



RAJAR DATA RELEASE

QUARTER 2, 2010

August 5, 2010

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

NATIONAL STATIONS - page 1

SAMPLE SIZE:
Survey period - Q2 2010

Code Q (Quarter): 26,570 Adults 15+

Code H (Half year): 53,007 Adults 15+

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 area (TSA) 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.

| | | | | | | |
|---|-------|--------|-------|--------|-------|--------|
| TOTAL HOURS (in thousands): ALL BBC | Q2 09 | 561706 | Q1 10 | 572029 | Q2 10 | 562112 |
| TOTAL HOURS (in thousands): ALL COMMERCIAL | Q2 09 | 439457 | Q1 10 | 418514 | Q2 10 | 445307 |

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|--|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| ALL RADIO | Q | 46327 | 46479 | 46771 | 1.0% | 0.6% | 100.0 | 100.0 | 100.0 |
| ALL BBC | Q | 34098 | 34877 | 34585 | 1.4% | -0.8% | 54.6 | 56.5 | 54.6 |
| 15-44 | Q | 15738 | 16273 | 15882 | 0.9% | -2.4% | 43.6 | 46.1 | 43.7 |
| 45+ | Q | 18360 | 18604 | 18704 | 1.9% | 0.5% | 63.4 | 64.5 | 62.9 |
| ALL BBC NETWORK RADIO | Q | 30706 | 31318 | 31263 | 1.8% | -0.2% | 45.9 | 47.2 | 46.2 |
| BBC RADIO 1 | Q | 11342 | 11737 | 11810 | 4.1% | 0.6% | 10.3 | 9.5 | 9.3 |
| BBC RADIO 2 | Q | 13424 | 14569 | 13729 | 2.3% | -5.8% | 15.5 | 17.2 | 15.9 |
| BBC RADIO 3 | Q | 2021 | 2025 | 1858 | -8.1% | -8.2% | 1.2 | 1.2 | 1.0 |
| BBC RADIO 4 | Q | 9999 | 10029 | 10403 | 4.0% | 3.7% | 12.1 | 12.2 | 12.5 |
| BBC RADIO FIVE LIVE | Q | 6415 | 6481 | 6763 | 5.4% | 4.4% | 4.5 | 4.6 | 4.8 |
| BBC RADIO FIVE LIVE (inc SPORTS EXTRA) | Q | 6515 | 6563 | 6804 | 4.4% | 3.7% | 4.7 | 4.7 | 5.0 |
| FIVE LIVE SPORTS EXTRA | Q | 676 | 685 | 547 | -19.1% | -20.1% | 0.2 | 0.2 | 0.1 |
| BBC 6 MUSIC | Q | 595 | 1023 | 1194 | 100.7% | 16.7% | 0.4 | 0.8 | 1.0 |
| 1XTRA FROM THE BBC | Q | 634 | 663 | 600 | -5.4% | -9.5% | 0.4 | 0.3 | 0.3 |
| BBC RADIO 7 | Q | 834 | 1049 | 949 | 13.8% | -9.5% | 0.5 | 0.6 | 0.5 |
| BBC ASIAN NETWORK UK | Q | 421 | 357 | 437 | 3.8% | 22.4% | 0.2 | 0.2 | 0.2 |
| BBC WORLD SERVICE | Q | 1438 | 1288 | 1285 | -10.6% | -0.2% | 0.7 | 0.6 | 0.6 |
| BBC LOCAL/REGIONAL | Q | 9072 | 9987 | 9135 | 0.7% | -8.5% | 8.7 | 9.3 | 8.3 |

