

RAJAR DATA RELEASE



Quarter 2, 2013 – August 1st 2013

COMPARATIVE CHARTS

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



RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013 NATIONAL STATIONS

| |
|--|
| SAMPLE SIZE: Survey period - Q2 2013 |
| Code Q (Quarter): 25,693 Adults 15+ |
| Code H (Half year): 50,391 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 | Q2 12 | 560644 | Q1 13 | 575757 | Q2 13 | 554730 |
| TOTAL HOURS (in thousands): ALL COMMERCIAL | Q2 12 | 446834 | Q1 13 | 433474 | Q2 13 | 449411 |

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|--|---------------|--------------|--------------|--------------|----------------|----------------|--------------|--------------|--------------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 12 | Q1 13 | Q2 13 | Q2 13 vs Q2 12 | Q2 13 vs Q1 13 | Q2 12 | Q1 13 | Q2 13 |
| ALL RADIO | Q | 46782 | 47284 | 48319 | 3.3% | 2.2% | 100.0 | 100.0 | 100.0 |
| ALL BBC | Q | 34444 | 35069 | 35880 | 4.2% | 2.3% | 54.3 | 55.7 | 53.9 |
| 15-44 | Q | 15286 | 15137 | 15776 | 3.2% | 4.2% | 42.1 | 43.1 | 39.7 |
| 45+ | Q | 19158 | 19932 | 20104 | 4.9% | 0.9% | 62.7 | 63.9 | 63.8 |
| ALL BBC NETWORK RADIO | Q | 31454 | 31865 | 32635 | 3.8% | 2.4% | 46.2 | 46.7 | 45.7 |
| BBC RADIO 1 | Q | 11271 | 10263 | 11018 | -2.2% | 7.4% | 8.3 | 6.7 | 6.8 |
| BBC RADIO 2 | Q | 14457 | 15274 | 15443 | 6.8% | 1.1% | 16.1 | 17.7 | 17.2 |
| BBC RADIO 3 | Q | 2038 | 2163 | 1995 | -2.1% | -7.8% | 1.1 | 1.3 | 1.2 |
| BBC RADIO 4 | Q | 10521 | 10756 | 10978 | 4.3% | 2.1% | 12.1 | 12.8 | 12.1 |
| BBC RADIO 4 (including 4 EXTRA) | Q | 10775 | 11040 | 11266 | 4.6% | 2.0% | 13.0 | 13.7 | 13.0 |
| BBC RADIO 4 EXTRA | Q | 1636 | 1642 | 1565 | -4.3% | -4.7% | 0.9 | 0.9 | 0.9 |
| BBC RADIO FIVE LIVE | Q | 6148 | 6288 | 6040 | -1.8% | -3.9% | 4.5 | 4.0 | 4.1 |
| BBC RADIO FIVE LIVE (inc SPORTS EXTRA) | Q | 6362 | 6414 | 6324 | -0.6% | -1.4% | 4.9 | 4.2 | 4.5 |
| FIVE LIVE SPORTS EXTRA | Q | 1074 | 860 | 947 | -11.8% | 10.1% | 0.4 | 0.2 | 0.3 |
| BBC 6 MUSIC | Q | 1379 | 1813 | 1792 | 29.9% | -1.2% | 1.1 | 1.5 | 1.5 |
| 1XTRA FROM THE BBC | Q | 1137 | 1000 | 1114 | -2.0% | 11.4% | 0.6 | 0.5 | 0.5 |
| BBC ASIAN NETWORK UK | Q | 547 | 554 | 587 | 7.3% | 6.0% | 0.3 | 0.3 | 0.3 |
| BBC WORLD SERVICE | Q | 1391 | 1298 | 1355 | -2.6% | 4.4% | 0.6 | 0.6 | 0.6 |
| BBC LOCAL/REGIONAL | Q | 8962 | 9527 | 9536 | 6.4% | 0.1% | 8.1 | 9.0 | 8.3 |



RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013 NATIONAL STATIONS Page 2

