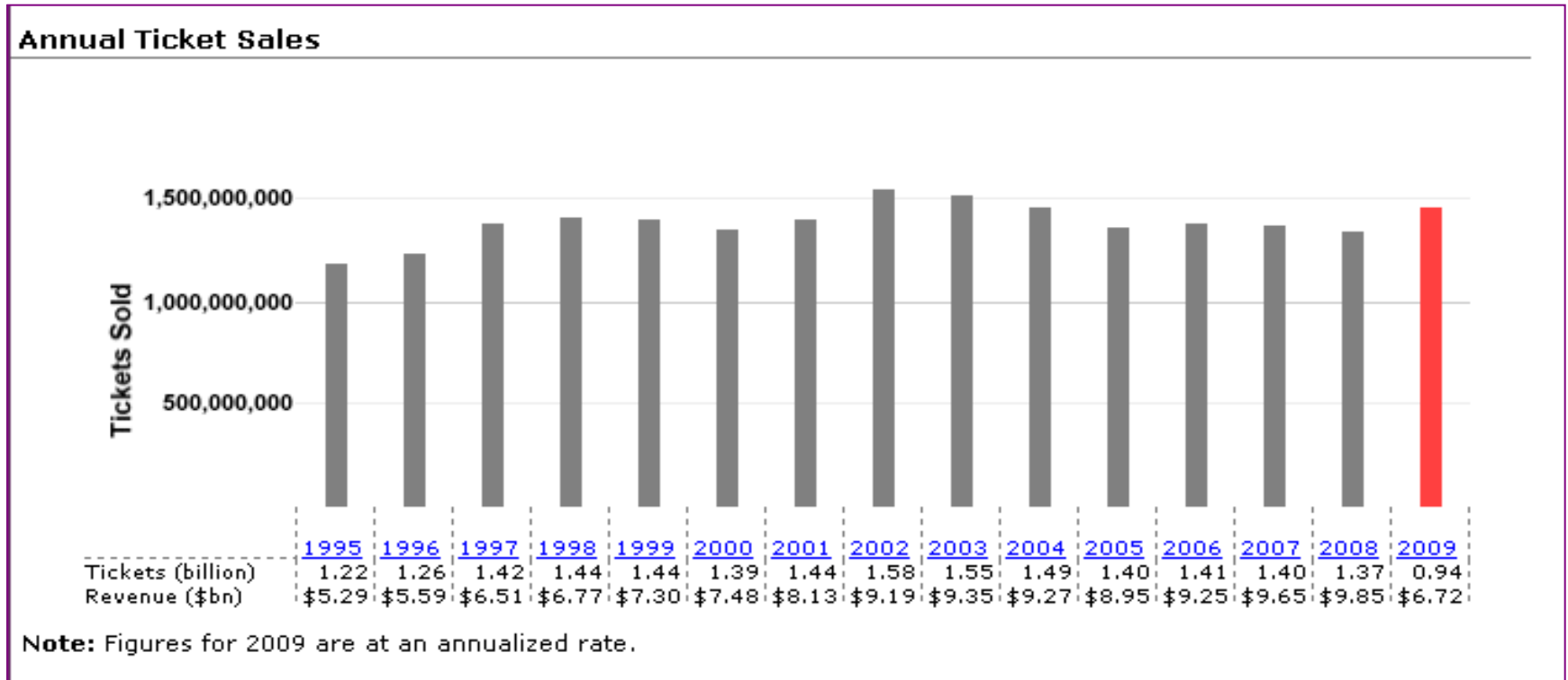




Reaching the Best Prospects



2009 Movie Attendance is Up



Source: *The Numbers - Movie Box Office*



40% of LA Adults Saw a Movie in the Theater in the Last 4 Weeks

Report: TARGET PROFILE REPORT
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Target: PAST 4-WEEKS ATTENDED MOVIE THEATER

