

KISS 101 Q4 2011 Rajar Results



Top line Highlights Q4 2011

Kiss 101 reaches

485,000 listeners

highest ever reach

Kiss average listen is

6.8 hours a week



Kiss listeners listen for **3.3 million** hours each week,
an increase of **229,000**

Kiss is **commercial market leader** amongst 15-24s 15-34s and 15-44s

Our strongest audience

is still 15-34s with 350,000 listeners

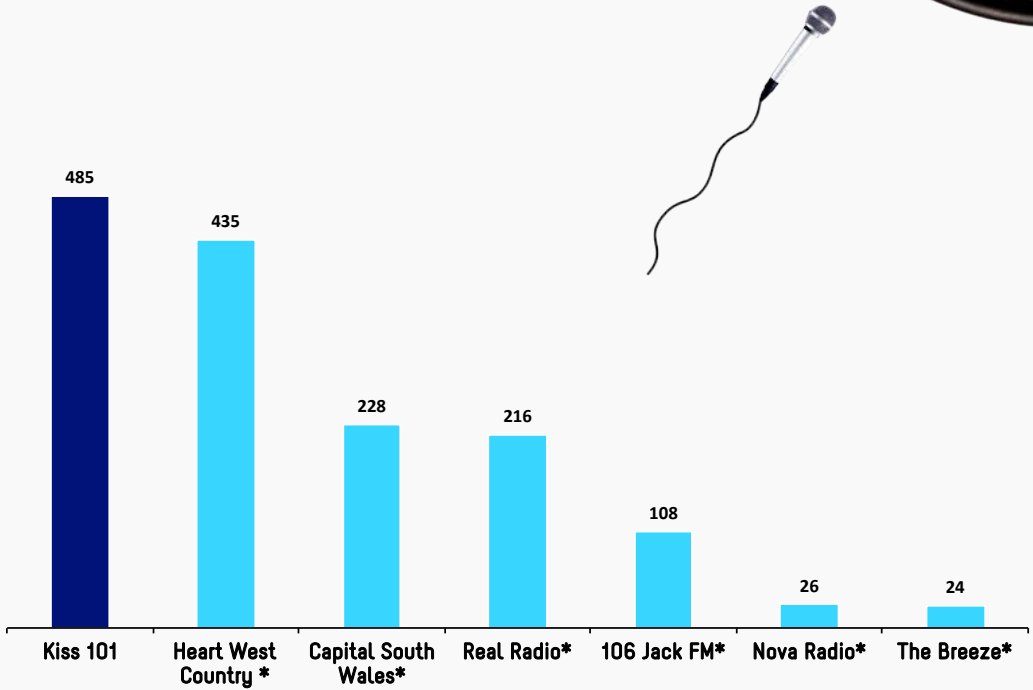
Kiss 101 has **211,000** ABC1 listeners and **281,000** Housewives

Breakfast reaches **207,000** listeners, an increase of **18% YoY**

Drive at 3-7pm is number one for reach with **292,000** listeners, up **22% YoY**

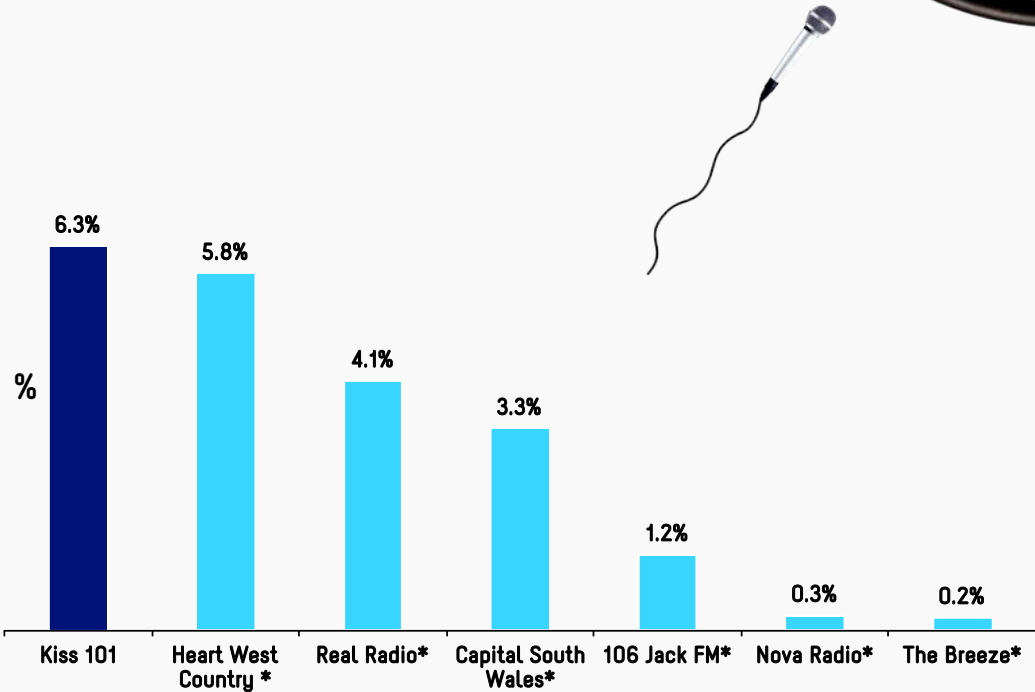
KISS 101 is part of KISS UK which reaches **4.2 million** adults across the UK

Weekly reach Adults: Kiss vs. other stations in its TSA

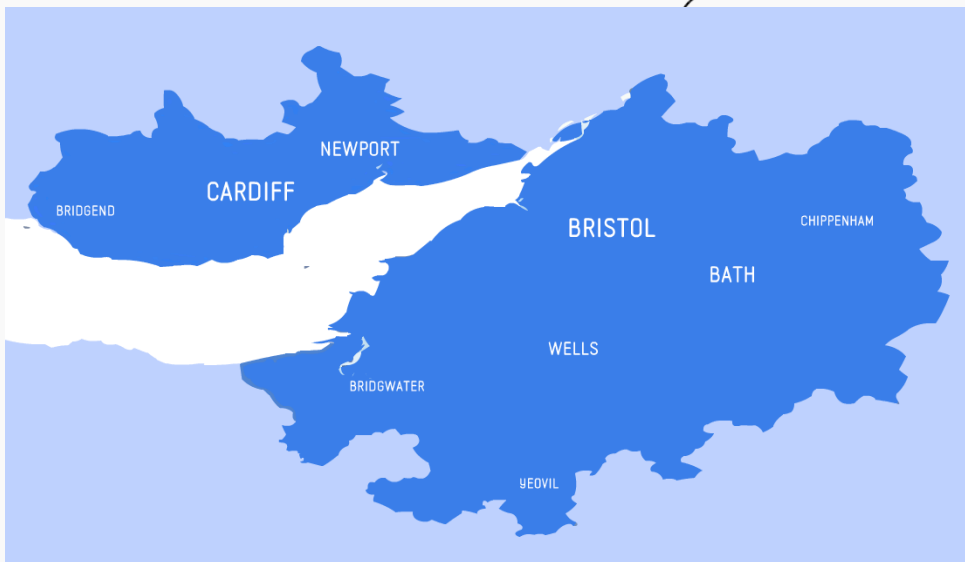


* Station TSA doesn't cover all of Kiss TSA

Weekly Share Adults: Kiss vs. other stations in its TSA



* Station TSA doesn't cover all of Kiss TSA



Kiss 101 TSA Map

Source: RAJAR Q4 2011
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