

JNLR FIGURES FOR JANUARY- DECEMBER 2007 RELEASED

The JNLR/TNSmrb results for the survey period January-December 2007 were released today (Thursday 14th February). The survey results indicate that 84% (-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 October 2006-September 2007 figures. The main changes and highlights are as follows:

National

Listenership to any regional/local radio remained the same at 52% compared with the previous survey period. The reach figures for national stations were the same with the exception of RTÉ 2FM whose reach decreased slightly to 17% (-1). The figures for the other national stations were RTÉ Radio 1 at 23%, Today FM at 16%, Newstalk 106-108 at 6% and Lyric FM at 3%.

With regard to market share, the figure for any regional/local station in the 7a.m.-7p.m. period was 47.6%, a drop of 0.4% from the last survey period. Again minor fluctuations in market share were recorded for RTÉ Radio One at 21.6% (+0.4), RTÉ 2FM with 12.8%(+0.1) and Newstalk 106-108FM at 3.4%(+0.1) Both Today FM and Lyric FM retained their respective market shares of 12.5% and 1.7%.

National (excluding Dublin and Cork)-local stations

At a local level the majority of stations recorded changes to both reach and market share for the January-December 2007 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	61 (+1)	Highland Radio	62.5 (-0.9)
Limerick's Live 95FM	60(+2)	Mid West Radio	51.1 (-2.5)
Shannonside/Northern Sound	52(-3)	Shannonside/Northern Sound	49.6(+2.6)
WLR FM	49(-2)	Tipp FM	49.2 (-3.7)
Ocean FM / Midwest Radio	45(-1)	WLR FM	45 (-2.4)
45 (same)			

Regional stations

Beat 102-103FM attained a weekday reach figure of 17% (-1) when compared with the previous survey period and recorded a market share of 11.4% (-0.3). The current book marks the first figures available for the new regional youth service Spin South West. The station came on air in July of 2007 and recorded a reach of 14% and a market share of 8.2% to the end of the year.

Dublin-local stations

FM104 continues to be the most listened to local radio station in the Dublin market with a listened yesterday figure of 18% (-2) and a market share of 12.4% (-0.1) The reach figures remained unchanged for the majority of the Dublin stations, with only Q102 recording a change at 8% (-1). The remaining stations' reach figures were 98FM 15%; Spin 1038 12%; Dublin's Country Mix 3% and Phantom 105.2 at 2%.

From a market share perspective almost all of the local Dublin stations recorded relatively minor changes. 98FM's market share for the January to December 2007 period was 10.7 %(-1), Q102's was 6.6% (+0.3), Spin1038 achieved a share of 5.7 % (+0.5) while Phantom 105.2 were at 1.1% (-0.1). Dublin's Country Mix retained their market share of 2.5% when compared with the previous survey period.

Cork-local stations

In the Cork franchise area, the combined services of Cork's 96FM/C103 achieved a reach figure of 45%(-1) while market share decreased slightly to 52.2% (-0.7). Separate figures are also available for both services. Cork's Red FM retained its reach figure of 18% (+1) and again increased market share to 10.6% (+0.3) when compared with the last survey period.

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

-Ends-

Press Queries to

Catherine Logan
Q4 Public Relations
01 4751444/086 8114785

or

Aoife Clabby
BCI
01 6441200

JNLR WEEKDAY REACH FIGURES
January 2007 – December 2007

	%		%	
			<i>Six Month</i>	
<i>National</i>				
Any Regional/Local	52	Same	52	
RTÉ Radio 1	23	Same	23	
RTÉ 2FM	17	-1	17	
Today FM	16	Same	15	
Newstalk 106-108FM	6	Same	6	
RTÉ Lyric FM	3	Same	3	
<i>National (excl Dublin/Cork)</i>				
Any Regional/Local	55	Same	54	
RTÉ 2FM	21	Same	21	
RTÉ Radio 1	21	Same	21	
Today FM	19	Same	19	
Newstalk 106-108 FM	4	+1	4	
RTÉ Lyric FM	2	Same	2	
<i>Regional</i>				
Beat 102-103FM	17	-1	17	
Spin South West *	14	-		
<i>Dublin</i>				
RTÉ Radio 1	28	-1	28	
FM104	18	-2	18	
98FM	15	Same	15	
RTÉ 2FM	14	+1	13	
Spin 1038	12	Same	11	
Newstalk 106-108FM	11	Same	11	
Today FM	9	Same	10	
Q102	8	-1	8	
RTÉ Lyric FM	6	+1	7	
Dublin's Country Mix 106.8FM	3	Same	3	
Phantom 105.2	2	Same	2	
<i>Cork</i>				
Cork's 96FM/C103	45	-1	45	
Cork's 96FM	33	-1	35	
RTÉ Radio 1	19	-1	19	
Cork's Red FM	18	Same	17	
C103	14	Same	12	
Today FM	13	Same	10	
RTÉ 2FM	8	+1	7	
Newstalk 106-108FM	4	Same	5	
RTÉ Lyric FM	3	Same	4	

*Figures provided for Spin South West are for the survey period July-December, 2007