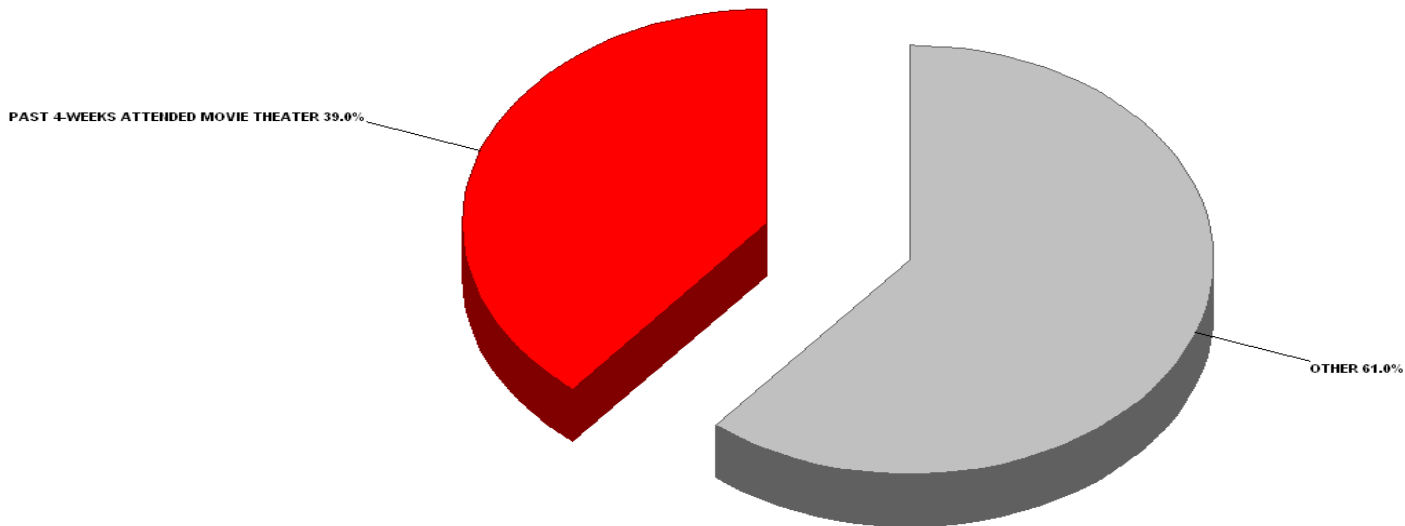
THE MEDIA AUDIT

Target Analysis

Base Population: 9,733,191

% In Target: 39.0%

Target Persons: 3,798,692



MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. TARGET PROFILE IS BASED ON 1,761 RESPONDENTS IN THE AUDIENCE OF THE TARGET.



Move-Goers by Lifestyle Segments

THE MEDIA AUDIT
CROSSTAB REPORTS
Cross Target Vertical Percent

REPORT MARKET: LOS ANGELES, CA
REPORT BASE: ADULTS AGE 18+
REPORT PERIOD: MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
PRIMARY TARGET: PAST 4 WEEKS ATTENDED MOVIE THEATER

BASE POPULATION: 9,733,191

% IN TARGET: 39.0%

TARGET PERSONS:

TARGET	BASE PERSONS	PRIMARY PERSONS	VERTICAL PERCENT 0	7	14	21
MTV GENERATION--AGE 18-44/MEW MTV AND/OR VH-1	1,389,291	797,561	21.0			
AFFLUENT WHITE COLLAR WORKER--FAMILY INCOME \$100K+	1,308,992	709,360	18.7			
GRAYING AFFLUENTS--AGE 50+/FAMILY INCOME \$50,000+	1,706,021	666,418	17.5			
AFFLUENT FULL NESTERS--\$75K+/KIDS AT HOME	1,441,832	650,324	17.1			
AFFLUENT EMPTY NESTER--\$50K+/NO KIDS HOME/AGE 46+	1,405,885	558,994	14.7			
AFFLUENT WORKING WOMEN--FAMILY INCOME \$75,000+	855,283	449,459	11.8			
MATURING YUPPIE--25-44/C. GRAD/TECH-PROF-MGR/KIDS	497,412	254,645	6.7			
YUPPIES--AGE 21-34/COLLEGE GRAD/TECH-PROF-MGR JOB	440,860	249,487	6.6			
YOUNG WITH MONEY--AGE 18-34/\$100,000+ INCOME	472,166	248,480	6.5			
AFFLUENT BLUE COLLAR WORKER--FAMILY INCOME \$75000+	328,720	128,686	3.4			



Radio & Internet are **Key** to Reaching Movie-Goers

Report: MEDIA DAY ANALYSIS, TV BREAKOUT
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Target: PAST 4-WEEKS ATTENDED MOVIE THEATER
Base Population: 9,733,191

