

# COMMERCIAL STATION LISTNERSHIP

STATION AUDIENCE - PAST 7 DAYS

ADULTS

100% = 31 109 000

		Radio 2000	5FM	567 CapeTalk	94.7 Highveld Stereo	YFM 99.2	SABC Fusion 9 (ALS)	Algoa FM (Radio Algoa)	BRFM (the Border Drive)	CKI FM Stereo	Classic FM 102.7	East Coast Radio	GAGASI 99.5 (P4 RADIO DURBAN)
<b>RAMS 2006</b>	<b>%</b>	0.7	4.2	0.4	3.9	3.8	64.7	2.2	0.3	2	0.5	5.9	2.8
<b>OCT '06</b>	<b>'000</b>	232	1296	120	1210	1185	19986	666	88	621	161	1814	854
<b>RAMS 2006</b>	<b>%</b>	0.9	4.5	0.4	4.3	4	65.1	2.1	0.3	2.1	0.6	5.8	3
<b>NOV '06</b>	<b>'000</b>	266	1380	133	1340	1224	20110	644	83	655	190	1782	918
<b>RAMS 2006</b>	<b>%</b>	0.8	4.7	0.4	4.2	3.8	64.6	2.2	0.3	2	0.6	5.8	3
<b>FEB '07</b>	<b>'000</b>	260	1452	133	1287	1184	19965	680	83	605	191	1779	942
<b>RAMS 2007</b>	<b>%</b>	0.8	4.5	0.3	4	3.8	64.1	2.3	0.3	1.9	0.5	5.8	3.2
<b>MAY '07</b>	<b>'000</b>	249	1384	107	1247	1169	19818	700	96	587	167	1789	989
<b>RAMS 2007</b>	<b>%</b>	0.8	4.3	0.4	4.2	3.9	63.7	2.2	0.3	2	0.6	5.9	3.4
<b>JUN '07</b>	<b>'000</b>	243	1317	113	1306	1206	19699	683	95	630	185	1819	1040
<b>RAMS 2007</b>	<b>%</b>	0.8	4.6	0.4	4	3.7	63.9	2.2	0.3	1.9	0.6	5.8	3.6
<b>AUG '07</b>	<b>'000</b>	262	1408	120	1238	1148	19757	676	85	601	171	1786	1113
	<b>%</b>	0.8	4.7	0.4	3.9	3.7	64.2	2.5	0.3	1.8	0.6	5.6	4.7
<b>RAMS 2007</b>	<b>± %</b>	0.13	0.3	0.09	0.28	0.27	0.68	0.22	0.08	0.19	0.11	0.33	0.3
<b>OCT '07</b>	<b>'000</b>	237	1453	119	1204	1163	19972	774	106	553	184	1752	1464
	<b>± '000</b>	40	94	28	86	84	213	69	24	59	34	102	94

		Good Hope FM	Heart 104.9 (P4 CT 104.9fm)	iKwekwezi FM	JACARANDA 94.2	JACARANDA 94.2/RMFM	RADIOKANSEL / RADIO PULPIT	KAYA FM 95.9	94.5 Kfm	LESEDI FM	LIGWALAGWALA FM
<b>RAMS 2006</b>	<b>%</b>	1.9	1.8	5.3	7.9	8.1	1.8	2.8	3.7	12.3	4.6
<b>OCT '06</b>	<b>'000</b>	585	541	1623	2451	2493	551	875	1140	3792	1414
<b>RAMS 2006</b>	<b>%</b>	2	1.8	5.3	7.9	8	1.6	2.9	3.8	12.4	4.8
<b>NOV '06</b>	<b>'000</b>	618	562	1629	2443	2483	482	899	1188	3824	1469
<b>RAMS 2006</b>	<b>%</b>	2	2	5.6	8	8.2	1.5	3.2	4	12.2	4.8
<b>FEB '07</b>	<b>'000</b>	618	619	1728	2485	2525	464	979	1236	3765	1481
<b>RAMS 2007</b>	<b>%</b>	1.9	1.8	5.7	8	8.1	1.3	3.4	3.9	12.1	4.4
<b>MAY '07</b>	<b>'000</b>	589	569	1753	2463	2506	401	1039	1214	3748	1373
<b>RAMS 2007</b>	<b>%</b>	1.9	1.7	5.6	7.8	7.9	1.1	3.4	3.8	11.7	4.5
<b>JUN '07</b>	<b>'000</b>	586	524	1735	2408	2453	325	1046	1187	3614	1390
<b>RAMS 2007</b>	<b>%</b>	1.9	1.6	5.6	8	8.1	1.1	3.4	3.8	11.6	4.6
<b>AUG '07</b>	<b>'000</b>	575	494	1740	2467	2515	331	1063	1159	3573	1433
	<b>%</b>	1.9	1.7	4.8	8.4	8.5	0.7	3.7	3.7	12	4.8
<b>RAMS 2007</b>	<b>± %</b>	0.19	0.18	0.31	0.4	0.4	0.12	0.27	0.27	0.46	0.31
<b>OCT '07</b>	<b>'000</b>	586	531	1486	2611	2649	207	1139	1140	3730	1493
	<b>± '000</b>	61	57	95	123	124	37	84	84	144	95

