
Radio United Kingdom

4.1. General indicators

Number of subscriptions or connections based on total population

	1995	1996	1997	1998	1999	2000	2001
All population (000)					56.408	56.579	56.579
Universe 15+ (000)					47.944	48.134	48.134
Radio Subscriptions	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.

4.2. Advertising categories

Advertising Category :

U.K. Definitions

	Define every advertising mode listed (precise if not allowed or not existing)	Which specific aspects define this kind of ad ? (Length, content, ...)	For these action modes, does your market have measurements...			Sources :
			for audiences ?	for investments ?	Investments value definition	
Commercial spots :		MAX = 2 MINUTES AVG = 40 SECONDS	Yes	Yes	100% of the gross Ratecards	Radio Authority

Radio U.K.

4.3. General information per station

About Radio Stations

Types of broadcast during 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Domestic Radios (national)	Public	BBC Radio 1			Music (70%)
	Public	BBC Radio 2			Music (70%)
	Public	BBC Radio 3			Music (70%)
	Public	BBC Radio 4			Talk (70%)
	Public	BBC Radio 5 Live			Talk (70%)
	Private	Classic FM			Music (70%)
	Private	New Atlantic 252			Music (70%)
	Private	TalkSPORT			Talk (70%)
	Private	Virgin Radio			Music (70%)

About Radio Stations

Types of broadcast during 1995-2001*

Names	Transmission Mode	Reception Mode
BBC Radio 1	Hertzian	Hertzian
BBC Radio 2	Hertzian	Hertzian
BBC Radio 3	Hertzian	Hertzian
BBC Radio 4	Hertzian	Hertzian
BBC Radio 5 Live	Hertzian	Hertzian
Classic FM	Hertzian	Hertzian
New Atlantic 252	Hertzian	Hertzian
TalkSPORT	Hertzian	Hertzian
Virgin Radio	Hertzian	Hertzian

About Radio Stations

Types of broadcast during 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Regional Radios	Private	Other regional Music Radios			Music (70%)
	Private	Other Regional Talk Radios			Talk (70%)

Names	Transmission Mode	Reception Mode
Other regional Music Radios	Hertzian	Hertzian
Other Regional Talk Radios	Hertzian	Hertzian

About Radio Stations

Types of broadcast during 1995-2001*

	Status	Names	Active Period		Program Type
			Founded	Ended**	
Digital-only Radio	Private	Core	2000		Music (70%)
	Private	Life	2000		Music (70%)
	Private	Oneword	2000		Talk (70%)
	Private	Planet Rock	2000		Music (70%)
	Private	ITN News	2000		News & Business
	Private	Bloomberg	2000		News & Business
	Private	PrimeTime Radio	2000		Music & Entertainment

About Radio Stations

Types of broadcast during 1995-2001*

Names	Transmission Mode	Reception Mode
Core	Hertzian	Hertzian
Life	Hertzian	Hertzian
Oneword	Hertzian	Hertzian
Planet Rock	Hertzian	Hertzian
ITN News	Hertzian	Hertzian
Bloomberg	Hertzian	Hertzian
PrimeTime Radio	Hertzian	Hertzian

About Radio Stations

Avg Broadcast duration / day in minutes

	1995	1996	1997	1998	1999	2000
All broadcast incl. Adv.	24 HRS	24 HRS	24 HRS	24 HRS	24 HRS	24 HRS
Total Advertising	200 MINS	200 MINS	200 MINS	200 MINS	200 MINS	200 MINS
Commercial spots	200 MINS	200 MINS	200 MINS	200 MINS	200 MINS	200 MINS

4.4. Commercial Offer

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Capital Gold	Name Part (%)	Capital Radio plc 100%
Capital FM	Name Part (%)	Capital Radio plc 100%
Capital Gold & BRMB	Name Part (%)	Capital Radio plc 51%+
Southern FM	Name Part (%)	Capital Radio plc 51%+
Ocean/Power FM	Name Part (%)	Capital Radio plc 51%+
Capital Gold Kent	Name Part (%)	Capital Radio plc 51%+
Invicta FM	Name Part (%)	Capital Radio plc 51%+
Century 105	Name Part (%)	Capital Radio plc 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Capital Gold Cardiff	Name Part (%)	Capital Radio plc 51%+
Red Dragon FM	Name Part (%)	Capital Radio plc 51%+
XFM	Name Part (%)	Capital Radio plc 51%+
Beat 106	Name Part (%)	Capital Radio plc 51%+
Century Radio North East	Name Part (%)	Capital Radio plc 51%+
Century 106	Name Part (%)	Capital Radio plc 51%+
Fox FM	Name Part (%)	Capital Radio plc 51%+
FM 102 The Bear	Name Part (%)	Capital Radio plc 51%+
Centre FM	Name Part (%)	Capital Radio plc 35%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
	Name	Part (%)
Heart FM	Chrysalis	51%+
Galaxy	Chrysalis	51%+
Knowsley FM	Chrysalis	51%+
Bridgewater FM	Chrysalis	25%
Bridgend FM	Chrysalis	42%
Telford FM	Chrysalis	35%
Breeze AM	Classic Gold Digital Ltd	100%
Classic Gold	Classic Gold Digital Ltd	100%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Belfast City Beat	Name Part (%)	CN Group Ltd 51%+
Bay FM	Name Part (%)	CN Group Ltd 51%+
Oak FM	Name Part (%)	CN Group Ltd 51%+
Kix 96	Name Part (%)	CN Group Ltd 51%+
GWR plc	Name Part (%)	DMG Radio Ltd 26%
Mansfield FM	Name Part (%)	DMG Radio Ltd 35%
WFM	Name Part (%)	DMG Radio Ltd 24%
Centre FM	Name Part (%)	DMG Radio Ltd 22%
Vibe FM	Name Part (%)	DMG Radio Ltd 51%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
	Name	Part (%)
Kiss 100 FM	EMAP plc	51%+
Metro	EMAP plc	51%+
Magic AM	EMAP plc	51%+
Red Rose	EMAP plc	51%+
Hallam	EMAP plc	51%+
Radio City	EMAP plc	51%+
Viking FM	EMAP plc	51%+
Magic 105.4	EMAP plc	51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
	Name	Part (%)
TFM	EMAP plc	51%+
Key 103	EMAP plc	51%+
Rock FM	EMAP plc	51%+
Aire FM	EMAP plc	51%+
Dune Fm	Forward Media Ltd	51%+
KCBC	Forward Media Ltd	51%+
Lite FM	Forward Media Ltd	51%+
The Wolf	Forward Media Ltd	30%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Crash FM	Name Part (%)	Forever Broadcasting Ltd 51%+
Tower FM	Name Part (%)	Forever Broadcasting Ltd 51%+
Surf 107	Name Part (%)	Forever Broadcasting Ltd 51%+
Jazz FM	Name Part (%)	Jazz FM 100%
Real Radio	Name Part (%)	Guardian Media Group plc 51%+
Radio Investments	Name Part (%)	Guardian Media Group plc 49%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Mercia FM	Name Part (%)	GWR Group plc 100%
Lecicester Sound	Name Part (%)	GWR Group plc 100%
Gem AM	Name Part (%)	GWR Group plc 100%
Trent FM	Name Part (%)	GWR Group plc 100%
Ram FM	Name Part (%)	GWR Group plc 100%
Classic FM	Name Part (%)	GWR Group plc 51%+
Chiltern Radio	Name Part (%)	GWR Group plc 51%+
Beacon FM	Name Part (%)	GWR Group plc 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Q103	Name Part (%)	GWR Group plc 51%+
Severn Sound	Name Part (%)	GWR Group plc 51%+
SGR	Name Part (%)	GWR Group plc 51%+
Brunel Classic Gold	Name Part (%)	GWR Group plc 51%+
GWR FM	Name Part (%)	GWR Group plc 51%+
Hereward FM	Name Part (%)	GWR Group plc 51%+
Horizon	Name Part (%)	GWR Group plc 51%+
Northants 96.6	Name Part (%)	GWR Group plc 51%+
Broadland Radio	Name Part (%)	GWR Group plc 51%+
Wyvern Radio	Name Part (%)	GWR Group plc 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
SGR Colchester	Name Part (%)	GWR Group plc 51%+
2 Ten FM	Name Part (%)	GWR Group plc 51%+
2CR FM	Name Part (%)	GWR Group plc 51%+
Orchard FM	Name Part (%)	GWR Group plc 51%+
Gemini	Name Part (%)	GWR Group plc 51%+
Lantern Radio	Name Part (%)	GWR Group plc 51%+
Plymouth Sound	Name Part (%)	GWR Group plc 51%+
South Hams FM	Name Part (%)	GWR Group plc 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Marcher Gold	Name Part (%)	GWR Group plc 51%+
Caernarfon FM	Name Part (%)	GWR Group plc 51%+
Essex Radio	Name Part (%)	GWR Group plc 51%+
Ten 17	Name Part (%)	GWR Group plc 51%+
Mercury	Name Part (%)	GWR Group plc 51%+
Vibe FM	Name Part (%)	GWR Group plc 49%
Mansfield FM	Name Part (%)	GWR Group plc 35%
Kute FM	Name Part (%)	GWR Group plc 24%
Centre FM	Name Part (%)	GWR Group plc 22%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
	Name	Part (%)
Lincs FM	Lincs FM Plc	100%
Compass FM	Lincs FM Plc	100%
Bassetlaw FM	Lincs FM Plc	51%+
Doncaster FM	Lincs FM Plc	51%+
Rutland FM	Lincs FM Plc	51%+
Wakefield FM	Lincs FM Plc	51%+
Chelmer FM	Lincs FM Plc	33%
Isle of Wight	The Local Radio Company	51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Spire FM	Name Part (%)	The Local Radio Company 51%+
Vale FM	Name Part (%)	The Local Radio Company 51%+
Cat FM	Name Part (%)	The Local Radio Company 51%+
Wessex FM	Name Part (%)	The Local Radio Company 51%+
Win FM	Name Part (%)	The Local Radio Company 51%+
The Fire	Name Part (%)	The Local Radio Company 51%+
Victory	Name Part (%)	The Local Radio Company 51%+
Spirit FM	Name Part (%)	The Local Radio Company 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Local Radio Co.	Name Part (%)	Radio Investments Ltd 51%+
Central FM Ltd	Name Part (%)	Radio Investments Ltd 51%+
Radio Services Ltd	Name Part (%)	Radio Investments Ltd 51%+
Stray FM	Name Part (%)	Radio Investments Ltd 51%+
Alpha 103.2	Name Part (%)	Radio Investments Ltd 51%+
Minster FM	Name Part (%)	Radio Investments Ltd 51%+
Yourshire Coast Radio	Name Part (%)	Radio Investments Ltd 51%+
Bridlington's Best	Name Part (%)	Radio Investments Ltd 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Home FM	Name Part (%)	Radio Investments Ltd 51%+
Sun FM	Name Part (%)	Radio Investments Ltd 51%+
Mix 96	Name Part (%)	Radio Investments Ltd 51%+
Dunbarton FM	Name Part (%)	Radio Investments Ltd 40%
Quay West	Name Part (%)	Radio Services Ltd 51%+
Silk FM	Name Part (%)	Radio Services Ltd 51%+
Arrow FM	Name Part (%)	Radio Services Ltd 51%+
Thames FM	Name Part (%)	Radio Services Ltd 51%+
Neptune FM	Name Part (%)	Radio Services Ltd 51%+
Sovereign Radio	Name Part (%)	Radio Services Ltd 51%+
Swan FM	Name Part (%)	Radio Services Ltd 51%+
CTfm	Name Part (%)	Radio Services Ltd 49%-

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
North of Scotland Radio	Name Part (%)	Scottish Radio Holdings 51%+
West Sound FM	Name Part (%)	Scottish Radio Holdings 51%+
Radio Tay	Name Part (%)	Scottish Radio Holdings 51%+
Clyde Radio	Name Part (%)	Scottish Radio Holdings 51%+
Forth Radio	Name Part (%)	Scottish Radio Holdings 51%+
Downtown Radio	Name Part (%)	Scottish Radio Holdings 51%+
Cool FM	Name Part (%)	Scottish Radio Holdings 51%+
Moray Firth Radio	Name Part (%)	Scottish Radio Holdings 51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
South West Sound	Name Part (%)	Scottish Radio Holdings 51%+
Radio Borders	Name Part (%)	Scottish Radio Holdings 51%+
Carlisle Radio	Name Part (%)	Scottish Radio Holdings 40%
Virgin AM/FM	Name Part (%)	SMG Plc 51%+
Scottish Radio Holdings	Name Part (%)	SMG Plc 23%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
	Name	Part (%)
1458 Lite AM	The Wireless Group	51%+
Scot FM	The Wireless Group	51%+
Q96	The Wireless Group	51%+
Wish FM	The Wireless Group	51%+
Wire FM	The Wireless Group	51%+
Discovery FM	The Wireless Group	40%
Big AM	The Wireless Group	51%+
The Pulse	The Wireless Group	51%+

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Imagine FM	Name Part (%)	The Wireless Group 51%+
Swansea Sound	Name Part (%)	The Wireless Group 51%+
Wave 96.4 FM	Name Part (%)	The Wireless Group 51%+
Valleys Radio	Name Part (%)	The Wireless Group 51%+
Radio Wave	Name Part (%)	The Wireless Group 51%+
Wave 105.2	Name Part (%)	The Wireless Group 49%-
Kingdom FM	Name Part (%)	The Wireless Group 24%
TalkSPORT	Name Part (%)	The Wireless Group 100%

Commercial Offer in 2001*

Name of Radio	Capital shares holding	
The Beach	Name Part (%)	Tindle Newspapers/Trinity Newspapers 51%+
Island FM	Name Part (%)	Tindle Newspapers/Trinity Newspapers 51%+
Channel 103	Name Part (%)	Tindle Newspapers/Trinity Newspapers 51%+
Dream 100	Name Part (%)	Tindle Newspapers/Trinity Newspapers 51%+
Bridge FM	Name Part (%)	Trinity Newspapers 51%+
Pirate FM	Name Part (%)	UK Radio Developments 51%+
County Sound	Name Part (%)	UK Radio Developments 51%+
96.4 Eagle	Name Part (%)	UK Radio Developments 51%+

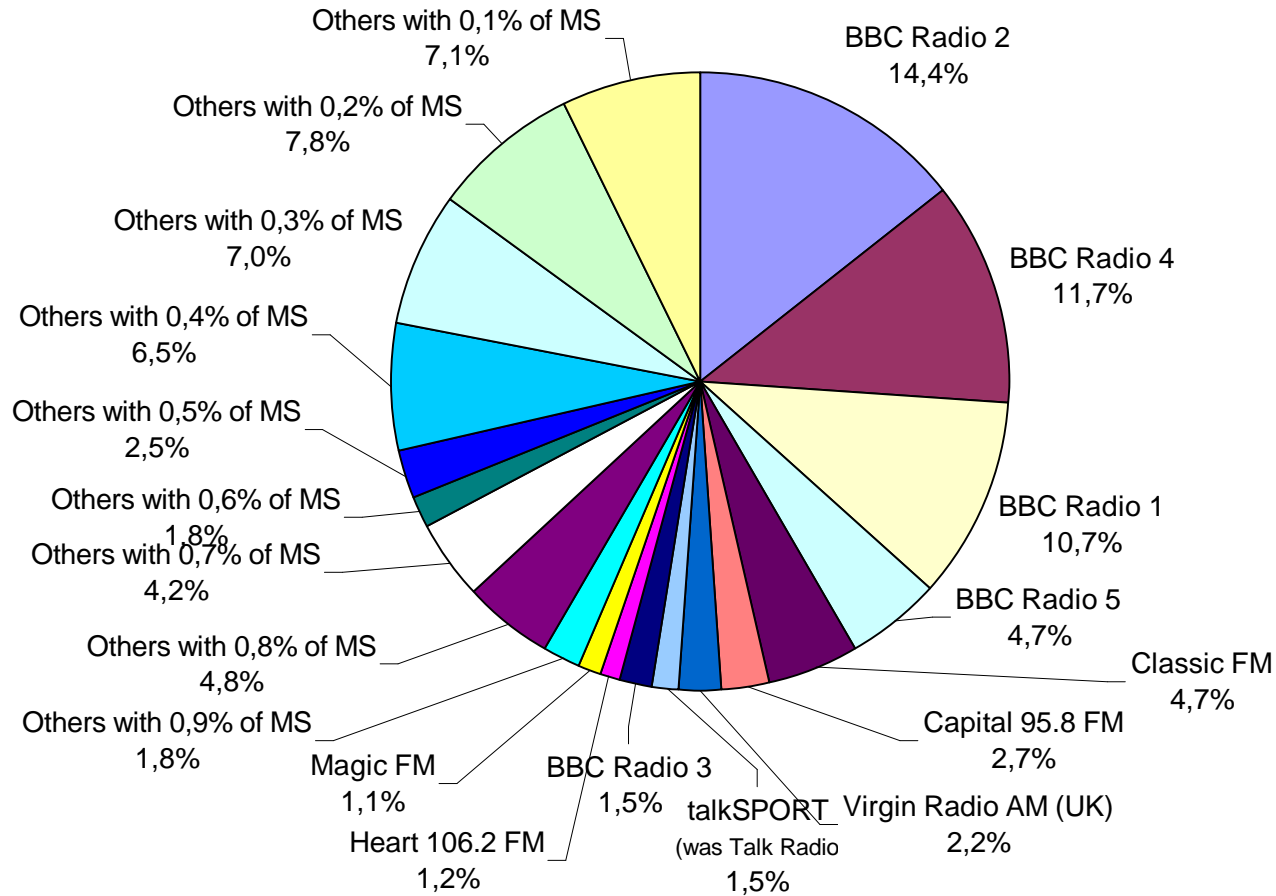
Commercial Offer in 2001*

Name of Radio	Capital shares holding	
Delta	Name Part (%)	UK Radio Developments 40%
Star FM	Name Part (%)	UK Radio Developments 51%+
Active FM	Name Part (%)	UK Radio Developments 23%
Kute FM	Name Part (%)	UK Radio Developments 51%+
Alton FM	Name Part (%)	UK Radio Developments 51%+
KLFM	Name Part (%)	UK Radio Developments 51%+
Canbridge Red Radio	Name Part (%)	UK Radio Developments 40%
Oldham FM	Name Part (%)	UK Radio Developments 45%
Clan FM	Name Part (%)	UK Radio Developments 48%
South Hams Radio	Name Part (%)	UK Radio Developments 49%-
CSR	Name Part (%)	UK Radio Developments 24%

4.5. Audiences

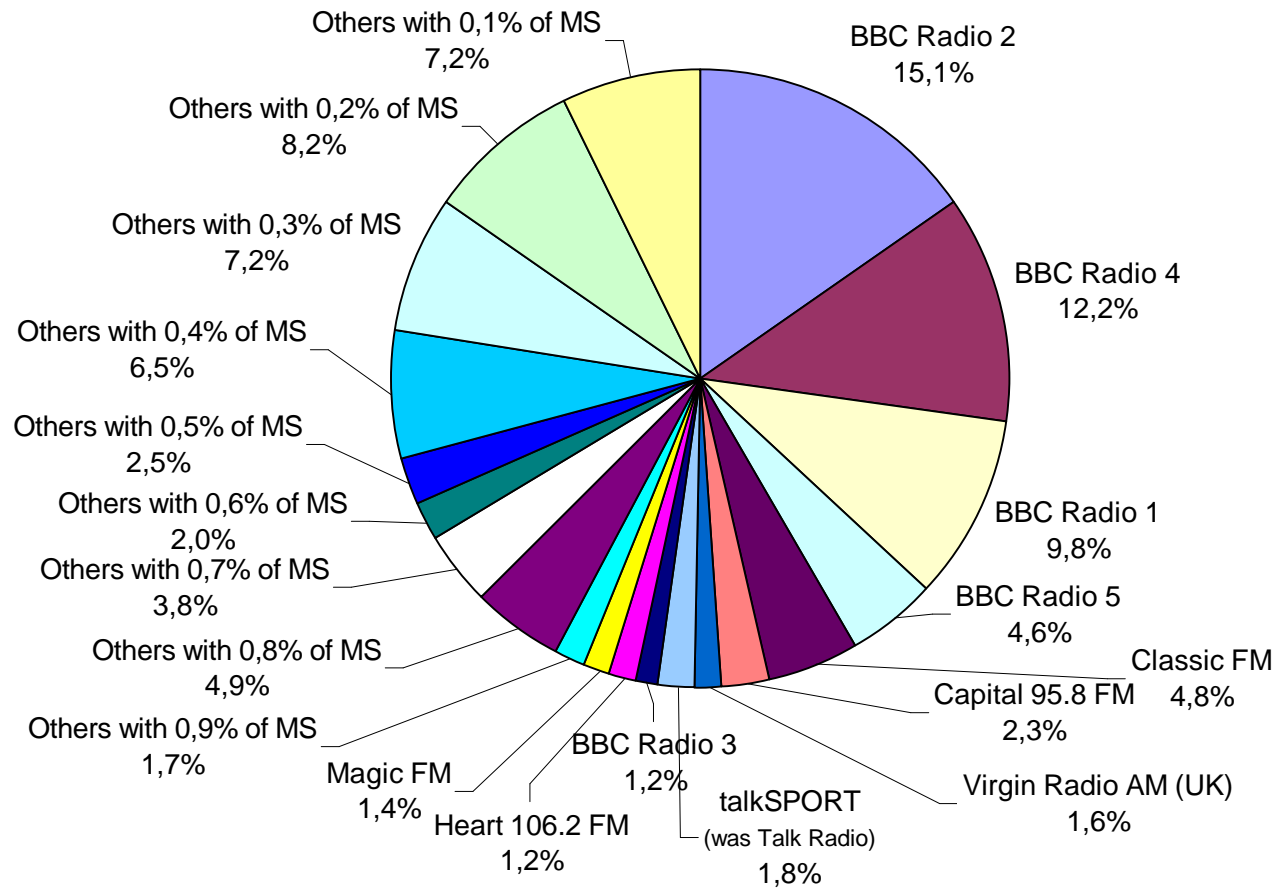
About Audience - 2000

Share of Market (%) - Target : 15+ (05h00-22h00)