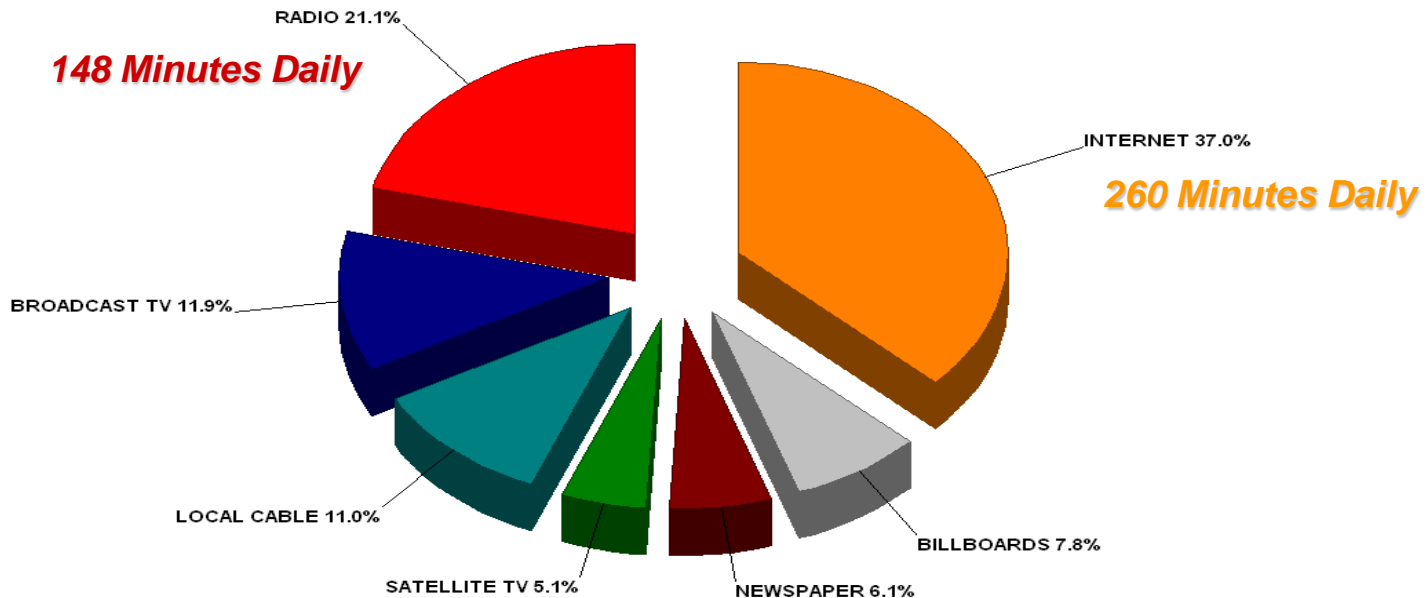
THE MEDIA AUDIT

Target Market

% In Target: 39.0%

Target Persons: 3,798,692

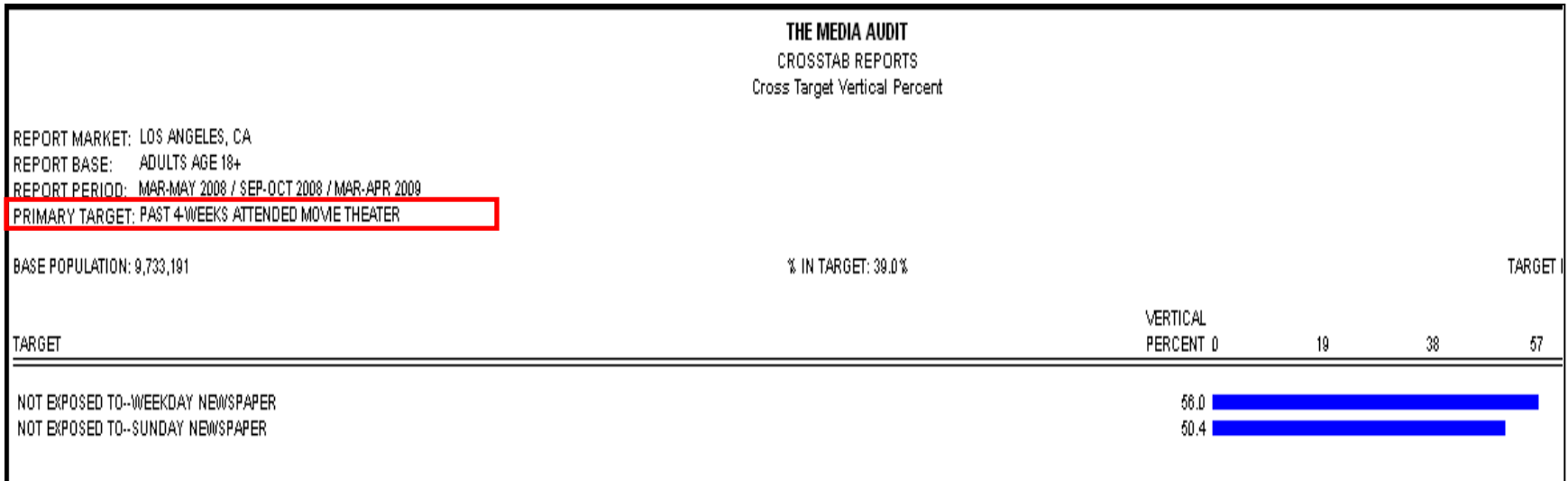
Movie-Goers Spend Considerable Time with Radio & Internet



TOTAL MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. TARGET MARKET PROFILE IS BASED ON 1,761 RESPONDENTS.



56% of Frequent Movie-Goers are Not Exposed to the Weekday Newspaper



Most LA Frequent Movie-Goers are Age 25-54, as are KCRW-FM Listeners

Report: AGE DEMO ANALYSIS
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 Bases: ADULTS AGE 18+
 Media: KCRW-FM
 Target: PAST 4-WEEKS ATTENDED MOVIE THEATER

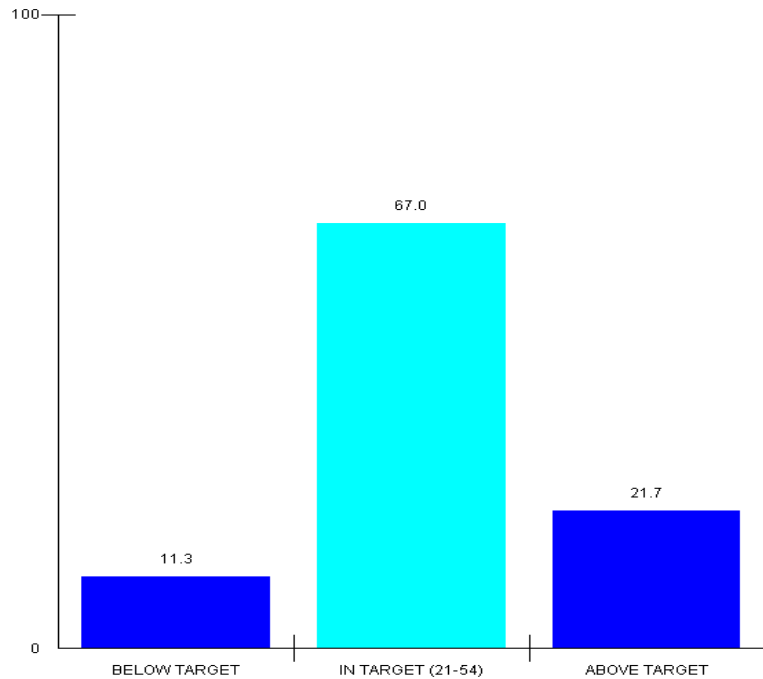
THE MEDIA AUDIT

Total Market Persons: 9,733,191
 Total Market Persons: 9,733,191

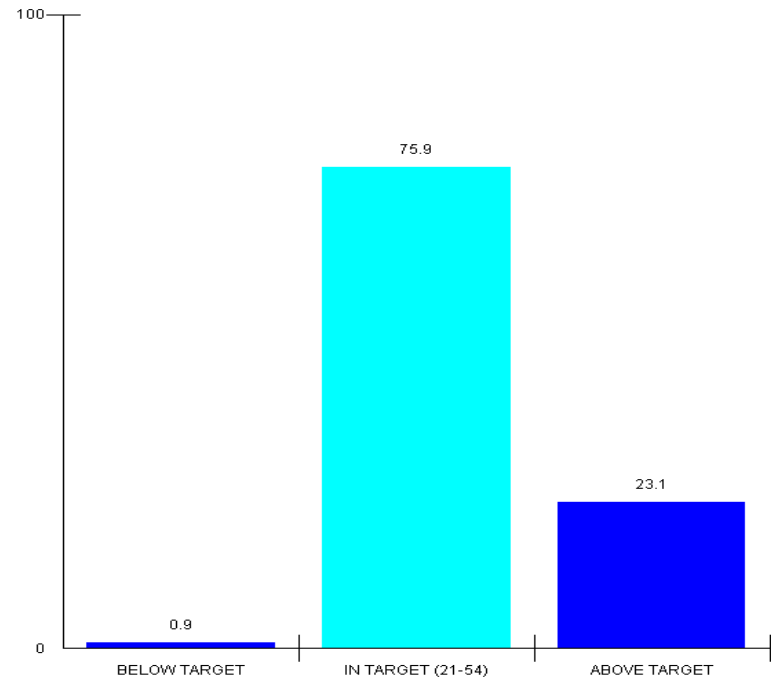
Media Percent: 4.4%
 Target Percent: 39.0%

