

**AUSTIN  
12+ METRO SHARE**

	<u>75</u>	<u>76</u>	<u>77</u>	<u>78</u>	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>		
KVET	17.8	14.2	19.7	13.9	13.5	11.7	9.6	6.6	6.1	4.8	4.1	2.8	3.7	2.8	2.7	2.2	1.4	1.3	1.2	1.9	2.0	2.2	1.9	1.2	1.4	1.6	2.2	1.8	1.9	KVET, 1300 (S)	
KASE-F	15.2	16.8	14.8	14.7	15.3	12.1	11.4	13.3	16.2	15.1	13.6	15.4	15.1	15.4	14.4	15.2	14.6	16.0	13.7	14.3	13.8	12.4	10.9	9.7	8.2	7.8	7.7	8.1	8.0	KASE-F, 100.7 (C)	
KHFI-F	3.9	5.7	8.7	7.3	7.9	14.7	16.8	13.4	14.6	13.7	16.8	14.0	6.8	6.3	6.8	8.3	7.4	7.2	9.0	9.6	9.4	9.6	9.5	7.1	4.8	4.7	3.8	3.7	3.2	KHFI-F, 96.7 (CHR)	
KLBJ	11.6	8.5	7.3	6.0	5.6	4.8	5.4	5.4	5.2	4.9	6.0	4.7	4.5	5.2	4.3	3.9	6.2	6.6	6.8	6.8	6.2	5.7	4.7	4.9	5.2	5.1	6.0	5.8	5.9	KLBJ, 590 (N/T)	
KLBJ-F	6.4	9.8	6.1	11.7	10.0	7.3	10.5	11.9	10.3	11.2	12.6	11.3	8.0	10.1	9.7	9.2	7.5	6.5	7.1	5.9	6.9	5.9	6.1	5.2	4.8	3.9	3.5	4.0	3.5	KLBJ-F, 93.7 (AOR)	
KKMJ-F	4.9	2.4	2.8	6.5	7.7	9.0	8.5	6.0	3.2	5.4	6.7	7.2	10.0	9.5	7.5	8.0	7.5	7.6	6.8	6.8	6.6	6.4	6.9	6.4	5.2	5.0	5.1	4.9	5.8	KKMJ-F, 95.5 (AC)	
KFON	15.2	13.7	8.7	10.0	5.6	2.0	2.7	6.5	4.5	4.8	1.9	-	-	-	0.4	0.7	1.9	1.9	0.7	0.3	0.9	0.4	0.5	0.4	0.7	-	0.7	-	-	KFON, 1490 (SP)	
KEYI-F	4.7	4.4	8.5	10.3	6.7	6.3	5.3	7.3	6.5	9.6	6.9	11.3	6.5	5.0	4.9	4.2	3.6	3.2	4.1	3.4	5.0	5.4	4.6	4.3	3.7	4.2	4.2	3.9	4.0	KEYI-F, 103.5 (O)	
KPEZ-F	-	-	-	-	1.8	2.9	4.3	6.0	6.4	5.3	5.2	6.3	4.9	3.6	4.3	5.3	6.2	4.8	4.8	4.6	3.3	3.8	4.8	3.9	3.5	3.0	3.1	3.1	3.2	KPEZ-F, 102.3 (CL AOR)	
KTXZ	3.0	2.6	-	1.3	1.5	2.8	2.0	2.4	4.4	2.4	2.6	1.9	3.3	3.2	1.6	0.7	-	1.4	0.7	0.6	0.4	0.6	-	0.9	0.7	0.8	0.4	-	0.4	KTXZ, 1560 (SP)	
KDHT-F													8.1	9.9	10.0												1.8	1.7	2.7	3.6	KDHT-F, 93.3 (CHR)
KGSR-F																7.2	4.7	3.5	1.9	2.0	1.6	2.9	2.5	2.2	2.0		4.4	4.3	4.1	4.2	KGSR-F, 107.1 (AOR)
KVET-F																2.8	4.7	4.5	4.0	3.7	3.5	3.5	3.5	3.3	4.0		4.2	5.2	5.9	6.4	KVET-F, 98.1 (C)
99.1																2.2	3.2	1.2	-	-	-	-	-	-	-		-	-	-	99.1	
													3.5	2.8	1.8	1.1	1.8	2.6	3.0	3.0	2.7	3.8	4.8	5.5	5.4	5.0	4.0	4.0	3.6	KAMX-F, 94.7 (AC)	
KFMK-F																								2.3	3.9	3.8	3.5	3.0	3.1	KFMX-F, 105.9 (B/O)	
KHHL-F																				2.7	3.4	2.6	2.2	1.5	1.7	1.8	1.5	1.1	4.0	2.4	KHHL-F, 98.9 (SP)
KINV-F																			1.9	1.9	0.6	1.0	-	0.9	0.8	1.2	2.2	1.4	1.3	KINV-F, 107.7 (SP)	
KQBT-F																											6.9	6.8	7.1	5.9	KQBT-F, 104.3 (B)
KQJZ-F																	0.5	-	0.3	-	-	-	-	5.8	6.8	0.9	0.9	0.6	0.8	KQJZ-F, 92.1 (J)	
KROX-F																					2.8	3.2	4.1	3.4	4.2	4.7	4.9	4.5	3.8	KROX-F, 101.5 (AOR)	