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)
January 2007-December 2007

<i>National</i>	%	%
Any Regional/Local	47.6	-0.4
RTÉ Radio 1	21.6	+0.4
RTÉ 2FM	12.8	+0.1
Today FM	12.5	Same
Newstalk 106 -108FM	3.4	+0.1
RTÉ Lyric FM	1.7	Same

<i>National (excl Dublin/Cork)</i>		
Any Regional/Local	48.2	-0.6
RTÉ Radio 1	17.8	+0.9
Today FM	15.8	+0.1
RTÉ 2FM	14.6	-0.6
Newstalk 106-108FM	2	+0.4
RTÉ Lyric FM	0.9	Same

<i>Regional</i>		
Beat 102-103FM	11.4	-0.3
Spin South West *	8.2	-

<i>Dublin</i>		
RTÉ Radio 1	31.1	-0.4
FM104	12.4	-0.1
RTÉ 2FM	11.9	+1
98FM	10.7	-1
Newstalk 106-108FM	7.2	-0.5
Q102	6.6	+0.3
Today FM	6.5	-0.3
Spin 1038	5.7	+0.5
RTÉ Lyric FM	3.7	+0.2
Country Mix 106.8FM	2.5	Same
Phantom 105.2	1.1	-0.1

<i>Cork</i>		
Cork's 96FM/ C103	52.2	-0.7
Cork's 96FM	37.2	-1.9
RTÉ Radio 1	18.5	+0.1
C103	15	+1.2
Cork's Red FM	10.6	+0.3
Today FM	9.3	Same
RTÉ 2FM	5	+0.4
Newstalk	1.6	-0.1
RTÉ Lyric FM	1.5	-0.2

*Figures provided for Spin South West are for the survey period July-December, 2007

JNLR WEEKDAY REACH FIGURES

January 2007- December 2007

<i>Local</i>	%	
Highland Radio	61	+1
Limerick's Live 95FM	60	+2
Shannonside/Northern Sound	52	-3
WLR FM	49	-2
Ocean FM	45	Same
Mid West Radio	45	-1
Tipp FM	44	Same
Radio Kerry	44	-2
KCLR 96FM	44	-2
Clare FM	42	Same
Galway Bay FM	40	-3
Midlands 103FM	38	-2
South East Radio	37	+1
LM FM	36	Same
Kfm	31	+2
East Coast FM	25	-1

JNLR WEEKDAY SHARE FIGURES (7a.m.-7p.m.)

January 2007-December 2007

<i>Local</i>	%	
Highland Radio	62.5	-0.9
Mid West Radio	51.1	-2.5
Shannonside/Northern Sound	49.6	+2.6
Tipp FM	49.2	-3.7
WLR FM	45	-2.4
Limerick's Live 95FM	43.6	+1.7
Radio Kerry	43.4	-4.1
Clare FM	37.7	-1.1
KCLR 96FM	34.7	Same
LM FM	34.2	-1.9
Midlands 103FM	34	-1.8
South East Radio	33.1	+1.6
Ocean FM	31.9	-1.6
Galway Bay FM	27.1	-2.1
Kfm	23.9	+0.5
East Coast FM	18.7	+0.9

JNLR WEEKLY REACH FIGURES
January 2007- December 2007

National	%	
RTÉ Radio 1	37	Same
RTÉ 2FM	33	-1
Today FM	30	Same
Newstalk 106-108FM	13	+1
RTÉ Lyric FM	8	Same

Six Month
37
32
29
14
8

Regional		
Beat 102-103FM	31	Same
Spin South West*	23	-

30

Dublin		
RTÉ Radio 1	36	-3
FM104	29	-2
98FM	25	-1
RTÉ 2FM	23	-1
Newstalk 106-108FM	19	Same
Spin 1038	17	-1
Today FM	16	-2
Q102	15	-1
RTÉ Lyric FM	11	Same
Dublin's Country Mix 106.8FM	4	-1
Phantom 105.2FM+	4	Same

35
27
24
20
18
16
16
15
11
4
4

Cork		
Cork's 96FM/C103	65	-1
Cork's 96 FM	51	Same
RTÉ Radio 1	31	-1
Cork's Red FM	30	+1
C103	27	+1
Today FM	25	Same
RTÉ 2FM	22	+2
Newstalk 106-108FM	8	+1
RTÉ Lyric FM	7	Same

67
54
31
30
27
23
20
10
9

*Figures provided for Spin South West are for the survey period July-December, 2007

JNLR WEEKLY REACH FIGURES
January 2007 – December 2007

<i>Local</i>	%	
Highland Radio	82	-1
Galway Bay FM	82	-3
Limerick's Live 95FM	81	-1
Radio Kerry	73	+1
WLR FM	73	-3
Shannonside/Northern Sound	68	-2
KCLR 96FM	66	-1
Ocean FM	65	-1
Mid West Radio	65	-4
Clare FM	65	-2
Tipp FM	61	+1
South East Radio	60	+1
Midlands 103	59	-1
Kfm	55	+1
LM FM	51	+2
East Coast FM	46	-4