

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY OCTOBER 25, 2007

KEY	
Quarter 3, 2006 in green	
Quarter 2, 2007 in blue	
Quarter 3, 2007 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 Q3 2007: Survey Period - Code Q (Quarter): 4,652 Adults 15+ / Code H (Half year): 8,961 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 06	Q2 07	Q3 07	Q3 07 vs Q3 06	Q3 07 vs Q2 07	Q3 06	Q2 07	Q3 07
BBC London 94.9	Q	494	448	518	4.9%	15.6%	1.4	1.5	1.4
95.8 Capital Radio	Q	1461	1519	1707	16.8%	12.4%	4.7	4.1	4.7
Choice FM London	Q	474	500	611	28.9%	22.2%	2.1	1.6	2.0
Club Asia 963+972AM	H	222	223	216	-2.7%	-3.1%	0.7	0.7	0.7
Gold London	Q	706	373	426	-39.7%	14.2%	1.7	1.4	1.4
Heart 106.2 FM	Q	1714	1810	1948	13.7%	7.6%	6.1	6.2	6.2
Kismet Radio 1035 (Greater London)	Q	55	66	104	89.1%	57.6%	0.1	0.2	0.3
Kiss 100 FM	Q	1324	1515	1592	20.2%	5.1%	3.8	4.5	4.3
LBC 97.3	Q	594	637	586	-1.3%	-8.0%	3.4	3.1	3.1
LBC News 1152	Q	262	275	280	6.9%	1.8%	0.9	0.8	0.6
Magic 105.4	Q	1636	1963	2027	23.9%	3.3%	5.3	6.2	6.2
Premier Christian Radio	Q	131	163	171	30.5%	4.9%	0.6	0.7	0.7
Smooth Radio (London)	Q	445	502	477	7.2%	-5.0%	1.0	1.4	1.3
Sunrise Radio (Greater London)	Q	332	425	399	20.2%	-6.1%	1.0	1.6	1.8
Total Virgin Radio London	H	1117	1161	1127	0.9%	-2.9%	3.4	3.3	3.2
XFM 104.9	Q	551	617	557	1.1%	-9.7%	1.6	2.0	1.2

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

Continued.../

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2007

NATIONAL STATIONS ON LONDON TSA

RELEASED AT 07.00HRS THURSDAY OCTOBER 25, 2007



NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q3 06	Q2 07	Q3 07	Q3 07 vs Q3 06	Q3 07 vs Q2 07	Q3 06	Q2 07	Q3 07
BBC Radio 1	Q	1426	1542	1523	6.8%	-1.2%	5.3	5.5	5.8
BBC Radio 2	Q	1964	2008	2066	5.2%	2.9%	11.0	10.6	10.8
BBC Radio 3	Q	631	521	545	-13.6%	4.6%	2.3	1.6	1.9
BBC Radio 4	Q	2430	2475	2397	-1.4%	-3.2%	16.1	14.6	13.8
BBC Radio 5 Live	Q	1157	1241	1218	5.3%	-1.9%	4.8	5.0	4.4
CLASSIC FM	Q	1397	1334	1433	2.6%	7.4%	4.5	4.3	4.9
talkSPORT (Talk Radio)	Q	619	586	666	7.6%	13.7%	2.3	2.4	2.3

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

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR