

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2007



LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY AUGUST 16, 2007

KEY

Quarter 2, 2006 in green
 Quarter 1, 2007 in blue
 Quarter 2, 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 Q2 2007: Survey Period - Code Q (Quarter): 4309 Adults 15+ / Code H (Half year): 8809 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 06	Q1 07	Q2 07	Q2 07 vs Q2 06	Q2 07 vs Q1 07	Q2 06	Q1 07	Q2 07
BBC LONDON 94.9	Q	455	547	448	-1.5%	-18.1%	1.5	1.6	1.5
95.8 CAPITAL RADIO	Q	1641	1623	1519	-7.4%	-6.4%	5.0	4.6	4.1
CAPITAL GOLD LONDON	Q	590	551	373	-36.8%	-32.3%	1.3	1.2	1.4
CHOICE FM LONDON	Q	493	486	500	1.4%	2.9%	1.9	1.6	1.6
CLUB ASIA 963+972AM	H		204	223		9.3%			0.7
HEART 106.2 FM	Q	1664	1698	1810	8.8%	6.6%	6.1	5.4	6.2
KISMAT RADIO 1035 (GREATER LONDON)	Q	98	98	66	-32.7%	-32.7%	0.4	0.5	0.2
KISS 100 FM	Q	1499	1356	1515	1.1%	11.7%	4.4	3.9	4.5
LBC 97.3	Q	476	597	637	33.8%	6.7%	2.9	3.0	3.1
LBC NEWS 1152	Q	185	327	275	48.6%	-15.9%	0.5	0.7	0.8
MAGIC 105.4	Q	1867	1806	1963	5.1%	8.7%	6.5	5.9	6.2
PREMIER CHRISTIAN RADIO	Q	128	133	163	27.3%	22.6%	1.1	0.8	0.7
SMOOTH RADIO (LONDON)	Q	537	473	502	-6.5%	6.1%	2.1	1.7	1.4
SUNRISE RADIO (GREATER LONDON)	Q	295	379	425	44.1%	12.1%	1.4	1.4	1.6
TOTAL VIRGIN RADIO LONDON	H	1083	1134	1161	7.2%	2.4%	3.6	3.2	3.3
XFM 104.9	Q	548	630	617	12.6%	-2.1%	2.3	1.8	2.0

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

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NATIONAL STATIONS ON LONDON TSA

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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	%	%	%
		Q2 06	Q1 07	Q2 07	Q2 07 vs Q2 06	Q2 07 vs Q1 07	Q2 06	Q1 07	Q2 07
BBC RADIO 1	Q	1482	1656	1542	4.0%	-6.9%	5.9	6.7	5.5
BBC RADIO 2	Q	2123	2066	2008	-5.4%	-2.8%	10.7	11.2	10.6
BBC RADIO 3	Q	455	538	521	14.5%	-3.2%	1.3	1.7	1.6
BBC RADIO 4	Q	2280	2493	2475	8.6%	-0.7%	13.1	16.1	14.6
BBC RADIO FIVE LIVE	Q	1336	1253	1241	-7.1%	-1.0%	4.5	4.3	5.0
CLASSIC FM	Q	1275	1330	1334	4.6%	0.3%	4.3	4.9	4.3
TALKSPORT (TALK RADIO)	Q	654	645	586	-10.4%	-9.1%	2.8	2.7	2.4

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

Source: RAJAR / Ipsos MORI / RSMB

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