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

NATIONAL STATIONS - page 2

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|--------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| ALL COMMERCIAL | Q | 31968 | 32162 | 32873 | 2.8% | 2.2% | 42.7 | 41.3 | 43.2 |
| 15-44 | Q | 18016 | 17999 | 18199 | 1.0% | 1.1% | 52.9 | 51.2 | 53.6 |
| 45+ | Q | 13951 | 14163 | 14674 | 5.2% | 3.6% | 34.6 | 33.6 | 35.3 |
| ALL NATIONAL COMMERCIAL | Q | 13868 | 13614 | 14608 | 5.3% | 7.3% | 10.8 | 10.3 | 11.0 |
| TOTAL ABSOLUTE RADIO | Q | 1691 | 1396 | 1587 | -6.2% | 13.7% | 1.1 | 1.1 | 1.1 |
| ABSOLUTE 80S ¹ | H | | | 288 | | | | | 0.2 |
| ABSOLUTE RADIO CLASSIC ROCK | H | 191 | 255 | 278 | 45.5% | 9.0% | 0.1 | 0.1 | 0.1 |
| CHILL | H | 220 | 160 | 160 | -27.3% | 0.0% | 0.1 | 0.1 | 0.1 |
| CLASSIC FM | Q | 5717 | 5515 | 5684 | -0.6% | 3.1% | 3.9 | 3.7 | 3.8 |
| GALAXY NETWORK (UK) | H | 3714 | 3972 | 4239 | 14.1% | 6.7% | 2.5 | 2.6 | 2.7 |
| GOLD NETWORK (UK) | H | 1109 | 1188 | 1288 | 16.1% | 8.4% | 1.0 | 1.1 | 1.1 |
| HEART NETWORK (UK) | H | 7479 | 7365 | 7776 | 4.0% | 5.6% | 5.9 | 5.8 | 5.8 |
| HEAT | Q | 572 | 447 | 672 | 17.5% | 50.3% | 0.2 | 0.1 | 0.3 |
| THE HITS | Q | 1243 | 1055 | 1138 | -8.4% | 7.9% | 0.5 | 0.4 | 0.4 |
| JAZZ FM | Q | 482 | 471 | 463 | -3.9% | -1.7% | 0.2 | 0.2 | 0.2 |
| TOTAL KERRANG! | H | 1316 | 1203 | 1324 | 0.6% | 10.1% | 0.5 | 0.5 | 0.5 |
| TOTAL KISS NETWORK | H | 3582 | 3399 | 3746 | 4.6% | 10.2% | 1.9 | 1.7 | 1.9 |
| TOTAL LBC (UK) | H | 956 | 1044 | 1113 | 16.4% | 6.6% | 1.1 | 1.3 | 1.3 |
| TOTAL MAGIC | Q | 3640 | 3781 | 3733 | 2.6% | -1.3% | 2.5 | 2.4 | 2.4 |
| NME RADIO | Q | 215 | 226 | 253 | 17.7% | 11.9% | * | 0.1 | 0.1 |
| PANJAB RADIO ¹ | Q | | 172 | 155 | | -9.9% | | 0.1 | 0.1 |
| PLANET ROCK | Q | 709 | 694 | 718 | 1.3% | 3.5% | 0.5 | 0.6 | 0.5 |
| Q | Q | 270 | 231 | 233 | -13.7% | 0.9% | 0.1 | 0.1 | * |
| TOTAL REAL RADIO | H | 2434 | 2281 | 2383 | -2.1% | 4.5% | 2.1 | 2.1 | 2.1 |
| SMASH HITS RADIO | Q | 1155 | 853 | 990 | -14.3% | 16.1% | 0.4 | 0.3 | 0.3 |
| TOTAL SMOOTH RADIO | H | 2760 | 2639 | 2801 | 1.5% | 6.1% | 2.1 | 2.1 | 2.1 |
| SUNRISE RADIO NATIONAL | Q | 494 | 444 | 498 | 0.8% | 12.2% | 0.4 | 0.2 | 0.3 |
| TALKSPORT | Q | 2405 | 2368 | 2507 | 4.2% | 5.9% | 1.8 | 1.6 | 1.7 |
| TOTAL XFM (UK) | H | 1004 | 871 | 927 | -7.7% | 6.4% | 0.5 | 0.4 | 0.5 |
| ALL LOCAL COMMERCIAL | Q | 25916 | 26089 | 26700 | 3.0% | 2.3% | 31.9 | 31.1 | 32.2 |
| OTHER LISTENING | Q | 3686 | 3443 | 3274 | -11.2% | -4.9% | 2.7 | 2.2 | 2.2 |

¹Station changed reporting survey period

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

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 | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---------------------------------|---------------|----------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| BBC RADIO SCOTLAND ¹ | H | 4352 | | 955 | 966 | | 1.2% | | 8.1 | 7.8 |
| Big City Scotland | Y | 4083 | 1458 | 1457 | 1443 | -1.0% | -1.0% | 19.6 | 20.2 | 19.3 |
| Radio Borders | Y | 107 | 48 | 55 | 60 | 25.0% | 9.1% | 31.2 | 31.6 | 34.8 |
| Central FM | Y | 218 | 39 | 41 | 49 | 25.6% | 19.5% | 7.8 | 6.6 | 6.3 |
| Total Radio Clyde | H | 1840 | 687 | 664 | 646 | -6.0% | -2.7% | 23.6 | 20.9 | 19.7 |
| Clyde 1 FM | H | 1840 | 599 | 569 | 530 | -11.5% | -6.9% | 18.8 | 15.3 | 12.6 |
| Clyde 2 | H | 1840 | 180 | 221 | 254 | 41.1% | 14.9% | 4.8 | 5.6 | 7.1 |
| Bauer Radio Total Scotland | H | 4320 | 1765 | 1782 | 1780 | 0.8% | -0.1% | 24.9 | 25.4 | 24.3 |
| Bauer Radio Central Scotland | H | 2839 | 1058 | 1017 | 1003 | -5.2% | -1.4% | 22.8 | 22.3 | 21.2 |
| Total Radio Forth | H | 1097 | 376 | 360 | 364 | -3.2% | 1.1% | 19.7 | 22.6 | 21.5 |
| ForthOne | H | 1097 | 332 | 326 | 329 | -0.9% | 0.9% | 16.0 | 19.7 | 18.1 |
| Forth2 | H | 1097 | 94 | 88 | 90 | -4.3% | 2.3% | 3.7 | 2.8 | 3.4 |
| Galaxy Scotland | H | 2721 | 209 | 391 | 429 | 105.3% | 9.7% | 2.7 | 5.2 | 6.4 |
| Galaxy Scotland (East) | H | 1195 | 106 | 142 | 166 | 56.6% | 16.9% | 3.1 | 3.9 | 4.6 |
| Galaxy Scotland (West) | H | 1705 | 131 | 276 | 293 | 123.7% | 6.2% | 2.6 | 6.1 | 7.3 |
| GMG Radio Scotland | H | 2884 | 896 | 845 | 884 | -1.3% | 4.6% | 19.5 | 18.1 | 17.7 |
| Kingdom FM | Y | 286 | 69 | 73 | 70 | 1.4% | -4.1% | 8.8 | 12.6 | 11.7 |
| Moray Firth Radio | Y | 232 | 116 | 126 | 122 | 5.2% | -3.2% | 23.9 | 29.6 | 29.1 |
| Total Northsound Radio | Y | 312 | 156 | 146 | 135 | -13.5% | -7.5% | 28.5 | 28.8 | 27.2 |
| Northsound One | Y | 312 | 137 | 122 | 115 | -16.1% | -5.7% | 20.9 | 21.9 | 21.1 |
| Northsound Two | Y | 312 | 52 | 53 | 48 | -7.7% | -9.4% | 7.6 | 6.9 | 6.1 |
| Original 106 (Aberdeen) | Y | 312 | 37 | 42 | 40 | 8.1% | -4.8% | 3.6 | 4.1 | 3.7 |
| Real Radio (Scotland) | H | 2699 | 704 | 669 | 708 | 0.6% | 5.8% | 14.9 | 14.7 | 14.1 |
| 96.3 Rock Radio | H | 814 | 46 | 50 | 54 | 17.4% | 8.0% | 3.6 | 1.9 | 2.4 |
| Smooth Radio (Glasgow) | H | 1886 | 218 | 220 | 246 | 12.8% | 11.8% | 6.8 | 6.0 | 5.9 |
| Total Radio Tay ¹ | Y | 375 | | 153 | 160 | | 4.6% | | 26.1 | 26.3 |
| Tay-FM ¹ | Y | 375 | | 99 | 108 | | 9.1% | | 14.5 | 15.5 |
| Tay-AM ¹ | Y | 375 | | 77 | 78 | | 1.3% | | 11.6 | 10.8 |
| Wave 102 FM | Y | 153 | 26 | 26 | 28 | 7.7% | 7.7% | 8.2 | 7.9 | 7.8 |
| West Sound** | Y | 388 | 165 | 175 | 177 | 7.3% | 1.1% | 27.2 | 27.6 | 24.9 |