Media Persons: 429,081
 Target Persons: 3,798,692

PAST 4-WEEKS ATTENDED MOVIE THEATER



KCRW-FM



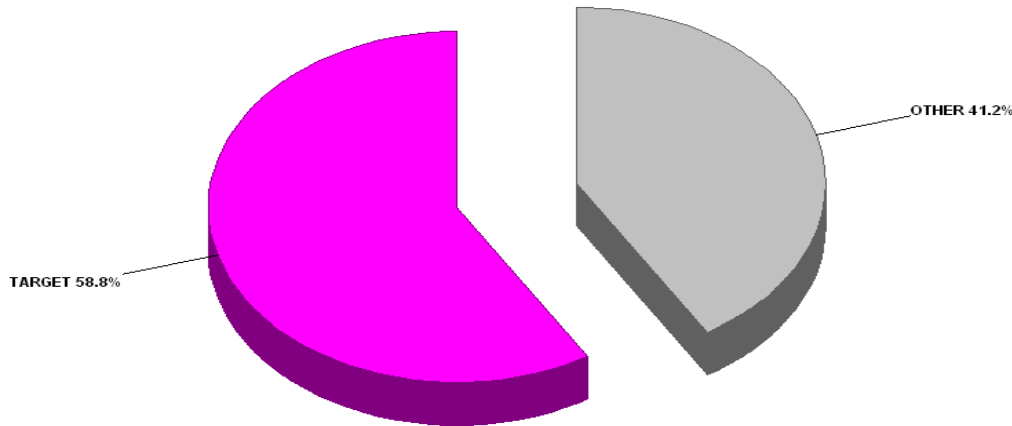
MEDIA, AUDIENCE ANALYSIS IS BASED ON 210 RESPONDENTS IN THE AUDIENCE OF THE MEDIA
 MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. TARGET PROFILE IS BASED ON 1,761 RESPONDENTS IN THE AUDIENCE OF THE MEDIA



KCRW-FM Reaches The Right Target

Report: MEDIA PROFILE REPORT THE MEDIA AUDIT All Groups
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM
Target: PAST 4-WEEKS ATTENDED MOVIE THEATER
Media Persons: 429,081 Target Percent: 58.8% Target Persons: 252,417

Nearly 60% of KCRW-FM Listeners Saw a Movie in a Theater in the Last 4 Weeks



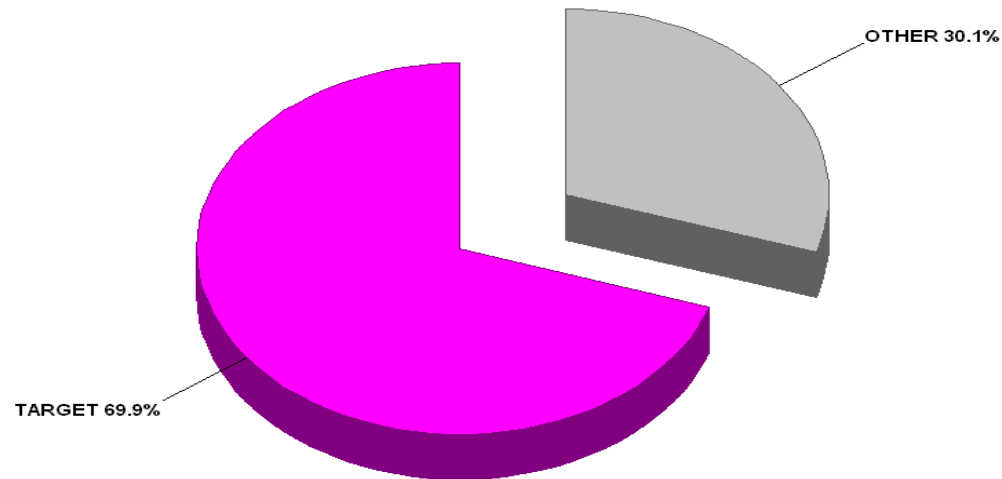
MEDIA AUDIENCE ANALYSIS IS BASED ON 210 RESPONDENTS IN THE AUDIENCE OF THE MEDIA.



KCRW.com Reaches The Right Target

Report: MEDIA PROFILE REPORT
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Media: KCRW-FM .COM
Target: PAST 4-WEEKS ATTENDED MOVIE THEATER
Media Persons: 82,794
Target Percent: 69.9%
All Groups
Target Persons: 57,903

