

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2008

NATIONAL 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

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

SAMPLE SIZE Q1 2008: Survey Period - Code Q (Quarter): 31,801 Adults 15+ / Code H (Half year): 63,622 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q1 07	584837	Q4 07	564034	Q1 08	587057
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 07	439709	Q4 07	431319	Q1 08	424396

STATION	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
ALL RADIO	Q	45031	44952	45397	0.8%	1.0%	100.0	100.0	100.0
ALL BBC	Q	33464	33139	34219	2.3%	3.3%	56.0	55.4	56.8
15-44	Q	15421	15331	16087	4.3%	4.9%	44.6	44.2	46.9
45+	Q	18043	17808	18132	0.5%	1.8%	65.2	64.7	65.0
ALL BBC NETWORK RADIO	Q	29447	29234	30282	2.8%	3.6%	45.4	45.4	47.0
BBC RADIO 1	Q	10549	10693	11067	4.9%	3.5%	10.1	10.3	10.6
BBC RADIO 2	Q	13252	12824	13632	2.9%	6.3%	15.8	15.7	16.5
BBC RADIO 3	Q	1902	1950	1795	-5.6%	-7.9%	1.2	1.2	0.9
BBC RADIO 4	Q	9637	9289	9561	-0.8%	2.9%	12.2	11.8	12.2
BBC RADIO FIVE LIVE	Q	5873	6080	6022	2.5%	-1.0%	4.2	4.6	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	5973	6174	6088	1.9%	-1.4%	4.3	4.7	4.7
FIVE LIVE SPORTS EXTRA	Q	682	630	648	-5.0%	2.9%	0.2	0.1	0.1
BBC 6 MUSIC	Q	477	493	520	9.0%	5.5%	0.3	0.3	0.3
1XTRA FROM THE BBC	Q	465	453	595	28.0%	31.3%	0.2	0.3	0.3
BBC7	Q	808	853	813	0.6%	-4.7%	0.4	0.4	0.5
BBC ASIAN NETWORK UK	Q	452	441	535	18.4%	21.3%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1389	1183	1345	-3.2%	13.7%	0.7	0.6	0.6
BBC LOCAL/REGIONAL	Q	10301	9818	10293	-0.1%	4.8%	10.6	10.0	9.9

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

Continued.../

RAJAR Quarterly Summary of Radio Listening - Quarter 1, 2008

NATIONAL STATIONS

RELEASED AT 07.00HRS THURSDAY MAY 1, 2008



STATION	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
ALL COMMERCIAL	Q	31186	30716	31019	-0.5%	1.0%	42.1	42.4	41.1
15-44	Q	17656	17518	17538	-0.7%	0.1%	53.3	53.1	50.7
45+	Q	13530	13198	13480	-0.4%	2.1%	33.2	33.5	33.2
ALL NATIONAL COMMERCIAL	Q	13693	13655	14126	3.2%	3.4%	10.7	11.3	10.7
THE ARROW (UK)	H	93	143	121	30.1%	-15.4%	0.1	0.1	0.1
CHILL	Q	187	197	156	-16.6%	-20.8%	0.1	0.1	0.1
TOTAL CHOICE (UK)	Q	600	622	695	15.8%	11.7%	0.4	0.4	0.5
CLASSIC FM	Q	6031	5591	5622	-6.8%	0.6%	4.2	4.2	3.7
GALAXY NETWORK (UK)	H	2550	2547	2631	3.2%	3.3%	1.9	1.6	1.6
GCAP GOLD NETWORK UK	H	1687	1243	913	-45.9%	-26.5%	1.2	1.1	0.8
TOTAL HEART (UK)	H	3094	3350	3400	9.9%	1.5%	2.2	2.4	2.3
HEAT	Q	224	386	446	99.1%	15.5%	0.1	0.1	0.1
THE HITS	Q	1168	1364	1571	34.5%	15.2%	0.4	0.6	0.6
TOTAL KERRANG!	H	1375	1321	1297	-5.7%	-1.8%	0.7	0.6	0.6
TOTAL KISS NETWORK	H	2804	2985	2989	6.6%	0.1%	1.5	1.6	1.6
TOTAL LBC (UK)	H	792	759	824	4.0%	8.6%	0.9	0.9	1.0
LIFE	Q	67	89	141	110.4%	58.4%	*	0.1	0.1
TOTAL MAGIC	Q	3166	3357	3212	1.5%	-4.3%	2.2	2.3	2.1
MOJO RADIO	Q	220	221	256	16.4%	15.8%	0.1	0.1	0.1
PLANET ROCK	Q	498	563	563	13.1%	0.0%	0.2	0.3	0.4
Q	Q	317	298	282	-11.0%	-5.4%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1557	1599	1546	-0.7%	-3.3%	1.7	1.8	1.6
SMASH HITS RADIO	Q	759	966	973	28.2%	0.7%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	1479					1.0		
TOTAL SMOOTH RADIO -From Q2 07, Total Smooth Radio includes the Saga stations			2186	2376		8.7%		1.9	2.1
SUNRISE RADIO NATIONAL	Q	466	510	514	10.3%	0.8%	0.3	0.4	0.4
TALKSPORT	Q	2341	2452	2470	5.5%	0.7%	2.0	2.0	1.9
THEJAZZ	Q	*	364	407		11.8%	*	0.2	0.2
TOTAL VIRGIN RADIO	H	2449	2471	2466	0.7%	-0.2%	1.4	1.5	1.4
VIRGIN RADIO CLASSIC ROCK	H	163	239	239	46.6%	0.0%	0.1	0.1	0.1
VIRGIN RADIO XTREME	H	82	73	95	15.9%	30.1%	*	*	*
TOTAL XFM (UK)	H	1157	1116	1034	-10.6%	-7.3%	0.6	0.6	0.5
ALL LOCAL COMMERCIAL	Q	25193	24606	24847	-1.4%	1.0%	31.4	31.1	30.3
OTHER LISTENING	Q	2979	3022	3035	1.9%	0.4%	1.8	2.2	2.1

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

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR