

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2008

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 1, 2008



KEY
Quarter 1, 2007 in green
Quarter 4, 2007 in blue
Quarter 1, 2008 in pink
% Change Y/Y and Q/Q for reach only
* = less than 0.05%

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 UK/area in an average week

LONDON SAMPLE SIZE Q1, 2008: Survey Period - Code Q (Quarter): 4,321 Adults 15+ / Code H (Half year): 8,960 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 07	Q4 07	Q1 08	Q1 08 vs Q1 07	Q1 08 vs Q4 07	Q1 07	Q4 07	Q1 08
BBC London 94.9	Q	547	535	559	2.2%	4.5%	1.6	1.8	1.9
95.8 Capital Radio	Q	1623	1517	1563	-3.7%	3.0%	4.6	4.7	4.6
Choice FM London	Q	486	485	544	11.9%	12.2%	1.6	1.7	2.0
Club Asia 963+972AM	H	204	201	197	-3.4%	-2.0%	0.5	0.6	0.6
Easy Radio	H	-	9	13	-	44.4%	-	*	*
Fun Radio	H	-	-	22	-	-	-	-	0.1
Gold London	Q	551	243	224	-59.3%	-7.8%	1.2	0.7	0.9
Heart 106.2 FM	Q	1698	1842	1848	8.8%	0.3%	5.4	6.2	5.8
Kismet Radio 1035 (Greater London)	Q	98	58	68	-30.6%	17.2%	0.5	0.1	0.2
Kiss 100 FM	Q	1356	1429	1583	16.7%	10.8%	3.9	4.2	4.3
LBC 97.3	Q	597	642	701	17.4%	9.2%	3.0	3.8	4.5
LBC News 1152	Q	327	218	202	-38.2%	-7.3%	0.7	0.5	0.3
Magic 105.4	Q	1806	1969	1918	6.2%	-2.6%	5.9	6.1	5.8
Premier Christian Radio	Q	133	138	100	-24.8%	-27.5%	0.8	0.7	0.6
Smooth Radio (London)	Q	473	475	518	9.5%	9.1%	1.7	1.7	1.6
Sunrise Radio (Greater London)	Q	379	358	341	-10.0%	-4.7%	1.4	1.3	1.3
Total Virgin (London)	H	1134	1156	1148	1.2%	-0.7%	3.2	3.4	3.3
XFM 104.9	Q	630	513	379	-39.8%	-26.1%	1.8	1.3	0.9
Yarr Radio	H	-	9	18	-	100.0%	-	*	*

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

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NATIONAL STATIONS ON LONDON TSA

RELEASED AT 07.00HRS THURSDAY MAY 1, 2008



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 07	Q4 07	Q1 08	Q1 08 vs Q1 07	Q1 08 vs Q4 07	Q1 07	Q4 07	Q1 08
BBC Radio 1	Q	1656	1488	1599	-3.4%	7.5%	6.7	5.5	5.6
BBC Radio 2	Q	2066	2042	2224	7.6%	8.9%	11.2	10.8	12.4
BBC Radio 3	Q	538	575	501	-6.9%	-12.9%	1.7	1.7	1.2
BBC Radio 4	Q	2493	2423	2348	-5.8%	-3.1%	16.1	15.4	14.6
BBC Radio 5 Live	Q	1253	1306	1402	11.9%	7.4%	4.3	5.2	5.6
Classic FM	Q	1330	1347	1258	-5.4%	-6.6%	4.9	4.6	4.1
talkSPORT	Q	645	599	716	11.0%	19.5%	2.7	2.0	2.5

CHANGE OF METHODOLOGY FROM Q2 07, USE CAUTION WHEN COMPARING ACROSS THIS PERIOD

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR