

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

SCOTTISH STATIONS

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 area (TSA) 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 '000 | REACH '000 | REACH '000 | % CHANGE REACH Y/Y | % CHANGE REACH Q/Q | SHARE % | SHARE % | SHARE % |
|------------------------------|---------------|----------|------------|------------|------------|--------------------|--------------------|---------|---------|---------|
| | | | Q1 08 | Q4 08 | Q1 09 | Q1 09 vs Q1 08 | Q1 09 vs Q4 08 | Q1 08 | Q4 08 | Q1 09 |
| BBC RADIO SCOTLAND | Q | 4311 | 1008 | 986 | 928 | -7.9% | -5.9% | 9.6 | 9.1 | 7.6 |
| Big City Scotland | Y | 4046 | 1360 | 1392 | 1428 | 5.0% | 2.6% | 17.8 | 18.2 | 19.3 |
| Radio Borders | Y | 104 | 58 | 53 | 49 | -15.5% | -7.5% | 32.2 | 29.1 | 29.3 |
| Central FM | Y | 214 | 40 | 41 | 45 | 12.5% | 9.8% | 7.2 | 8.8 | 9.2 |
| Total Radio Clyde | H | 1834 | 616 | 689 | 679 | 10.2% | -1.5% | 20.9 | 21.9 | 22.5 |
| Clyde 1 FM | H | 1834 | 526 | 592 | 586 | 11.4% | -1.0% | 14.3 | 15.2 | 17.4 |
| Clyde 2 | H | 1834 | 227 | 238 | 206 | -9.3% | -13.4% | 6.6 | 6.7 | 5.1 |
| Bauer Radio Total Scotland | H | 4281 | 1581 | 1700 | 1738 | 9.9% | 2.2% | 23.7 | 24.0 | 24.4 |
| Bauer Radio Central Scotland | H | 2815 | 899 | 1009 | 1021 | 13.6% | 1.2% | 21.2 | 21.3 | 22.0 |
| Total Radio Forth | H | 1083 | 291 | 324 | 347 | 19.2% | 7.1% | 20.1 | 18.4 | 19.1 |
| ForthOne | H | 1083 | 258 | 295 | 302 | 17.1% | 2.4% | 15.3 | 15.2 | 15.1 |
| Forth2 | H | 1083 | 90 | 94 | 93 | 3.3% | -1.1% | 4.8 | 3.2 | 3.9 |
| Galaxy Scotland | H | 2698 | 214 | 210 | 195 | -8.9% | -7.1% | 2.4 | 2.7 | 2.1 |
| Galaxy Scotland (East) | H | 1177 | 94 | 88 | 84 | -10.6% | -4.5% | 2.5 | 2.9 | 2.6 |
| Galaxy Scotland (West) | H | 1696 | 143 | 137 | 130 | -9.1% | -5.1% | 2.5 | 2.8 | 1.9 |
| GMG Radio Scotland | H | 2858 | 884 | 919 | 912 | 3.2% | -0.8% | 22.3 | 20.8 | 20.6 |
| Kingdom FM | Y | 291 | 56 | 65 | 65 | 16.1% | 0.0% | 9.7 | 9.6 | 8.9 |
| Moray Firth Radio | Y | 230 | 108 | 106 | 109 | 0.9% | 2.8% | 22.6 | 20.7 | 22.5 |
| Total Northsound Radio | Y | 309 | 146 | 140 | 143 | -2.1% | 2.1% | 33.3 | 27.5 | 27.4 |
| Northsound One | Y | 309 | 122 | 125 | 129 | 5.7% | 3.2% | 21.1 | 20.2 | 20.4 |
| Northsound Two | Y | 309 | 60 | 46 | 47 | -21.7% | 2.2% | 12.2 | 7.4 | 7.0 |
| Original 106 (Aberdeen) | Y | 309 | 309 | 35 | 38 | | 8.6% | | 3.7 | 3.7 |
| Real Radio (Scotland) | H | 2676 | 712 | 725 | 705 | -1.0% | -2.8% | 17.9 | 16.6 | 16.1 |
| 96.3 Rock Radio | H | 810 | 46 | 53 | 47 | 2.2% | -11.3% | 2.8 | 2.5 | 2.5 |
| Smooth Radio (Glasgow) | H | 1878 | 212 | 226 | 236 | 11.3% | 4.4% | 7.0 | 7.3 | 7.3 |
| Total Radio Tay | H | 370 | 154 | 163 | 164 | 6.5% | 0.6% | 25.2 | 31.5 | 29.6 |
| Tay-FM | H | 370 | 111 | 106 | 109 | -1.8% | 2.8% | 15.2 | 15.8 | 17.2 |
| Tay-AM | H | 370 | 67 | 86 | 80 | 19.4% | -7.0% | 10.0 | 15.7 | 12.4 |
| Wave 102 FM | Y | 153 | 28 | 27 | 27 | -3.6% | 0.0% | 6.8 | 9.3 | 8.4 |
| West Sound** | H | 386 | 143 | 160 | 164 | 14.7% | 2.5% | 23.5 | 25.9 | 25.8 |

** audience to opt out services included

* = less than 0.05%

Source: RAJAR / Ipsos MORI / RSMB