**12+ CUME RATINGS**

	<u>79</u>	<u>80</u>	<u>81</u>	<u>82</u>	<u>83</u>	<u>84</u>	<u>85</u>	<u>86</u>	<u>87</u>	<u>88</u>	<u>89</u>	<u>90</u>	<u>91</u>	<u>92</u>	<u>93</u>	<u>94</u>	<u>95</u>	<u>96</u>	<u>97</u>	<u>98</u>	<u>99</u>	<u>2000</u>	<u>01</u>	<u>02</u>	<u>03</u>	
KVET	28.9	22.2	21.5	16.0	15.9	11.6	9.6	9.1	7.0	5.5	7.7	8.4	2.8	3.8	5.0	6.6	7.9	7.7	7.3	5.6	6.8	6.4	7.3	8.1	6.6	
KASE-F	21.7	20.1	20.8	24.6	26.8	22.9	22.6	26.3	25.8	24.6	23.6	28.6	21.2	29.2	28.6	25.0	25.1	23.6	20.7	18.7	15.3	16.7	15.1	15.0	15.3	
KHFI-F	17.7	32.0	32.1	29.6	32.2	29.5	34.7	31.4	22.4	21.0	20.8	20.1	18.9	19.9	24.1	21.4	22.9	25.6	25.9	17.1	19.1	17.4	15.4	15.9	12.8	
KLBJ	18.7	17.7	15.1	15.1	15.2	15.0	14.6	11.7	11.6	13.3	13.4	13.8	15.5	16.8	17.7	16.7	14.3	14.0	14.3	12.1	12.0	12.9	15.7	14.8	13.7	
KLBJ-F	19.4	13.1	22.0	26.8	25.2	26.7	24.7	22.8	21.0	20.7	22.7	22.7	20.0	19.3	15.7	17.7	16.3	14.5	17.9	13.2	11.7	12.8	11.9	9.8	11.1	
KKMJ-F	15.7	17.1	25.3	16.0	8.4	14.6	15.4	21.5	20.3	20.1	17.1	17.7	18.5	17.7	14.8	17.7	13.7	16.4	15.5	16.8	14.2	12.7	13.6	12.2	15.9	
KFON	21.5	9.8	11.2	11.7	10.8	11.1	7.0	3.5	-	-	1.9	1.5	3.8	3.2	2.5	1.4	1.6	1.7	2.3	1.2	2.3	-	1.5	-	-	
KEYI-F	16.7	16.7	14.6	17.4	14.7	22.1	19.9	25.6	20.2	12.1	13.5	14.9	12.2	9.6	12.8	10.6	14.9	16.5	13.4	12.6	10.7	11.7	11.4	9.7	10.4	
KPEZ-F	-	8.6	-	5.2	10.4	10.5	10.1	10.2	13.8	11.9	13.4	14.2	16.9	12.7	13.2	14.7	12.7	14.3	15.4	11.8	10.2	11.5	11.2	9.8	11.1	
KTXZ	-	-	7.4	4.8	-	-	-	-	4.9	5.5	5.5	0.7	-	3.2	2.2	1.3	1.9	1.4	-	1.7	1.6	1.5	1.4	-	0.7	
KDHT-F									8.1	9.9	10.0	23.2	18.9	11.1	8.6	9.2	7.4	7.7	7.9	3.7	7.2	6.3	6.6	5.5	15.6	
KGSR-F												8.1	10.6	11.6	8.6	9.8	8.5	9.3	10.7	9.6	9.1	9.8	11.6	10.9	10.0	
KVET-F									2.5	4.5	3.3	10.8	10.9	15.3	17.7	16.7	15.5	15.1	5.7	14.7	11.7	13.8	14.6	15.5	13.8	
99.1												8.4	9.3	4.8	-	-	-	-	-	-	-	-	-	-	-	
KAMX-F									3.5	2.8	1.8	5.9	4.4	7.6	11.6	7.7	10.6	13.4	17.8	18.3	17.3	14.5	12.7	14.4	13.0	
KFMK-F																				10.2	8.7	9.5	6.7	7.6	8.7	
KHHL-F															7.1	8.7	7.1	8.5	4.8	4.0	4.8	2.6	4.5	4.2	6.0	
KINV-F															7.5	8.7	4.5	5.5	-	3.9	4.0	4.3	4.5	1.6	4.1	
KQBT-F																				16.2	16.0	15.8	14.8	16.2	14.6	
KQJZ-F														1.8	-	1.5	-	-	-	2.7	2.6	3.7	1.8	2.2	3.2	
KROX-F																	10.5	10.5	15.6	11.7	13.1	14.6	13.5	13.7	10.1	

