



Radio Joint
Audience
Research
Limited

RAJAR DATA RELEASE QUARTER 2, 2008

July 24, 2008

COMPARATIVE CHARTS

- *National stations*
- *Scottish stations*
- *London stations*
- *National & London stations – Breakfast shows*
- *All Radio Listening via Platform*

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

NATIONAL STATIONS

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008

KEY
Quarter 2, 2007 in green
Quarter 1, 2008 in blue
Quarter 2, 2008 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

TOTAL HOURS: The overall number of hours of adult listening to a station in the UK/area in an average week

SAMPLE SIZE Q2 2008: Survey Period - Code Q (Quarter): 33,512 Adults 15+ / Code H (Half year): 65,313 Adults 15+

TOTAL HOURS (in thousands): ALL BBC	Q2 07	573516	Q1 08	587057	Q2 08	564476
TOTAL HOURS (in thousands): ALL COMMERCIAL	Q2 07	459322	Q1 08	424396	Q2 08	431081

STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
ALL RADIO	Q	45621	45397	45117	-1.1%	-0.6%	100.0	100.0	100.0
ALL BBC	Q	33245	34219	33323	0.2%	-2.6%	54.3	56.8	55.5
15-44	Q	15494	16087	15362	-0.9%	-4.5%	43.8	46.9	44.6
45+	Q	17751	18132	17961	1.2%	-0.9%	63.2	65.0	64.3
ALL BBC NETWORK RADIO	Q	29356	30282	29611	0.9%	-2.2%	44.5	47.0	46.0
BBC RADIO 1	Q	10873	11067	10684	-1.7%	-3.5%	10.3	10.6	10.0
BBC RADIO 2	Q	13117	13632	12998	-0.9%	-4.7%	15.6	16.5	16.0
BBC RADIO 3	Q	1783	1795	1910	7.1%	6.4%	1.1	0.9	1.2
BBC RADIO 4	Q	9482	9561	9534	0.5%	-0.3%	11.2	12.2	12.0
BBC RADIO FIVE LIVE	Q	5890	6022	6001	1.9%	-0.3%	4.2	4.6	4.6
BBC RADIO FIVE LIVE (inc SPORTS EXTRA)	Q	6104	6088	6116	0.2%	0.5%	4.5	4.7	4.8
FIVE LIVE SPORTS EXTRA	Q	866	648	748	-13.6%	15.4%	0.3	0.1	0.2
BBC 6 MUSIC	Q	471	520	551	17.0%	6.0%	0.3	0.3	0.3
1XTRA FROM THE BBC	Q	473	595	491	3.8%	-17.5%	0.2	0.3	0.3
BBC7	Q	738	813	812	10.0%	-0.1%	0.4	0.5	0.4
BBC ASIAN NETWORK UK	Q	455	535	473	4.0%	-11.6%	0.2	0.3	0.3
BBC WORLD SERVICE	Q	1305	1345	1310	0.4%	-2.6%	0.7	0.6	0.7
BBC LOCAL/REGIONAL	Q	9889	10293	9504	-3.9%	-7.7%	9.8	9.9	9.6

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RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