		Lotus FM	METRO FM	Motsweding FM	Munghana Lonene FM	OFM	Phalaphala FM	RSG	RMFM	SA fm	Talk Radio 702
<b>RAMS 2006</b>	<b>%</b>	1.2	17.3	9.5	4	1.8	3	5.9	2.1	1.6	0.9
<b>OCT '06</b>	<b>'000</b>	378	5358	2943	1236	553	934	1818	660	494	291
<b>RAMS 2006</b>	<b>%</b>	1.2	17.3	9.4	4.1	1.9	3.2	6.1	2	1.8	1.1
<b>NOV '06</b>	<b>'000</b>	381	5339	2912	1272	578	975	1880	628	550	337
<b>RAMS 2006</b>	<b>%</b>	1.2	17	9.5	4.1	1.9	3.1	6.1	2.1	1.7	1.1
<b>FEB '07</b>	<b>'000</b>	385	5257	2935	1269	585	973	1892	634	517	333
<b>RAMS 2007</b>	<b>%</b>	1.2	17	9.4	4	1.9	3.1	5.9	2	1.6	1.1
<b>MAY '07</b>	<b>'000</b>	367	5268	2900	1249	586	971	1834	630	501	348
<b>RAMS 2007</b>	<b>%</b>	1.2	16.9	9.1	4.2	1.9	3.1	5.7	2	1.7	1.3
<b>JUN '07</b>	<b>'000</b>	373	5233	2799	1283	578	971	1770	623	519	408
<b>RAMS 2007</b>	<b>%</b>	1.2	17	9.2	4.1	1.8	3.1	5.8	2.1	1.8	1.3
<b>AUG '07</b>	<b>'000</b>	380	5247	2838	1260	546	951	1800	634	544	392
	<b>%</b>	1.3	17	9.5	4.1	1.7	2.9	6	2.3	2.2	1.1
<b>RAMS 2007</b>	<b>± %</b>	0.16	0.54	0.42	0.28	0.18	0.24	0.34	0.21	0.21	0.15
<b>OCT '07</b>	<b>'000</b>	393	5277	2962	1272	521	895	1863	706	680	343
	<b>± '000</b>	50	167	130	88	57	75	105	67	65	46

		THOBELA FM	Ukhozi FM	Umhlobo Wenene FM	TOTAL COMMUNITY RADIO	TOTAL RADIO
<b>RAMS 2006</b>	<b>%</b>	10.1	20.8	15.5	<b>20.6</b>	<b>91.6</b>
<b>OCT '06</b>	<b>'000</b>	3124	6438	4790	<b>6362</b>	<b>28316</b>
<b>RAMS 2006</b>	<b>%</b>	10.1	20.6	15.8	<b>20.9</b>	<b>92.5</b>
<b>NOV '06</b>	<b>'000</b>	3110	6375	4871	<b>6451</b>	<b>28576</b>
<b>RAMS 2006</b>	<b>%</b>	9.9	20.3	15.7	<b>21.4</b>	<b>92.6</b>
<b>FEB '07</b>	<b>'000</b>	3060	6287	4859	<b>6618</b>	<b>28609</b>
<b>RAMS 2007</b>	<b>%</b>	9.9	20.6	15.6	<b>21.2</b>	<b>91.8</b>
<b>MAY '07</b>	<b>'000</b>	3074	6357	4816	<b>6551</b>	<b>28368</b>
<b>RAMS 2007</b>	<b>%</b>	9.6	20.7	15.6	<b>20.3</b>	<b>91.3</b>
<b>JUN '07</b>	<b>'000</b>	2972	6391	4822	<b>6261</b>	<b>28221</b>
<b>RAMS 2007</b>	<b>%</b>	9.7	20.4	15.7	<b>20.1</b>	<b>91.5</b>
<b>AUG '07</b>	<b>'000</b>	2989	6293	4843	<b>6213</b>	<b>28270</b>
	<b>%</b>	10	19.8	15.5	<b>19.3</b>	<b>92.1</b>
<b>RAMS 2007</b>	<b>± %</b>	0.43	0.57	0.52	<b>0.56</b>	<b>0.39</b>
<b>OCT '07</b>	<b>'000</b>	3101	6161	4828	<b>6013</b>	<b>28646</b>
	<b>± '000</b>	133	177	161	<b>175</b>	<b>120</b>