

RAJAR DATA RELEASE

QUARTER 1, 2009

May 7, 2009

COMPARATIVE CHARTS

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

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

NATIONAL STATIONS - page 1

SAMPLE SIZE: Q1, 2009
(Survey Period)
Code Q (Quarter): 33,135 Adults 15+
Code H (Half year): 66,461 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	Q1 08	587057	Q4 08	564437	Q1 09	577172
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q1 08	424396	Q4 08	427050	Q1 09	425902

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
ALL RADIO	Q	45397	45511	45762	0.8%	0.6%	100.0	100.0	100.0
ALL BBC	Q	34219	33520	33809	-1.2%	0.9%	56.8	55.7	56.3
15-44	Q	16087	15548	15732	-2.2%	1.2%	46.9	44.8	45.9
45+	Q	18132	17972	18077	-0.3%	0.6%	65.0	64.5	64.5
ALL BBC NETWORK RADIO	Q	30282	29923	30261	-0.1%	1.1%	47.0	46.4	47.0
BBC RADIO 1	Q	11067	10576	11072	0.0%	4.7%	10.6	10.1	10.3
BBC RADIO 2	Q	13632	13465	13457	-1.3%	-0.1%	16.5	15.8	15.9
BBC RADIO 3	Q	1795	1981	1992	11.0%	0.6%	0.9	1.3	1.1
BBC RADIO 4	Q	9561	9812	9982	4.4%	1.7%	12.2	12.4	12.5
BBC RADIO FIVE LIVE	Q	6022	5993	6211	3.1%	3.6%	4.6	4.8	4.7
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6088	6107	6323	3.9%	3.5%	4.7	5.0	4.8
FIVE LIVE SPORTS EXTRA	Q	648	663	642	-0.9%	-3.2%	0.1	0.1	0.1
BBC 6 MUSIC	Q	520	619	681	31.0%	10.0%	0.3	0.3	0.4
1XTRA FROM THE BBC	Q	595	533	616	3.5%	15.6%	0.3	0.2	0.3
BBC7	Q	813	850	984	21.0%	15.8%	0.5	0.5	0.5
BBC ASIAN NETWORK UK	Q	535	379	405	-24.3%	6.9%	0.3	0.2	0.2
BBC WORLD SERVICE	Q	1345	1431	1470	9.3%	2.7%	0.6	0.7	0.8
BBC LOCAL/REGIONAL	Q	10293	9471	9589	-6.8%	1.2%	9.9	9.3	9.4

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

NATIONAL STATIONS- page 2

STATIONS	SURVEY	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
	PERIOD	'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
ALL COMMERCIAL	Q	31019	31210	31498	1.5%	0.9%	41.1	42.2	41.6
15-44	Q	17538	17641	17697	0.9%	0.3%	50.7	52.8	51.6
45+	Q	13480	13569	13800	2.4%	1.7%	33.2	33.6	33.7
ALL NATIONAL COMMERCIAL	Q	14126	13640	13315	-5.7%	-2.4%	10.7	10.6	10.2
TOTAL ABSOLUTE RADIO ¹	Q			1693					1.2
ABSOLUTE RADIO CLASSIC ROCK	H	239	245	186	-22.2%	-24.1%	0.1	0.1	0.1
ABSOLUTE RADIO XTREME	H	95	87	60	-36.8%	-31.0%	*	*	*
CHILL ¹	H		201	200		-0.5%		0.1	0.1
CLASSIC FM	Q	5622	5702	5414	-3.7%	-5.1%	3.7	4.0	3.7
GALAXY NETWORK (UK) ²	H	2631	3661	3653	38.8%	-0.2%	1.6	2.6	2.6
GOLD NETWORK (UK)	H	913	1000	1036	13.5%	3.6%	0.8	1.0	0.9
HEART NETWORK (UK) ²	H	3400	6944	7260	113.5%	4.6%	2.3	5.5	5.7
HEAT	Q	446	465	423	-5.2%	-9.0%	0.1	0.1	0.1
THE HITS	Q	1571	1329	1300	-17.3%	-2.2%	0.6	0.4	0.4
JAZZ FM	Q			408					0.2
TOTAL KERRANG!	H	1297	1384	1366	5.3%	-1.3%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	2989	3221	3326	11.3%	3.3%	1.6	1.8	1.7
TOTAL LBC (UK)	H	824	852	879	6.7%	3.2%	1.0	1.0	1.0
TOTAL MAGIC	Q	3212	3484	3543	10.3%	1.7%	2.1	2.4	2.4
NME RADIO	Q		152	194		27.6%		*	*
PLANET ROCK	Q	563	680	674	19.7%	-0.9%	0.4	0.5	0.4
Q	Q	282	245	300	6.4%	22.4%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1546	1601	1593	3.0%	-0.5%	1.6	1.5	1.5
SMASH HITS RADIO	Q	973	922	996	2.4%	8.0%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2376	2885	2803	18.0%	-2.8%	2.1	2.4	2.3
SUNRISE RADIO NATIONAL	Q	514	469	473	-8.0%	0.9%	0.4	0.3	0.3
TALKSPORT	Q	2470	2515	2416	-2.2%	-3.9%	1.9	1.8	1.8
TOTAL XFM (UK) ²	H	1034	863	958	-7.4%	11.0%	0.5	0.4	0.4
ALL LOCAL COMMERCIAL	Q	24847	25110	25608	3.1%	2.0%	30.3	31.6	31.3
OTHER LISTENING	Q	3035	3147	3406	12.2%	8.2%	2.1	2.1	2.1

¹ Station changed reporting survey period

* = less than 0.05%

² Group composition changed in Q3 08

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	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			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

