

RAJAR DATA RELEASE

Quarter 2, 2010 - August 5, 2010



RELEASED AT 00.01HRS THURSDAY AUGUST 5, 2010

Weekly Reach (000s)

| BBC Radio Listening | | | | Commercial Radio Listening | | | |
|--------------------------------|----------|---------|----------|----------------------------|----------|---------|----------|
| | June '09 | Mar '10 | June '10 | | June '09 | Mar '10 | June '10 |
| All BBC Radio | 34,098 | 34,877 | 34,585 | All Commercial Radio | 31,968 | 32,162 | 32,873 |
| All BBC Network Radio | 30,706 | 31,318 | 31,263 | All National Commercial | 13,868 | 13,614 | 14,608 |
| All BBC Local / Regional Radio | 9,072 | 9,987 | 9,135 | All Local Commercial | 25,916 | 26,089 | 26,700 |

Share of Hours (%)

| BBC Radio Listening | | | | Commercial Radio Listening | | | |
|--------------------------------|----------|---------|----------|----------------------------|----------|---------|----------|
| | June '09 | Mar '10 | June '10 | | June '09 | Mar '10 | June '10 |
| All BBC Radio | 54.6 | 56.5 | 54.6 | All Commercial Radio | 42.7 | 41.3 | 43.2 |
| All BBC Network Radio | 45.9 | 47.2 | 46.2 | All National Commercial | 10.8 | 10.3 | 11.0 |
| All BBC Local / Regional Radio | 8.7 | 9.3 | 8.3 | All Local Commercial | 31.9 | 31.1 | 32.2 |