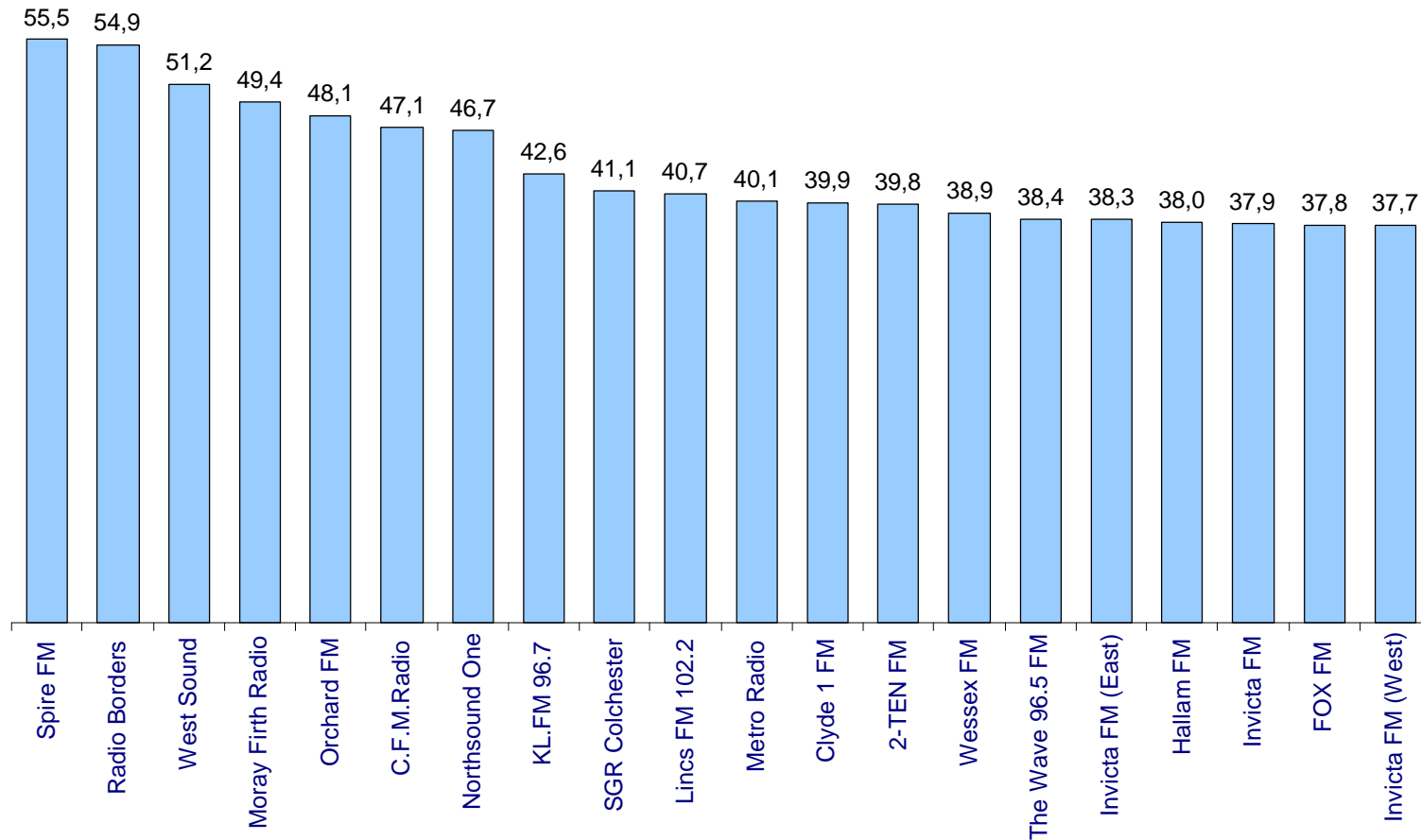
About Audience - 2001*

Share of Market (%) - Target : 15+ (05h00-22h00)



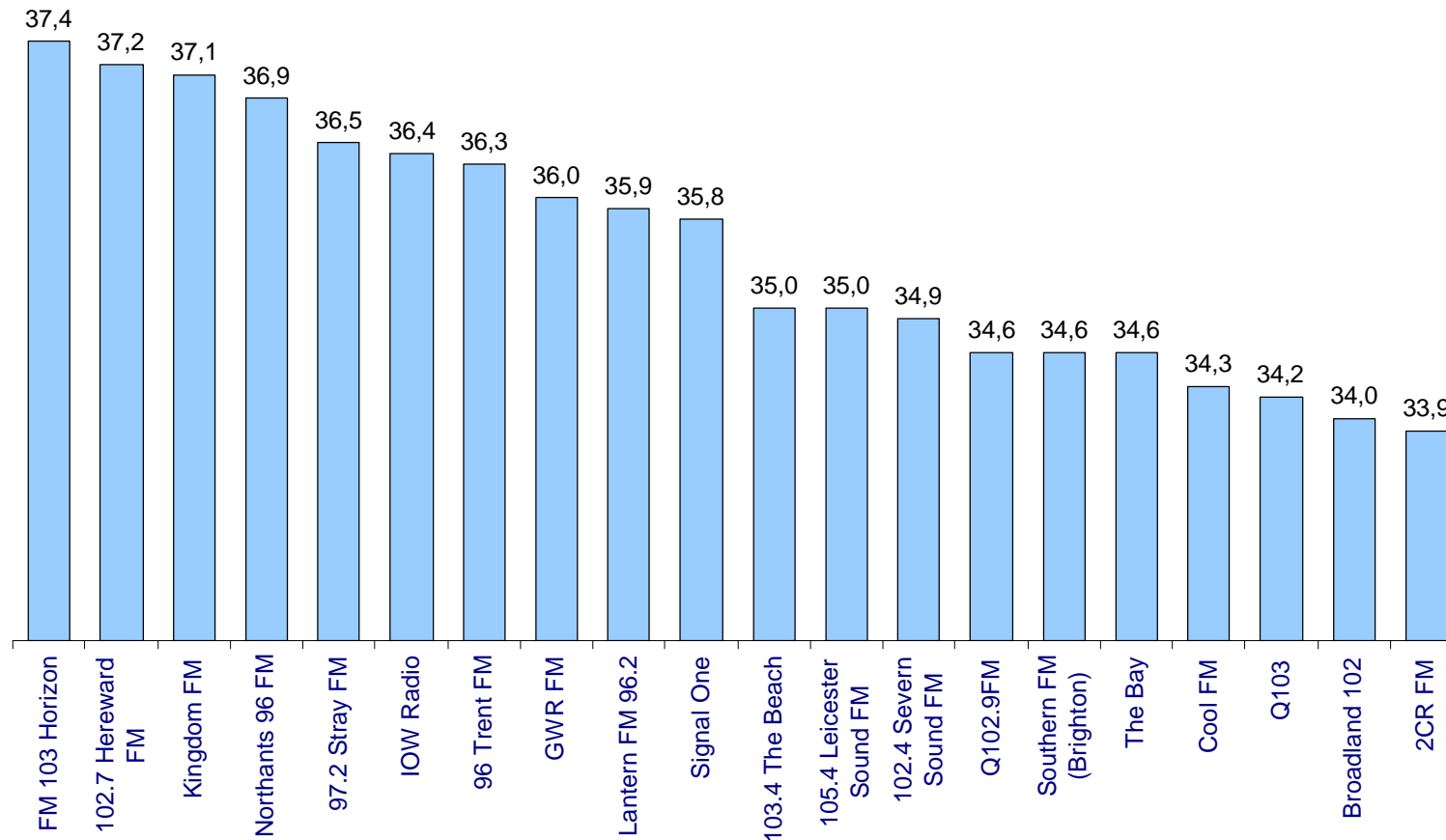
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



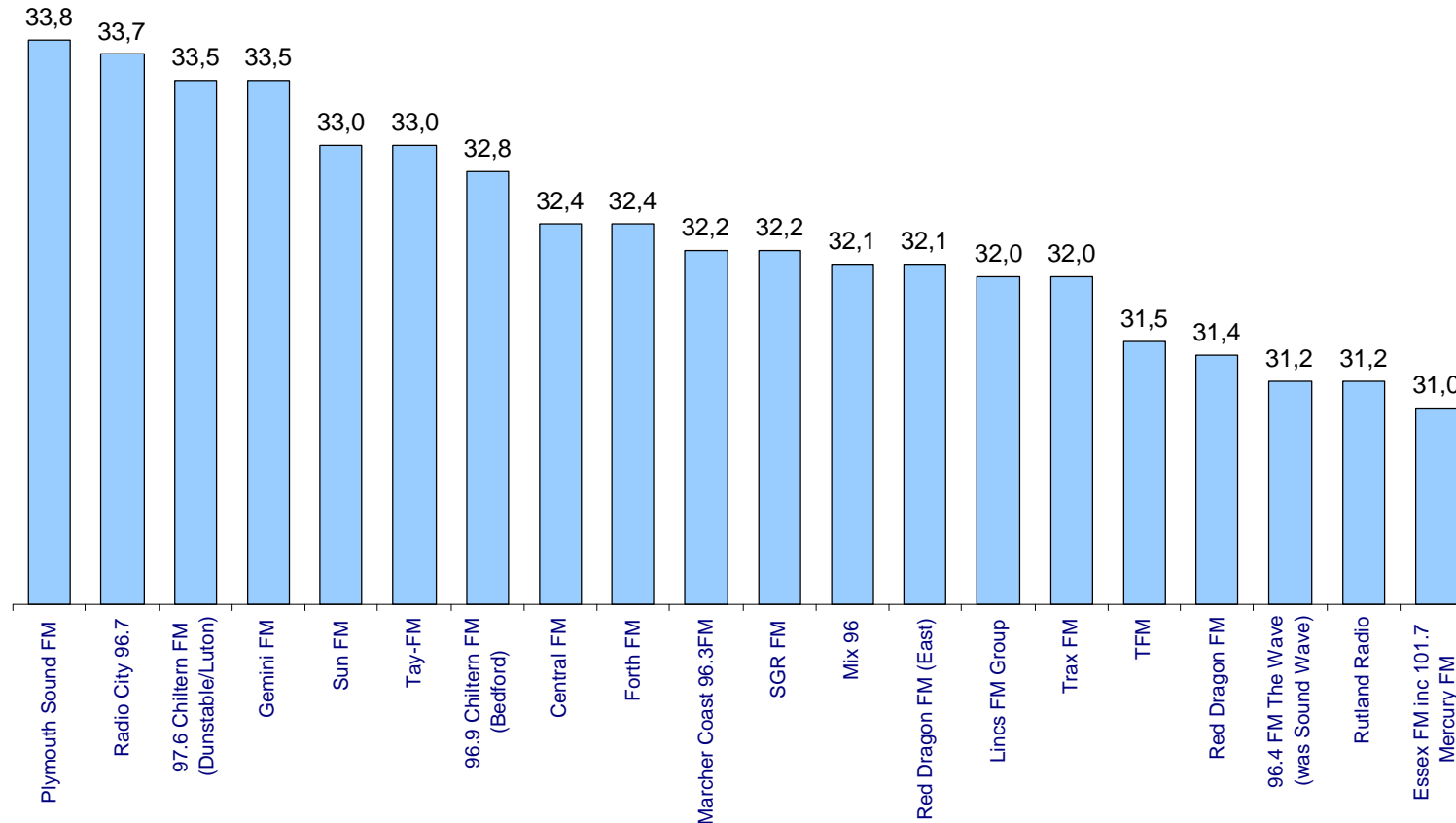
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



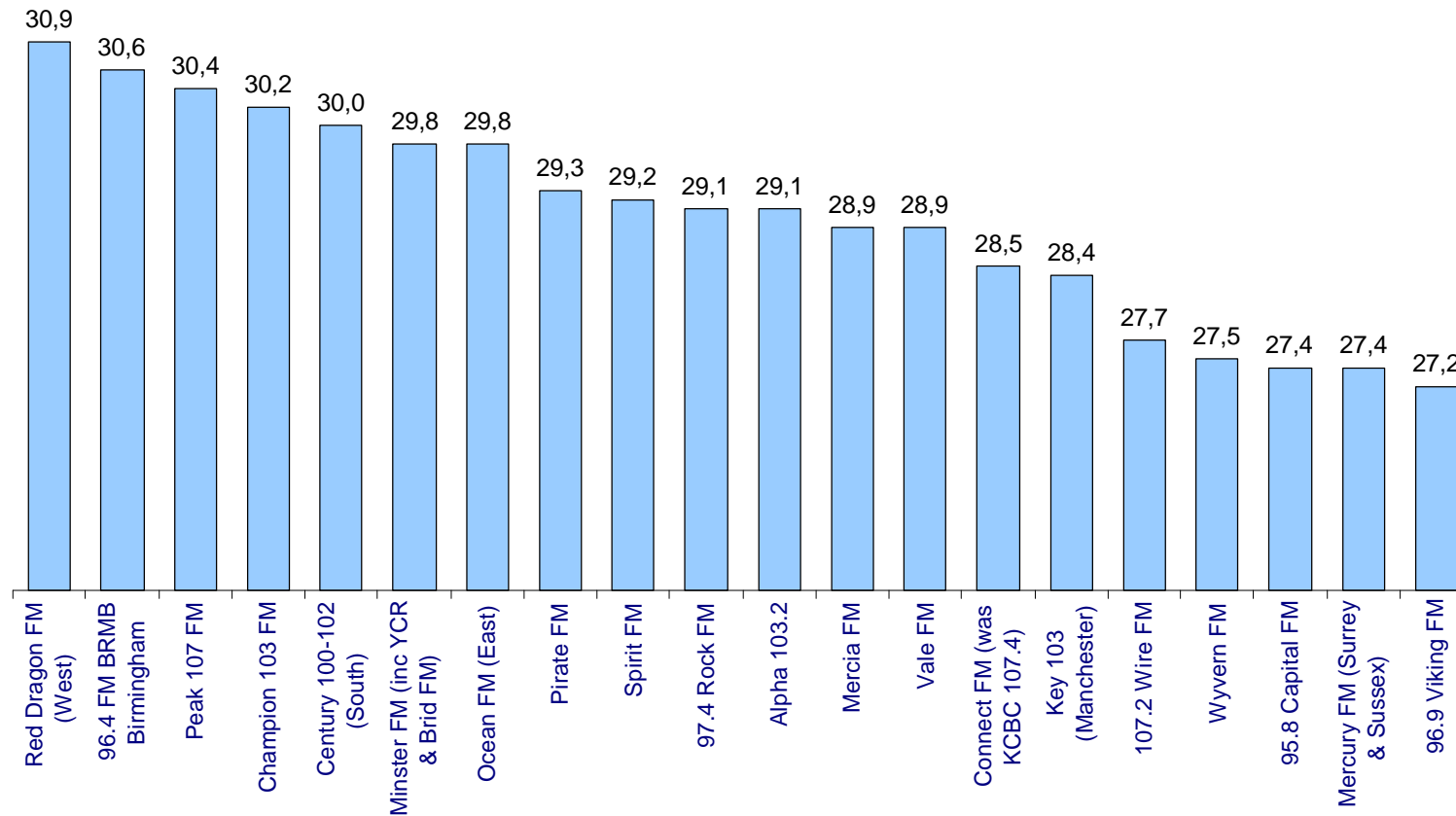
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



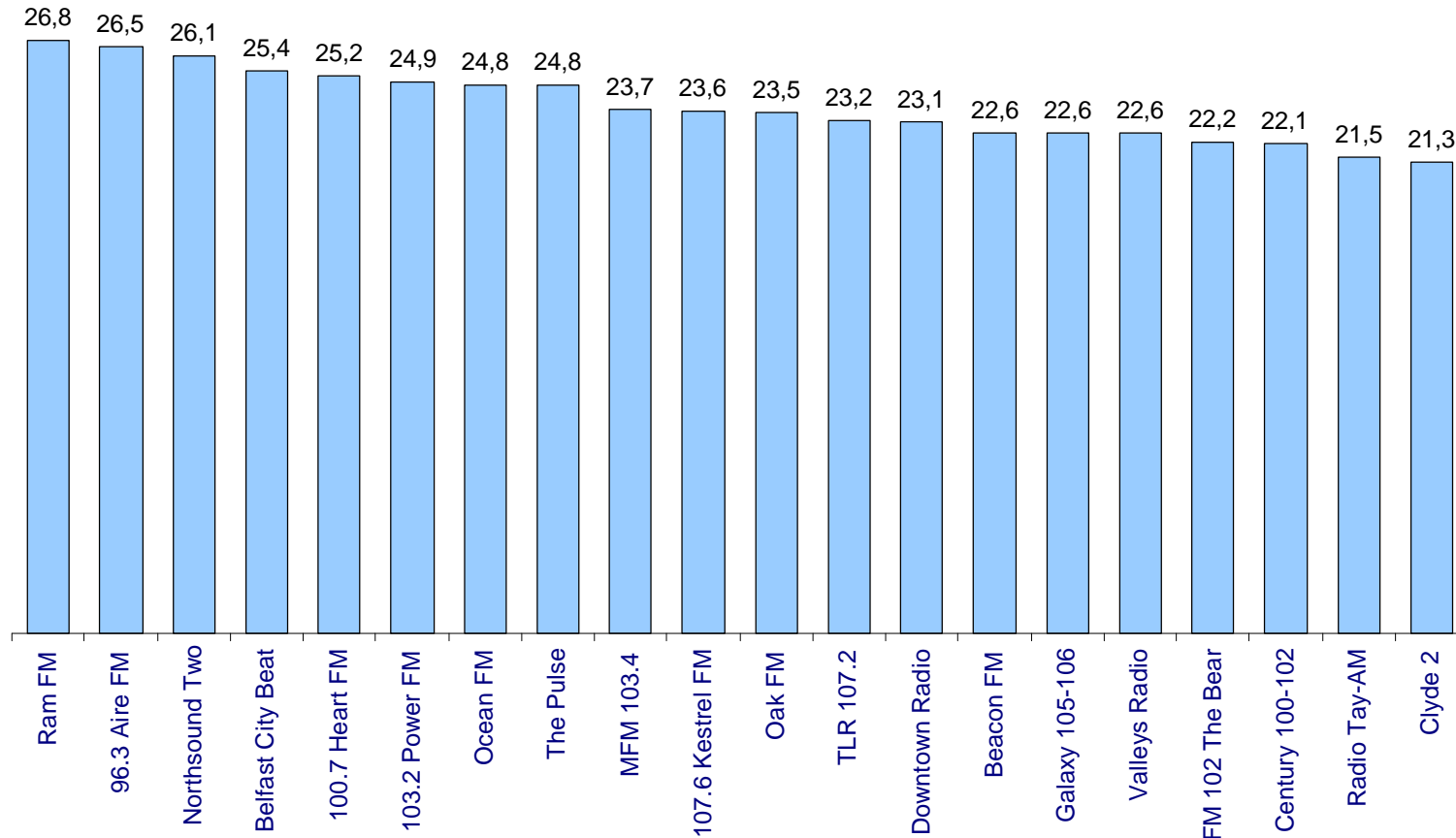
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



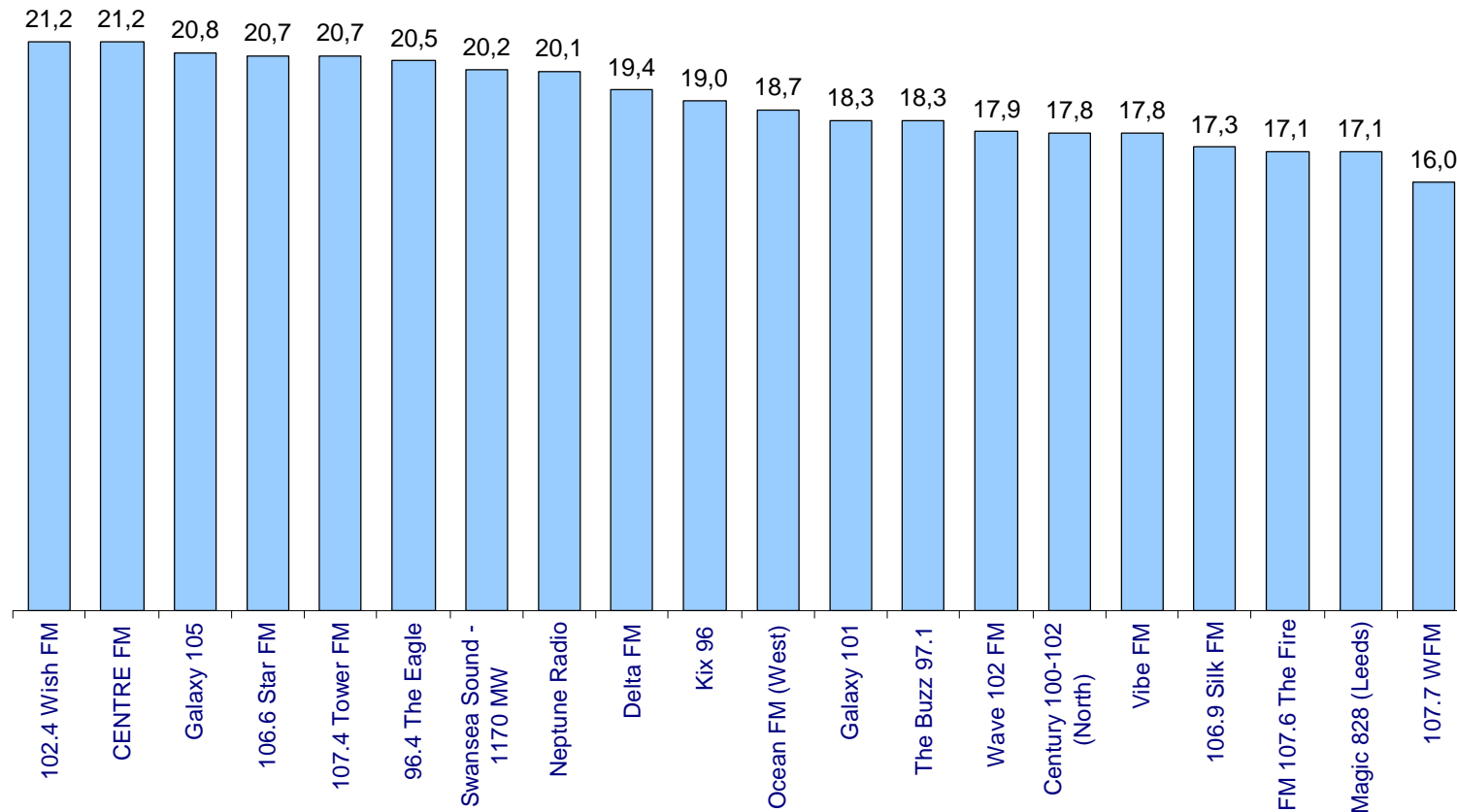
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