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

LONDON STATIONS - page 1

LONDON SAMPLE SIZE: Survey period Q1 2009

Code Q (Quarter): 4,872 Adults 15+
Code H (Half year): 9,662 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	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
BBC London 94.9	Q	559	568	463	-17.2%	-18.5%	1.9	1.6	1.2
Total Absolute (London) ¹	Q			919					2.6
95.8 Capital Radio	Q	1563	1624	1868	19.5%	15.0%	4.6	4.8	4.7
Choice FM London	Q	544	550	460	-15.4%	-16.4%	2.0	2.0	1.2
Club Asia 963+972AM	H	197	172	188	-4.6%	9.3%	0.6	0.5	0.5
Fun Radio	H	22	37	33	50.0%	-10.8%	0.1	*	*
Gold London	Q	224	285	321	43.3%	12.6%	0.9	1.2	1.2
Heart 106.2 FM London	Q	1848	1794	1970	6.6%	9.8%	5.8	5.0	5.9
Kismet Radio 1035 (Greater London)	Q	68	67	86	26.5%	28.4%	0.2	0.2	0.3
Kiss 100 FM	Q	1583	1579	1707	7.8%	8.1%	4.3	4.2	4.6
LBC 97.3	Q	701	630	705	0.6%	11.9%	4.5	3.6	4.4
LBC News 1152	Q	202	327	282	39.6%	-13.8%	0.3	0.8	0.6
Magic 105.4	Q	1918	1997	2051	6.9%	2.7%	5.8	6.0	5.7
Panjab Radio	H		49	44		-10.2%		0.1	0.1
Premier Christian Radio	Q	100	137	158	58.0%	15.3%	0.6	0.6	0.7
Punjabi Radio (was Yarr Radio)	H	18	35	30	66.7%	-14.3%	*	0.1	0.1
Smooth Radio (London)	Q	518	594	536	3.5%	-9.8%	1.6	1.6	1.5
Sunrise Radio (Greater London)	Q	341	309	328	-3.8%	6.1%	1.3	0.8	1.0
XFM 104.9	Q	379	508	563	48.5%	10.8%	0.9	1.3	1.3

¹ Station changed reporting survey period

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

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	%	%	%
		Q1 08	Q4 08	Q1 09	Q1 09 vs Q1 08	Q1 09 vs Q4 08	Q1 08	Q4 08	Q1 09
BBC Radio 1	Q	1599	1431	1637	2.4%	14.4%	5.6	5.4	5.5
BBC Radio 2	Q	2224	2121	2189	-1.6%	3.2%	12.4	10.3	11.4
BBC Radio 3	Q	501	643	671	33.9%	4.4%	1.2	2.2	1.9
BBC Radio 4	Q	2348	2724	2732	16.4%	0.3%	14.6	17.5	16.7
BBC Radio 5 Live	Q	1402	1215	1405	0.2%	15.6%	5.6	4.9	5.2
Classic FM	Q	1258	1408	1297	3.1%	-7.9%	4.1	4.4	4.4
talkSPORT	Q	716	701	684	-4.5%	-2.4%	2.5	2.5	2.7

SOURCE: RAJAR / Ipsos MORI / RSMB

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

BREAKFAST SHOWS (weekdays) - page 1

NATIONAL STATIONS

SAMPLE SIZE:

Sample size is denoted by survey Q1, 2009 data
 National: 33,135 Adults 15+
 London: 4,872 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	WEEKLY REACH	WEEKLY REACH
	'000s	'000s	'000s
	Q1 08	Q4 08	Q1 09
NATIONAL STATIONS - MON-FRI			
<i>Time period varies per station</i>			
BBC Radio 1 - 06.30 - 10.00am	7722	7298	7704
BBC Radio 2 - 07.30 - 09.30am	8104	7964	7774
BBC Radio 3 - 07.00 - 10.00am	768	811	732
BBC Radio 4 - 06.00 - 09.00am	6418	6598	6688
BBC Radio FIVE LIVE - 06.00 - 10.00am	2546	2561	2413
Total Absolute Radio (was Total Virgin Radio) - 06.00 - 10.00am ¹			815
Classic FM - 08.00 - 12.00am	2806	2839	2653
talkSPORT - 06.00 - 10.00am	1151	1073	1001

¹ Station changed reporting survey period

RAJAR DATA RELEASE

Quarter 1, 2009 - MAY 7, 2009



RELEASED AT 07.00HRS THURSDAY MAY 7, 2009

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		
	'000s	'000s	'000s
LONDON STATIONS - MON-FRI	Q1 08	Q4 08	Q1 09
<i>Time period varies per station</i>			
BBC London 94.9 - 06.00 - 09.00am	245	247	208
Total Absolute Radio (London) (was Total Virgin (London)) - 06.00 - 10.00am ¹			463
95.8 Capital Radio - 06.00 - 10.00am	943	981	1066
Choice FM London - 06.00 - 10.00am	273	324	261
Club Asia 963+972AM - 06.00 - 10.00am	106	79	84
Gold London - 06.00 - 10.00am	96	125	141
Heart 106.2 FM London - 06.00 - 09.00am	893	868	833
Kismet Radio 1035 (Greater London) - 07.00 - 09.00am	27	18	27
Kiss 100 FM - 06.00 - 09.00am	656	722	776
LBC 97.3 - 07.00 - 10.00am	465	398	448
LBC News 1152 - 07.00 - 09.30am	98	106	132
Magic 105.4 - 06.00 - 09.00am	831	813	784
Premier Christian Radio - 07.00 - 10.30am	64	76	79
Smooth Radio (London) - 06.00 - 10.00am	206	293	170
Sunrise Radio (Greater London) - 07.00 - 10.00am	196	133	180
XFM 104.9 - 06.00 - 10.00am	199	251	201

¹ Station changed reporting survey period