

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

## COMPARATIVE CHARTS

1. National stations
2. Scottish stations
3. London stations
4. Breakfast Shows – National and London stations



# RAJAR DATA RELEASE

Quarter 4, 2012 – January 31<sup>st</sup> 2013

## NATIONAL STATIONS

|  |              |  |
|--|--------------|--|
| <b>SAMPLE SIZE:</b><br>Survey period - Q4 2012 | <b>TERMS</b> | <b>WEEKLY REACH:</b><br>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. |
| <b>Code Q (Quarter):</b> 26,585 Adults 15+     |              | <b>SHARE OF LISTENING:</b><br>The percentage of total listening time accounted for by a station in the area (TSA) in an average week.                            |
| <b>Code H (Half year):</b> 52,543 Adults 15+   |              | <b>TOTAL HOURS:</b><br>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        |               | Q4 11        | 571885       | Q3 12        | 554357         | Q4 12          | 573178       |              |              |
|--|---------------|--------------|--------------|--------------|----------------|----------------|--------------|--------------|--------------|
| TOTAL HOURS (in thousands): ALL COMMERCIAL |               | Q4 11        | 436464       | Q3 12        | 443305         | Q4 12          | 438978       |              |              |
| STATIONS                                   | SURVEY PERIOD | REACH        | REACH        | REACH        | % CHANGE       | % CHANGE       | SHARE        | SHARE        | SHARE        |
|  |               | '000         | '000         | '000         | REACH Y/Y      | REACH Q/Q      | %            | %            | %            |
|  |               | Q4 11        | Q3 12        | Q4 12        | Q4 12 vs Q4 11 | Q4 12 vs Q3 12 | Q4 11        | Q3 12        | Q4 12        |
| <b>ALL RADIO</b>                           | <b>Q</b>      | <b>46677</b> | <b>46623</b> | <b>47015</b> | <b>0.7%</b>    | <b>0.8%</b>    | <b>100.0</b> | <b>100.0</b> | <b>100.0</b> |
| <b>ALL BBC</b>                             | <b>Q</b>      | <b>34940</b> | <b>34655</b> | <b>35190</b> | <b>0.7%</b>    | <b>1.5%</b>    | <b>55.5</b>  | <b>54.2</b>  | <b>55.3</b>  |
| 15-44                                      | Q             | 15561        | 15362        | 15583        | 0.1%           | 1.4%           | 43.2         | 42.8         | 43.1         |
| 45+  | Q             | 19379        | 19294        | 19606        | 1.2%           | 1.6%           | 64.4         | 62.1         | 63.3         |
| <b>ALL BBC NETWORK RADIO</b>               | <b>Q</b>      | <b>31635</b> | <b>31590</b> | <b>31994</b> | <b>1.1%</b>    | <b>1.3%</b>    | <b>46.6</b>  | <b>46.1</b>  | <b>47.3</b>  |
| BBC RADIO 1                                | Q             | 11665        | 11198        | 11091        | -4.9%          | -1.0%          | 8.5          | 8.2          | 7.4          |
| BBC RADIO 2                                | Q             | 14267        | 13903        | 15109        | 5.9%           | 8.7%           | 16.3         | 15.6         | 17.6         |
| BBC RADIO 3                                | Q             | 2097         | 2150         | 2061         | -1.7%          | -4.1%          | 1.3          | 1.3          | 1.3          |
| BBC RADIO 4                                | Q             | 10834        | 10845        | 10754        | -0.7%          | -0.8%          | 12.5         | 12.5         | 12.5         |
| BBC RADIO 4 (including 4 EXTRA)            | Q             | 11060        | 11089        | 11012        | -0.4%          | -0.7%          | 13.4         | 13.4         | 13.4         |
| BBC RADIO 4 EXTRA                          | Q             | 1554         | 1694         | 1685         | 8.4%           | -0.5%          | 0.8          | 0.9          | 0.9          |
| BBC RADIO FIVE LIVE                        | Q             | 6227         | 6098         | 6124         | -1.7%          | 0.4%           | 4.3          | 4.4          | 4.3          |
| BBC RADIO FIVE LIVE (inc SPORTS EXTRA)     | Q             | 6342         | 6324         | 6272         | -1.1%          | -0.8%          | 4.4          | 4.8          | 4.6          |
| FIVE LIVE SPORTS EXTRA                     | Q             | 616          | 1005         | 847          | 37.5%          | -15.7%         | 0.1          | 0.4          | 0.2          |
| BBC 6 MUSIC                                | Q             | 1443         | 1620         | 1891         | 31.0%          | 16.7%          | 1.2          | 1.3          | 1.4          |
| 1XTRA FROM THE BBC                         | Q             | 1017         | 1114         | 1044         | 2.7%           | -6.3%          | 0.4          | 0.4          | 0.5          |
| BBC ASIAN NETWORK UK                       | Q             | 472          | 584          | 453          | -4.0%          | -22.4%         | 0.3          | 0.4          | 0.3          |
| BBC WORLD SERVICE                          | Q             | 1388         | 1387         | 1462         | 5.3%           | 5.4%           | 0.6          | 0.7          | 0.8          |
| <b>BBC LOCAL/REGIONAL</b>                  | <b>Q</b>      | <b>9604</b>  | <b>8958</b>  | <b>9138</b>  | <b>-4.9%</b>   | <b>2.0%</b>    | <b>8.9</b>   | <b>8.1</b>   | <b>7.9</b>   |