# AUSTIN

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	4.8	--	--	--	--	--	--	--	14.2 %	46.5 %	--	--	--	1976
1977	5.7	18.8 %	--	--	--	--	--	--	14.8	47.2	12	--	--	1977
1978	7.0	22.8	--	--	--	--	--	--	15.2	61.9	12	--	--	1978
1979	7.6	8.6	--	--	--	--	--	--	16.6	54.3	16	--	--	1979
1980	9.2	21.1	--	--	--	--	--	--	14.4	64.9	17	--	--	1980
1981	10.8	17.4	.607	17.79	3.1	.0036	--	--	17.4	65.1	19	--	--	1981
1982	13.1	21.3	.624	20.99	3.2	.0040	--	--	17.5	68.7	18	--	--	1982
1983	15.8	20.6	.641	24.65	3.6	.0040	.158	--	17.6	66.6	19	11	--	1983
1984	21.0	32.9	.657	31.96	4.1	.0051	.221	KASE-F 3.9	17.1	71.3	20	11	--	1984
1985	27.6	31.4	.690	40.35	4.4	.0060	.339	KASE-F 5.6	17.1	78.5	18	11	--	1985
1986	25.8	-6.5	.716	35.20	4.8	.0055	.327	KASE-F 5.4	16.3	82.7	21	11	--	1986
1987	23.4	-9.3	.762	31.41	5.4	.0049	.286	KASE-F 4.7	16.5	79.8	23	10	14.6	1987
1988	22.1	-5.6	.775	29.62	5.8	.0045	.262	KASE-F 4.4	16.3	79.3	18	11	14.3	1988
1989	23.0	4.1	.787	30.67	6.0	.0038	.293	KASE-F 4.5	17.0	84.1	20	11	19.0	1989
1990	24.0	4.3	.798	31.50	6.1	.0038	.286	KASE-F 4.7	16.7	83.4	25	11	17.7	1990
1991	22.5	-6.3	.819	27.92	6.5	.0036	.333	KASE-F 5.3	15.9	84.0	22	12	18.9	1991
1992	25.4	5.8	.833	30.49	6.8	.0037	.358	KASE-F 6.0	15.4	84.0	22	13	21.6	1992
1993	27.5	8.4	.925	29.73	7.9	.0035	.343	KASE-F 6.7	16.7	83.3	27	14	14.2	1993
1994	32.4	17.8	.948	34.18	8.6	.0038	.394	KASE-F 7.5	16.9	81.7	25	14	14.7	1994
1995	41.0	26.5	.994	41.24	10.0	.0041	.482	KASE-F 9.0	15.6	83.0	25	14	19.4	1995
1996	48.3	17.8	1.04	46.44	11.3	.0043	.601	KASE-F 11.7	15.3	83.7	25	13.5	16.7	1996
1997	52.7	9.1	1.07	49.25	12.6	.0042	.674	KASE-F 10.0	15.9	83.3	25	14	18.8	1997
1998	62.7	19.0	1.11	56.49	13.2	.0048	.808	KASE-F 9.9	15.0	84.2	29	16.5	18.6	1998
1999	76.4	17.9	1.16	65.86	14.8	.0052	.962	KASE-F 10.5	14.7	84.1	30	20	18.4	1999
2000	89.3	16.9	1.18	75.42	29.1	.0031	1.15	KASE-F 11.2	14.8	84.5	28	19	19.9	2000
2001	80.4	-10.0	1.28	62.81	30.8	.0026	1.03	KASE-F 10.1	14.1	83.2	32	19	18.2	2001
2002	82.1	2.1	1.31	62.67	32.0	.0026	1.024	KASE-F 10.0	13.7	84.5	28	--	19.1	2002
2003	86.2	5.0	1.34	64.33	34.0	.0025	1.105	KASE-F 10.4	12.8	84.0	28	17	19.3	2003

