



Radio Joint
Audience
Research
Limited

RAJAR DATA RELEASE QUARTER 4, 2008

January 29, 2009

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008

NATIONAL STATIONS



RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009

KEY	
Quarter 4, 2007 in green	
Quarter 3, 2008 in blue	
Quarter 4, 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 Q4 2008: Survey Period - Code Q (Quarter): 33,326 Adults 15+ / Code H (Half year): 66,175 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q4 07	564034	Q3 08	550398	Q4 08	564437
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q4 07	431319	Q3 08	432016	Q4 08	427050

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
ALL RADIO	Q	44952	45084	45511	1.2%	0.9%	100.0	100.0	100.0
ALL BBC	Q	33139	32981	33520	1.1%	1.6%	55.4	54.9	55.7
15-44	Q	15331	15248	15548	1.4%	2.0%	44.2	44.0	44.8
45+	Q	17808	17734	17972	0.9%	1.3%	64.7	63.7	64.5
ALL BBC NETWORK RADIO	Q	29234	29331	29923	2.4%	2.0%	45.4	45.5	46.4
BBC RADIO 1	Q	10693	10871	10576	-1.1%	-2.7%	10.3	9.8	10.1
BBC RADIO 2	Q	12824	13061	13465	5.0%	3.1%	15.7	16.0	15.8
BBC RADIO 3	Q	1950	1947	1981	1.6%	1.7%	1.2	1.2	1.3
BBC RADIO 4	Q	9289	9448	9812	5.6%	3.9%	11.8	11.5	12.4
BBC RADIO FIVE LIVE	Q	6080	5830	5993	-1.4%	2.8%	4.6	4.6	4.8
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6174	5939	6107	-1.1%	2.8%	4.7	4.8	5.0
FIVE LIVE SPORTS EXTRA	Q	630	776	663	5.2%	-14.6%	0.1	0.3	0.1
BBC 6 MUSIC	Q	493	552	619	25.6%	12.1%	0.3	0.4	0.3
1XTRA FROM THE BBC	Q	453	600	533	17.7%	-11.2%	0.3	0.3	0.2
BBC7	Q	853	887	850	-0.4%	-4.2%	0.4	0.5	0.5
BBC ASIAN NETWORK UK	Q	441	419	379	-14.1%	-9.5%	0.3	0.3	0.2
BBC WORLD SERVICE	Q	1183	1362	1431	21.0%	5.1%	0.6	0.7	0.7
BBC LOCAL/REGIONAL	Q	9818	9296	9471	-3.5%	1.9%	10.0	9.3	9.3

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RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008

NATIONAL STATIONS

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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 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
ALL COMMERCIAL	Q	30716	31180	31210	1.6%	0.1%	42.4	43.1	42.2
15-44	Q	17518	17661	17641	0.7%	-0.1%	53.1	53.5	52.8
45+	Q	13198	13519	13569	2.8%	0.4%	33.5	34.6	33.6
ALL NATIONAL COMMERCIAL	Q	13655	13936	13640	-0.1%	-2.1%	11.3	11.0	10.6
TOTAL ABSOLUTE RADIO	H	2471	2348	1887	-23.6%	-19.6%	1.5	1.4	1.2
ABSOLUTE RADIO CLASSIC ROCK	H	239	310	245	2.5%	-21.0%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	73	108	87	19.2%	-19.4%	*	*	*
THE ARROW (UK)	H	143	190	166	16.1%	-12.6%	0.1	0.1	0.1
CHILL	H	186	179	201	8.1%	12.3%	0.1	0.1	0.1
CLASSIC FM	Q	5591	5542	5702	2.0%	2.9%	4.2	3.8	4.0
GALAXY NETWORK (UK)*	H	2547	3680	3661	43.7%	-0.5%	1.6	2.5	2.6
GOLD NETWORK (UK)	H	1243	971	1000	-19.5%	3.0%	1.1	0.9	1.0
HEART NETWORK (UK)*	H	3350	6857	6944	107.3%	1.3%	2.4	5.4	5.5
HEAT	Q	386	458	465	20.5%	1.5%	0.1	0.1	0.1
THE HITS	Q	1364	1597	1329	-2.6%	-16.8%	0.6	0.6	0.4
TOTAL KERRANG!	H	1321	1398	1384	4.8%	-1.0%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	2985	3198	3221	7.9%	0.7%	1.6	1.8	1.8
TOTAL LBC (UK)	H	759	838	852	12.3%	1.7%	0.9	0.9	1.0
TOTAL MAGIC	Q	3357	3355	3484	3.8%	3.8%	2.3	2.3	2.4
MOJO RADIO	Q	221	259	258	16.7%	-0.4%	0.1	0.1	0.1
NME RADIO	Q		215	152		-29.3%		0.1	*
PLANET ROCK	Q	563	633	680	20.8%	7.4%	0.3	0.5	0.5
Q	Q	298	330	245	-17.8%	-25.8%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1599	1621	1601	0.1%	-1.2%	1.8	1.5	1.5
SMASH HITS RADIO	Q	966	1003	922	-4.6%	-8.1%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2186	2773	2885	32.0%	4.0%	1.9	2.4	2.4
SUNRISE RADIO NATIONAL	Q	510	489	469	-8.0%	-4.1%	0.4	0.3	0.3
TALKSPORT	Q	2452	2313	2515	2.6%	8.7%	2.0	1.9	1.8
TOTAL XFM (UK)*	H	1116	861	863	-22.7%	0.2%	0.6	0.4	0.4
ALL LOCAL COMMERCIAL	Q	24606	25125	25110	2.0%	-0.1%	31.1	32.0	31.6
OTHER LISTENING	Q	3022	3073	3147	4.1%	2.4%	2.2	2.1	2.1