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

<sup>1</sup> Station changed reporting survey period

NATIONAL STATIONS Page 2

\* = less than 0.05%

| STATIONS                                 | SURVEY PERIOD | REACH        | REACH        | REACH        | % CHANGE       | % CHANGE       | SHARE       | SHARE       | SHARE       |
|--|---------------|--------------|--------------|--------------|----------------|----------------|-------------|-------------|-------------|
|  |               | '000         | '000         | '000         | REACH Y/Y      | REACH Q/Q      | %           | %           | %           |
|  |               | Q4 11        | Q3 12        | Q4 12        | Q4 12 vs Q4 11 | Q4 12 vs Q3 12 | Q4 11       | Q3 12       | Q4 12       |
| <b>ALL COMMERCIAL</b>                    | <b>Q</b>      | <b>32821</b> | <b>33148</b> | <b>33223</b> | <b>1.2%</b>    | <b>0.2%</b>    | <b>42.4</b> | <b>43.3</b> | <b>42.3</b> |
| 15-44                                    | Q             | 17983        | 17737        | 17828        | -0.9%          | 0.5%           | 54.1        | 54.1        | 53.7        |
| 45+                                      | Q             | 14838        | 15411        | 15395        | 3.8%           | -0.1%          | 33.8        | 35.9        | 34.8        |
| <b>ALL NATIONAL COMMERCIAL</b>           | <b>Q</b>      | <b>15441</b> | <b>16038</b> | <b>16244</b> | <b>5.2%</b>    | <b>1.3%</b>    | <b>11.8</b> | <b>12.8</b> | <b>12.6</b> |
| TOTAL ABSOLUTE RADIO                     | Q             | 1599         | 1544         | 1771         | 10.8%          | 14.7%          | 1.1         | 0.9         | 1.2         |
| ABSOLUTE RADIO 60S                       | H             |              | 189          | 154          |                | -18.5%         |             | 0.1         | 0.1         |
| ABSOLUTE RADIO 70S                       | H             |              | 172          | 164          |                | -4.7%          |             | 0.1         | 0.1         |
| ABSOLUTE RADIO 80S                       | Q             | 828          | 895          | 888          | 7.2%           | -0.8%          | 0.4         | 0.5         | 0.4         |
| ABSOLUTE RADIO 90S <sup>1</sup>          | H             |              | 435          | 436          |                | 0.2%           |             | 0.2         | 0.2         |
| ABSOLUTE RADIO 00S <sup>1</sup>          | H             |              | 143          | 149          |                | 4.2%           |             | *           | 0.1         |
| ABSOLUTE RADIO CLASSIC ROCK <sup>1</sup> | H             |              | 356          | 362          |                | 1.7%           |             | 0.2         | 0.1         |
| CAPITAL NETWORK (UK)                     | H             | 7079         | 6855         | 6838         | -3.4%          | -0.2%          | 4.4         | 3.9         | 3.9         |
| TOTAL CHOICE (UK)                        | H             | 778          | 701          | 748          | -3.9%          | 6.7%           | 0.4         | 0.3         | 0.3         |
| CLASSIC FM                               | Q             | 5364         | 5450         | 5370         | 0.1%           | -1.5%          | 3.6         | 3.5         | 3.6         |