## MAJOR STATIONS - JANUARY 2004

KLBJ	590 5KW/1KW(DA-N)	Talk	Emmis	KGSR-F	107.1 39KW@499	AOR-Prog.	Emmis
KTXZ	1560 2.5KW (DA-2)	Hispanic		KHFI-F	96.7 100KW@951	CHR	Clear Channel
KVET	1300 5KW/1KW (DA-2)	Sports	Clear Channel	KHHL-F	98.9 19KW@1814	Hispanic	
				KINV-F	107.7 25KW@328 (DA)	Hispanic	Univision
				KKMJ-F	95.5 50KW@1306	AC	CBS
KAMX-F	94.7 100KW@1305	AC/Modern	CBS	KLBJ-F	93.7 97KW@1050	AOR	Emmis
KASE-F	100.7 100KW@1191	Country	Clear Channel	KPEZ-F	102.3 20KW@686	Classic AOR	Clear Channel
KDHT-F	93.3 100KW@1926	CHR/Urban	Emmis	KQBT-F	104.3 48KW@492	Black	CBS
KEYI-F	103.5 96KW@1257	Oldies	Emmis	KQJZ-F	92.1 1.6KW@449	Jazz	
KFMK-F	105.9 4.5KW@1302	Black Oldies	Clear Channel	KROX-F	101.5 13KW@801	AOR/Modern	Emmis
				KVET-F	98.1 50KW@1302	Country	Clear Channel

**FORMAT SHARES (%)**

	<u>77</u>	<u>80</u>	<u>82</u>		<u>84</u>	<u>87</u>	<u>90</u>		<u>92</u>		<u>95</u>	<u>98</u>	<u>2000</u>
<b>CHR/AOR</b>	40	34	35	<b>CHR</b>	14	23	19		11		15	13	15
				<b>AOR/CL</b>	18	17	19		21		25	21	22
<b>MOR/AC</b>	4	12	15	<b>MOR/FS</b>	--	1	--						
				<b>AC/OLD</b>	22	19	22		10	<b>AC</b>	6	6	See Talk
										<b>OLDIES</b>	3	7	12
<b>COUNTRY</b>	27	32	35		21	23	22		28		25	19	17
<b>BTFL/EZ/SAC</b>	26	12	--		6	--	2				8	7	--
								<b>SOFT AC</b>	10				
<b>NEWS/TALK</b>	--	2	2		7	5	8		9		12	10	8
<b>SPORTS</b>												1	2
<b>BLACK/URBAN</b>	--	--	6		--	--	--				1	2	6
<b>SMOOTH JAZZ</b>									2		--	3	
<b>STANDARDS</b>	--	--	--		--	5	1		2		--		
<b>HISPANIC</b>	--	5	5		4	5	3		6		5	8	9
<b>RELIG/GOSPEL</b>	3	4	1		1	1	--		2		1	2	1
<b>CLASSICAL</b>													

**STATION NOTES**

(Major call letter and format changes)