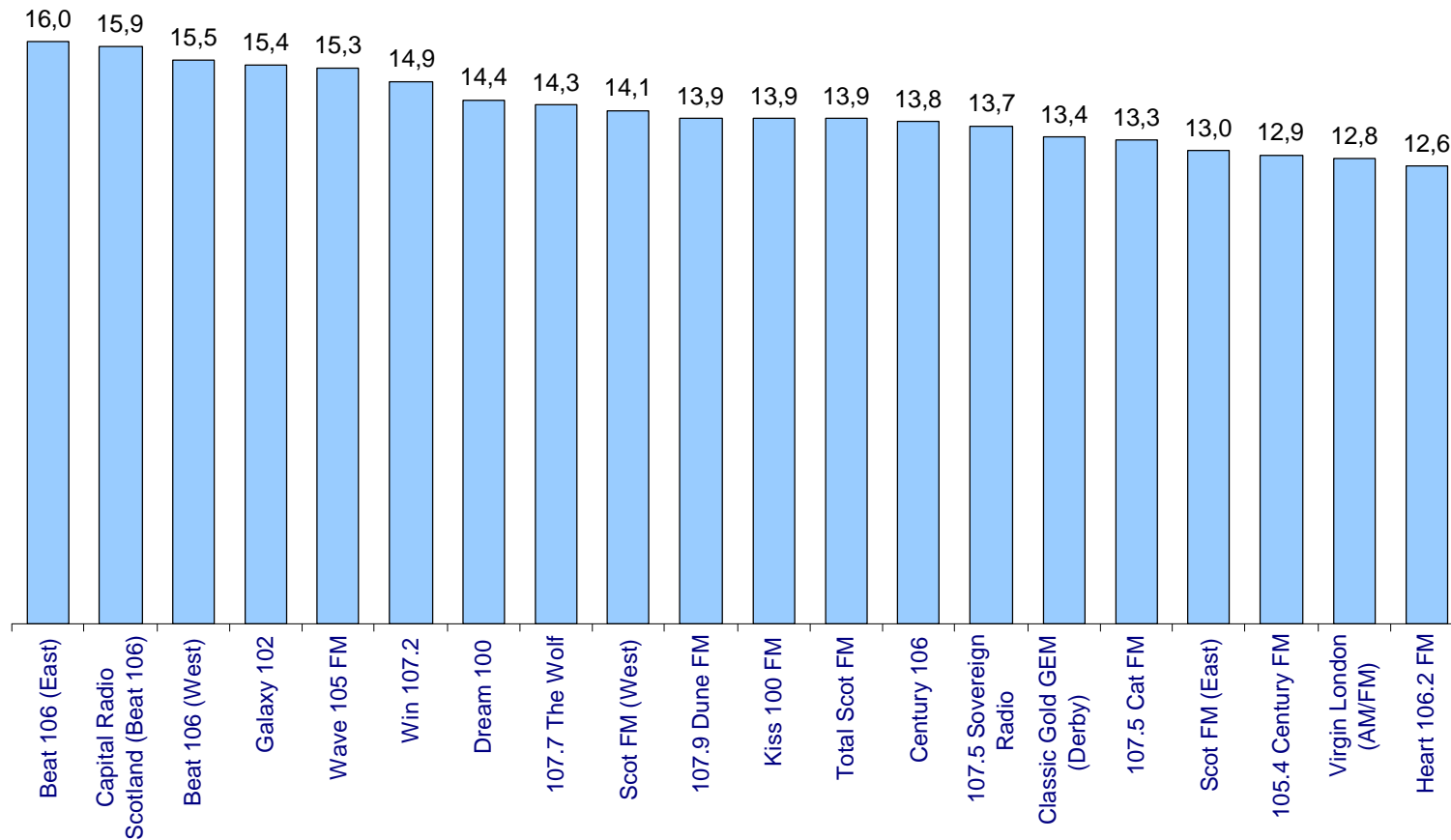
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



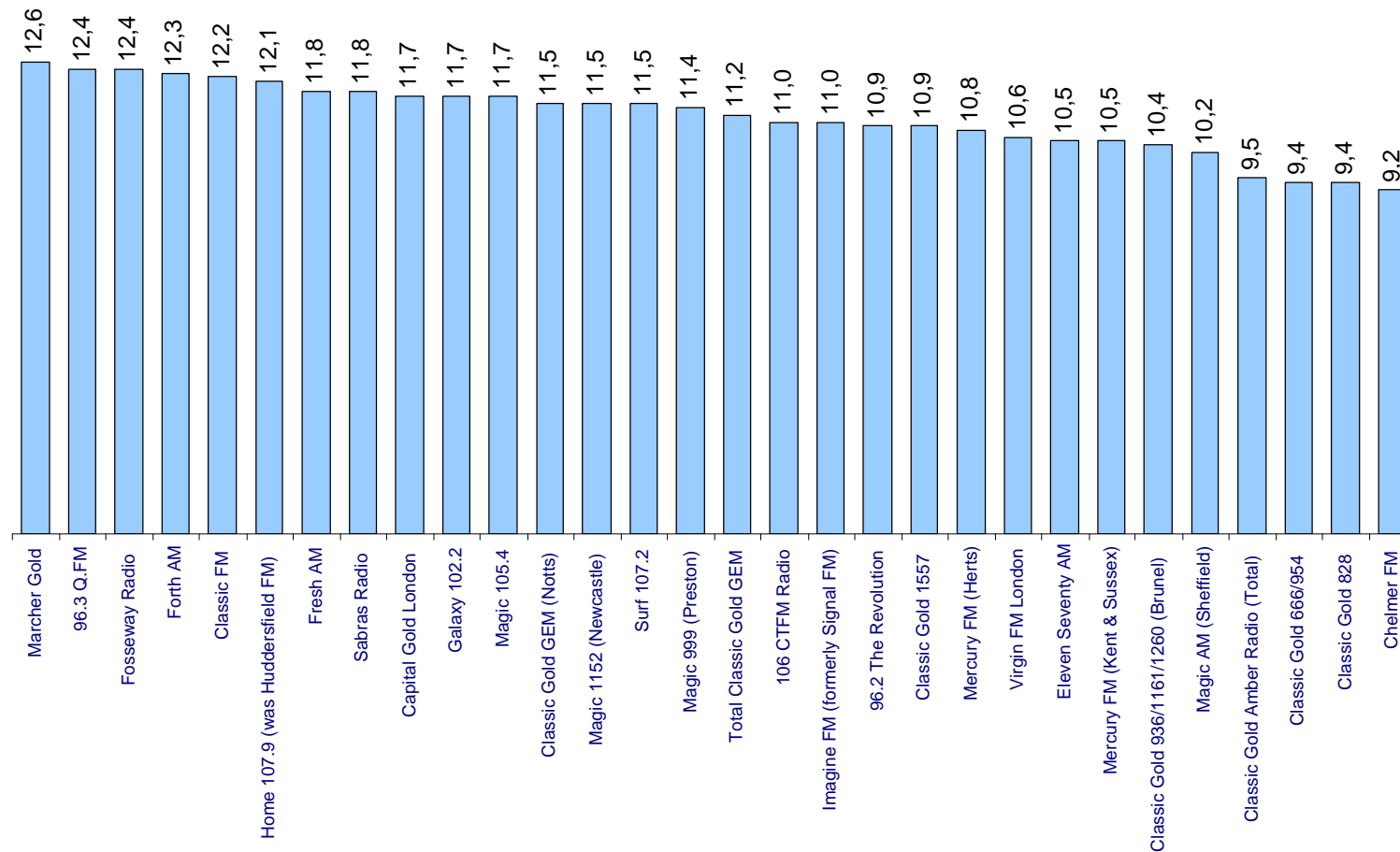
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



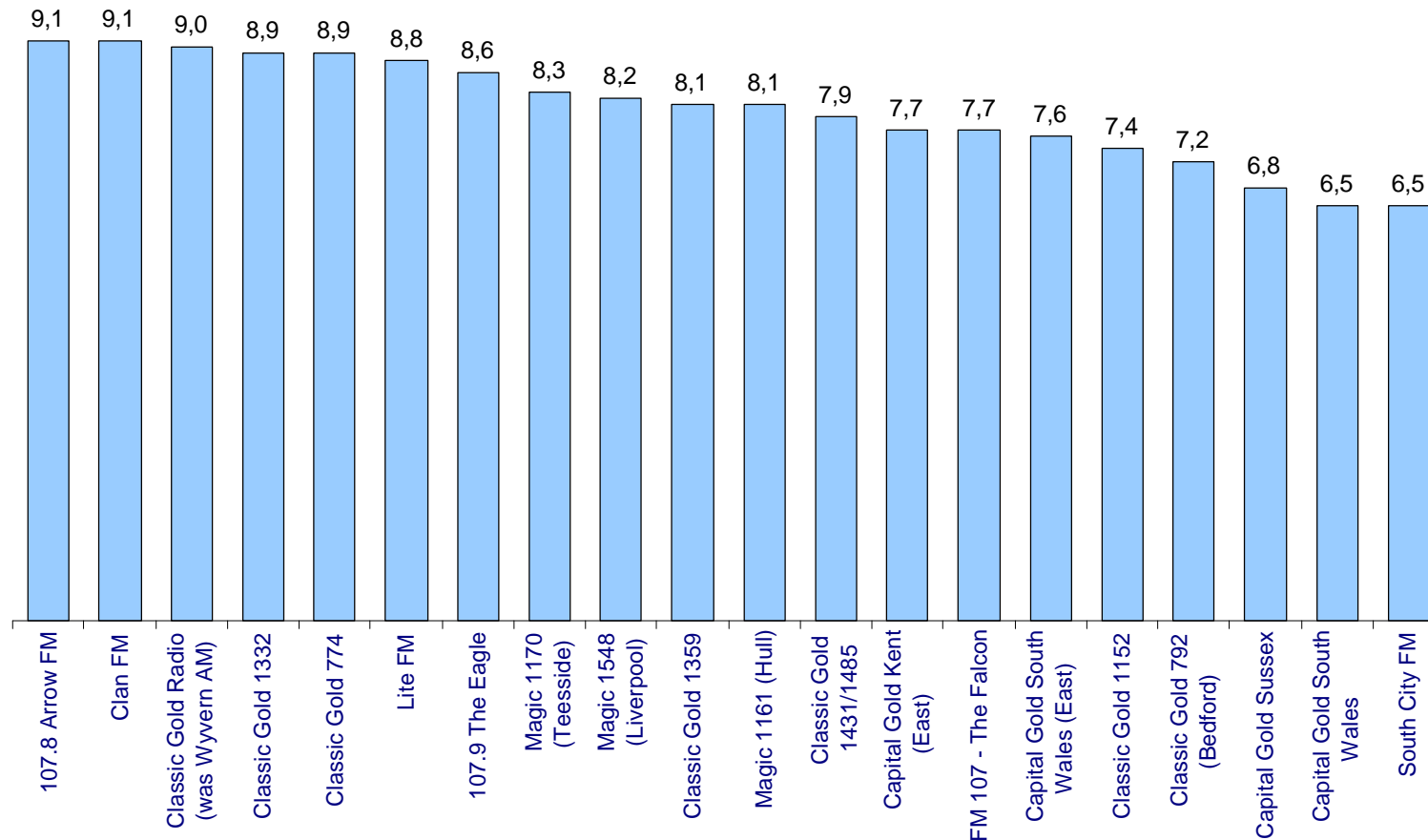
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



