

RAJAR DATA RELEASE

Quarter 1, 2010 - MAY 13, 2010



RELEASED AT 00.01HRS THURSDAY MAY 13, 2010

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SAMPLE SIZE:
 Survey period - Q1 2010
 Code Q (Quarter): 3,595 Adults 15+
 Code H (Half year): 7,200 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.

| STATIONS | SURVEY PERIOD | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|------------------------------------|---------------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q1 09 | Q4 09 | Q1 10 | Q1 10 vs Q1 09 | Q1 10 vs Q4 09 | Q1 09 | Q4 09 | Q1 10 |
| BBC London 94.9 | Q | 463 | 443 | 521 | 12.5% | 17.6% | 1.2 | 1.6 | 1.5 |
| Total Absolute Radio (London) | Q | 919 | 803 | 690 | -24.9% | -14.1% | 2.6 | 3.0 | 2.6 |
| Buzz Asia 963 & 972AM | H | 188 | 167 | 134 | -28.7% | -19.8% | 0.5 | 0.4 | 0.3 |
| 95.8 Capital FM | Q | 1868 | 1827 | 1904 | 1.9% | 4.2% | 4.7 | 4.9 | 6.0 |
| Choice FM London | Q | 460 | 528 | 526 | 14.3% | -0.4% | 1.2 | 1.7 | 1.1 |
| Fun Radio | H | 33 | 28 | 28 | -15.2% | 0.0% | * | * | 0.1 |
| Gold London | Q | 321 | 258 | 269 | -16.2% | 4.3% | 1.2 | 1.3 | 1.0 |
| Heart 106.2 FM London | Q | 1970 | 1881 | 1885 | -4.3% | 0.2% | 5.9 | 5.3 | 4.7 |
| Kismet Radio 1035 (Greater London) | Q | 86 | 85 | 131 | 52.3% | 54.1% | 0.3 | 0.4 | 0.2 |
| Kiss 100 FM | Q | 1707 | 1605 | 1667 | -2.3% | 3.9% | 4.6 | 4.3 | 4.1 |
| LBC 97.3 | Q | 705 | 841 | 878 | 24.5% | 4.4% | 4.4 | 5.7 | 5.1 |
| LBC News 1152 | Q | 282 | 235 | 338 | 19.9% | 43.8% | 0.6 | 0.5 | 0.7 |
| Magic 105.4 | Q | 2051 | 1821 | 2005 | -2.2% | 10.1% | 5.7 | 6.1 | 5.9 |
| Premier Christian Radio | Q | 158 | 136 | 141 | -10.8% | 3.7% | 0.7 | 1.1 | 0.7 |
| Smooth Radio (London) | Q | 536 | 414 | 479 | -10.6% | 15.7% | 1.5 | 1.4 | 1.3 |
| Sunrise Radio (Greater London) | Q | 328 | 364 | 323 | -1.5% | -11.3% | 1.0 | 1.3 | 0.8 |
| XFM 104.9 | Q | 563 | 519 | 518 | -8.0% | -0.2% | 1.3 | 1.6 | 1.3 |

* = less than 0.05%

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NATIONAL STATIONS ON LONDON TSA

| | SURVEY | REACH | REACH | REACH | % CHANGE | % CHANGE | SHARE | SHARE | SHARE |
|------------------|--------|-------|-------|-------|----------------|----------------|-------|-------|-------|
| | PERIOD | '000 | '000 | '000 | REACH Y/Y | REACH Q/Q | % | % | % |
| | | Q1 09 | Q4 09 | Q1 10 | Q1 10 vs Q1 09 | Q1 10 vs Q4 09 | Q1 09 | Q4 09 | Q1 10 |
| BBC Radio 1 | Q | 1637 | 1503 | 1689 | 3.2% | 12.4% | 5.5 | 6.7 | 5.0 |
| BBC Radio 2 | Q | 2189 | 2008 | 2313 | 5.7% | 15.2% | 11.4 | 11.0 | 13.7 |
| BBC Radio 3 | Q | 671 | 471 | 511 | -23.8% | 8.5% | 1.9 | 1.6 | 1.9 |
| BBC Radio 4 | Q | 2732 | 2380 | 2517 | -7.9% | 5.8% | 16.7 | 14.7 | 13.7 |
| BBC Radio 5 Live | Q | 1405 | 1201 | 1283 | -8.7% | 6.8% | 5.2 | 3.8 | 4.8 |
| Classic FM | Q | 1297 | 1081 | 1378 | 6.2% | 27.5% | 4.4 | 4.2 | 4.7 |
| talkSPORT | Q | 684 | 633 | 613 | -10.4% | -3.2% | 2.7 | 2.7 | 2.1 |

SOURCE: RAJAR / Ipsos MORI / RSMB