

The Media Audit

NEWS RELEASE

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New Report Shows Net Website Gains For 246 Radio Groups in 87 Markets

Houston – (02/01/07) -- Thirty radio group clusters have increased their net reach by attracting 50,000 or more viewers to their websites in the metropolitan markets they serve and 75 radio groups have attracted 20,000 or more, according to a new report from The Media Audit.

“The numbers have been netted out to reveal the portion of the website audience which is not a duplication of the listening audience,” says Bob Jordan, president of International Demographics, Inc., a 35-year-old market research firm that produces The Media Audit. In the net out computations a station’s *most often* or *most preferred* designated listener numbers were used. Those classifications describe listeners who say the radio station is the one they prefer or the one they go to first.

The Media Audit surveys only adults, age 18 plus.

Report Available at RAB

The report, covering 246 radio group clusters in 87 metropolitan markets, will be released at the Radio Advertising Bureau’s Management Leadership Conference in Dallas, February 8 – 11.

In New York City, the Emmis radio group achieved a net website gain of 201,900 for a net gain of 22.7 percent in their most preferred station audience. Five other group clusters pulled more than 100,000.

The 30 radio groups with net website gains of 50,000 or more and the markets in which they achieved the gains are: Emmis, New York City, 201,900; Clear Channel, New York City, 193,400; Clear Channel, Los Angeles, 144,400; CBS Radio, Los Angeles, 136,800; CBS Radio, Chicago, 130,200; CBS Radio, New York City, 128,300; Clear Channel, San Francisco, 97,100; Bonneville Radio, Chicago, 92,200; Inner City Radio, New York City, 85,300; Cox Radio, Atlanta, 85,100; Clear Channel, Boston, 83,300; Clear Channel, Dallas-Ft Worth, 73,800; ABC Radio, Los Angeles, 73,600; CBS Radio, Dallas-Ft Worth, 67,300; CBS Radio, Philadelphia, 65,200; ABC Radio, Minneapolis-St. Paul, 65,100; Clear Channel, Washington, D.C., 65,100; CBS Radio, San Francisco, 64,800; Clear Channel, Philadelphia, 63,300; Cumulus Radio, San Francisco, 62,100; Clear Channel, Minneapolis-St. Paul, 60,900; Clear Channel, Tampa-St. Petersburg, 59,900; Cumulus Radio, Houston, 58,100; Entercom, Seattle-Tacoma, 56,500; CBS Radio, Detroit, 54,500; Greater Media, Philadelphia, 54,200; Service Radio, Dallas-Ft Worth, 53,300; CBS Radio, Seattle-Tacoma, 52,900; Clear Channel, Seattle-Tacoma, 50,600.

Gains of 15 % or More

The 31 radio groups with net gains of 15 percent or more and the markets in which they achieved the gains are: Univision Radio, Chicago, 38.1 percent; Marlin Broadcasting, Hartford (CT) 35.1; Cumulus Radio, Houston, 28.4; Service Radio, Dallas-Ft. Worth, 26.6; Inner City Radio, New York City, 25.6; Clear Channel, Seattle-Tacoma, 23.5; Emmis, New York City, 22.7; Journal Radio, Milwaukee, 22.5; Beasley Radio, Miami-Ft. Lauderdale, 22.3; Hearst-Argyle Radio 21.7; ABC Radio, Minneapolis-St Paul, 20.9; Entercom, Indianapolis, 20.7; Cox Radio, Daytona Beach, 19.9; Bonneville Radio, Chicago, 19.9; CBS Radio, Rochester, 18.9; Saga Radio, Norfolk, 18.8; Clear Channel, Philadelphia, 18.2; Bonneville Radio, Salt Lake City, 17.7; Entercom, Austin, 17.5; CBS Radio, Melbourne (FL), 17.1; Citadel Radio, Buffalo, 16.9; Clear Channel, Daytona Beach, 16.9; Clear Channel, Boston, 16.7; Clear Channel, San Antonio, 16.7; Saga Radio, Columbus (OH), 16.3; Marlin Broadcasting, New Haven, 16.0; Capital Radio, Raleigh-Durham, 15.9; ABC Radio, Los Angeles, 15.4; CBS Radio, Seattle-Tacoma, 15.4; CBS Radio, Washington, D.C., 15.1; Clear Channel, Raleigh-Durham, 15.0.

The full report will be available at The Media Audit booth during RAB.

The Data Source

The Media Audit, a syndicated media ratings service currently covering more than 80 metropolitan markets, provides both qualitative data for media websites as well as for traditional media.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 35 years. In 1998, the survey started providing data on local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local web audiences.

Note: If you would like to periodically receive news releases containing market survey data from The Media Audit, please contact us by email (info@TheMediaAudit.com) and leave your name, title, company affiliation and email address.