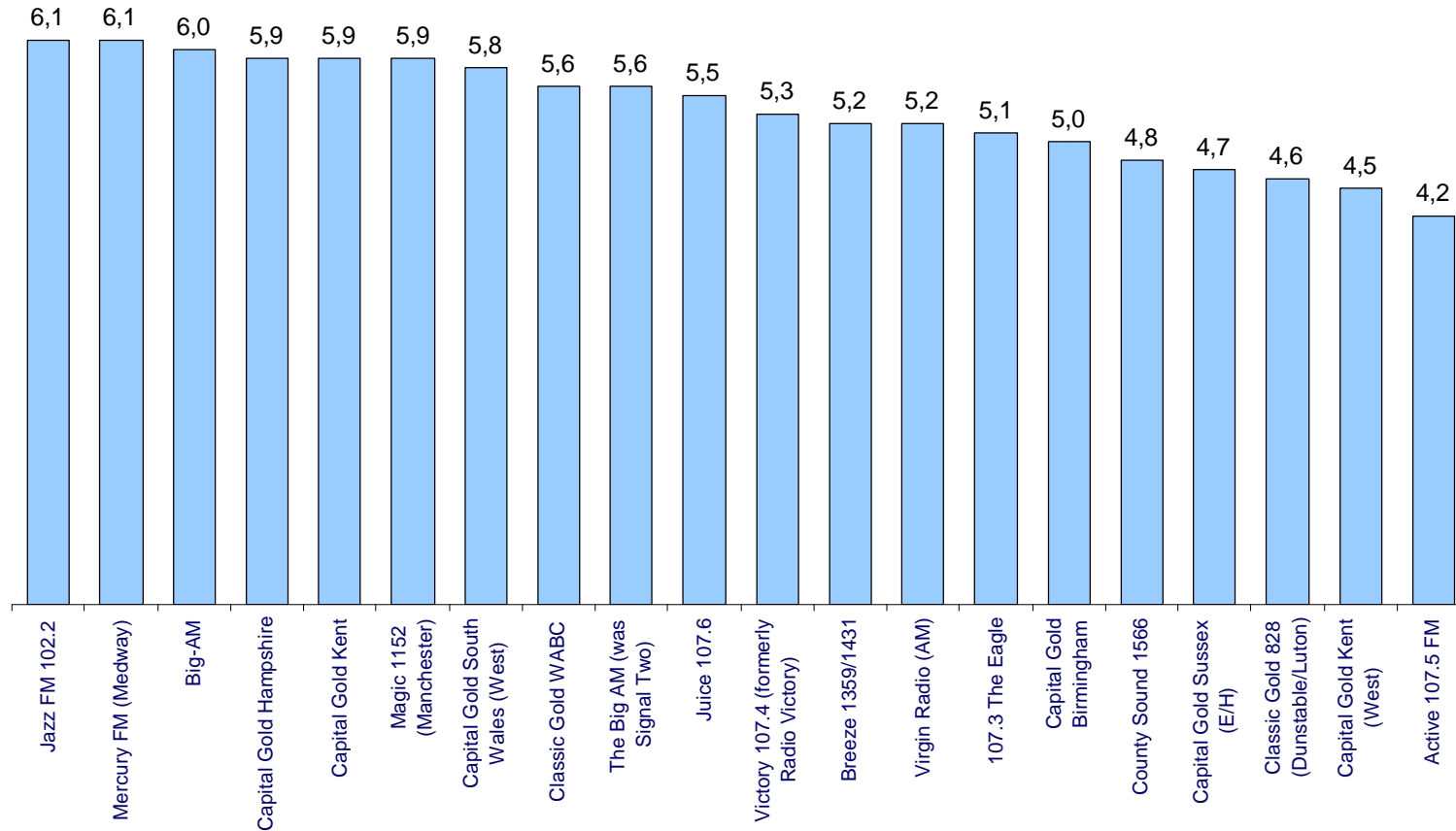
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



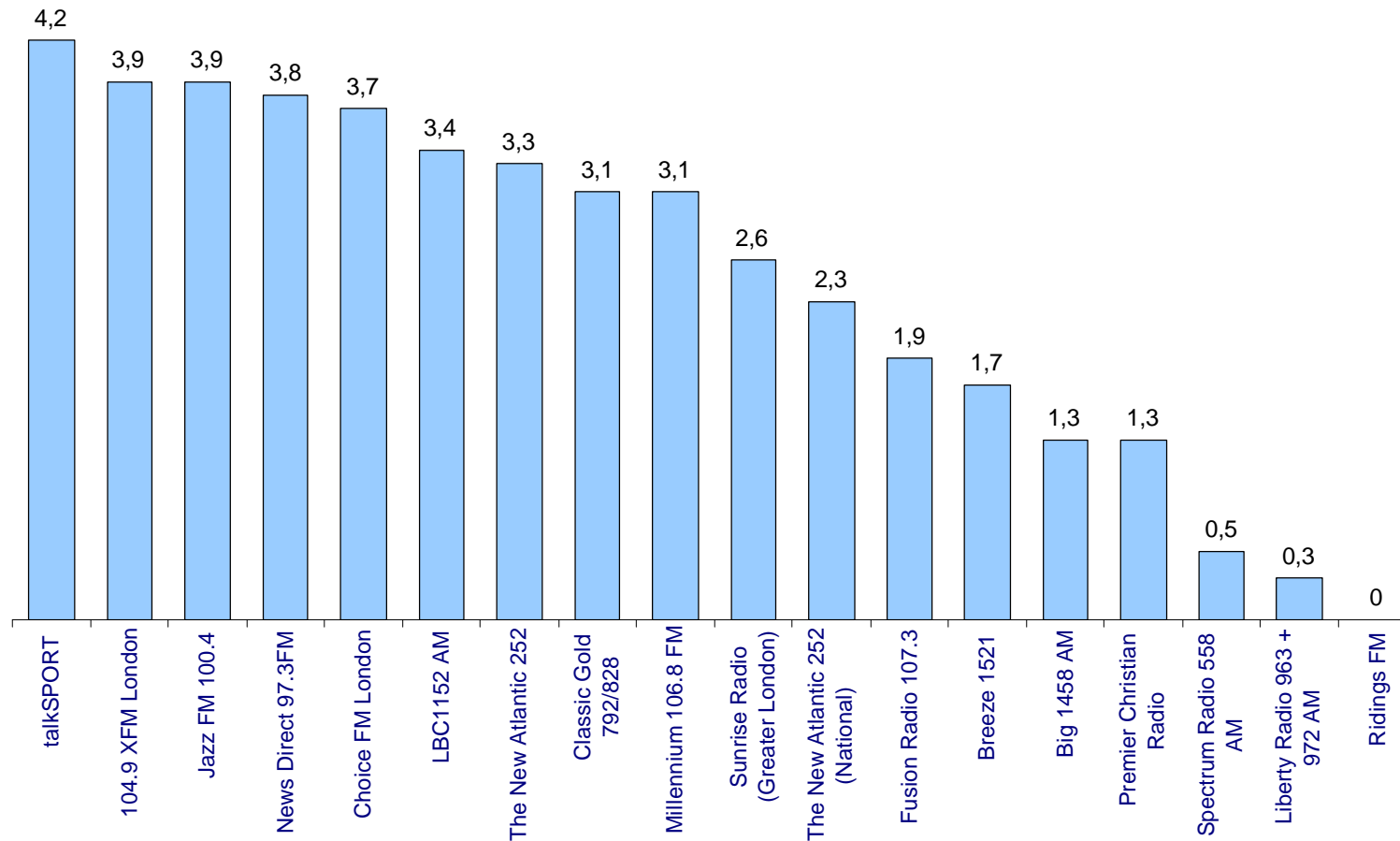
About Audience - 2000

Average Rating (%) - Target : 15+ (05h00-22h00)