¹Station changed reporting survey period

* = less than 0.05%

** audience to opt out services included

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

LONDON STATIONS - page 1

SAMPLE SIZE:
 Survey period - Q2 2010
 Code Q (Quarter): 3,612 Adults 15+
 Code H (Half year): 7,207 Adults 15+

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 area (TSA) in an average week.

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|------------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| BBC London 94.9 | Q | 559 | 521 | 507 | -9.3% | -2.7% | 1.3 | 1.5 | 1.1 |
| Total Absolute Radio (London) | Q | 882 | 690 | 821 | -6.9% | 19.0% | 2.5 | 2.6 | 2.8 |
| Buzz Asia 963 & 972AM | H | 202 | 134 | 120 | -40.6% | -10.4% | 0.5 | 0.3 | 0.2 |
| 95.8 Capital FM | Q | 1952 | 1904 | 1921 | -1.6% | 0.9% | 6.2 | 6.0 | 4.9 |
| Choice FM London | Q | 499 | 526 | 476 | -4.6% | -9.5% | 1.4 | 1.1 | 1.1 |
| Colourful | H | | | 10 | | | | | * |
| Fun Radio | H | 40 | 28 | 36 | -10.0% | 28.6% | 0.1 | 0.1 | 0.1 |
| Gold London | Q | 372 | 269 | 357 | -4.0% | 32.7% | 1.8 | 1.0 | 1.3 |
| Heart 106.2 FM London | Q | 1897 | 1885 | 2185 | 15.2% | 15.9% | 5.1 | 4.7 | 5.1 |
| Kismet Radio 1035 (Greater London) | Q | 91 | 131 | 112 | 23.1% | -14.5% | 0.3 | 0.2 | 0.2 |
| Kiss 100 FM | Q | 1784 | 1667 | 1848 | 3.6% | 10.9% | 5.0 | 4.1 | 5.6 |
| LBC 97.3 | Q | 787 | 878 | 960 | 22.0% | 9.3% | 4.6 | 5.1 | 5.0 |
| LBC News 1152 | Q | 308 | 338 | 402 | 30.5% | 18.9% | 0.6 | 0.7 | 0.9 |
| Magic 105.4 | Q | 2054 | 2005 | 2046 | -0.4% | 2.0% | 6.5 | 5.9 | 6.4 |
| Premier Christian Radio | Q | 128 | 141 | 143 | 11.7% | 1.4% | 0.4 | 0.7 | 0.8 |
| Smooth Radio (London) | Q | 615 | 479 | 415 | -32.5% | -13.4% | 1.4 | 1.3 | 1.2 |
| Sunrise Radio (Greater London) | Q | 330 | 323 | 364 | 10.3% | 12.7% | 1.4 | 0.8 | 1.1 |
| XFM 104.9 | Q | 549 | 518 | 553 | 0.7% | 6.8% | 1.2 | 1.3 | 1.4 |

