

## RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2006

### LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY FEBRUARY 1, 2007



#### KEY

Quarter 4, 2005 in green  
 Quarter 3, 2006 in blue  
 Quarter 4, 2006 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 Q4 2006:** Survey Period - Code Q (Quarter): 4,632 Adults 15+ / Code H (Half year): 9,242 Adults 15+

STATIONS	SURVEY PERIOD	REACH			% CHANGE		SHARE		
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 05	Q3 06	Q4 06	Q4 06 vs Q4 05	Q4 06 vs Q3 06	Q4 05	Q3 06	Q4 06
BBC LONDON 94.9	Q	546	494	559	2.4%	13.2%	1.4	1.4	2.0
95.8 CAPITAL RADIO	Q	1802	1461	1463	-18.8%	0.1%	5.9	4.7	4.7
CAPITAL GOLD LONDON	Q	725	706	712	-1.8%	0.8%	2.1	1.7	1.4
CHOICE FM LONDON	Q	510	474	595	16.7%	25.5%	1.9	2.1	2.8
CLUB ASIA 963+972AM	H			206					0.7
HEART 106.2 FM	Q	1763	1714	1853	5.1%	8.1%	6.0	6.1	7.1
KISMAT RADIO 1035 (GREATER LONDON)	Q	60	55	105	75.0%	90.9%	0.1	0.1	0.3
KISS 100 FM	Q	1432	1324	1445	0.9%	9.1%	3.7	3.8	3.9
LBC 97.3	Q	537	594	624	16.2%	5.1%	2.5	3.4	3.3
LBC NEWS 1152	Q	237	262	254	7.2%	-3.1%	0.6	0.9	0.8
MAGIC 105.4	Q	1672	1636	1792	7.2%	9.5%	4.9	5.3	5.5
PREMIER CHRISTIAN RADIO	Q	142	131	130	-8.5%	-0.8%	0.5	0.6	0.8
SMOOTH FM (LONDON)	Q	541	445	496	-8.3%	11.5%	1.7	1.0	1.5
SUNRISE RADIO (GREATER LONDON)	Q	320	332	412	28.8%	24.1%	1.7	1.0	1.4
TOTAL VIRGIN LONDON (AM/FM)	H	1156	1117	1161	0.4%	3.9%	3.6	3.4	3.6
XFM 104.9	Q	497	551	479	-3.6%	-13.1%	1.5	1.6	1.3

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### NATIONAL STATIONS ON LONDON TSA

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NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	SURVEY REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 05	Q3 06	Q4 06	Q4 06 vs Q4 05	Q4 06 vs Q3 06	Q4 05	Q3 06	Q4 06
BBC RADIO 1	Q	1434	1426	1290	-10.0%	-9.5%	5.4	5.3	4.8
BBC RADIO 2	Q	2178	1964	1974	-9.4%	0.5%	11.7	11.0	10.4
BBC RADIO 3	Q	552	631	602	9.1%	-4.6%	1.9	2.3	2.3
BBC RADIO 4	Q	2494	2430	2405	-3.6%	-1.0%	15.7	16.1	14.4
BBC RADIO FIVE LIVE	Q	1221	1157	1305	6.9%	12.8%	4.9	4.8	5.0
CLASSIC FM	Q	1413	1397	1278	-9.6%	-8.5%	5.1	4.5	4.1
TALKSPORT (TALK RADIO)	Q	557	619	589	5.7%	-4.8%	2.4	2.3	2.5

Source: RAJAR / Ipsos MORI  
RAJAR / PJPR