About Audience - 2000

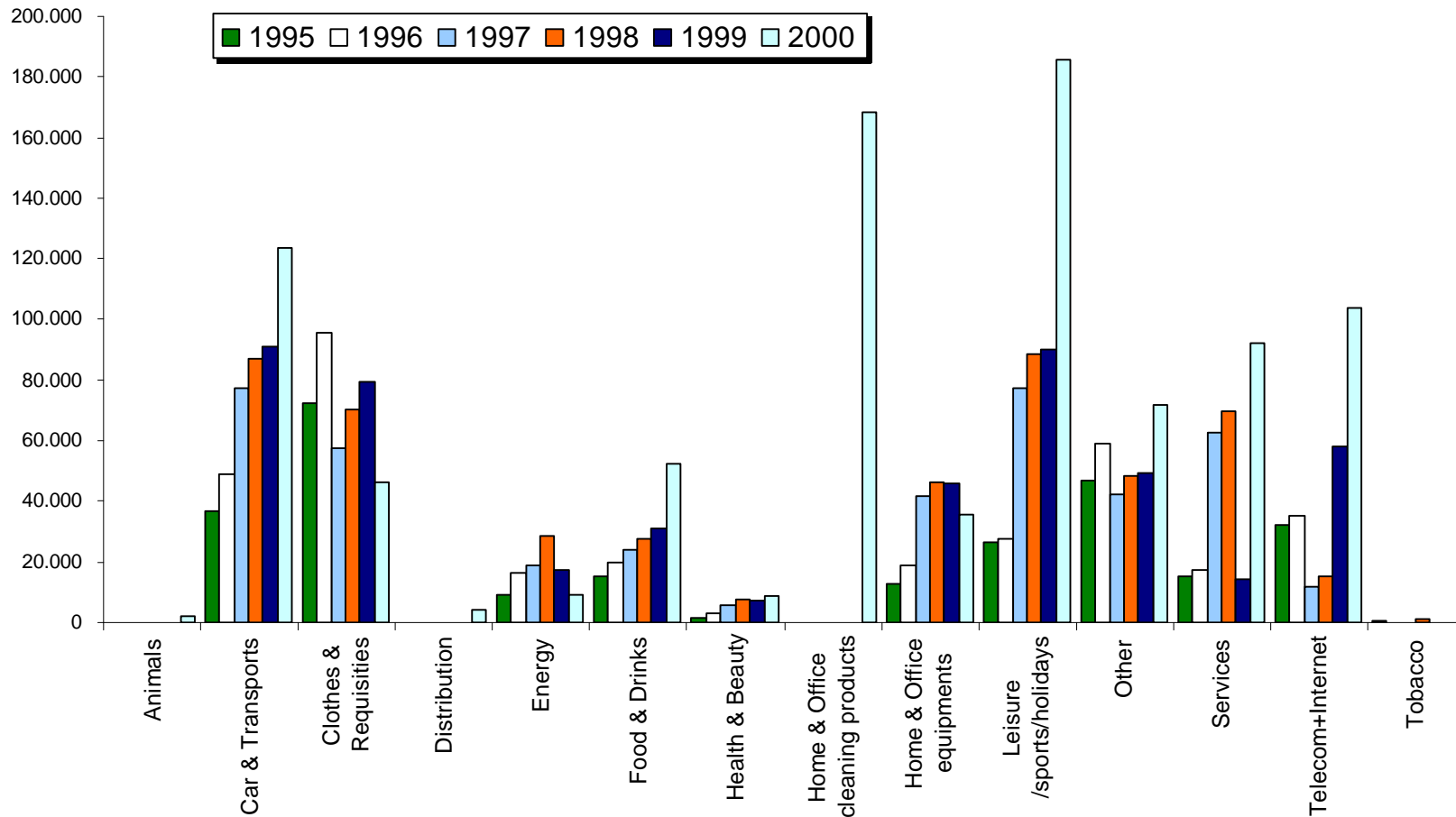
Average Rating (%) - Target : 15+ (05h00-22h00)



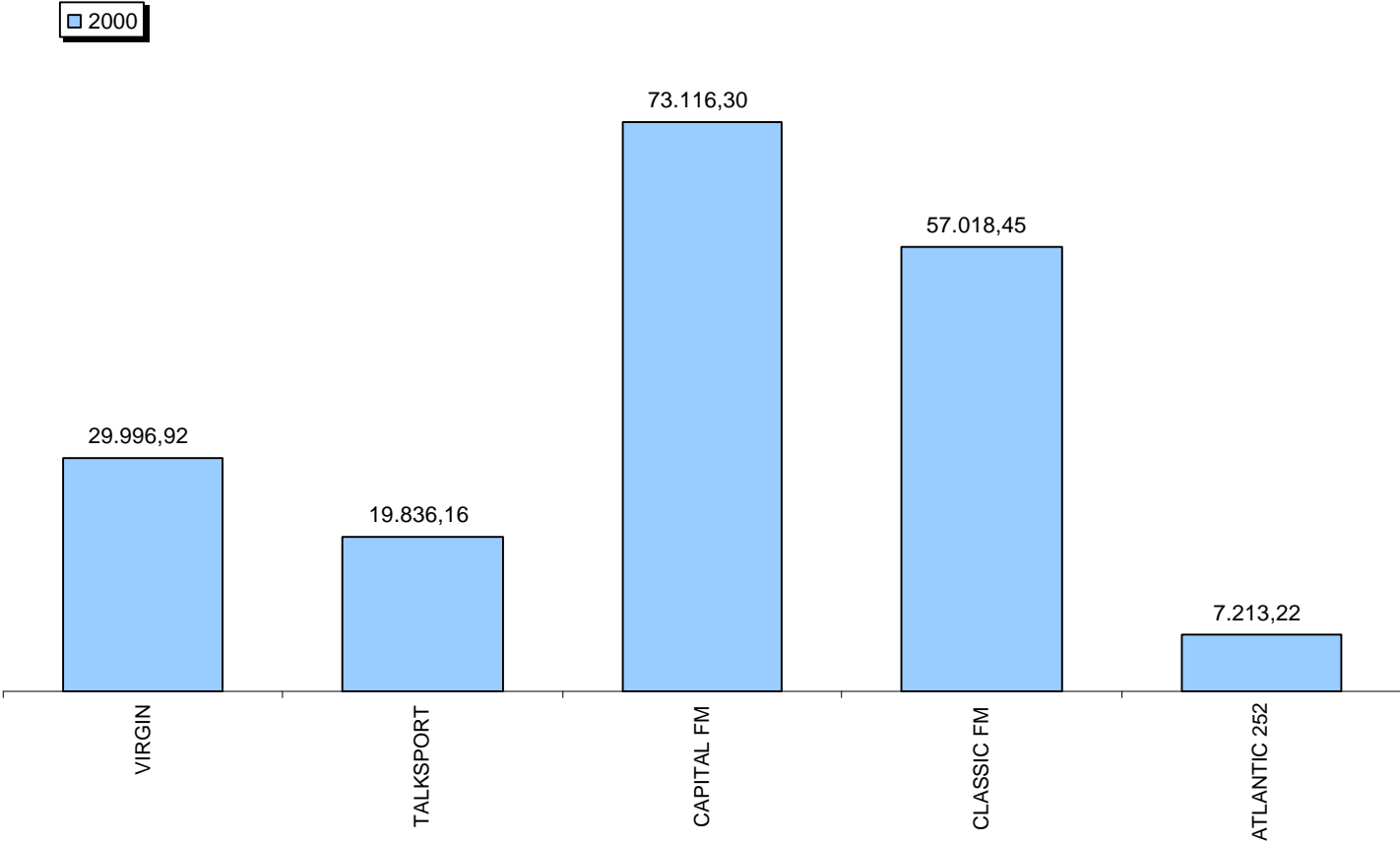
4.6. Media Investment

Media Investment

All Radios/Sector - In Space Value (000 Euros)

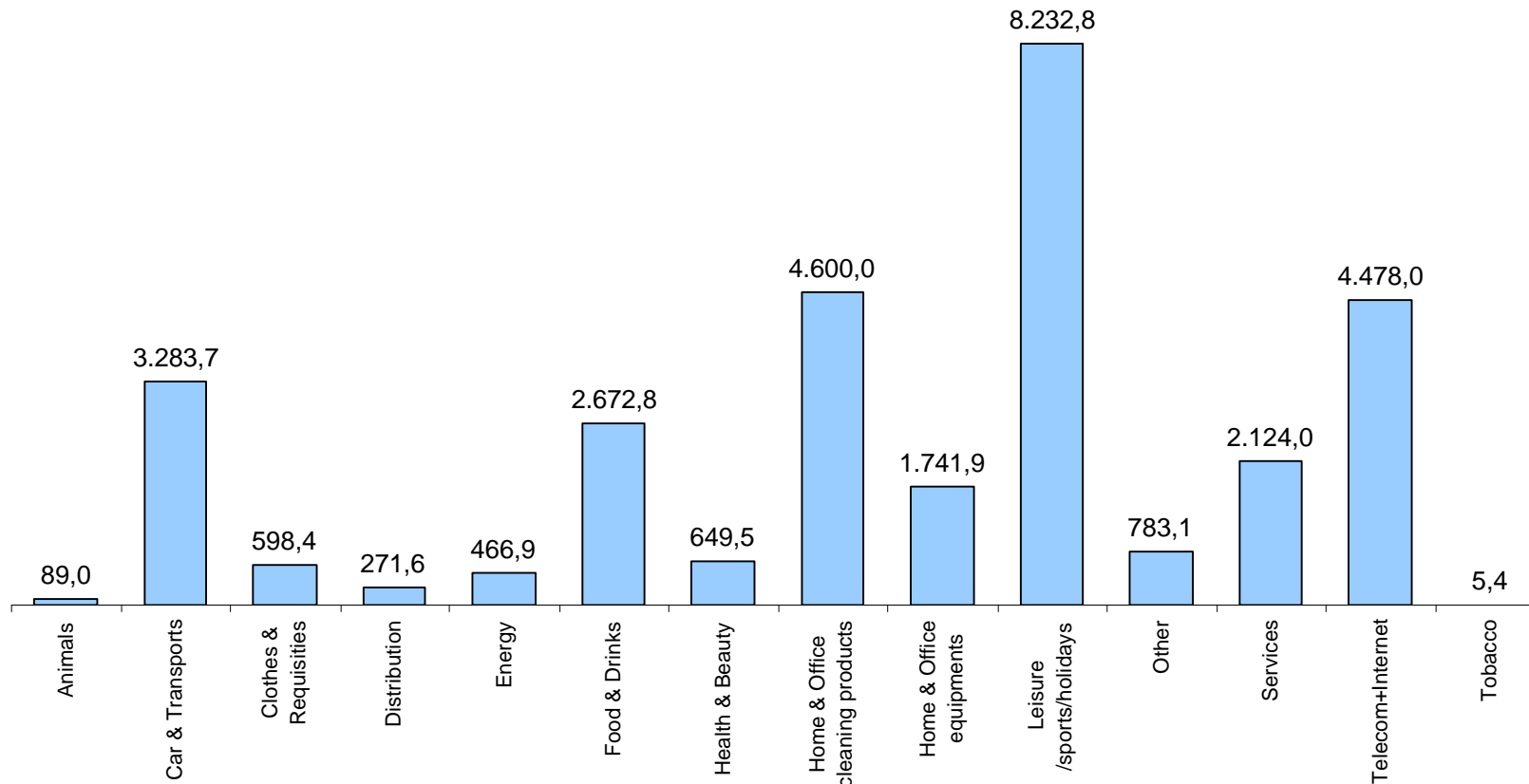


Media Investment All Radios - In Space Value (000 Euros)



