



KISS 105-108 Q4 2011 RAJAR Results

Source: RAJAR Q4 2011
MUSIC IS LIFE



Key Highlights

Qtr4 2011

Kiss 105-108 is commercial market leader reaching

453,000

listeners each week, an increase of 23% YoY

Average Kiss listener listens for

6.1 hours

Kiss listeners tune in for

2.8 million hours

each week

Kiss reaches **308,000 Housewives** and **209,000 ABC1** listeners

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

15-34s are our strongest audience in which we reach **282,000** with a Market share of **18.1%**.

Kiss 105 reaches more 15-24s than all commercial & BBC competitors.

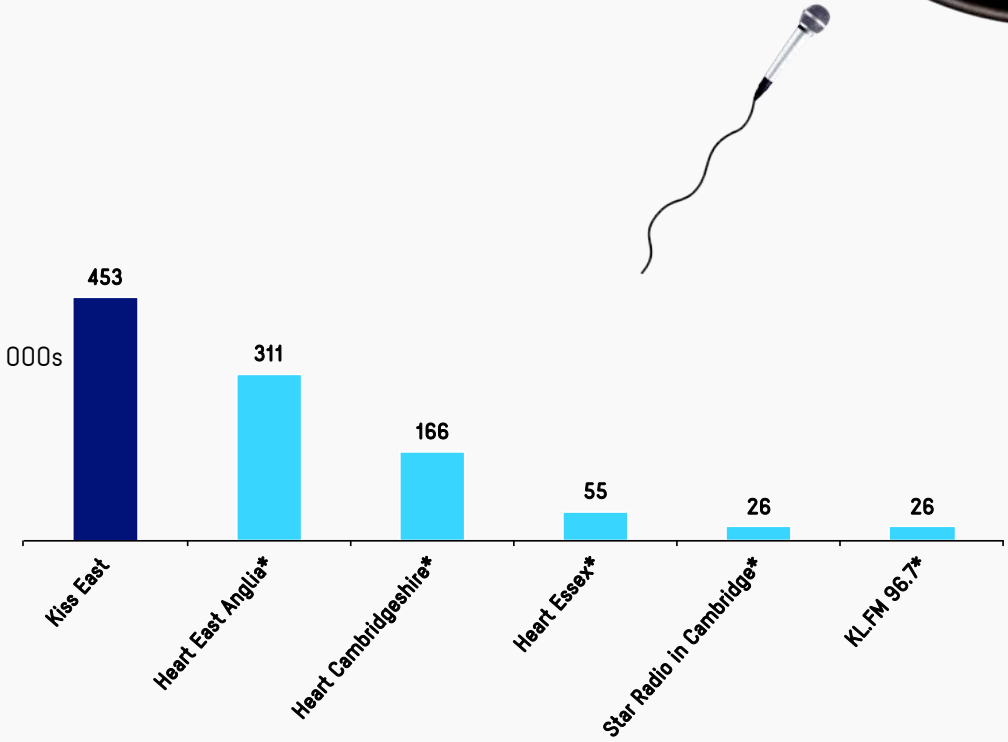
Breakfast remains commercial market leader with **199,000** listeners, with a Market share of **18.1%**.

Drive remains the number one show in the region with **264,000** listeners, up **11%** YoY

Kiss 105 is part of KISS UK which reaches just over **4.2million** adults across the UK

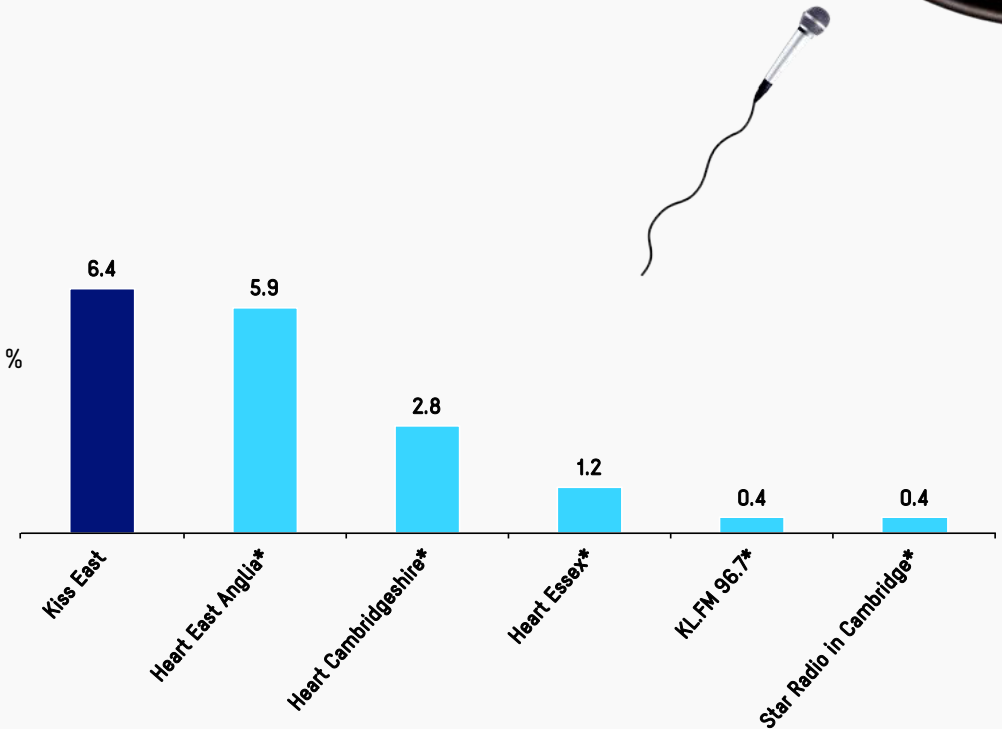


Weekly reach All Adults: Kiss vs. other stations in its TSA



Source: Rajar Qtr4 2011
- Station TSA doesn't cover all of Kiss TSA
All stations on half yearly reporting period apart from KL.FM and Star which are yearly

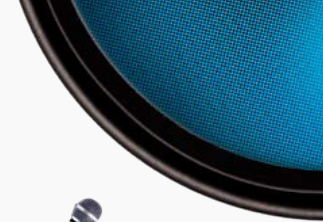
Market share All Adults: Kiss vs. other stations in its TSA



Source: Rajar Qtr4 2011
= Station TSA doesn't cover all
of Kiss TSA
All stations on half yearly
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Kiss 105-108 TSA Map

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