

PHILADELPHIA

12+ METRO SHARE

	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03	
KYW	9.8	9.8	9.4	9.2	11.1	11.5	10.8	8.8	7.9	7.1	6.8	6.9	7.4	6.7	6.9	7.3	8.2	7.3	7.3	8.0	7.7	7.7	6.6	6.8	6.7	6.3	7.2	6.6	7.4	KYW, 1060 (N)
WMGK-F	-	4.4	3.7	3.2	3.2	7.4	7.9	7.8	6.2	5.6	5.3	4.5	4.9	4.4	3.9	4.5	4.4	3.9	3.7	3.9	3.5	4.4	4.4	4.0	3.5	3.5	2.9	3.3	3.3	WMGK-F, 102.9 (CL AOR)
WPEN	-	2.6	2.7	2.5	1.9	3.3	4.1	4.3	5.4	4.7	4.9	4.5	4.6	5.7	5.5	5.4	4.0	5.3	4.6	5.4	5.2	4.6	4.3	3.8	4.1	3.5	3.4	3.1	3.1	WPEN, 950 (ST)
WPHT	10.6	7.1	4.9	5.0	4.7	4.3	3.2	4.6	4.7	5.0	4.0	3.8	3.2	3.7	3.5	2.2	0.8	0.4	1.3	0.4	0.6	0.4	0.7	1.2	0.8	2.5	3.8	2.8	3.2	WPHT, 1210 (T)
WOGL-F	2.8	2.1	4.0	3.2	3.4	3.2	4.7	6.2	5.4	5.9	5.0	4.2	3.9	2.7	3.7	4.7	4.5	4.4	4.6	4.9	5.1	5.2	5.1	5.0	4.3	4.0	4.1	4.8	4.0	WOGL-F, 98.1 (O)
WJZZ-F	10.4	8.7	7.0	7.3	7.1	5.9	5.4	2.9	2.0	2.6	2.5	4.6	3.9	7.5	5.8	4.3	4.4	4.6	3.3	2.8	3.5	3.9	4.1	4.5	4.7	4.8	4.9	5.3	4.3	WJZZ-F, 106.1 (J)
WBEB-F	5.7	6.1	5.7	5.0	5.7	5.5	5.9	6.5	7.5	7.9	7.2	8.0	7.4	5.9	6.1	6.0	5.4	5.0	3.7	4.7	5.0	5.6	6.0	6.3	6.4	6.4	6.8	7.0	6.2	WBEB-F, 101.1 (AC)
WIP	10.8	9.8	9.0	8.6	6.6	6.6	5.7	5.1	3.8	3.5	3.6	3.0	2.0	2.1	2.2	2.8	3.0	3.4	3.6	3.7	3.6	3.5	3.6	2.9	2.9	3.1	3.0	3.0	3.3	WIP, 610 (S)
WMMR-F	3.1	2.2	2.7	2.2	6.5	5.3	5.7	4.8	4.7	5.7	9.3	10.0	8.5	7.8	7.2	7.9	6.5	5.7	5.9	5.7	4.6	3.8	3.8	3.3	3.2	3.5	3.2	3.1	2.8	WMMR-F, 93.3 (AOR)
WFIL	8.0	6.6	5.4	4.7	4.5	3.9	2.4	3.0	2.4	1.9	1.9	2.3	1.2	0.8	0.5	0.3	0.5	0.8	0.5	-	0.3	0.4	0.3	-	-	0.4	0.4	0.4	0.5	WFIL, 560 (REL)
WUSL-F	-	1.7	3.9	3.5	3.6	3.5	3.0	3.7	6.2	6.5	7.2	7.1	7.6	7.9	6.4	6.8	7.0	6.2	4.7	5.1	6.2	6.3	5.1	4.9	5.0	5.2	5.3	5.7	5.8	WUSL-F, 98.9 (B)
WDAS-F	-	3.4	4.4	6.4	7.1	5.4	6.1	6.2	6.2	5.4	4.8	4.2	4.5	3.3	3.7	3.9	3.4	3.3	3.9	4.3	5.5	5.1	5.3	6.1	5.5	5.9	5.8	6.5	6.9	WDAS-F, 105.3 (B/AC)
WDAS	-	2.0	-	2.1	2.0	1.9	1.6	1.7	1.9	1.4	1.2	1.3	1.2	1.1	1.3	0.9	1.0	1.0	1.0	1.0	1.1	0.8	1.1	1.2	1.2	1.5	1.5	1.4	1.3	WDAS, 1480 (G)
WIOQ-F	-	-	2.0	3.6	2.2	3.2	4.0	4.3	4.8	4.1	3.6	2.6	2.4	2.5	5.1	5.0	4.7	4.9	5.9	4.3	3.8	4.6	3.9	3.9	4.4	5.0	5.2	5.3	5.0	WIOQ-F, 102.1 (CHR)
WXTU-F	-	3.7	3.9	3.7	3.2	2.6	3.5	1.6	0.5	3.2	3.3	3.9	3.4	4.2	4.4	4.5	4.5	4.8	4.6	4.5	4.9	4.1	4.1	4.4	3.4	3.9	3.9	3.8	3.6	WXTU-F, 92.5 (C)
WYSP-F	3.4	4.6	5.2	4.2	4.2	4.2	3.4	4.3	4.1	3.5	3.0	4.0	4.4	4.9	4.9	6.1	6.2	6.8	5.8	5.3	4.9	4.9	5.8	5.4	6.1	5.0	4.8	4.7	3.9	WYSP-F, 94.1 (T/AOR)
WSNI-F	-	-	1.6	3.0	2.5	3.0	2.5	2.6	3.0	3.3	4.1	4.5	3.9	3.7	3.0	3.3	4.0	4.6	4.8	3.4	4.0	3.7	3.2	3.2	2.8	3.3	2.1	2.5	3.4	WSNI-F, 104.5 (AC)
WHAT	-	-	-	1.8	1.2	1.1	1.3	1.9	1.4	1.7	1.2	1.0	1.0	0.8	0.6	0.6	1.2	1.1	0.8	1.1	1.2	1.1	1.1	0.8	1.2	1.0	1.1	0.8	0.7	WHAT, 1340 (B/T)
WLDW-F	-	3.0	2.5	3.8	3.5	4.0	5.0	4.7	4.9	4.5	3.8	4.7	4.8	4.5	3.8	4.0	4.8	4.4	5.8	5.6	5.2	5.1	4.9	4.6	3.9	2.8	2.2	1.7	1.5	WLDW-F, 96.5 (CHR)
WMWX-F	-	2.2	2.5	2.4	2.1	2.3	1.8	2.0	1.9	1.7	1.7	1.8	1.9	2.1	2.5	2.7	3.1	2.8	2.6	2.6	2.4	3.0	2.5	2.2	2.9	2.2	1.7	1.4	1.7	WMWX-F, 95.7 (AC)
WZZD	2.9	3.3	2.8	2.4	2.3	1.0	0.4	0.5	0.6	0.7	0.6	0.5	0.6	0.4	0.2	0.4	0.3	0.3	0.3	-	-	-	-	-	-	-	-	-	-	WZZD, 990 (REL)
WPLY-F	-	-	-	-	-	-	-	0.4	3.1	2.8	3.3	3.9	5.6	5.2	4.6	3.9	2.8	2.2	2.3	3.5	4.0	3.0	2.8	2.2	3.1	3.1	2.5	2.8	2.4	WPLY-F, 100.3 (AOR)
WEMG	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	0.9	-	0.4	0.4	0.7	0.9	WEMG, 1310 (SP)
WPHI-F	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2.4	2.6	1.5	1.8	3.6	3.3	2.8	2.8	2.8	3.7	WPHI-F, 103.9 (B)