¹ Station changed reporting survey period

* = less than 0.05%

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|--------------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 12 | Q1 13 | Q2 13 | Q2 13 vs Q2 12 | Q2 13 vs Q1 13 | Q2 12 | Q1 13 | Q2 13 |
| ALL COMMERCIAL | Q | 33182 | 33499 | 35064 | 5.7% | 4.7% | 43.3 | 41.9 | 43.7 |
| 15-44 | Q | 17952 | 18138 | 19031 | 6.0% | 4.9% | 54.8 | 53.8 | 57.3 |
| 45+ | Q | 15231 | 15361 | 16033 | 5.3% | 4.4% | 35.3 | 34.2 | 34.3 |
| ALL NATIONAL COMMERCIAL | Q | 16101 | 16375 | 17702 | 9.9% | 8.1% | 12.7 | 13.0 | 13.3 |
| TOTAL ABSOLUTE RADIO | Q | 1763 | 1687 | 1983 | 12.5% | 17.5% | 1.3 | 1.2 | 1.3 |
| ABSOLUTE RADIO 60S | H | 179 | 145 | 168 | -6.1% | 15.9% | 0.1 | 0.1 | 0.1 |
| ABSOLUTE RADIO 70S | H | 169 | 183 | 194 | 14.8% | 6.0% | 0.1 | 0.1 | 0.1 |
| ABSOLUTE 80S | Q | 864 | 984 | 1171 | 35.5% | 19.0% | 0.5 | 0.6 | 0.7 |
| ABSOLUTE RADIO 90S | H | 414 | 509 | 509 | 22.9% | 0.0% | 0.2 | 0.3 | 0.2 |
| ABSOLUTE RADIO 00S | H | 122 | 170 | 138 | 13.1% | -18.8% | * | 0.1 | 0.1 |
| ABSOLUTE RADIO CLASSIC ROCK | H | 384 | 411 | 492 | 28.1% | 19.7% | 0.2 | 0.2 | 0.2 |
| CAPITAL NETWORK (UK) | H | 6978 | 6932 | 7376 | 5.7% | 6.4% | 4.0 | 3.9 | 4.0 |
| TOTAL CHOICE (UK) | H | 738 | 737 | 808 | 9.5% | 9.6% | 0.3 | 0.3 | 0.4 |
| CLASSIC FM | Q | 5480 | 5584 | 5614 | 2.4% | 0.5% | 3.4 | 3.8 | 3.5 |
| GOLD NETWORK (UK) | H | 1467 | 1340 | 1433 | -2.3% | 6.9% | 1.3 | 1.2 | 1.2 |
| HEART NETWORK (UK) | H | 7381 | 7229 | 7531 | 2.0% | 4.2% | 5.1 | 4.8 | 5.1 |
| HEAT | Q | 713 | 652 | 790 | 10.8% | 21.2% | 0.3 | 0.2 | 0.3 |
| THE HITS | Q | 973 | 877 | 984 | 1.1% | 12.2% | 0.3 | 0.4 | 0.3 |
| JAZZ FM | Q | 573 | 604 | 758 | 32.3% | 25.5% | 0.2 | 0.3 | 0.3 |
| KERRANG! UK (Excl Kerrang! 105.2) | H | 1304 | 1224 | 998 | -23.5% | -18.5% | 0.6 | 0.6 | 0.5 |
| KISS UK | H | 4356 | 4119 | 4354 | 0.0% | 5.7% | 2.2 | 2.0 | 2.1 |
| TOTAL LBC (UK) | H | 1157 | 1180 | 1247 | 7.8% | 5.7% | 1.2 | 1.1 | 1.2 |
| MAGIC UK | Q | 3695 | 3454 | 3618 | -2.1% | 4.7% | 2.3 | 2.2 | 2.1 |
| PLANET ROCK UK (incl Kerrang! 105.2) | Q | 948 | 896 | 1296 | 36.7% | 44.6% | 0.6 | 0.6 | 1.0 |
| REAL RADIO BRAND UK | H | 2422 | 2142 | 2317 | -4.3% | 8.2% | 1.8 | 1.6 | 1.7 |
| SMASH HITS RADIO | Q | 1071 | 942 | 932 | -13.0% | -1.1% | 0.4 | 0.3 | 0.3 |
| SMOOTH 70s | H | N/A | 681 | 730 | N/A | 7.2% | N/A | 0.5 | 0.4 |
| SMOOTH RADIO BRAND UK | H | 3260 | 3139 | 3153 | -3.3% | 0.4% | 2.4 | 2.3 | 2.2 |
| SUNRISE RADIO NATIONAL | Q | 447 | 492 | 425 | -4.9% | -13.6% | 0.3 | 0.3 | 0.3 |
| TALKSPORT | Q | 2919 | 2914 | 3249 | 11.3% | 11.5% | 1.8 | 1.9 | 1.9 |
| TOTAL XFM (UK) | H | 882 | 960 | 975 | 10.5% | 1.6% | 0.4 | 0.5 | 0.5 |
| ALL LOCAL COMMERCIAL | Q | 26364 | 26477 | 27866 | 5.7% | 5.2% | 30.5 | 29.0 | 30.4 |
| OTHER LISTENING | Q | 3387 | 3053 | 3244 | -4.2% | 6.3% | 2.5 | 2.4 | 2.4 |



RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013

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 | % | % | % |
| | | | Q2 12 | Q1 13 | Q2 13 | Q2 13 vs Q2 12 | Q2 13 vs Q1 13 | Q2 12 | Q1 13 | Q2 13 |
| BBC RADIO SCOTLAND | H | 4455 | 959 | 998 | 948 | -1.1% | -5.0% | 8.3 | 8.9 | 9.3 |
| Bauer Aberdeen | Y | 330 | 151 | 169 | 166 | 9.9% | -1.8% | 23.2 | 27.4 | 27.8 |
| Radio Borders (Bauer Borders) | Y | 109 | 53 | 47 | 51 | -3.8% | 8.5% | 33.3 | 31.4 | 32.0 |
| Bauer Dundee | Y | 386 | 173 | 181 | 179 | 3.5% | -1.1% | 30.8 | 27.0 | 25.5 |
| Bauer Edinburgh | H | 1136 | 386 | 377 | 363 | -6.0% | -3.7% | 19.7 | 23.8 | 22.3 |
| Bauer Glasgow | H | 1870 | 625 | 661 | 659 | 5.4% | -0.3% | 16.9 | 20.5 | 20.8 |
| Bauer Place Portfolio - Scotland | H | 4182 | 1681 | 1706 | 1687 | 0.4% | -1.1% | 22.3 | 24.8 | 24.5 |
| Bauer Radio Central Scotland | H | 2903 | 1006 | 1037 | 1021 | 1.5% | -1.5% | 18.6 | 22.4 | 22.0 |
| FM Bauer Place Portfolio Scotland | Y | 4181 | 1478 | 1526 | 1538 | 4.1% | 0.8% | 18.3 | 19.0 | 19.4 |
| Capital Scotland | H | 2787 | 519 | 474 | 523 | 0.8% | 10.3% | 7.3 | 6.3 | 6.5 |
| Central FM | Y | 209 | 49 | 56 | 55 | 12.2% | -1.8% | 7.8 | 7.8 | 6.9 |
| Clyde 1 FM | H | 1870 | 528 | 601 | 584 | 10.6% | -2.8% | 12.5 | 16.5 | 17.0 |
| Clyde 2 | H | 1870 | 202 | 171 | 168 | -16.8% | -1.8% | 4.5 | 3.9 | 3.8 |
| Forth2 | H | 1136 | 71 | 71 | 72 | 1.4% | 1.4% | 2.5 | 3.3 | 2.6 |
| ForthOne | H | 1136 | 361 | 348 | 331 | -8.3% | -4.9% | 17.2 | 20.5 | 19.7 |
| Kingdom FM | Y | 290 | 83 | 83 | 70 | -15.7% | -15.7% | 12.6 | 13.0 | 9.3 |
| Moray Firth Radio (Bauer Inverness) | Y | 237 | 115 | 111 | 111 | -3.5% | 0.0% | 24.2 | 23.6 | 24.1 |
| Northsound One | Y | 330 | 128 | 141 | 137 | 7.0% | -2.8% | 17.4 | 20.6 | 19.7 |
| Northsound Two | Y | 330 | 43 | 59 | 60 | 39.5% | 1.7% | 5.8 | 6.8 | 8.1 |
| Original 106 (Aberdeen) | Y | 330 | 47 | 53 | 53 | 12.8% | 0.0% | 5.2 | 4.3 | 5.7 |
| Real and Smooth Ltd. Scotland | H | 2950 | 836 | 689 | 699 | -16.4% | 1.5% | 16.4 | 12.8 | 12.6 |
| Real Radio Scotland | H | 2765 | 599 | 472 | 488 | -18.5% | 3.4% | 11.6 | 8.5 | 8.6 |
| 96.3 Real XS Glasgow (was 96.3 Rock Radio) | H | 831 | 74 | 58 | 56 | -24.3% | -3.4% | 2.8 | 2.2 | 1.5 |
| Smooth Radio Glasgow | H | 1916 | 300 | 278 | 268 | -10.7% | -3.6% | 7.2 | 6.7 | 6.5 |
| Tay-AM | Y | 386 | 77 | 75 | 76 | -1.3% | 1.3% | 14.1 | 12.3 | 10.5 |
| Tay-FM | Y | 386 | 121 | 138 | 142 | 17.4% | 2.9% | 16.7 | 14.7 | 15.0 |
| Wave 102 FM | Y | 158 | 23 | 29 | 31 | 34.8% | 6.9% | 6.3 | 7.2 | 9.1 |
| West Sound (inc. West FM)(Bauer Southwest Scotland)** | Y | 389 | 180 | 179 | 180 | 0.0% | 0.6% | 24.8 | 24.0 | 24.3 |

RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013

LONDON STATIONS – page 1

SAMPLE SIZE:
Survey period - Q2 2013
Code Q (Quarter): 3,642 Adults 15+
Code H (Half year): 6,956 Adults 15+

TERMS WEEKLY 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.
REACH:
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 | % | % | % |
| | | Q2 12 | Q1 13 | Q2 13 | Q2 13 vs Q2 12 | Q2 13 vs Q1 13 | Q2 12 | Q1 13 | Q2 13 |
| BBC London 94.9 | Q | 453 | 395 | 492 | 8.6% | 24.6% | 1.2 | 1.3 | 1.2 |
| Total Absolute Radio (London) | Q | 974 | 794 | 999 | 2.6% | 25.8% | 3.3 | 2.6 | 3.2 |
| Buzz Asia 963 & 972AM | H | 117 | 60 | 62 | -47.0% | 3.3% | 0.3 | 0.1 | 0.1 |
| Capital London | Q | 2072 | 1950 | 2188 | 5.6% | 12.2% | 4.6 | 4.2 | 4.6 |
| Choice FM London | Q | 527 | 473 | 680 | 29.0% | 43.8% | 1.3 | 1.1 | 1.8 |
| Gold London | Q | 330 | 363 | 273 | -17.3% | -24.8% | 1.0 | 1.7 | 1.1 |
| Heart London | Q | 1798 | 1750 | 1925 | 7.1% | 10.0% | 5.3 | 4.2 | 5.2 |
| Kismet Radio 1035 (Greater London) | Q | 92 | 89 | 100 | 8.7% | 12.4% | 0.3 | 0.2 | 0.3 |
| Kiss 100 FM | Q | 1740 | 1621 | 2013 | 15.7% | 24.2% | 4.7 | 3.9 | 5.2 |
| LBC 97.3 | Q | 809 | 931 | 1047 | 29.4% | 12.5% | 3.8 | 4.6 | 4.9 |
| LBC News 1152 | Q | 355 | 283 | 368 | 3.7% | 30.0% | 0.8 | 0.6 | 0.8 |
| Magic 105.4 | Q | 1951 | 1861 | 1875 | -3.9% | 0.8% | 5.1 | 5.6 | 5.0 |
| Premier Christian Radio | Q | 172 | 138 | 156 | -9.3% | 13.0% | 0.9 | 0.5 | 0.7 |
| Smooth Radio London | Q | 385 | 430 | 412 | 7.0% | -4.2% | 0.7 | 1.1 | 1.1 |
| Sunrise Radio (Greater London) | Q | 286 | 348 | 295 | 3.1% | -15.2% | 1.1 | 1.2 | 0.9 |
| XFM London | Q | 417 | 574 | 436 | 4.6% | -24.0% | 1.0 | 1.3 | 0.9 |

