

RAJAR Quarterly Summary of Radio Listening - Quarter 2, 2008

LONDON 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%	



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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 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	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	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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NATIONAL STATIONS ON LONDON TSA

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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