| GOLD NETWORK (UK)                        | H             | 1543         | 1461         | 1417         | -8.2%          | -3.0%          | 1.4         | 1.3         | 1.3         |
| HEART NETWORK (UK)                       | H             | 7465         | 7338         | 7361         | -1.4%          | 0.3%           | 5.0         | 5.1         | 5.0         |
| HEAT                                     | Q             | 648          | 681          | 767          | 18.4%          | 12.6%          | 0.2         | 0.3         | 0.3         |
| THE HITS                                 | Q             | 984          | 893          | 905          | -8.0%          | 1.3%           | 0.3         | 0.3         | 0.3         |
| JAZZ FM                                  | Q             | 512          | 624          | 608          | 18.8%          | -2.6%          | 0.2         | 0.3         | 0.3         |
| KERRANG! UK                              | H             | 1311         | 1327         | 1280         | -2.4%          | -3.5%          | 0.6         | 0.6         | 0.6         |
| KISS UK                                  | H             | 4175         | 4355         | 4264         | 2.1%           | -2.1%          | 2.1         | 2.3         | 2.2         |
| TOTAL LBC (UK)                           | H             | 1149         | 1189         | 1283         | 11.7%          | 7.9%           | 1.3         | 1.1         | 1.2         |
| MAGIC UK                                 | Q             | 3865         | 3797         | 3727         | -3.6%          | -1.8%          | 2.3         | 2.6         | 2.4         |
| PLANET ROCK                              | Q             | 811          | 864          | 877          | 8.1%           | 1.5%           | 0.6         | 0.7         | 0.6         |
| Q  | Q             | 283          | 162          | 196          | -30.7%         | 21.0%          | 0.1         | *           | 0.1         |
| REAL RADIO BRAND UK                      | H             | 2516         | 2340         | 2346         | -6.8%          | 0.3%           | 2.0         | 1.9         | 1.9         |
| SMASH HITS RADIO                         | Q             | 1004         | 970          | 992          | -1.2%          | 2.3%           | 0.3         | 0.3         | 0.3         |
| SMOOTH RADIO BRAND UK                    | H             | 3315         | 3190         | 3276         | -1.2%          | 2.7%           | 2.4         | 2.4         | 2.5         |
| SUNRISE RADIO NATIONAL                   | Q             | 490          | 403          | 361          | -26.3%         | -10.4%         | 0.3         | 0.3         | 0.2         |
| TALKSPORT                                | Q             | 3196         | 3018         | 3034         | -5.1%          | 0.5%           | 2.1         | 1.9         | 1.8         |
| TOTAL XFM (UK)                           | H             | 839          | 894          | 864          | 3.0%           | -3.4%          | 0.5         | 0.4         | 0.5         |
| <b>ALL LOCAL COMMERCIAL</b>              | <b>Q</b>      | <b>26275</b> | <b>26424</b> | <b>26410</b> | <b>0.5%</b>    | <b>-0.1%</b>   | <b>30.6</b> | <b>30.6</b> | <b>29.7</b> |
| <b>OTHER LISTENING</b>                   | <b>Q</b>      | <b>2937</b>  | <b>3241</b>  | <b>3080</b>  | <b>4.9%</b>    | <b>-5.0%</b>   | <b>2.1</b>  | <b>2.5</b>  | <b>2.4</b>  |