<b>KEYI-F</b>	KRMH until 77; KSCW until 82; CHR until 79; EZ until 80; AC until 94
<b>KASE-F</b>	EZ until 80
<b>KFON</b>	CHR until about 80; AC until 82; Black until 85; Standards until about 94; KNOW until 87; KMOW until 93
<b>KKMJ-F</b>	Country until 85; KOKE-F until 86
<b>KPEZ-F</b>	KMXX until 82; Spanish until 82; EZ until 86
<b>KDHT-F</b>	KBTS and CHR until 92; KMXX until 93; AC until 93; KHHT and Country until 94; Oldies-70's until 98; KA,JZ and Jazz until 98; KLNC and Country until 01; KXMG until 03
<b>KLBJ</b>	MOR until 83
<b>KVET</b>	Country until 95; Talk until 98
<b>KHFI-F</b>	Moved to 96.7 in 90
<b>KVET-F</b>	KQFX until 90
<b>KAMX-F</b>	KATG until 92; KFGI until 94; KPTY until 95; Oldies until 94; Back to KAMX in 95
<b>KQJZ-F</b>	KRGT until 96; KIKY until 98; KQQQ until 03
<b>KHHL-F</b>	KLTD until 93; Oldies until 93; KUTZ and AOR until 97; Changed frequencies from 99.1 to 98.9 in 93; KJFK until 00; Talk until 00
<b>KINV-F</b>	KNNC until 97; AOR until 97; KAHK until 02; Classic Hits until 02; KTND until 03

**AUSTIN**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

<b>1976 KEYI-F</b>	From Hicks to Mayes	\$	526,000
<b>1977 KIXL</b>			310,000
<b>1980 KHFI-F</b>	Sold by LIN		1,500,000
<b>1981 KNOW, KEYI-F</b>	From Mayes to Hicks		3,000,000
<b>1982 KPEZ-F</b>	Sold to Clear Channel		1,600,000
<b>1986 KOKE</b>	Sold to Jim Ray		1,500,000
<b>1986 KOKE-F</b>	Sold to Keymarket		15,000,000
<b>1986 KIXL, KHFI-F</b>	From Oppenheimer to Encore		N/A (cancelled)
<b>1986 KLBJ AF</b>	Sold to Chase		27,500,000
<b>1987 KIXZ</b>			1,060,000
<b>1987 KIZ, KBTS-F (Kilaen)</b>	From Grace to Duffy		12,000,000
<b>1987 KBTS-F</b>	From Duffy to Genesis		11,000,000
<b>1988 KEYI-F</b>	Sold to Degree		12,000,000
<b>1990 KQFX-F</b>	From Capitol (Johnson) to Joyner		3,800,000
<b>1990 KHFI-F</b>	From Encore to Spur Austin		4,800,000
<b>1990 KFON/KMMJ-F</b>	From Keymarket to Tremont		7,000,000
<b>1990 KQFX-F</b>	From Joyner to Jay Jones		3,900,000
<b>1991 KNOW/KEYI-F</b>	Sold by GE Capital		3,000,000
<b>1992 KHFI-F</b>	From Rusk to Clear Channel		3,500,000
<b>1993 KMXX-F</b>	From Genesis to KLBJ		2,500,000
<b>1994 KFGI-F (Lullng)</b>	Sold to Amaluro		2,500,000
<b>1994 KVET-F</b>	From Spur Austin to KASE owner		5,000,000
<b>1995 KOKE-F (Giddings)</b>	From Beasley to Sinclair		3,100,000
<b>1995 KGSR-F (Bastrop)</b>	From Beasley to Sinclair		5,300,000
<b>1995 KJCE, KKMJ-F, KPTY-F</b>	From Amaluro to Amer. Radio		28,500,000
<b>1997 KNNC-F (107.7)</b>	Sold to Simmons		2,000,000
<b>1997</b>	LBJ and Sinclair stations merged		
<b>1997 KAMX-F</b>	From Amer. Radio to CBS		13,000,000
<b>1997 KJCE</b>	From Amer. Radio to CBS		2,000,000
<b>1997 KKMJ-F</b>	From Amer. Radio to CBS		42,000,000
<b>1997 KKIK-F</b>	From Amer. Radio to CBS		5,000,000
<b>1997 KASE-F, KVET A/F</b>	Sold to Capstar		90,250,000
<b>1998 KFMK-F (CP)</b>	From Steve Hicks to Capstar		8,500,000
<b>2000 KFON</b>	Sold by Clear Channel		1,100,000
<b>2000</b>	Clear Channel purchased Capstar and AM/FM stations		
<b>2000 KEYI-F</b>	From Clear Channel to Secret to Sinclair		--
<b>2000 KBAE-F</b>	Sold to Rodriguez		7,700,000
<b>2002 KHHL-F (98.9)</b>	From Shamrock to Amigo		22,000,000
<b>2002 KOKE (1600)</b>			3,000,000
<b>2003 KLBJ A/F, KGSR-F, KROX-F, KXMG-F</b>	From LBJ/Sinclair to Emmis		105,000,000 (50%)
<b>2003 KTND-F (Georgetown)</b>	From Simmons to Univision		16,000,000

