

JNLR FIGURES FOR JULY 07 - JUNE 08 RELEASED

The JNLR/TNSmrb results for the survey period July 2007- June 2008 were released today (Thursday 21st August). The survey results indicate that 85%(+1) of the adult population were listening daily to a mix of national, regional and local radio throughout the country.

For the purposes of comparison, figures for this survey period are compared with the April '07-March '08 figures. The main changes and highlights are as follows:

National

While listenership to any regional/local radio increased to 53% (+1), there were no changes to the national listenership figures when compared with the previous survey period. The reach figures for the various national public service stations were 23% for RTÉ Radio 1, 17% for RTÉ 2FM, and 3% for RTÉ Lyric FM. The national commercial broadcasters Today FM and Newstalk 106-108FM, maintained their listened yesterday figures of 16% and 6% respectively.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 48.8%, an increase of 0.9% on the last survey period. Small decreases in market share were recorded for Today FM at 11.7% (-0.4), RTÉ 2FM at 12.4%(-0.4) and RTÉ Radio One at 21.3%(-0.1). Newstalk 106-108 retained its market share of 3.7% while RTÉ Lyric FM's market share increased marginally to 1.6% (+0.1).

National (excluding Dublin and Cork)-local stations

At a local level virtually all stations recorded changes to both reach and market share for the July 2007-June 2008 survey period. The top five local radio stations for the survey period were as follows:

Local Station Listenership (Reach) %		Local Station Market Share %	
Highland Radio	64(-2)	Highland Radio	60.4 (-2.4)
Limerick's Live 95FM	61(+2)	Mid West Radio	55.3 (+2.9)
Mid West Radio	50 (+3)	Shannonside/Northern Sound	54.6(+4.9)
WLR FM / Shannonside Northern Sound	49(same) / 49(+1)	Tipp FM	48.3 (+0.5)
Tipp FM / Radio Kerry	46(+2) 46(-1)	Radio Kerry	44.8(-1.4)

Regional stations

Beat 102-103FM attained a weekday reach figure of 19% (+1) when compared with the previous survey period and recorded a market share of 11.1% (-0.5). The current book provides figures for regional youth service Spin South West for the survey period 23rd July 2007-June 2008. The station's reach decreased to 14%(-1) and it achieved a market share figure of 8.3%(-1.1) when compared with the previous book. Figures for the new regional service for the North-West, i102-104, covering the period from February-June 2008 were also made available today. The station has achieved a weekday reach figure of 5% and 1.6% market share since coming on air.

Dublin-local stations

FM104 maintained its position as the most listened to local radio station in the Dublin market with a listened yesterday figure of 20% (+1) and a market share of 13.7% (+1.1). Local stations which saw increases reach figures included Dublin's 98 at 16%(+1), Q102 at 10%(+1) and Phantom 105.2 at 3%(+1). Both Spin 1038 and Dublin's Country Mix retained their figures of 13% and 3% respectively, when compared with the previous survey period.

The majority of the local Dublin stations recorded increases in their market share. Dublin's 98 increased share to 12.2%(+1), Q102 achieved 6.8%(+0.2), with Spin 1038 at 6.2% (+0.3). Both Dublin's Country mix and Phantom 105.2 retained their respective market shares of 2.5% and 1.3% for the July07-June 08 survey period.

Cork-local stations

In the Cork franchise area, the combined services of Cork's 96FM/C103 retained their reach figure of 48% while market share increased to 50.7%(+0.9). Separated figures are also available for both services and are detailed in the tables provided. Cork's Red FM had a listened yesterday figure of 17%(-1) and an increased market share of 10.8%(+0.2).

Full details of the reach and market share figures together with the weekly reach figures for all stations are contained in the following pages.

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Press Queries to

Suzanne Sullivan
Q4 Public Relations
01 4751444/086 3797291

or

Aoife Clabby
BCI
01 6441200

JNLR WEEKDAY REACH FIGURES

July 2007 – June 2008

<i>National</i>	%		%
			<i>Six Month</i>
Any Regional/Local	53	+1	55
RTÉ Radio 1	23	Same	23
RTÉ 2FM	17	Same	16
Today FM	16	Same	16
Newstalk 106-108FM	6	Same	6
RTÉ Lyric FM	3	Same	3

<i>National (excl Dublin/Cork)</i>			
Any Regional/Local	55	Same	56
RTÉ 2FM	20	-1	20
RTÉ Radio 1	21	Same	21
Today FM	19	Same	19
Newstalk 106-108 FM	4	Same	4
RTÉ Lyric FM	2	Same	3

<i>Regional</i>			
Beat 102-103FM	19	+1	20
i102-104+	5	-	-
Spin South West *	14	-1	14

<i>Dublin</i>			
RTÉ Radio 1	27	-2	27
FM104	20	+1	21
Dublin's 98	16	+1	16
Spin 1038	13	Same	14
RTÉ 2FM	12	-2	11
Newstalk 106-108FM	11	Same	11
Q102	10	+1	11
Today FM	10	Same	9
RTÉ Lyric FM	6	+1	5
Phantom 105.2	3	+1	3
Country Mix 106.8FM	3	Same	3

<i>Cork</i>			
Cork's 96FM/C103	48	Same	51
Cork's 96FM	36	+1	38
RTÉ Radio 1	22	+1	24
Cork's Red FM	17	-1	18
Today FM	14	Same	17
C103	14	-1	16
RTÉ 2FM	9	Same	10
Newstalk 106-108FM	5	Same	6
RTÉ Lyric FM	3	Same	3

