

RAJAR Quarterly Summary of Radio Listening - Quarter 3, 2006

LONDON STATIONS

RELEASED AT 07.00HRS, THURSDAY OCTOBER 26, 2006



| KEY | |
|-------------------------------------|--|
| Quarter 3, 2005 in green | |
| Quarter 2, 2006 in blue | |
| Quarter 3, 2006 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

LONDON SAMPLE SIZE Q3 2006: Survey Period - Code Q (Quarter): 4,610 Adults 15+ / Code H (Half year): 9,042 Adults 15+

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|-------------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q3 05 | Q2 06 | Q3 06 | Q3 06 vs Q3 05 | Q3 06 vs Q2 06 | Q3 05 | Q2 06 | Q3 06 |
| BBC LONDON 94.9 | Q | 561 | 455 | 494 | -11.9% | 8.6% | 1.5 | 1.5 | 1.4 |
| 95.8 CAPITAL RADIO | Q | 1805 | 1641 | 1461 | -19.1% | -11.0% | 5.1 | 5.0 | 4.7 |
| CAPITAL GOLD LONDON | Q | 637 | 590 | 706 | 10.8% | 19.7% | 1.0 | 1.3 | 1.7 |
| CHOICE FM LONDON | Q | 449 | 493 | 474 | 5.6% | -3.9% | 1.3 | 1.9 | 2.1 |
| HEART 106.2 FM | Q | 1911 | 1664 | 1714 | -10.3% | 3.0% | 6.4 | 6.1 | 6.1 |
| KISMA T RADIO 1035 (GREATER LONDON) | Q | 42 | 98 | 55 | 31.0% | -43.9% | 0.1 | 0.4 | 0.1 |
| KISS 100 FM | Q | 1363 | 1499 | 1324 | -2.9% | -11.7% | 3.5 | 4.4 | 3.8 |
| LBC 97.3 | Q | 598 | 476 | 594 | -0.7% | 24.8% | 2.9 | 2.9 | 3.4 |
| LBC NEWS 1152 | Q | 272 | 185 | 262 | -3.7% | 41.6% | 0.7 | 0.5 | 0.9 |
| MAGIC 105.4 | Q | 1712 | 1867 | 1636 | -4.4% | -12.4% | 5.3 | 6.5 | 5.3 |
| PREMIER CHRISTIAN RADIO | Q | 202 | 128 | 131 | -35.1% | 2.3% | 1.3 | 1.1 | 0.6 |
| SMOOTH FM (LONDON) | Q | 463 | 537 | 445 | -3.9% | -17.1% | 1.3 | 2.1 | 1.0 |
| SUNRISE RADIO (GREATER LONDON) | Q | 381 | 295 | 332 | -12.9% | 12.5% | 1.7 | 1.4 | 1.0 |
| TOTAL VIRGIN LONDON (AM/FM) | H | 1166 | 1083 | 1117 | -4.2% | 3.1% | 3.2 | 3.6 | 3.4 |
| XFM 104.9 | Q | 628 | 548 | 551 | -12.3% | 0.5% | 2.0 | 2.3 | 1.6 |

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NATIONAL STATIONS ON LONDON TSA

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Radio Joint
Audience
Research
Limited

| NATIONAL STATIONS ON LONDON TSA | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|---------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q3 05 | Q2 06 | Q3 06 | Q3 06 vs Q3 05 | Q3 06 vs Q2 06 | Q3 05 | Q2 06 | Q3 06 |
| BBC RADIO 1 | Q | 1555 | 1482 | 1426 | -8.3% | -3.8% | 5.8 | 5.9 | 5.3 |
| BBC RADIO 2 | Q | 2118 | 2123 | 1964 | -7.3% | -7.5% | 10.8 | 10.7 | 11.0 |
| BBC RADIO 3 | Q | 626 | 455 | 631 | 0.8% | 38.7% | 2.0 | 1.3 | 2.3 |
| BBC RADIO 4 | Q | 2614 | 2280 | 2430 | -7.0% | 6.6% | 15.4 | 13.1 | 16.1 |
| BBC RADIO FIVE LIVE | Q | 1411 | 1336 | 1157 | -18.0% | -13.4% | 5.2 | 4.5 | 4.8 |
| CLASSIC FM | Q | 1309 | 1275 | 1397 | 6.7% | 9.6% | 4.0 | 4.3 | 4.5 |
| TALKSPORT (TALK RADIO) | Q | 587 | 654 | 619 | 5.5% | -5.4% | 2.9 | 2.8 | 2.3 |

Source: RAJAR / Ipsos MORI

RAJAR / PJPR