

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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NATIONAL STATIONS ON LONDON TSA

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Radio Joint
Audience
Research
Limited

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