* Group composition changed in Q3 08

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008



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SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009

KEY	
Quarter 4, 2007 in green	
Quarter 3, 2008 in blue	
Quarter 4, 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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q4 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
BBC RADIO SCOTLAND	Q	4309	937	947	986	5.2%	4.1%	8.5	8.5	9.1
Radio Borders	Y	106	58	56	53	-8.6%	-5.4%	32.4	31.0	29.1
Central FM	Y	214	39	41	41	5.1%	0.0%	6.4	8.9	8.8
Total Radio Clyde	H	1832	620	683	689	11.1%	0.9%	19.8	22.8	21.9
Clyde 1 FM	H	1832	534	589	592	10.9%	0.5%	13.7	16.2	15.2
Clyde 2	H	1832	209	238	238	13.9%	0.0%	6.0	6.5	6.7
Bauer Radio Total Scotland	H	4280	1646	1694	1700	3.3%	0.4%	23.4	24.5	24.0
Bauer Radio Central Scotland	H	2817	929	1020	1009	8.6%	-1.1%	20.0	22.1	21.3
Total Radio Forth	H	1080	316	340	324	2.5%	-4.7%	18.5	19.0	18.4
ForthOne	H	1080	282	308	295	4.6%	-4.2%	14.2	16.1	15.2
Forth2	H	1080	97	94	94	-3.1%	0.0%	4.2	2.9	3.2
Galaxy Scotland (was XFM Scotland)	H	2699	224	211	210	-6.3%	-0.5%	2.8	2.9	2.7
Galaxy Scotland (East) (was XFM Scotland (East))	H	1176	121	87	88	-27.3%	1.1%	3.1	2.9	2.9
Galaxy Scotland (West) (was XFM Scotland West)	H	1699	134	138	137	2.2%	-0.7%	2.6	3.1	2.8
Kingdom FM	Y	292	59	64	65	10.2%	1.6%	10.5	10.5	9.6
Moray Firth Radio	Y	231	110	112	106	-3.6%	-5.4%	24.2	22.4	20.7
Total Northsound Radio	Y	309	146	132	140	-4.1%	6.1%	28.9	27.2	27.5
Northsound One	Y	309	121	118	125	3.3%	5.9%	18.6	18.5	20.2
Northsound Two	Y	309	57	50	46	-19.3%	-8.0%	10.4	8.6	7.4
Original 106	Y	309			35	n/a	n/a			3.7
Real Radio (Scotland)	H	2676	789	759	725	-8.1%	-4.5%	21.1	15.9	16.6
96.3 Rock Radio	H	810	57	47	53	-7.0%	12.8%	3.4	2.5	2.5
Smooth Radio (Glasgow)	H	1878	199	216	226	13.6%	4.6%	6.4	6.9	7.3
Talk 107	H	1015	35	37	27	-22.9%	-27.0%	1.2	1.2	0.7
Total Radio Tay	H	371	163	155	163	0.0%	5.2%	29.8	28.9	31.5
Tay-FM	H	371	123	101	106	-13.8%	5.0%	18.0	14.4	15.8
Tay-AM	H	371	74	83	86	16.2%	3.6%	11.8	14.6	15.7
Wave 102 FM	Y	153	26	33	27	3.8%	-18.2%	7.6	9.9	9.3
West Sound*	H	386	152	161	160	5.3%	-0.6%	25.3	26.8	25.9

* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008



LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009

KEY

Quarter 4, 2007 in green
 Quarter 3, 2008 in blue
 Quarter 4, 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 Q4 2008: Survey Period - Code Q (Quarter): 4,790 Adults 15+ / Code H (Half year): 9,641 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
BBC London 94.9	Q	535	469	568	6.2%	21.1%	1.8	1.6	1.6
Total Absolute (London)	H	1156	1010	897	-22.4%	-11.2%	3.4	3.3	3.0
95.8 Capital Radio	Q	1517	1590	1624	7.1%	2.1%	4.7	5.4	4.8
Choice FM London	Q	485	457	550	13.4%	20.4%	1.7	1.6	2.0
Club Asia 963+972AM	H	201	184	172	-14.4%	-6.5%	0.6	0.5	0.5
Fun Radio	H	17	19	37	117.6%	94.7%	*	*	*
Gold London	Q	243	322	285	17.3%	-11.5%	0.7	1.5	1.2
Heart 106.2 FM	Q	1842	1781	1794	-2.6%	0.7%	6.2	5.7	5.0
Kismet Radio 1035 (Greater London)	Q	58	76	67	15.5%	-11.8%	0.1	0.3	0.2
Kiss 100 FM	Q	1429	1531	1579	10.5%	3.1%	4.2	4.8	4.2
LBC 97.3	Q	642	647	630	-1.9%	-2.6%	3.8	3.7	3.6
LBC News 1152	Q	218	345	327	50.0%	-5.2%	0.5	0.8	0.8
Magic 105.4	Q	1969	1885	1997	1.4%	5.9%	6.1	5.8	6.0
Panjab Radio	H			49					0.1
Premier Christian Radio	Q	138	147	137	-0.7%	-6.8%	0.7	1.1	0.6
Punjabi Radio (was Yarr Radio)	H	9	25	35	288.9%	40.0%	*	0.1	0.1
Smooth Radio (London)	Q	475	538	594	25.1%	10.4%	1.7	1.5	1.6
Sunrise Radio (Greater London)	Q	358	345	309	-13.7%	-10.4%	1.3	1.0	0.8
XFM 104.9	Q	513	463	508	-1.0%	9.7%	1.3	1.2	1.3

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RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008

NATIONAL STATIONS ON LONDON TSA

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009



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NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q4 07	Q3 08	Q4 08	Q4 08 vs Q4 07	Q4 08 vs Q3 08	Q4 07	Q3 08	Q4 08
BBC Radio 1	Q	1488	1657	1431	-3.8%	-13.6%	5.5	6.1	5.4
BBC Radio 2	Q	2042	2059	2121	3.9%	3.0%	10.8	11.3	10.3
BBC Radio 3	Q	575	598	643	11.8%	7.5%	1.7	1.6	2.2
BBC Radio 4	Q	2423	2418	2724	12.4%	12.7%	15.4	14.4	17.5
BBC Radio 5 Live	Q	1306	1248	1215	-7.0%	-2.6%	5.2	4.9	4.9
Classic FM	Q	1347	1387	1408	4.5%	1.5%	4.6	4.6	4.4
talkSPORT	Q	599	580	701	17.0%	20.9%	2.0	2.6	2.5

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008
NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009



KEY
Quarter 4, 2007 in green
Quarter 3, 2008 in blue
Quarter 4, 2008 in pink

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.

SAMPLE SIZE: sample size is denoted by survey Q4, 2008 data

National 33,326 Adults 15+
 London 4,790 Adults 15+

STATION

Time period varies per station

NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 06.30 - 10.00am
 BBC Radio 2 - 07.30 - 09.30am
 BBC Radio 3 - 07.00 - 10.00am
 BBC Radio 4 - 06.00 - 09.00am
 BBC Radio FIVE LIVE - 06.00 - 09.00am

Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am
 Classic FM - 08.00 - 12.00am
 talkSPORT - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2007	Q3, 2008	Q4, 2008
	7309	7017	7298
	7731	7742	7964
	809	682	811
	6204	6110	6598
	2333	2402	2291
	1162	1106	861
	2996	2750	2839
	1097	1143	1073

Please note: The data below does not list national radio stations which are listened to in the London area

LONDON STATIONS - MON TO FRI

Time period varies per station

BBC London 94.9 - 06.00 - 09.00am

Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am
 95.8 Capital Radio - 06.00 - 10.00am
 Choice FM London - 06.00 - 10.00am
 Club Asia 963+972AM - 06.00 - 10.00am
 Gold London - 06.00 - 10.00am
 Heart 106.2 FM - 06.00 - 09.00am
 Kismet Radio 1035 (Greater London) - 07.00 - 09.00am
 Kiss 100 FM - 06.00 - 09.00am
 LBC 97.3 - 07.00 - 10.00am
 LBC News 1152 - 07.00 - 09.30am
 Magic 105.4 - 06.00 - 09.00am
 Premier Christian Radio - 07.00 - 10.30am
 Smooth Radio (London) - 06.00 - 10.00am
 Sunrise Radio (Greater London) - 07.00 - 10.00am
 XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q4, 2007	Q3, 2008	Q4, 2008
	178	191	247
	595	554	466
	942	987	981
	287	267	324
	102	90	79
	114	141	125
	915	768	868
	12	13	18
	675	582	722
	444	388	398
	92	125	106
	811	732	813
	64	88	76
	217	232	293
	149	129	133
	256	205	251

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR