

# KISS 100 Qtr4 2011 Rajar



# Key highlights

## Qtr4 2011

Kiss 100 highest ever reach

# 1.9 million

listeners every week

Kiss listeners tune in for a total of

# 12 million hours

every week

Kiss 100 beats all commercial and BBC stations for reach and share amongst 15-24s

Kiss has 993,000 ABC1 listeners and 1.2m Housewives

# 916,000

Kiss listeners (49%) don't listen to Capital and 1.5m (81%) don't listen to Choice

# 838,000

Londoners listen to Rickie, Melvin and Charlie and reach, 20% more than last quarter and 24% more 15-24s than Capital

Justin now reaches 775,000 listeners every week - up 5% QoQ, 30% YoY

Neev now reaches 702,000 listeners every week - up 7% QoQ, 15% YoY

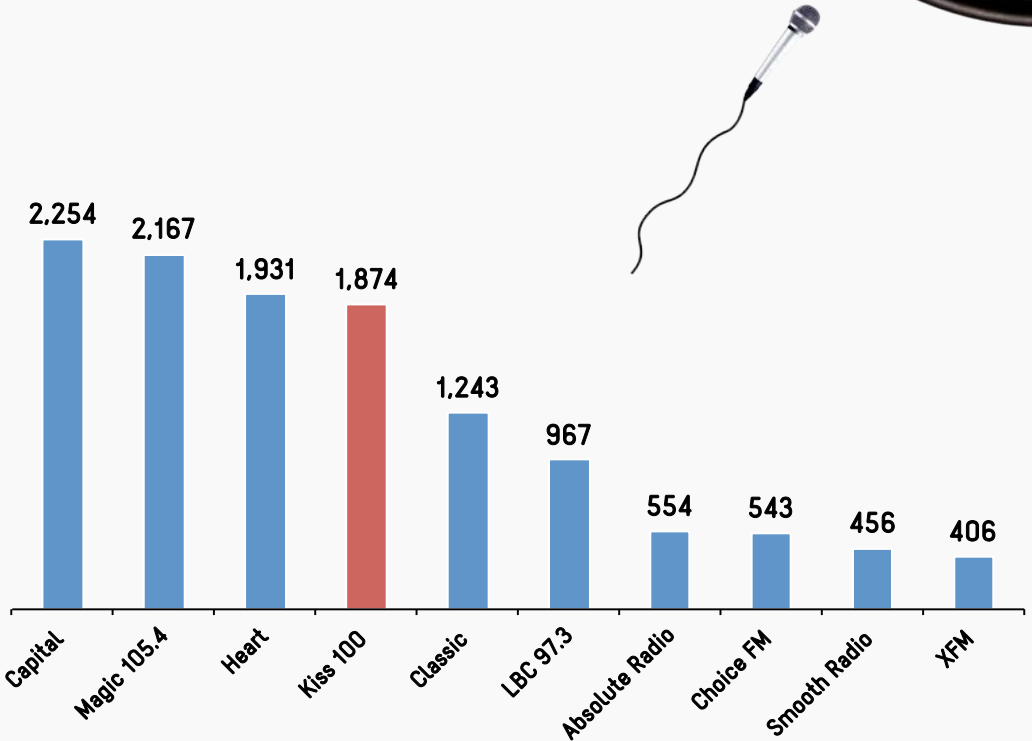
Jez has 961,000 - up 22% QoQ

The average age of a Kiss listener is 28

KISS 100 is part of KISS UK which reaches 4.2 million adults across the UK

# Weekly reach

000s

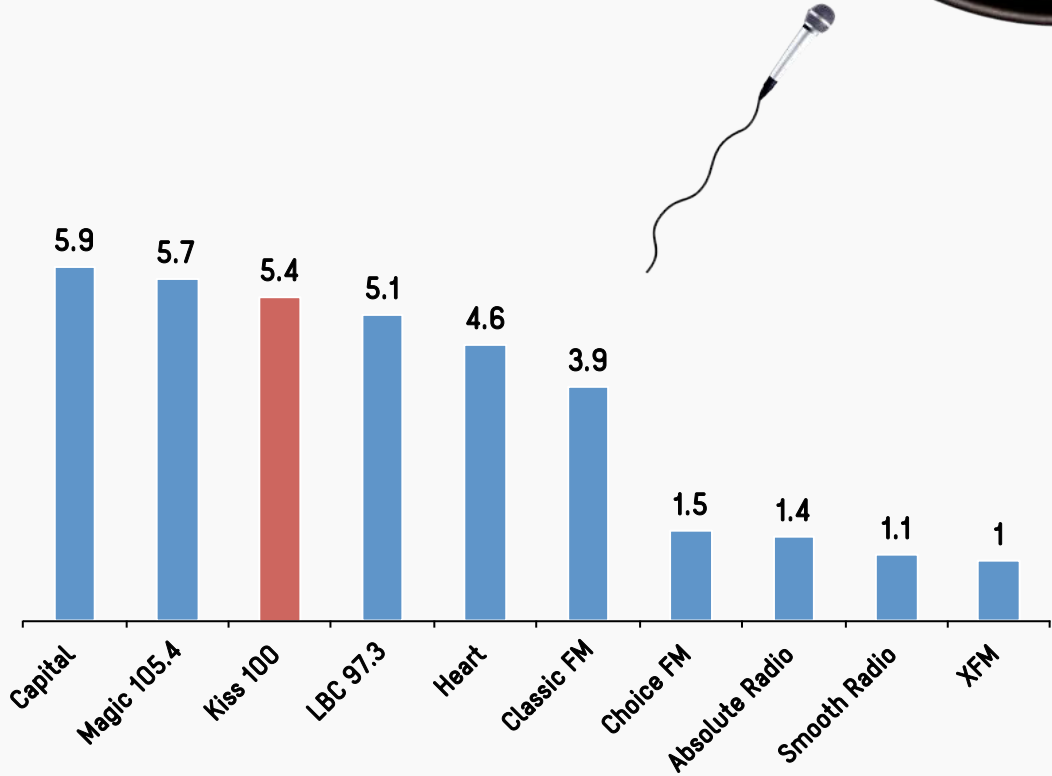


Source: RAJAR Q4 2011  
MUSIC IS LIFE



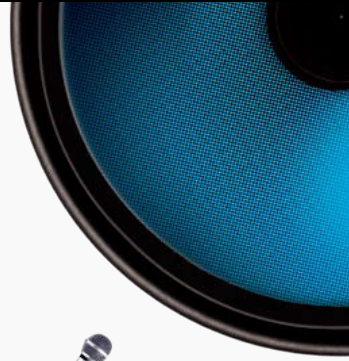
# Market share

%



Source: RAJAR Q4 2011  
MUSIC IS LIFE

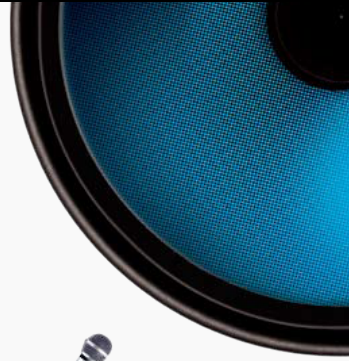




# Kiss 100 TSA Map

Source: RAJAR Q4 2011  
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