*Figures provided for SPIN South West are for the survey period 23rd July 2007 – June 2008

+Figures provided for i102-104FM are for the survey period February-June 2008

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
July 2007 – June 2008

<i>National</i>	%	%
Any Regional/Local	48.8	+0.9
RTÉ Radio 1	21.3	-0.1
RTÉ 2FM	12.4	-0.4
Today FM	11.7	-0.4
Newstalk 106 -108FM	3.7	Same
RTÉ Lyric FM	1.6	+0.1

<i>National (excl Dublin/Cork)</i>		
Any Regional/Local	48.9	+0.3
RTÉ Radio 1	18.2	+0.5
RTÉ 2FM	14.4	-0.1
Today FM	14.4	-0.6
Newstalk 106-108FM	2.4	+0.1
RTÉ Lyric FM	1	+0.1

<i>Regional</i>		
Beat 102-103FM	11.1	-0.5
i102-104FM+	1.6	-
Spin South West *	8.3	-1.1

<i>Dublin</i>		
RTÉ Radio 1	29.2	-1.4
FM104	13.7	+1.1
Dublin's 98	12.2	+1
RTÉ 2FM	10.7	-1.1
Newstalk 106-108FM	7.1	-0.3
Q102	6.8	+0.2
Today FM	6.7	Same
Spin 1038	6.2	+0.3
RTÉ Lyric FM	3	+0.1
Country Mix 106.8FM	2.5	Same
Phantom 105.2	1.3	Same

<i>Cork</i>		
Cork's 96FM/ C103	50.7	+0.9
Cork's 96FM	37.2	+2
RTÉ Radio 1	18.2	-0.9
C103	13.5	-1.1
Cork's Red FM	10.8	+0.2
Today FM	9.7	+0.1
RTÉ 2FM	5.6	-0.5
Newstalk	2.3	+0.1
RTÉ Lyric FM	1.7	+0.3

*Figures provided for SPIN South West are for the survey period 23rd July 2007 – June2008
+Figures provided for 102-104FM are for the survey period February-June 2008

JNLR WEEKDAY REACH FIGURES**July 2007- June 2008**

<i>Local</i>	%	
Highland Radio	64	-2
Limerick's Live 95FM	61	+2
Mid West Radio	50	+3
Shannonside/Northern Sound	49	+1
WLR FM	49	Same
Tipp FM	46	+2
Radio Kerry	46	-1
Ocean FM	45	Same
KCLR 96FM	43	-2
South East Radio	40	+1
Galway Bay FM	40	+1
Clare FM	39	-1
Midlands 103FM	35	-1
East Coast FM	30	+2
LM FM	30	-2
Kfm	26	-3

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)**July 2007- June 2008**

<i>Local</i>	%	
Highland Radio	60.4	-2.4
Mid West Radio	55.3	+2.9
Shannonside/Northern Sound	54.6	+4.9
Tipp FM	48.3	+0.5
Radio Kerry	44.8	-1.4
Limerick's Live 95FM	44.5	+0.5
WLR FM	43.7	+1.1
Clare FM	37.1	+0.1
Midlands 103FM	33.9	-0.3
KCLR 96FM	32.7	-1.6
South East Radio	32.6	+1.1
Ocean FM	29.8	-0.4
LM FM	29.3	-2.7
East Coast FM	26.7	+3.2
Galway Bay FM	24.1	+0.3
Kfm	20.6	-1.9

JNLR WEEKLY REACH FIGURES

July 2007- June 2008

National	%		Six Month
RTÉ Radio 1	37	Same	37
RTÉ 2FM	32	-1	32
Today FM	29	-1	30
Newstalk 106-108FM	14	Same	14
RTÉ Lyric FM	8	+1	8

Regional			
Beat 102-103FM	32	+1	34
i 102-104+	10	-	-
Spin South West*	27	Same	30

Dublin			
RTÉ Radio 1	35	-1	35
FM104	28	-1	28
Dublin's 98	23	-2	22
RTÉ 2FM	19	-3	19
Spin 1038	18	Same	19
Newstalk 106-108FM	18	Same	18
Today FM	17	Same	17
Q102	15	-1	16
RTÉ Lyric FM	10	Same	10
Phantom 105.2FM	5	+1	5
Country Mix 106.8FM	5	Same	5

Cork			
Cork's 96FM/C103	69	+1	71
Cork's 96 FM	55	+2	56
RTÉ Radio 1	34	+2	36
Cork's Red FM	31	Same	33
Today FM	27	Same	31
C103	27	-1	27
RTÉ 2FM	22	-2	23
Newstalk 106-108FM	10	Same	10
RTÉ Lyric FM	9	+1	9

**Figures provided for SPIN South West are for the survey period July 2007 – June 2008*

+ Figures provided for i102-104FM are for the survey period February-June 2008

JNLR WEEKLY REACH FIGURES
July 2007 – June 2008

<i>Local</i>	%	
Limerick's Live 95FM	84	+1
Highland Radio	83	-1
Galway Bay FM	76	-4
WLR FM	72	+1
Radio Kerry	72	-2
Tipp FM	66	+4
Clare FM	66	+1
Mid West Radio	66	-1
Shannonside/Northern Sound	65	+1
KCLR 96FM	59	-4
Ocean FM	58	-3
Midlands 103	57	Same
South East Radio	57	Same
Kfm	50	-3
East Coast FM	48	Same
LM FM	47	-1