* = less than 0.05%

RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013

LONDON STATIONS– page 2 NATIONAL STATIONS ON LONDON TSA

| | SURVEY | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---------------------|--------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | PERIOD | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q2 12 | Q1 13 | Q2 13 | Q2 13 vs Q2 12 | Q2 13 vs Q1 13 | Q2 12 | Q1 13 | Q2 13 |
| BBC Radio 1 | Q | 1750 | 1641 | 1821 | 4.1% | 11.0% | 5.8 | 4.5 | 4.8 |
| BBC Radio 2 | Q | 2202 | 2422 | 2445 | 11.0% | 0.9% | 12.0 | 12.6 | 12.2 |
| BBC Radio 3 | Q | 521 | 631 | 502 | -3.6% | -20.4% | 1.6 | 2.0 | 1.6 |
| BBC Radio 4 | Q | 2726 | 2841 | 2725 | 0.0% | -4.1% | 17.0 | 17.2 | 15.1 |
| BBC Radio FIVE LIVE | Q | 1247 | 1379 | 1340 | 7.5% | -2.8% | 4.7 | 4.0 | 4.5 |
| Classic FM | Q | 1269 | 1243 | 1257 | -0.9% | 1.1% | 3.4 | 3.9 | 3.6 |
| talkSPORT | Q | 661 | 699 | 774 | 17.1% | 10.7% | 2.0 | 2.6 | 2.2 |

RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 2013
BREAKFAST SHOWS – page 1

NATIONAL STATIONS

SAMPLE SIZE:

Survey period - Q2 2013

NATIONAL: Code Q (Quarter): 25,693 Adults 15+, **Code H (Half year):** 50,391 Adults 15+

LONDON: Code Q (Quarter): 3,642 Adults 15+, **Code H (Half year):** 6,956 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 | SURVEY PERIOD | WEEKLY REACH | WEEKLY REACH | WEEKLY REACH |
|---|---------------|--------------|--------------|--------------|
| | | '000s | '000s | '000s |
| NATIONAL STATIONS - MON-FRI | | Q2 2012 | Q1 2013 | Q2 2013 |
| <i>Time period varies per station</i> | | | | |
| BBC Radio 1 - 06.30 - 10.00am | Q | 6927 | 5784 | 5889 |
| BBC Radio 2 - 06.30 - 09.30am | Q | 8953 | 9804 | 9751 |
| BBC Radio 3 - 06.30 - 09.00am | Q | 723 | 704 | 615 |
| BBC Radio 4 - 06.00 - 09.00am | Q | 6764 | 6942 | 6970 |
| BBC Radio FIVE LIVE - 06.00 - 10.00am | Q | 2647 | 2510 | 2591 |
| Total Absolute Radio Network - 06.00 - 10.00am | | | | |
| Total Absolute Radio Network - 06.00 - 10.00am | Q | 1420 | 1404 | 1527 |
| Classic FM - 06.00 - 09.00am | Q | 1719 | 1654 | 1734 |
| Kiss UK - 06.00 - 09.00am | H | 1560 | 1573 | 1602 |
| talkSPORT - 06.00 - 10.00am | Q | 1331 | 1278 | 1436 |

RAJAR DATA RELEASE

Quarter 2, 2013 – August 1st 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 |
| LONDON STATIONS - MON-FRI | | Q2 2012 | Q1 2013 | Q2 2013 |
| <i>Time period varies per station</i> | | | | |
| BBC London 94.9 - 06.00 - 09.00am | Q | 154 | 170 | 232 |
| Total Absolute Radio Network (London) - 06.00 - 10.00am | Q | 674 | 636 | 691 |
| Buzz Asia 963 & 972AM - 06.00 - 10.00am | H | 68 | 24 | 21 |
| Capital London - 06.00 - 10.00am | Q | 1156 | 1067 | 1103 |
| Choice FM London - 06.00 - 09.00am | Q | 242 | 213 | 290 |
| Gold London - 06.00 - 10.00am | Q | 146 | 135 | 155 |
| Heart London - 06.00 - 09.00am | Q | 734 | 768 | 883 |
| Kisat Radio 1035 (Greater London) - 06.00 - 10.00am | Q | 49 | 32 | 36 |
| Kiss 100 FM - 06.00 - 09.00am | Q | 735 | 651 | 864 |
| LBC 97.3 - 07.00 - 10.00am | Q | 530 | 582 | 659 |
| LBC News 1152 - 07.00 - 10.00am | Q | 191 | 125 | 213 |
| Magic 105.4 - 05.00 - 09.00am | Q | 760 | 765 | 683 |
| Premier Christian Radio - 07.00 - 09.00am | Q | 98 | 53 | 82 |
| Smooth Radio London - 06.00 - 10.00am | Q | 134 | 171 | 169 |
| Sunrise Radio (Greater London) - 06.00 - 09.00am | Q | 153 | 132 | 138 |
| XFM London - 06.00 - 10.00am | Q | 176 | 261 | 182 |