























RAJAR Q4 2010		Q4 10	Q3 10	Q4 09	Q on Q	Y on Y	
		Weekly Reach	13,267,000	13,303,000	12,185,000	-36,000	1,082,000
		Total Hours	114,840,000	116,044,000	105,363,000	-1,204,000	9,477,000
		Weekly Reach	2,051,000	2,149,000	1,821,000	-98,000	230,000
		Total Hours	13,138,000	14,774,000	12,391,000	-1,636,000	747,000
		Weekly Reach	1,821,000	1,771,000	1,605,000	50,000	216,000
		Total Hours	10,431,000	10,776,000	8,669,000	-345,000	1,762,000





	Weekly Reach	369,000	374,000	336,000	-5,000	33,000
	Total Hours	2,995,000	2,670,000	2,582,000	325,000	413,000
	Weekly Reach	464,000	443,000	321,000	21,000	143,000
	Total Hours	3,070,000	3,074,000	1,822,000	-4,000	1,248,000
	Weekly Reach	361,000	395,000	319,000	-34,000	42,000
	Total Hours	2,427,000	2,446,000	1,838,000	-19,000	589,000
	Weekly Reach	822,000	798,000	682,000	24,000	140,000
	Total Hours	8,126,000	7,368,000	7,587,000	758,000	539,000





	Weekly Reach	558,000	542,000	567,000	16,000	-9,000
	Total Hours	5,714,000	5,615,000	4,707,000	99,000	1,007,000
	Weekly Reach	272,000	297,000	314,000	-25,000	-42,000
	Total Hours	2,539,000	2,875,000	3,287,000	-336,000	-748,000
	Weekly Reach	118,000	112,000	98,000	6,000	20,000
	Total Hours	1,228,000	1,209,000	1,028,000	19,000	200,000
	Weekly Reach	126,000	124,000	120,000	2,000	6,000
	Total Hours					

	Total Hours	1,280,000	1,234,000	1,299,000	46,000	-19,000
	Weekly Reach	180,000	185,000	167,000	-5,000	13,000
	Total Hours	1,785,000	1,768,000	1,814,000	17,000	-29,000
	Weekly Reach	130,000	127,000	117,000	3,000	13,000
	Total Hours	1,628,000	1,577,000	1,400,000	51,000	228,000
	Weekly Reach	112,000	106,000	91,000	6,000	21,000
	Total Hours	1,029,000	958,000	883,000	71,000	146,000

	Weekly Reach	62,000	60,000	52,000	2,000	10,000
	Total Hours	845,000	749,000	714,000	96,000	131,000
	Weekly Reach	423,000	439,000	381,000	-16,000	42,000
	Total Hours	3,679,000	3,996,000	3,202,000	-317,000	477,000
	Weekly Reach	493,000	538,000	463,000	-45,000	30,000
	Total Hours	3,851,000	3,910,000	2,900,000	-59,000	951,000
	Weekly Reach	311,000	317,000	321,000	-6,000	-10,000
	Total Hours	2,140,000	2,375,000	2,492,000	-235,000	-352,000

	Weekly Reach	358,000	393,000	393,000	-35,000	-35,000
	Total Hours	2,958,000	2,894,000	2,621,000	64,000	337,000
	Weekly Reach	191,000	195,000	182,000	-4,000	9,000
	Total Hours	1,501,000	1,344,000	1,272,000	157,000	229,000
	Weekly Reach	160,000	173,000	106,000	-13,000	54,000
	Total Hours	865,000	1,193,000	881,000	-328,000	-16,000
	Weekly Reach	221,000	243,000	246,000	-22,000	-25,000
	Total Hours	1,657,000	1,635,000	2,329,000	22,000	-672,000

	Weekly Reach	354,000	347,000	332,000	7,000	22,000
	Total Hours	2,426,000	2,400,000	2,775,000	26,000	-349,000
	Weekly Reach	276,000	281,000	235,000	-5,000	41,000
	Total Hours	2,568,000	2,876,000	2,747,000	-308,000	-179,000
	Weekly Reach	347,000	364,000	344,000	-17,000	3,000
	Total Hours	3,450,000	3,486,000	3,456,000	-36,000	-6,000
	Weekly Reach	574,000	588,000	537,000	-14,000	37,000
	Total Hours	6,018,000	6,362,000	6,203,000	-344,000	-185,000

	Weekly Reach	633,000	631,000	645,000	2,000	-12,000
	Total Hours	6,915,000	7,509,000	5,770,000	-594,000	1,145,000
	Weekly Reach	336,000	348,000	340,000	-12,000	-4,000
	Total Hours	3,683,000	3,763,000	3,778,000	-80,000	-95,000
	Weekly Reach	136,000	136,000	147,000	0	-11,000
	Total Hours	1,536,000	1,487,000	1,819,000	49,000	-283,000
	Weekly Reach	167,000	160,000	149,000	7,000	18,000
	Total Hours	1,982,000	1,994,000	1,889,000	-12,000	93,000



Weekly Reach

387,000

369,000

388,000

18,000

-1,000

Total Hours

4,403,000

4,286,000

3,582,000

117,000

821,000



Weekly Reach

62,000

63,000

57,000

-1,000

5,000

Total Hours

289,000

282,000

442,000

7,000

-153,000



Weekly Reach

1,123,000

1,153,000

1,011,000

-30,000

112,000

Total Hours

3,994,000

4,132,000

3,246,000

-138,000

748,000



Weekly Reach

1,045,000

1,109,000

858,000

-64,000

187,000

Total Hours



3,525,000

4,002,000

2,577,000

-477,000

948,000

	Weekly Reach	272,000	246,000	219,000	26,000	53,000
	Total Hours	628,000	492,000	718,000	136,000	-90,000
	Weekly Reach	557,000	578,000	447,000	-21,000	110,000
	Total Hours	1,971,000	1,504,000	1,966,000	467,000	5,000