# AUSTIN

## HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KASE-F	3.9	KASE-F	5.6	KASE-F	5.4	KASE-F	4.7	KASE-F	4.4	KASE-F	4.5
2 KHFI-F	3.7	KHFI-F	5.4	KHFI-F	5.1	KEYI-F	4.1	KKMJ-F	3.7	KKMJ-F	3.4
3 KEYI-F	3.0	KEYI-F	4.4	KEYI-F	4.6	KHFI-F	3.1	KLBJ-F	3.0	KLBJ-F	3.0
4 KLBJ-F	2.7	KLBJ-F	3.6	KLBJ-F	3.4	KKMJ-F	2.7	KBTS-F	2.3	KBTS-F	2.7
5 KLBJ	1.8	KLBJ	1.6	KKMJ-F	1.8	KLBJ-F	2.3	KEYI-F	2.2	KEYI-F	2.0
6 KOKE-F	1.4	KVET	1.4	KPEZ-F	1.3	KPEZ-F	1.5	KHFI-F	2.1	KLBJ-F	1.6
7 KVET	1.2	KPEZ-F	1.3	KVET	1.2	KBTS-F	1.5	KLBJ	1.6	KHFI-F	1.5
8 KPEZ-F	0.9					KLBJ	1.2	KPEZ-F	0.9	KPEZ-F	1.1
9						KVET	1.0	KVET	0.7	KQFX-F	0.8
10								KQFX-F	0.6	KVET	0.6
1990		1991		1992		1993		1994		1995	
1 KASE-F	4.7	KASE-F	5.3	KASE-F	6.0	KASE-F	6.7	KASE-F	7.5	KASE-F	9.0
2 KLBJ-F	3.2	KLBJ-F	2.6	KKMJ-F	2.7	KKMJ-F	3.0	KKMJ-F	4.2	KKMJ-F	5.2
3 KKMJ-F	2.9	KKMJ-F	2.3	KLBJ-F	2.5	KLBJ	2.8	KLBJ	3.9	KLBJ	4.2
4 KBTS-F	2.4	KLBJ	1.9	KLBJ	2.1	KLBJ-F	2.7	KLBJ-F	3.6	KHFI-F	4.1
5 KLBJ	1.7	KPEZ-F	1.8	KVET AF	2.0	KHFI-F	2.4	KHFI-F	3.2	KLBJ-F	3.8
6 KEYI-F	1.6	KHFI-F	1.7	KHFI-F	1.9	KVET AF	2.3	KPEZ-F	2.8	KGSR-F	2.7
7 KHFI-F	1.6	KVET AF	1.7	KPEZ-F	1.8	KPEZ-F	1.8	KGSR-F	2.5	KPEZ-F	2.7
8 KPEZ-F	1.2	KBTS-F	1.5	KGSR-F	1.5	KGSR-F	1.8	KVET AF	2.5	KVET AF	2.6
9 KQFX-F	1.0	KGSR-F	1.1	KLTD-F	1.0	KEYI-F	0.9	KEYI-F	1.5	KEYI-F	2.3
10 KLTD-F	0.7	KEYI-F	1.1	KEYI-F	0.9	KUTZ-F	0.7	KUTZ-F	1.2	KUTZ-F	1.3
11				KFGI-F	0.8	KFGI-F	0.7	KAMX-F	1.0		
12				KMXX-F	0.8						
1996		1997		1998		1999		2000		2001	
1 KASE-F	11.7	KASE-F	10.0	KASE-F	9.9	KASE-F	10.5	KASE-F	11.2	KASE-F	10.2
2 KLBJ	5.0	KHFI-F	6.0	KKMJ-F	6.5	KKMJ-F	7.5	KAMX-F	8.7	KAMX-F	7.8
3 KLBJ-F	4.9	KKMJ-F	5.4	KHFI-F	6.2	KLBJ-F	7.1	KKMJ-F	8.2	KLBJ	7.2
4 KKMJ-F	4.8	KLBJ-F	5.0	KLBJ-F	5.6	KAMX-F	6.2	KLBJ	8.1	KKMJ-F	6.7
5 KHFI-F	4.5	KLBJ	4.7	KVET-F	5.3	KVET-F	6.2	KLBJ-F	6.8	KGSR-F	5.5
6 KVET-F	2.9	KEYI-F	3.5	KLBJ	5.2	KLBJ	5.6	KGSR-F	6.1	KLBJ-F	5.4
7 KEYI-F	2.8	KPEZ-F	3.1	KAMX-F	4.4	KHFI-F	4.9	KVET-F	6.1	KQBT-F	5.3
8 KGSR-F	2.7	KVET-F	3.0	KPEZ-F	3.2	KPEZ-F	4.1	KQBT-F	5.7	KROX-F	4.7
9 KVET-F	1.8	KGSR-F	2.9	KEYI-F	3.1	KGSR-F	3.9	KROX-F	4.9	KVET-F	4.7
10 KPEZ-F	1.7	KAMX-F	2.5	KGSR-F	3.0	KROX-F	3.5	KHFI-F	4.2	KHFI-F	3.5
11 KROX-F	1.6	KROX-F	1.9	KROX-F	2.9	KQBT-F	3.5	KFMK-F	4.1	KFMK-F	3.3
12 KAMX-F	1.4	KVET-F	1.4	KJFK-F	1.3	KEYI-F	3.2	KPEZ-F	3.8	KPEZ-F	2.9
13 KUTZ-F	1.2	KAJZ-F	1.2	KVET-F	1.3	KFMK-F	2.6	KEYI-F	2.4	KEYI-F	2.4
14								KVET-F	1.9	KHHL-F	2.2

## HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 KASE, KVET	\$ 10.0 (28.6)	1 KASE, KVET	\$ 11.6 (28.3)	1 KASE, KVET	\$ 16.4 (34.0)
2 KLBJ, KHHT	8.2 (23.4)	2 KLBJ Co.	8.6 (21.0)	2 KLBJ Co.	10.9 (22.6)
3 Clear Channel	6.0 (17.1)	3 Clear Channel	6.8 (16.5)	3 Clear Channel	9.0 (18.6)
4 Amataro	5.1 (14.6)	4 Amer. Radio	6.2 (15.1)	4 Amer. Radio	6.3 (13.0)
		5 Sinclair	3.2 (7.8)	5 Sinclair	4.3 (8.9)
		6 KEYI-F	2.3 (5.6)		
1997		1998		1999	
1 LBJ/Sinclair	\$ 15.7 (29.8)	1 LBJ/Sinclair	\$ 16.7 (26.6)	1 Clear Channel	\$ 29.8 (39.0)
2 Capstar	14.3 (27.1)	2 Capstar	16.5 (26.3)	2 LBJ/Sinclair	21.1 (27.6)
3 Clear Channel	12.8 (24.3)	3 Clear Channel	12.5 (19.9)	3 CBS	17.5 (22.9)
4 CBS	8.3 (15.7)	4 CBS	12.1 (19.3)	4 Hispanic	3.2 (4.2)
2000		2001		2002	
1 Clear Channel	\$ 31.4 (35.1)	1 Clear Channel	\$ 26.6 (33.1)	1 Clear Channel	\$ 27.7
2 LBJ/Sinclair	27.0 (30.3)	2 LBJ/Sinclair	24.1 (29.9)	2 Emmis	27.2
3 CBS	23.0 (25.7)	3 CBS	20.2 (25.0)	3 CBS	19.3
4 Secret	2.1 (2.1)				
2003					
1 Clear Channel	\$ 29.7				
2 Emmis	27.4				
3 CBS	21.4				
4					
5					

All 2002 and 2003 financial data is provided by BIA Financial.

### DUNCAN'S COMMENTS:

What is there not to like about Austin? It is a great radio market - one of the finest in the country. Even though the number of viable stations nearly doubled during the 1990's, revenues more than tripled during the same period.

KASE-F has always been a great radio station. It continues to be a great radio station even though from the early 90's on it steadily lost audience share. Ron Rogers was at KASE's helm during the station's formative years.

One other station deserves a highlight. That is KGSR-F which I feel is one of the premier Progressive AOR'S in the nation. Note how this station has climbed in the revenue rankings despite flat ratings.