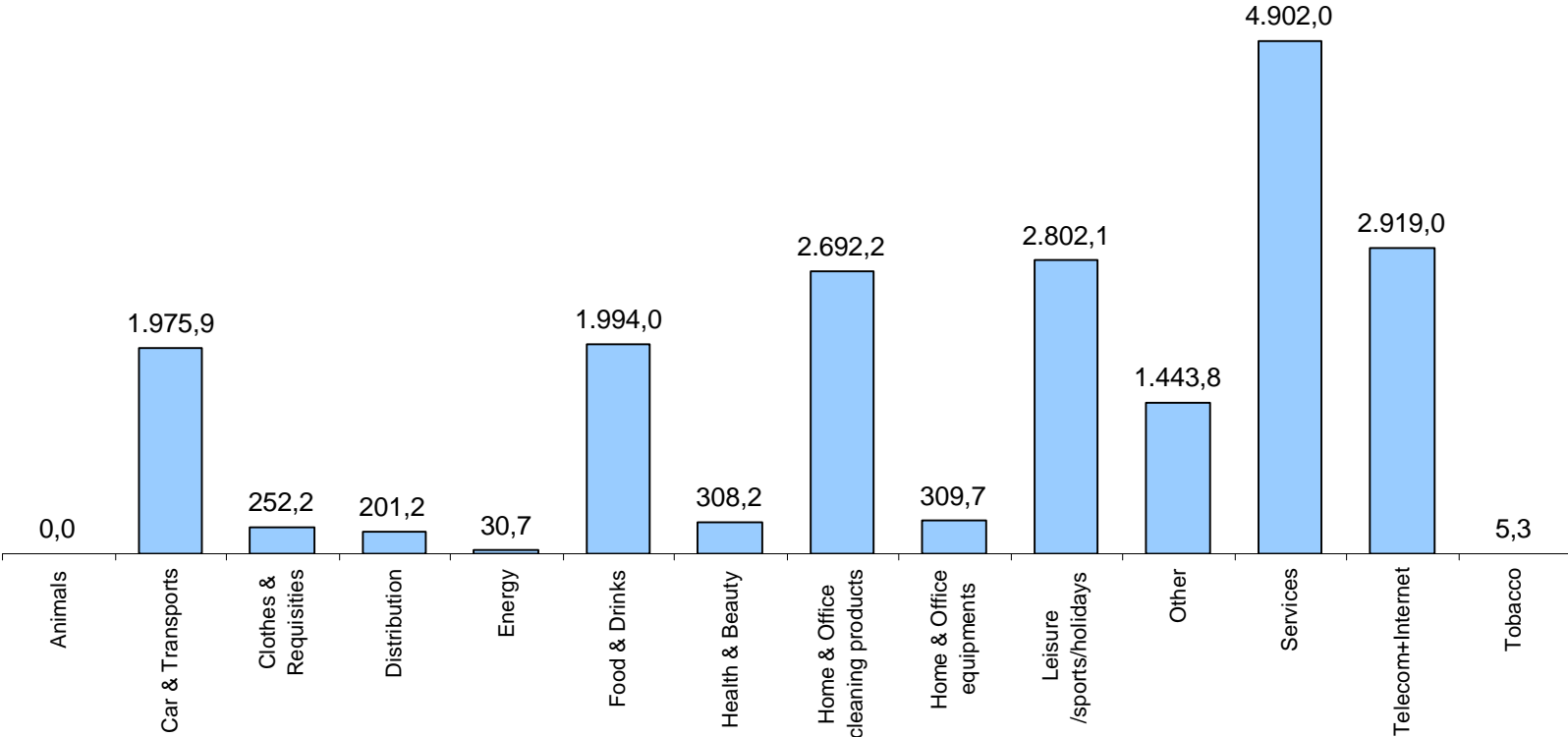
Media Investment 2000

Virgin - In Space Value (000 Euros)



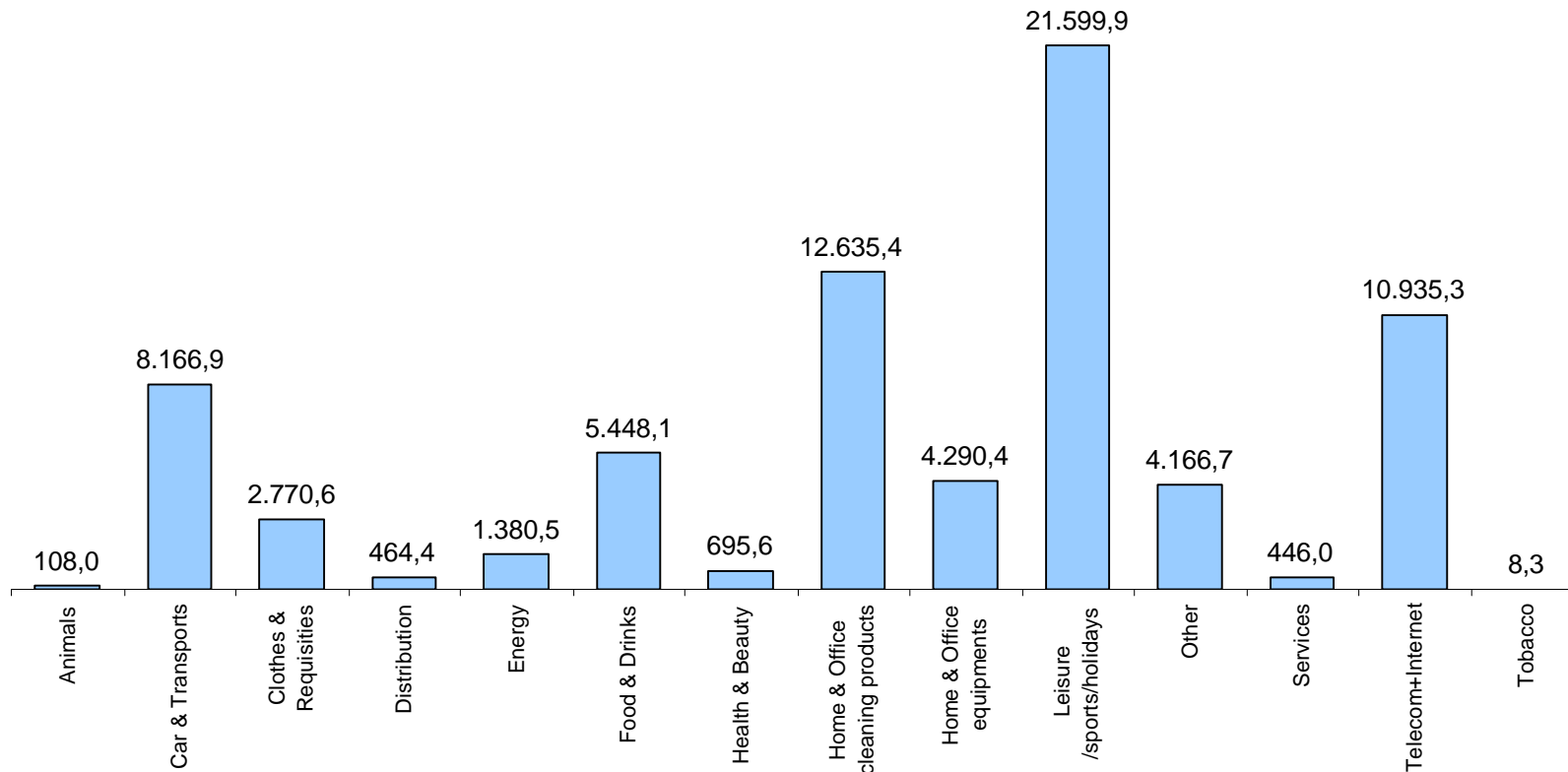
Media Investment 2000

Talksport - In Space Value (000 Euros)



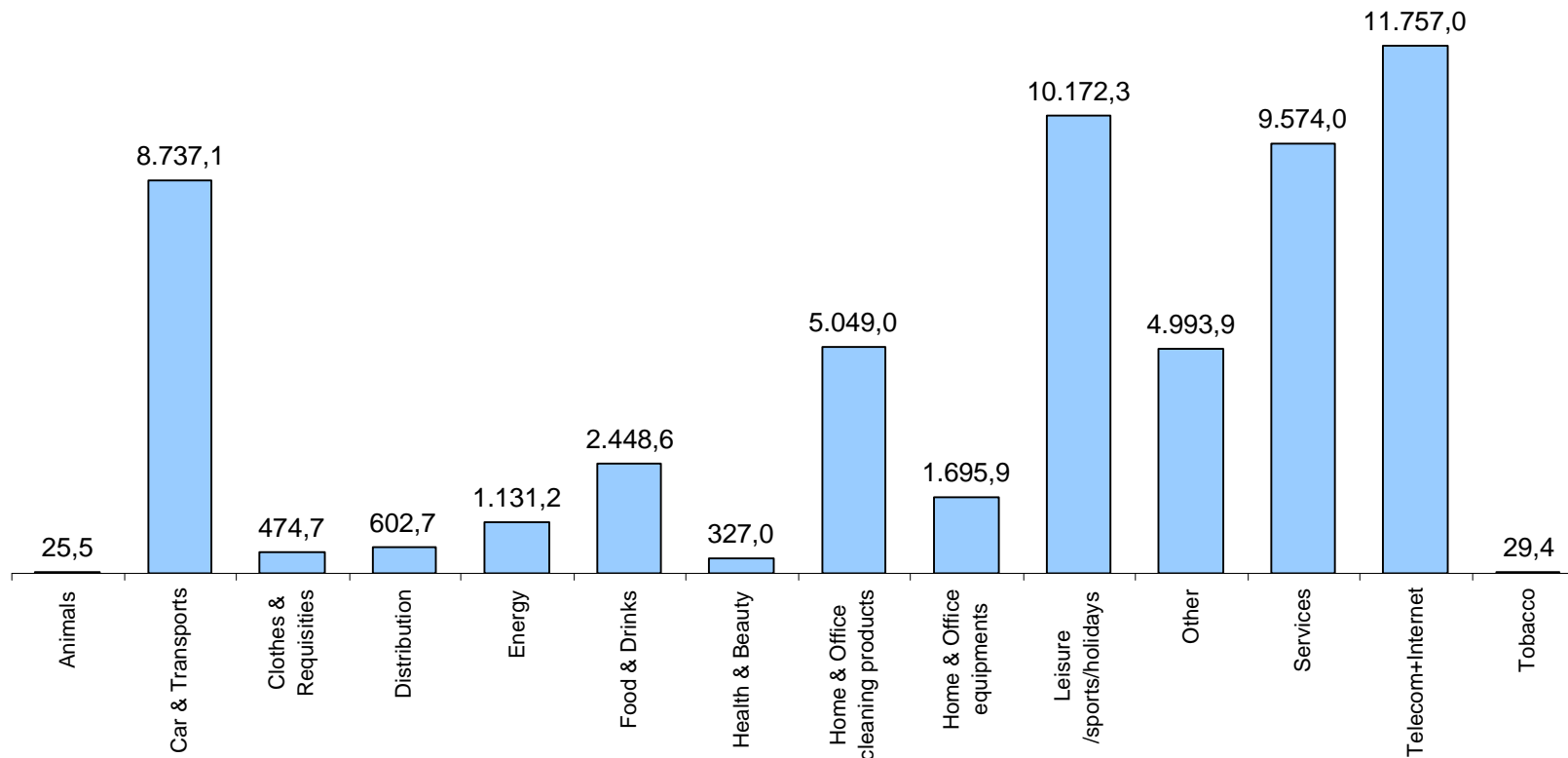
Media Investment 2000

Capital FM - In Space Value (000 Euros)



Media Investment 2000

Classic FM - In Space Value (000 Euros)



Media Investment 2000

Atlantic 252- In Space Value (000 Euros)

