

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2004 - NATIONAL STATIONS

RELEASED AT 7.00AM THURSDAY JANUARY 27, 2005

KEY	
Quarter 4, 2004 in green	
Quarter 3, 2004 in blue	
Quarter 4, 2004 in pink	
% Change Y/Y and Q/Q for reach only	
* = less than 0.5%	

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: Survey Period - Code Q (Quarter): 32,776 Adults 15+ / Code H (Half year) 63,646 Adults 15+

TOTAL HOURS (in thousands): All BBC

Q4 03: 568985

Q3 04: 580393

Q4 04: 567674

TOTAL HOURS (in thousands): ALL COMMERCIAL

Q4 03: 486848

Q3 04: 466008

Q4 04: 464351

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		000	000	000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 03	Q3 04	Q4 04	04 vs 03	Q4 vs Q3	Q4 03	Q3 04	Q4 04
ALL RADIO	Q	43915	43775	43816	-0.2%	0.1%	100.0	100.0	100.0
ALL BBC	Q	32036	32514	32490	1.4%	-0.1%	52.9	54.4	54.0
ALL BBC NETWORK RADIO	Q	28032	28643	28429	1.4%	-0.7%	42.0	43.5	43.0
BBC RADIO 1	Q	9440	10042	9926	5.1%	-1.2%	7.7	8.6	8.2
BBC RADIO 2	Q	13151	13060	13305	1.2%	1.9%	16.0	16.1	16.4
BBC RADIO 3	Q	2192	2072	2100	-4.2%	1.4%	1.4	1.1	1.3
BBC RADIO 4	Q	9513	9422	9406	-1.1%	-0.2%	11.5	11.3	11.5
BBC RADIO FIVE LIVE	Q	6125	6398	5981	-2.4%	-6.5%	4.4	4.9	4.3
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6150	6472	6052	-1.6%	-6.5%	4.4	5.0	4.4
FIVE LIVE SPORTS EXTRA	Q	257	424	343	33.5%	-19.1%	*	0.1	0.1
6 MUSIC FROM THE BBC	Q	155	228	238	53.5%	4.4%	0.1	0.2	0.1
1XTRA FROM THE BBC	Q	248	312	288	16.1%	-7.7%	0.1	0.2	0.1
BBC 7	Q	267	404	391	46.4%	-3.2%	0.1	0.2	0.2
BBC WORLD SERVICE	Q	1296	1365	1273	-1.8%	-6.7%	0.6	0.6	0.6
BBC ASIAN NETWORK UK	Q	453	473	535	18.1%	13.1%	0.3	0.4	0.3
BBC LOCAL REGIONAL	Q	10270	9928	10243	-0.3%	3.2%	10.9	10.9	11.0

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		000	000	000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 03	Q3 04	Q4 04	04 vs 03	Q4 vs Q3	Q4 03	Q3 04	Q4 04
ALL COMMERCIAL	Q	31539	31038	31176	-1.2%	0.4%	45.3	43.7	44.2
ALL NAT. COMMERCIAL	Q	12748	12752	13007	2.0%	2.0%	9.6	9.6	10.0
THE ARROW (UK)	Q	24	34	37	54.2%	8.8%	*	*	*
CAPITAL DISNEY	Q	39	48	58	48.7%	20.8%	*	*	*
TOTAL CAPITAL GOLD UK	H	1745	1437	1380	-20.9%	-4.0%	1.1	1	0.9
CLASSIC FM	Q	6210	6145	6204	-0.1%	1.0%	4.3	4.2	4.4
CLASSIC GOLD NETWORK (TOTAL UK)	H	912	892	862	-5.5%	-3.4%	0.8	0.8	0.8
CORE	Q	98	142	122	24.5%	-14.1%	*	*	*
GALAXY NETWORK (UK)	Q	2734	2495	2638	-3.5%	5.7%	1.9	1.7	1.9
TOTAL HEART (UK)	Q	3024	2910	2784	-7.9%	-4.3%	2.3	2.0	1.8
HEAT	Q	58	190	130	124.1%	-31.6%	*	0.1	*
THE HITS	Q	824	880	826	0.2%	-6.1%	0.3	0.2	0.3
TOTAL JAZZ/SMOOTH NETWORK (UK)	Q	1424	1578	1412	-0.8%	-10.5%	0.7	0.8	0.8
KERRANG!	Q	722			-100.0%	N/A	0.2		
Total Kerrang!	Q		1017	1129	N/A	11.0%		0.5	0.5
TOTAL KISS	Q	2378	2555	2377	0.0%	-7.0%	1.2	1.3	1.1
TOTAL LBC (UK)	Q	783	701	657	-16.1%	-6.3%	0.7	0.6	0.6
LIFE	Q			19	N/A	N/A			*
TOTAL MAGIC	Q	2592	2815	2761	6.5%	-1.9%	1.8	1.9	2.1
MOJO RADIO	Q	85	115	155	82.4%	34.8%	*	0.1	0.1
ONEWORD RADIO	H	64	115	112	75.0%	-2.6%	*	*	*
PLANET ROCK	Q	199	231	261	31.2%	13.0%	0.1	0.1	0.1
Q	Q	378	321	375	-0.8%	16.8%	0.1	0.1	0.1
SAGA'S PRIMETIME RADIO	Q	120	163	174	45.0%	6.7%	0.1	0.1	0.1
SMASH HITS RADIO	Q	751	724	714	-4.9%	-1.4%	0.2	0.2	0.2
THE STORM	Q	74	80	67	-9.5%	-16.3%	*	*	0.1
SUNRISE RADIO NATIONAL	Q	620	512	536	-13.5%	4.7%	0.5	0.4	0.3
TALKSPORT (TALK RADIO)	Q	1866	2182	1994	6.9%	-8.6%	1.4	1.7	1.6
VIRGIN RADIO CLASSIC ROCK	Q			165	N/A	N/A			0.1
THE VIRGIN RADIO GROOVE	Q			74	N/A	N/A			*
TOTAL VIRGIN RADIO (AM/FM)	Q	2574	2598	2461	-4.4%	-5.3%	1.4	1.5	1.4
TOTAL XFM (UK)	Q	614	679	693	12.9%	2.1%	0.4	0.4	0.5
YARR RADIO	Q	13	33	16	23.1%	-51.5%	*	*	*
ALL LOCAL COMMERCIAL	Q	26076	25719	25395	-2.6%	-1.3%	36.1	34.1	34.2
OTHER LISTENING	Q	2456	2704	2565	4.4%	-5.1%	1.9	2.0	1.8

Source RAJAR / IPSOS-RSL

RAJAR / PJPR 27.01.2005