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

LONDON STATIONS - page 2

NATIONAL STATIONS ON LONDON TSA

| | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 09 | Q1 10 | Q2 10 | Q2 10 vs Q2 09 | Q2 10 vs Q1 10 | Q2 09 | Q1 10 | Q2 10 |
| BBC Radio 1 | Q | 1570 | 1689 | 1821 | 16.0% | 7.8% | 5.4 | 5.0 | 5.8 |
| BBC Radio 2 | Q | 2061 | 2313 | 2078 | 0.8% | -10.2% | 10.4 | 13.7 | 10.6 |
| BBC Radio 3 | Q | 620 | 511 | 480 | -22.6% | -6.1% | 2.1 | 1.9 | 1.2 |
| BBC Radio 4 | Q | 2543 | 2517 | 2730 | 7.4% | 8.5% | 14.2 | 13.7 | 15.8 |
| BBC Radio 5 Live | Q | 1409 | 1283 | 1441 | 2.3% | 12.3% | 4.7 | 4.8 | 4.7 |
| Classic FM | Q | 1282 | 1378 | 1308 | 2.0% | -5.1% | 4.1 | 4.7 | 4.3 |
| talkSPORT | Q | 588 | 613 | 613 | 4.3% | 0.0% | 2.5 | 2.1 | 1.8 |

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2010

National: 26,570 Adults 15+

London: 3,612 Adults 15+

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.

| STATIONS | WEEKLY REACH | | |
|---|----------------|----------------|----------------|
| | '000s | '000s | '000s |
| NATIONAL STATIONS - MON-FRI | Q2 2009 | Q1 2010 | Q2 2010 |
| <i>Time period varies per station</i> | | | |
| BBC Radio 1 - 06.30 - 10.00am | 7718 | 7881 | 7716 |
| BBC Radio 2 - 07.00 - 09.30am | 8250 | 9529 | 8477 |
| BBC Radio 3 - 07.00 - 10.00am | 810 | 777 | 745 |
| BBC Radio 4 - 06.00 - 09.00am | 6509 | 6435 | 6978 |
| BBC Radio FIVE LIVE - 06.00 - 10.00am | 2750 | 2571 | 2862 |
| Total Absolute Radio Network - 06.00 - 10.00am | 909 | 810 | 908 |
| Classic FM - 08.00 - 12.00pm | 2890 | 2757 | 2784 |
| talkSPORT - 06.00 - 10.00am | 1004 | 968 | 1148 |

Continued/...

RAJAR DATA RELEASE

Quarter 2, 2010 - AUGUST 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

BREAKFAST SHOWS (weekdays) - page 2

LONDON STATIONS

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

| STATIONS | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|--------------|--------------|--------------|
| | '000s | '000s | '000s |
| LONDON STATIONS - MON-FRI | Q2 2009 | Q1 2010 | Q2 2010 |
| <i>Time period varies per station</i> | | | |
| BBC London 94.9 - 06.00 - 09.00am | 249 | 231 | 205 |
| Total Absolute Radio (London) - 06.00 - 10.00am | 449 | 350 | 430 |
| Buzz Asia 963 & 972AM - 06.00 - 10.00am | 90 | 55 | 49 |
| 95.8 Capital FM - 06.00 - 10.00am | 1155 | 1162 | 1120 |
| Choice FM London - 06.00 - 10.00am | 223 | 252 | 253 |
| Gold London - 06.00 - 10.00am | 195 | 131 | 177 |
| Heart 106.2 FM London - 06.00 - 09.00am | 818 | 798 | 925 |
| Kisat Radio 1035 (Greater London) - 07.00 - 09.00am | 33 | 37 | 45 |
| Kiss 100 FM - 06.00 - 09.00am | 789 | 656 | 903 |
| LBC 97.3 - 07.00 - 10.00am | 504 | 597 | 576 |
| LBC News 1152 - 07.00 - 10.00am | 129 | 167 | 155 |
| Magic 105.4 - 05.30 - 09.00am | 858 | 785 | 841 |
| Premier Christian Radio - 07.00 - 09.00am | 56 | 57 | 72 |
| Smooth Radio (London) - 06.00 - 10.00am | 248 | 215 | 219 |
| Sunrise Radio (Greater London) - 06.00 - 10.00am | 173 | 183 | 194 |
| XFM 104.9 - 06.30 - 10.00am | 192 | 240 | 222 |