONS - MON-FRI | | Q2 2016 | Q1 2017 | Q2 2017 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 5433 | 5141 | 5499 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 9472 | 9380 | 9007 |
| BBC Radio 3 - 06.30 - 09.00am | Q | 751 | 570 | 651 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 7348 | 7133 | 7655 |
| BBC Radio 5 live - 06.00 - 10.00am | Q | 2398 | 2060 | 2274 |
| Absolute Radio Network - 06.00 - 10.00am | H | 1923 | 1898 | 1845 |
| Classic FM - 06.00 - 09.00am | Q | 1704 | 1673 | 1915 |
| Kiss - 06.00 - 10.00am | Q | 2136 | 2083 | 2037 |
| Magic - 06.00 - 10.00am | Q | 1354 | 1041 | 1088 |
| talkSPORT - 06.00 - 10.00am | Q | 1570 | 1243 | 1201 |
| Radio X Network (UK) (was XFM Network (UK)) - 06.30 - 10.00am | H | 694 | 766 | 750 |

RAJAR DATA RELEASE

Quarter 2, 2017 – August 3rd 2017

BREAKFAST SHOWS (WEEKDAYS) – PAGE 2 LONDON STATIONS

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 |
| LONDON STATIONS - MON-FRI | | Q2 2016 | Q1 2017 | Q2 2017 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio London - 07.00 - 10.00am | Q | 293 | 161 | 307 |
| Absolute Radio (London) - 06.00 - 10.00am | Q | 428 | 376 | 221 |
| Capital London - 06.00 - 10.00am | Q | 1133 | 1244 | 1086 |
| Capital XTRA (London) - 06.00 - 10.00am | Q | 253 | 167 | 308 |
| Gold London - 06.00 - 10.00am | Q | 142 | 201 | 129 |
| Heart London - 06.00 - 09.00am | Q | 694 | 654 | 655 |
| Kiss (London) - 06.00 - 10.00am | Q | 921 | 941 | 914 |
| LBC 97.3 - 07.00 - 10.00am | Q | 741 | 678 | 906 |
| LBC London News (was LBC News 1152) - 07.00 - 10.00am | Q | 263 | 239 | 227 |
| Magic (London) - 06.00 - 10.00am | Q | 691 | 570 | 618 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 42 | 84 | 20 |
| Smooth Radio London - 06.00 - 10.00am | Q | 305 | 338 | 381 |
| Radio X London (was XFM London) - 06.30 - 10.00am | Q | 218 | 196 | 196 |