70% of KCRW.com Visitors Saw a Movie in a Theater in the Last 4 Weeks



MEDIA AUDIENCE ANALYSIS IS BASED ON 42 RESPONDENTS IN THE AUDIENCE OF THE MEDIA



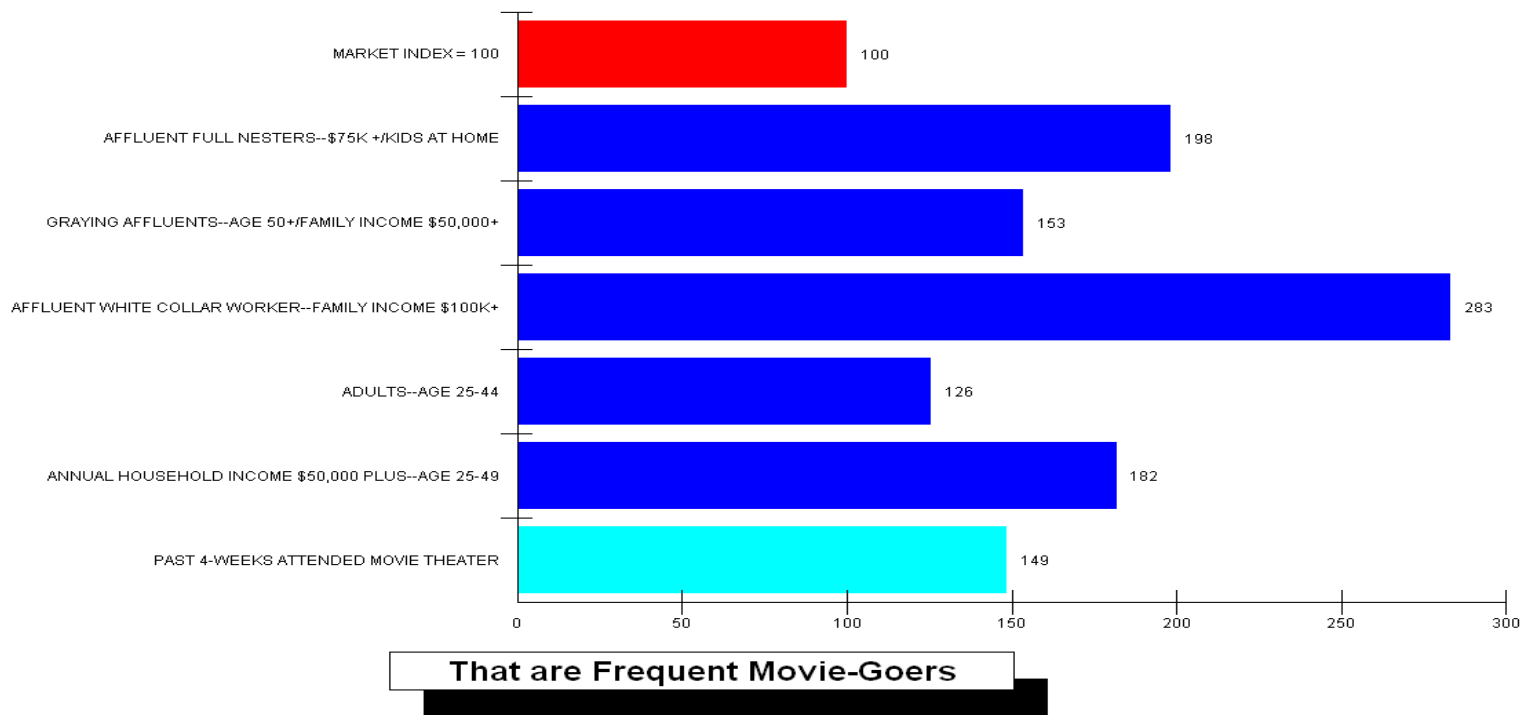
KCRW Reaches The Right Target

Report: MARKET INDEX, MULTIPLE TARGET SINGLE MEDIA REPORT
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
 Bases: ADULTS AGE 18+
 Media: KCRW-FM & KCRW.COM

THE MEDIA AUDIT

Cume Index

KCRW-FM & KCRW.com Effectively Targets Affluent Families & Retirees...