NATIONAL STATIONS

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STATION	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
ALL COMMERCIAL	Q	32005	31019	30984	-3.2%	-0.1%	43.5	41.1	42.4
15-44	Q	18224	17538	17465	-4.2%	-0.4%	53.7	50.7	53.1
45+	Q	13781	13480	13519	-1.9%	0.3%	34.8	33.2	33.9
ALL NATIONAL COMMERCIAL	Q	14144	14126	13760	-2.7%	-2.6%	11.2	10.7	11.2
THE ARROW (UK)	H	124	121	153	23.4%	26.4%	0.1	0.1	0.1
CHILL	Q	189	156	166	-12.2%	6.4%	0.1	0.1	0.1
TOTAL CHOICE (UK)	Q	585	695	636	8.7%	-8.5%	0.4	0.5	0.5
CLASSIC FM	Q	5704	5622	5470	-4.1%	-2.7%	4.0	3.7	3.9
GALAXY NETWORK (UK)	H	2584	2631	2664	3.1%	1.3%	1.8	1.6	1.8
GCAP GOLD NETWORK UK	H	1512	913	941	-37.8%	3.1%	1.1	0.8	0.8
TOTAL HEART (UK)	H	3254	3400	3410	4.8%	0.3%	2.3	2.3	2.3
HEAT	Q	425	446	432	1.6%	-3.1%	0.1	0.1	0.1
THE HITS	Q	1345	1571	1477	9.8%	-6.0%	0.5	0.6	0.6
TOTAL KERRANG!	H	1470	1297	1350	-8.2%	4.1%	0.6	0.6	0.6
TOTAL KISS NETWORK	H	2928	2989	3149	7.5%	5.4%	1.6	1.6	1.7
TOTAL LBC (UK)	H	793	824	845	6.6%	2.5%	0.8	1.0	0.9
TOTAL MAGIC	Q	3378	3212	3441	1.9%	7.1%	2.4	2.1	2.5
MOJO RADIO	Q	227	256	329	44.9%	28.5%	0.1	0.1	0.1
PLANET ROCK	Q	530	563	585	10.4%	3.9%	0.3	0.4	0.4
Q	Q	379	282	277	-26.9%	-1.8%	0.1	0.1	0.1
TOTAL REAL RADIO	H	1637	1546	1593	-2.7%	3.0%	1.7	1.6	1.5
SMASH HITS RADIO	Q	906	973	976	7.7%	0.3%	0.3	0.3	0.3
TOTAL SMOOTH RADIO	H	2302	2376	2706	17.5%	13.9%	2.0	2.1	2.5
SUNRISE RADIO NATIONAL	Q	571	514	502	-12.1%	-2.3%	0.4	0.4	0.3
TALKSPORT	Q	2372	2470	2384	0.5%	-3.5%	1.8	1.9	1.9
TOTAL VIRGIN RADIO	H	2534	2466	2400	-5.3%	-2.7%	1.5	1.4	1.4
VIRGIN RADIO CLASSIC ROCK	H	234	239	267	14.1%	11.7%	0.1	0.1	0.1
VIRGIN RADIO XTREME	H	95	95	120	26.3%	26.3%	*	*	*
TOTAL XFM (UK)	H	1187	1034	1007	-15.2%	-2.6%	0.7	0.5	0.5
ALL LOCAL COMMERCIAL	Q	25791	24847	24992	-3.1%	0.6%	32.3	30.3	31.2
OTHER LISTENING	Q	2979	3035	2978	0.0%	-1.9%	2.2	2.1	2.1

Source RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

SCOTTISH STATIONS

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008

KEY

Quarter 2, 2007 in green
 Quarter 1, 2008 in blue
 Quarter 2, 2008 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

PLEASE NOTE: only the data from stations which share the same TSAs can be compared.

STATIONS

STATIONS	SURVEY PERIOD	TSA SIZE	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
			'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
			Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
BBC RADIO SCOTLAND	Q	4310	909	1008	824	-9.4	-18.3	8.0	9.6	7.5
Radio Borders	Y	105	54	58	60	11.1	3.4	28.8	32.2	32.6
Central FM	Y	214	41	40	40	-2.4	0.0	6.3	7.2	9.1
Total Radio Clyde	H	1832	684	616	643	-6.0	4.4	21.0	20.9	21.7
Clyde 1 FM	H	1832	586	526	554	-5.5	5.3	14.7	14.3	15.0
Clyde 2	H	1832	224	227	227	1.3	0.0	6.4	6.6	6.7
Bauer Radio Total Scotland	H	4280	1723	1581	1636	-5.0	3.5	23.6	23.7	23.5
Bauer Radio Central Scotland	H	2817	988	899	956	-3.2	6.3	20.3	21.2	21.2
Total Radio Forth	H	1079	308	291	317	2.9	8.9	17.1	20.1	18.9
ForthOne	H	1079	260	258	277	6.5	7.4	12.9	15.3	14.4
Forth2	H	1079	107	90	95	-11.2	5.6	4.2	4.8	4.5
Kingdom FM	Y	292	73	56	59	-19.2	5.4	14.2	9.7	10.2
Moray Firth Radio	Y	230	104	108	109	4.8	0.9	26.0	22.6	21.2
Total Northsound Radio	Y	309	160	146	138	-13.8	-5.5	27.9	33.3	29.6
Northsound One	Y	309	134	122	118	-11.9	-3.3	20.4	21.1	18.4
Northsound Two	Y	309	57	60	57	0.0	-5.0	7.5	12.2	11.1
Real Radio (Scotland)	H	2675	771	712	727	-5.7	2.1	18.6	17.9	16.0
96.3 Rock Radio	H	811	51	46	39	-23.5	-15.2	2.1	2.8	2.2
Smooth Radio (Glasgow)	H	1878	192	212	218	13.5	2.8	5.5	7.0	7.6
Talk 107	H	1014	26	33	41	57.7	24.2	0.8	1.2	1.7
Total Radio Tay	H	370	170	154	157	-7.6	1.9	30.7	25.2	26.7
Tay-FM	H	370	109	111	104	-4.6	-6.3	15.5	15.2	15.4
Tay-AM	H	370	84	67	75	-10.7	11.9	15.2	10.0	11.3
Wave 102 FM	Y	173	27	28	32	18.5	14.3	9.1	6.8	9.0
West Sound*	H	386	167	143	155	-7.2	8.4	25.8	23.5	23.6
XFM Scotland	H	2699	266	214	199	-25.2	-7.0	2.9	2.4	2.5
XFM Scotland (East)	H	1176	135	94	82	-39.3	-12.8	3.5	2.5	2.6
XFM Scotland (West)	H	1700	148	143	135	-8.8	-5.6	2.6	2.5	2.4

