

APPENDIX 4.4  
(referred to in paragraph 4.48)

**Radio stations' shares of all listening hours in London, 1995 to 1997\***

Station	<i>per cent</i>		
	1995 (Q2)	1996 (Q2)	1997 (Q2)
<i>BBC stations</i>			
Radio 1	7.4	6.8	5.9
Radio 2	11.3	11.3	11.4
Radio 3	1.5	1.4	1.7
Radio 4	14.6	14.7	14.3
Radio 5 Live	4.1	3.7	3.9
GLR	1.2	1.1	1.1
<i>INR stations</i>			
Classic FM	2.9	3.7	3.2
Talk AM	2.9	2.6	3.0
Atlantic 252	0.4	0.3	0.2
Virgin AM	1.5	1.1	1.1
<i>London-based ILR services</i>			
Capital 95.8 FM	22.5	19.4	19.9
Capital Gold	7.1	6.1	6.4
Heart	0.0	3.4	5.3
Melody	6.0	5.4	5.3
Kiss 100 FM	4.1	3.9	3.6
Virgin FM	0.0	3.3	3.1
LBC 1152	3.5	3.4	3.8
Jazz	1.6	1.1	1.0
News Direct 97.3 FM	1.5	1.6	0.6
Sunrise Radio (Greater London)	3.1	2.7	2.1
RTL Country 1035 AM	1.6	1.2	1.4
Premier Radio	0.0	0.6	0.5
963 Liberty	0.0	0.1	0.2
Spectrum International	0.4	0.2	0.2
Choice FM	<u>0.8</u>	<u>0.8</u>	<u>0.8</u>
Total	100.0	100.0	100.0
Total listening hours (m)	158.4	147.8	155.5

*Source:* MMC calculations on data provided by RAB (based on RAJAR's data).

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\*LSA, excluding stations which broadcast to less than 10 per cent of the LSA.