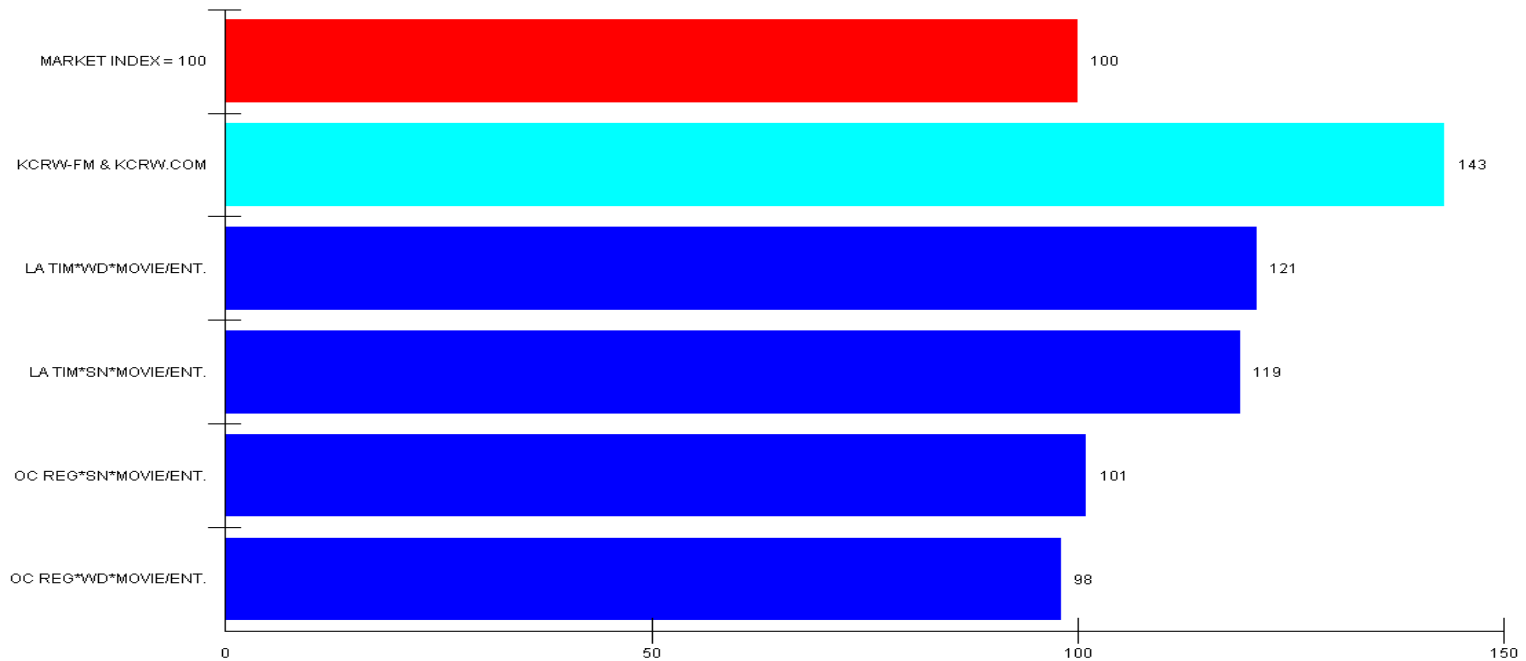
MARKET PROFILE IS BASED ON 4,814 RESPONDENTS. AUDIENCE PROFILE IS BASED ON 216 RESPONDENTS



KCRW Effectively Targets Well-Educated Movie-Goers

Report: MARKET INDEX, MULTIPLE MEDIA SINGLE TARGET REPORT
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: EDUCATION--SINGLE AND/OR ADVANCED DEGREE
Target: PAST 4-WEEKS ATTENDED MOVIE THEATER
Base Population: 3,282,764
% In Target: 46.7%
Target Persons: 1,534,168
THE MEDIA AUDIT
Most Often Index

KCRW is Most Effective at Reaching a Discerning Movie-Goer



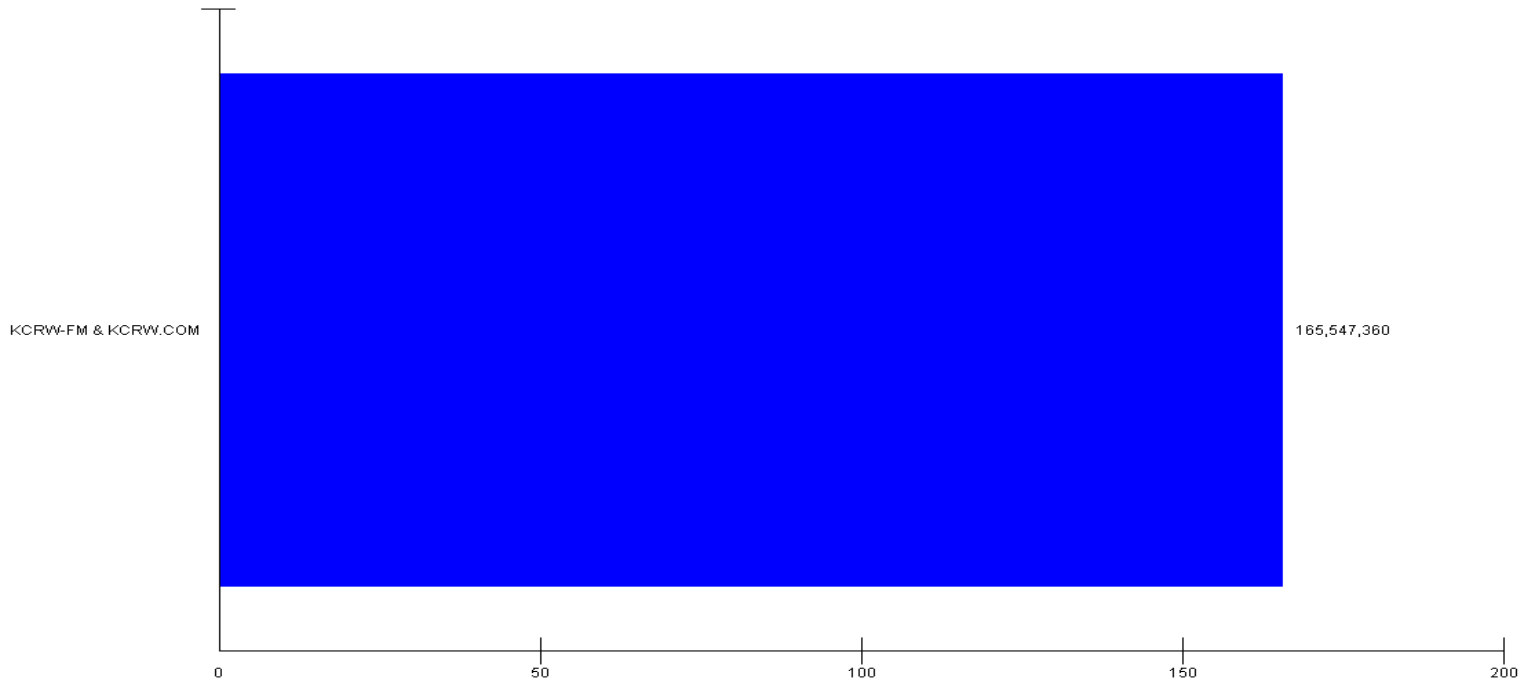
BASED ON 840 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 1,832 BASE # OF RESPONDENTS



KCRW Reaches Adults that Spend \$166 Million on Movies & the Arts

Report: ANNUAL CONSUMER BUYING POWER RANKER REPORT THE MEDIA AUDIT Total Expenditures -- Cume Rating \$'s
Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009
Bases: ADULTS AGE 18+
Target: MOVIE, THEATER, CONCERT, OPERA, BALLET (SINGLE/SEA)
Base Population: 9,733,191 % In Target: 57.6% Target Persons: 5,608,682

Total Expenditures -- Cume Rating \$'s



BASED ON 2,584 RESPONDENTS OUT OF THE TOTAL SAMPLE OF 4,814 BASE # OF RESPONDENTS



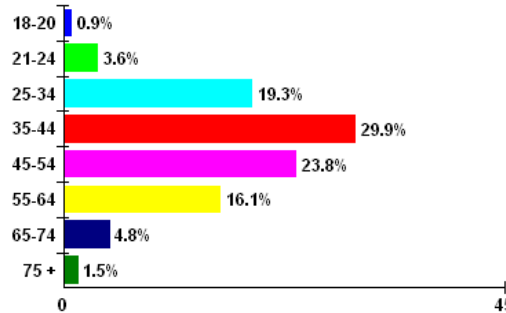
KCRW Audience Profile

Report: MEDIA QUICK PROFILE THE MEDIA AUDIT All Groups
 Market: LOS ANGELES, CA for MAR-MAY 2008 / SEP-OCT 2008 / MAR-APR 2009 TOTAL
 Bases: ADULTS AGE 18+
 Media: KCRW-FM & KCRW.COM
 Base Population: 9,733,191 % in Media: 4.5 Media Persons: 441,822

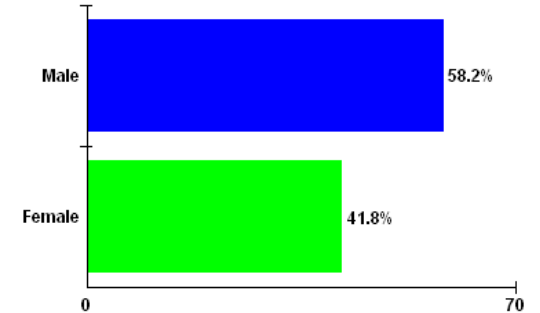
Audience Profile

Total Income: \$44,541,568,750
 Mean Income: \$100,813
 Mean Age: 44
 Home Owners: 60%
 Mean Home Value: \$638,728
 Mean Miles Past Week: 177

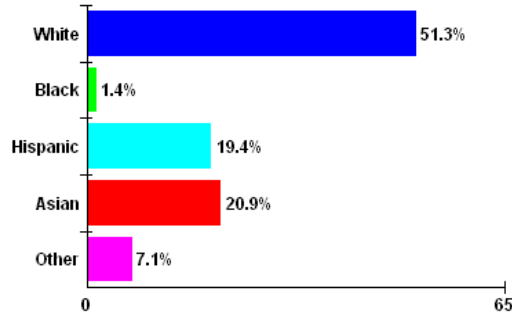
Age Analysis



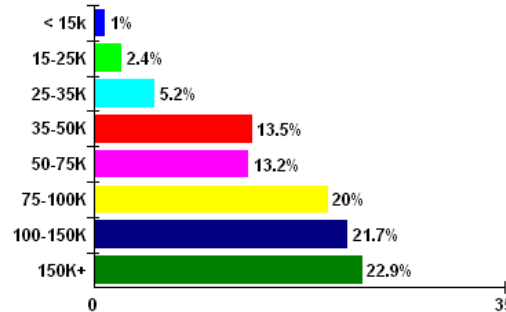
Gender Profile



Ethnicity Profile



Annual Income



Education Profile