# RAJAR DATA RELEASE



## Quarter 4, 2012 – January 31<sup>st</sup> 2013 SCOTTISH STATIONS

**WEEKLY REACH:**  
**SHARE OF LISTENING:**

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.  
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      | %     | %     | %     |
|   |               |          | Q4 11 | Q3 12 | Q4 12 | Q4 12 vs Q4 11 | Q4 12 vs Q3 12 | Q4 11 | Q3 12 | Q4 12 |
| <b>BBC RADIO SCOTLAND</b>                             | H             | 4410     | 959   | 928   | 994   | 3.6%           | 7.1%           | 7.8   | 7.6   | 8.6   |
| Bauer Aberdeen  | Y             | 322      | 148   | 152   | 162   | 9.5%           | 6.6%           | 23.2  | 23.3  | 24.8  |
| Radio Borders (Bauer Borders)                         | Y             | 107      | 59    | 51    | 51    | -13.6%         | 0.0%           | 32.5  | 31.5  | 35.5  |
| Bauer Dundee  | Y             | 381      | 175   | 176   | 173   | -1.1%          | -1.7%          | 32.0  | 29.8  | 26.5  |
| Bauer Edinburgh                                       | H             | 1118     | 367   | 375   | 378   | 3.0%           | 0.8%           | 20.8  | 19.9  | 19.8  |
| Bauer Glasgow   | H             | 1854     | 640   | 685   | 722   | 12.8%          | 5.4%           | 19.0  | 19.3  | 20.8  |
| Bauer Place Portfolio - Scotland                      | H             | 4133     | 1672  | 1735  | 1754  | 4.9%           | 1.1%           | 24.4  | 24.0  | 24.1  |
| Bauer Radio Central Scotland                          | H             | 2874     | 1003  | 1055  | 1094  | 9.1%           | 3.7%           | 20.3  | 20.2  | 21.0  |
| FM Bauer Place Portfolio Scotland                     | Y             | 4133     | 1530  | 1483  | 1505  | -1.6%          | 1.5%           | 19.5  | 18.1  | 17.9  |
| Capital Scotland                                      | H             | 2755     | 500   | 476   | 468   | -6.4%          | -1.7%          | 7.6   | 6.5   | 6.0   |
| Central FM  | Y             | 207      | 49    | 53    | 60    | 22.4%          | 13.2%          | 7.1   | 8.1   | 8.6   |
| Clyde 1 FM  | H             | 1854     | 557   | 574   | 624   | 12.0%          | 8.7%           | 14.4  | 13.8  | 15.8  |
| Clyde 2   | H             | 1854     | 191   | 230   | 233   | 22.0%          | 1.3%           | 4.6   | 5.4   | 5.0   |
| Forth2  | H             | 1118     | 89    | 73    | 78    | -12.4%         | 6.8%           | 2.4   | 3.9   | 4.2   |
| ForthOne  | H             | 1118     | 341   | 342   | 346   | 1.5%           | 1.2%           | 18.4  | 16.0  | 15.6  |
| Kingdom FM  | Y             | 287      | 83    | 83    | 87    | 4.8%           | 4.8%           | 12.1  | 13.1  | 13.1  |
| Moray Firth Radio (Bauer Inverness)                   | Y             | 235      | 125   | 115   | 108   | -13.6%         | -6.1%          | 27.8  | 26.4  | 24.0  |
| Northsound One  | Y             | 322      | 132   | 126   | 137   | 3.8%           | 8.7%           | 16.8  | 17.0  | 18.5  |
| Northsound Two  | Y             | 322      | 43    | 52    | 55    | 27.9%          | 5.8%           | 6.4   | 6.3   | 6.3   |
| Original 106 (Aberdeen)                               | Y             | 322      | 51    | 44    | 42    | -17.6%         | -4.5%          | 5.2   | 5.9   | 4.5   |
| Real and Smooth Ltd. Scotland                         | H             | 2919     | 851   | 750   | 748   | -12.1%         | -0.3%          | 16.7  | 15.3  | 14.3  |
| Real Radio Scotland                                   | H             | 2732     | 652   | 545   | 547   | -16.1%         | 0.4%           | 12.0  | 11.0  | 10.3  |
| 96.3 Real XS Glasgow (was 96.3 Rock Radio)            | H             | 822      | 51    | 63    | 70    | 37.3%          | 11.1%          | 1.8   | 1.9   | 2.4   |
| Smooth Radio Glasgow                                  | H             | 1900     | 277   | 265   | 260   | -6.1%          | -1.9%          | 7.5   | 6.7   | 6.1   |
| Tay-AM  | Y             | 381      | 66    | 81    | 73    | 10.6%          | -9.9%          | 10.5  | 13.9  | 12.3  |
| Tay-FM  | Y             | 381      | 134   | 124   | 130   | -3.0%          | 4.8%           | 21.5  | 15.9  | 14.2  |
| Wave 102 FM   | Y             | 156      | 27    | 26    | 28    | 3.7%           | 7.7%           | 8.5   | 6.0   | 7.9   |
| West Sound (inc. West FM)(Bauer Southwest Scotland)** | Y             | 389      | 187   | 190   | 178   | -4.8%          | -6.3%          | 24.2  | 24.6  | 23.4  |