* audience to opt out services included

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR



RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

LONDON STATIONS

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008

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Quarter 2, 2007 in green	
Quarter 1, 2008 in blue	
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% Change Y/Y and Q/Q for reach only	
* = less than 0.05%	



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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 Q2 2008: Survey Period - Code Q (Quarter): 4,781 Adults 15+ / Code H (Half year): 9,102 Adults 15+

STATIONS	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
BBC London 94.9	Q	448	559	464	3.6%	-17.0%	1.5	1.9	1.4
95.8 Capital Radio	Q	1519	1563	1607	5.8%	2.8%	4.1	4.6	4.6
Choice FM London	Q	500	544	476	-4.8%	-12.5%	1.6	2.0	1.9
Club Asia 963+972AM	H	223	197	198	-11.2%	0.5%	0.7	0.6	0.6
Easy Radio	H		13	18		38.5%		*	*
Fun Radio	H	13	22	18	38.5%	-18.2%	*	0.1	0.1
Gold London	Q	373	224	253	-32.2%	12.9%	1.4	0.9	0.8
Heart 106.2 FM	Q	1810	1848	1774	-2.0%	-4.0%	6.2	5.8	5.7
Kismet Radio 1035 (Greater London)	Q	66	68	70	6.1%	2.9%	0.2	0.2	0.1
Kiss 100 FM	Q	1515	1583	1414	-6.7%	-10.7%	4.5	4.3	4.5
LBC 97.3	Q	637	701	594	-6.8%	-15.3%	3.1	4.5	2.7
LBC News 1152	Q	275	202	291	5.8%	44.1%	0.8	0.3	0.8
Magic 105.4	Q	1963	1918	2005	2.1%	4.5%	6.2	5.8	7.4
Premier Christian Radio	Q	163	100	98	-39.9%	-2.0%	0.7	0.6	0.4
Punjabi Radio (was Yarr Radio)	H		18	18		0.0%		*	*
Smooth Radio (London)	Q	502	518	437	-12.9%	-15.6%	1.4	1.6	1.7
Sunrise Radio (Greater London)	Q	425	341	368	-13.4%	7.9%	1.6	1.3	1.1
Total Virgin (London)	H	1161	1148	1068	-8.0%	-7.0%	3.3	3.3	3.2
XFM 104.9	Q	617	379	558	-9.6%	47.2%	2.0	0.9	1.1

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RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

NATIONAL STATIONS ON LONDON TSA

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008



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NATIONAL STATIONS ON LONDON TSA	SURVEY PERIOD	REACH	REACH	REACH	% CHANGE	% CHANGE	SHARE	SHARE	SHARE
		'000	'000	'000	REACH Y/Y	REACH Q/Q	%	%	%
		Q2 07	Q1 08	Q2 08	Q2 08 vs Q2 07	Q2 08 vs Q1 08	Q2 07	Q1 08	Q2 08
BBC Radio 1	Q	1542	1599	1525	-1.1%	-4.6%	5.5	5.6	5.7
BBC Radio 2	Q	2008	2224	2105	4.8%	-5.4%	10.6	12.4	12.0
BBC Radio 3	Q	521	501	528	1.3%	5.4%	1.6	1.2	2.0
BBC Radio 4	Q	2475	2348	2430	-1.8%	3.5%	14.6	14.6	15.3
BBC Radio 5 Live	Q	1241	1402	1398	12.7%	-0.3%	5.0	5.6	5.5
Classic FM	Q	1334	1258	1225	-8.2%	-2.6%	4.3	4.1	3.9
talkSPORT	Q	586	716	614	4.8%	-14.2%	2.4	2.5	2.4

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

NATIONAL AND LONDON STATIONS - BREAKFAST SHOWS (weekdays)

RELEASED AT 07.00HRS THURSDAY JULY 24, 2008



KEY

Quarter 2, 2007 in green
 Quarter 1, 2008 in blue
 Quarter 2, 2008 in pink

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.

