

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

Continued.../

RAJAR Quarterly Summary of Radio Listening - Quarter 4, 2008

NATIONAL STATIONS

RELEASED AT 07.00HRS THURSDAY JANUARY 29, 2009



Radio Joint
Audience
Research
Limited

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