# RAJAR DATA RELEASE

## Quarter 4, 2012 – January 31<sup>st</sup> 2013 LONDON STATIONS – page 1

| STATIONS                             | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE       | % CHANGE       | SHARE | SHARE | SHARE |
|--------------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
|                                      |               | '000  | '000  | '000  | REACH Y/Y      | REACH Q/Q      | %     | %     | %     |
|                                      |               | Q4 11 | Q3 12 | Q4 12 | Q4 12 vs Q4 11 | Q4 12 vs Q3 12 | Q4 11 | Q3 12 | Q4 12 |
| BBC London 94.9                      | Q             | 485   | 374   | 424   | -12.6%         | 13.4%          | 1.3   | 1.1   | 1.0   |
| <b>Total Absolute Radio (London)</b> | Q             | 816   | 832   | 890   | 9.1%           | 7.0%           | 2.5   | 2.0   | 3.3   |
| Buzz Asia 963 & 972AM                | H             | 108   | 88    | 88    | -18.5%         | 0.0%           | 0.2   | 0.2   | 0.2   |
| Capital London                       | Q             | 2254  | 1999  | 1983  | -12.0%         | -0.8%          | 5.9   | 5.3   | 4.8   |
| Choice FM London                     | Q             | 543   | 508   | 568   | 4.6%           | 11.8%          | 1.5   | 1.2   | 1.4   |
| Gold London                          | Q             | 375   | 353   | 298   | -20.5%         | -15.6%         | 1.7   | 1.2   | 1.0   |
| Heart London                         | Q             | 1931  | 1826  | 1707  | -11.6%         | -6.5%          | 4.6   | 4.4   | 4.2   |
| Kismet Radio 1035 (Greater London)   | Q             | 69    | 81    | 69    | 0.0%           | -14.8%         | 0.2   | 0.2   | 0.2   |
| Kiss 100 FM                          | Q             | 1874  | 1952  | 1816  | -3.1%          | -7.0%          | 5.4   | 5.8   | 4.3   |
| LBC 97.3                             | Q             | 967   | 927   | 902   | -6.7%          | -2.7%          | 5.1   | 4.5   | 4.3   |
| LBC News 1152                        | Q             | 396   | 439   | 411   | 3.8%           | -6.4%          | 0.9   | 1.2   | 0.8   |
| Magic 105.4                          | Q             | 2167  | 2174  | 2031  | -6.3%          | -6.6%          | 5.7   | 7.3   | 5.9   |
| Premier Christian Radio              | Q             | 89    | 164   | 175   | 96.6%          | 6.7%           | 0.5   | 0.7   | 1.0   |
| Smooth Radio London                  | Q             | 456   | 431   | 514   | 12.7%          | 19.3%          | 1.1   | 1.4   | 1.7   |
| Sunrise Radio (Greater London)       | Q             | 332   | 282   | 227   | -31.6%         | -19.5%         | 1.3   | 1.1   | 0.7   |
| XFM London                           | Q             | 406   | 372   | 445   | 9.6%           | 19.6%          | 1.0   | 0.8   | 1.2   |

\* = less than 0.05%

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

## LONDON STATIONS– page 2 NATIONAL STATIONS ON LONDON TSA

| 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 11 | Q3 12 | Q4 12 | Q4 12 vs Q4 11 | Q4 12 vs Q3 12 | Q4 11 | Q3 12 | Q4 12 |      |
| BBC Radio 1                     | Q     | 1775  | 1714  | 1906           | 7.4%           | 11.2% | 5.4   | 5.8   | 4.9  |
| BBC Radio 2                     | Q     | 2087  | 2033  | 2553           | 22.3%          | 25.6% | 10.9  | 9.2   | 14.1 |
| BBC Radio 3                     | Q     | 552   | 556   | 519            | -6.0%          | -6.7% | 2.1   | 1.7   | 1.3  |
| BBC Radio 4                     | Q     | 2761  | 2766  | 2780           | 0.7%           | 0.5%  | 15.7  | 15.8  | 15.4 |
| BBC Radio 5 Live                | Q     | 1219  | 1217  | 1329           | 9.0%           | 9.2%  | 4.2   | 4.3   | 4.3  |
| Classic FM                      | Q     | 1243  | 1287  | 1213           | -2.4%          | -5.7% | 3.9   | 3.7   | 4.3  |
| talkSPORT                       | Q     | 762   | 767   | 694            | -8.9%          | -9.5% | 2.5   | 2.7   | 2.2  |

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

## BREAKFAST SHOWS – page 1 NATIONAL STATIONS

| <b>SAMPLE SIZE:</b><br>Survey period - Q4 2012<br><br>NATIONAL: Code Q (Quarter): 26,585 Adults 15+, Code H (Half year): 52,543 Adults 15+<br>LONDON: Code Q (Quarter): 3,850 Adults 15+, Code H (Half year): 7,347 Adults 15+ |               | <b>TERMS WEEKLY REACH:</b><br><br>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   | SURVEY PERIOD | WEEKLY REACH '000s   | WEEKLY REACH '000s | WEEKLY REACH '000s |
| <b>NATIONAL STATIONS - MON-FRI</b>   |               | Q4 2011  | Q3 2012            | Q4 2012            |
| <i>Time period varies per station</i>  |               |  |                    |                    |
| BBC Radio 1 - 06.30 - 10.00am  | Q             | 7242   | 6734               | 6691               |
| BBC Radio 2 - 06.30 - 09.30am  | Q             | 8856   | 8546               | 9524               |
| BBC Radio 3 - 06.30 - 09.00am  | Q             | 703  | 665                | 606                |
| BBC Radio 4 - 06.00 - 09.00am  | Q             | 7145   | 6936               | 7049               |
| BBC Radio FIVE LIVE - 06.00 - 10.00am  | Q             | 2512   | 2767               | 2480               |
| <b>Total Absolute Radio Network - 06.00 - 10.00am</b>  | Q             | 1177   | 1153               | 1381               |
| Classic FM - 06.00 - 09.00am   | Q             | 1682   | 1645               | 1677               |
| Kiss UK - 06.00 - 09.00am  | H             | 1540   | 1554               | 1612               |
| talkSPORT - 06.00 - 10.00am  | Q             | 1295   | 1312               | 1203               |

# RAJAR DATA RELEASE



Quarter 4, 2012 – January 31<sup>st</sup> 2013

## 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  | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|---------------|--------------|--------------|--------------|
|   |               | '000s        | '000s        | '000s        |
| <b>LONDON STATIONS - MON-FRI</b>                        |               | Q4 2011      | Q3 2012      | Q4 2012      |
| <i>Time period varies per station</i>                   |               |              |              |              |
| BBC London 94.9 - 06.00 - 09.00am                       | Q             | 213          | 152          | 156          |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q             | 474          | 461          | 610          |
| Buzz Asia 963 & 972AM - 06.00 - 09.00am                 | H             | 47           | 40           | 40           |
| Capital London - 06.00 - 10.00am                        | Q             | 1319         | 1165         | 1085         |
| Choice FM London - 06.00 - 09.00am                      | Q             | 239          | 176          | 222          |
| Gold London - 06.00 - 10.00am                           | Q             | 190          | 169          | 117          |
| Heart London - 06.00 - 09.00am                          | Q             | 814          | 611          | 643          |
| Kismet Radio 1035 (Greater London) - 06.00 - 09.00am    | Q             | 34           | 23           | 16           |
| Kiss 100 FM - 06.00 - 09.00am                           | Q             | 838          | 717          | 797          |
| LBC 97.3 - 07.00 - 10.00am                              | Q             | 630          | 566          | 551          |
| LBC News 1152 - 07.00 - 10.00am                         | Q             | 193          | 240          | 210          |
| Magic 105.4 - 05.00 - 09.00am                           | Q             | 848          | 822          | 717          |
| Premier Christian Radio - 07.00 - 09.00am               | Q             | 44           | 63           | 101          |
| Smooth Radio London - 06.00 - 10.00am                   | Q             | 174          | 188          | 233          |
| Sunrise Radio (Greater London) - 06.00 - 09.00am        | Q             | 129          | 105          | 84           |
| XFM London - 06.00 - 10.00am                            | Q             | 228          | 184          | 240          |