SAMPLE SIZE: sample size is denoted by survey Q2, 2008 data

National 33,512 Adults 15+
 London 4,781 Adults 15+

STATION

Time period varies per station

NATIONAL STATIONS - MON-FRI

BBC Radio 1 - 06.30 - 10.00am
 BBC Radio 2 - 07.30 - 09.30am
 BBC Radio 3 - 07.00 - 10.00am
 BBC Radio 4 - 06.00 - 09.00am
 BBC Radio FIVE LIVE - 06.00 - 09.00am

Classic FM - 08.00 - 12.00am
 talkSPORT - 06.00 - 10.00am
 Total Virgin Radio - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2007	Q1, 2008	Q2, 2008
	7412	7722	7207
	7920	8104	7747
	727	768	734
	6184	6418	6258
	2291	2271	2338
	2916	2806	2791
	1027	1151	1069
	1195	1183	1176

Please note: The data below does not list national radio stations which are listened to in the London area

LONDON STATIONS - MON TO FRI

Time period varies per station

BBC London 94.9 - 06.00 - 09.00am

95.8 Capital Radio - 06.00 - 10.00am
 Choice FM London - 06.00 - 10.00am
 Club Asia 963+972AM - 06.00 - 10.00am
 Gold London (was Capital Gold London) - 06.00 - 10.00am
 Heart 106.2 FM - 06.00 - 09.00am
 Kismet Radio 1035 (Greater London) - 07.00 - 09.00am
 Kiss 100 FM - 06.00 - 09.00am
 LBC 97.3 - 07.00 - 10.00am
 LBC News 1152 - 06.00 - 10.00am
 Magic 105.4 - 06.00 - 09.00am
 Premier Christian Radio - 07.00 - 10.30am
 Smooth Radio (London) - 06.00 - 10.00am
 Sunrise Radio (Greater London) - 07.00 - 10.00am
 Total Virgin (London) - 06.00 - 10.00am
 XFM 104.9 - 06.00 - 10.00am

	WEEKLY REACH 000s	WEEKLY REACH 000s	WEEKLY REACH 000s
	Q2, 2007	Q1, 2008	Q2, 2008
	231	245	221
	940	943	944
	276	273	262
	127	106	103
	190	96	97
	874	893	844
	14	27	22
	688	656	587
	407	465	366
	155	109	157
	823	831	868
	117	64	59
	197	206	206
	243	196	132
	603	625	596
	308	199	222

Source: RAJAR / Ipsos MORI / RSMB

RAJAR / PJPR

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

RELEASED AT 07.00 HRS, THURSDAY JULY 24, 2008



LISTENING VIA PLATFORM - ALL RADIO

KEY
Quarter 2, 2007 in green
Quarter 1, 2008 in blue
Quarter 2, 2008 in pink

	Platform Shares %			Digital Listening Weekly Reach %			Digital Listening Total Hours (in millions)		
	Q2, 2007	Q1, 2008	Q2, 2008	Q2, 2007	Q1, 2008	Q2, 2008	Q2, 2007	Q1, 2008	Q2, 2008
AM / FM	66.1	72.7	69.5						
All Digital Radio	12.8	17.8	17.9	26.2	31.4	31.0	136	184	182
DAB	7.0	10.8	11.0	13.3	17.9	17.5	74	111	111
DTV	2.6	3.2	3.3	9.5	10.5	10.6	27	34	33
Internet	1.5	2.1	2.0	5.4	6.2	6.0	16	21	20
Digital unspecified	1.7	1.7	1.7	7.3	7.0	7.0	18	18	18

Inevitably, there is a certain amount of unspecified listening because either the respondent is unsure, or it is not always possible for them to know whether the station to which they are listening is being broadcast on analogue or digital, or via which platform. Every effort is made by RAJAR to ensure the instructions given to both interviewers and respondents elicit the highest possible volume of specified analogue/digital stations and platforms. In Q2 2007 the analogue unspecified share was 21.1%. In Q1 2008, it was 9.5%. In Q2 2008, it is 12.6%

Source RAJAR / Ipsos MORI / RSMB
RAJAR / PJPR