12+ CUME RATINGS

	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	2000	01	02	03
KYW	32.9	33.3	35.0	31.1	27.8	28.7	26.3	26.7	25.6	26.8	27.0	26.1	33.9	27.6	28.6	30.7	30.9	30.7	28.9	25.6	26.3	25.5	30.2	27.9	26.6
WMGK-F	8.7	13.7	20.0	18.7	18.8	16.5	14.7	14.0	14.7	12.9	14.0	12.5	12.9	11.6	11.4	12.7	11.3	12.7	14.0	11.7	11.1	11.4	9.3	9.6	10.7
WPEN	8.3	7.4	9.5	10.3	13.1	10.2	9.5	9.6	9.9	10.6	10.6	10.2	9.6	10.1	9.6	10.2	10.1	7.6	7.7	6.9	7.7	7.0	6.6	5.5	5.5
WPHT	15.2	13.6	11.7	17.7	16.0	17.8	15.1	15.5	13.7	13.7	12.8	12.1	6.2	2.7	7.6	2.3	0.6	2.4	3.9	3.7	3.8	7.0	9.6	7.2	7.7
WOGL-F	11.2	9.6	9.9	22.0	20.8	21.4	19.2	17.8	16.9	10.3	10.7	13.3	15.8	12.6	15.3	12.8	15.4	15.0	15.8	15.8	13.6	12.4	14.3	12.6	11.3
WJZZ-F	15.4	12.2	12.4	10.4	5.9	10.9	8.6	7.5	10.9	18.6	20.6	18.2	18.1	16.9	8.7	8.8	9.7	10.7	10.5	11.1	9.9	11.3	12.3	11.1	10.1
WBEB-F	15.0	13.0	13.7	12.8	16.8	16.4	16.1	16.9	15.9	14.6	17.0	15.3	15.5	11.8	11.6	12.5	15.0	15.0	15.3	15.4	16.1	16.3	17.5	15.4	16.5
WIP	16.4	16.1	14.6	14.1	11.5	8.1	10.0	7.7	7.8	4.7	8.3	7.4	7.7	12.5	12.4	11.3	10.7	11.1	11.4	9.5	8.9	9.6	9.7	9.7	10.7
WMMR-F	14.5	14.5	14.6	16.0	14.9	15.5	18.7	22.7	20.8	19.5	19.2	20.6	17.3	15.2	17.5	14.4	13.0	12.6	12.3	11.3	10.8	11.0	10.7	9.4	8.8
WFIL	14.5	12.6	12.0	8.9	8.7	7.3	7.4	7.1	6.0	3.4	1.7	1.5	2.0	2.6	1.6	-	0.8	1.4	1.6	-	-	1.4	1.8	1.8	1.6
WUSL-F	-	7.3	6.1	7.9	13.7	14.9	16.1	15.6	15.3	14.7	14.3	12.8	14.0	12.2	13.4	13.2	13.3	14.5	13.4	14.6	13.7	12.8	13.7	15.3	14.5
WDAS-F	11.2	10.7	11.9	13.6	11.3	13.0	12.2	10.9	10.4	9.2	9.3	10.1	10.3	8.0	9.6	11.0	9.9	9.9	10.8	10.7	10.7	9.9	11.0	11.1	11.2
WDAS	-	6.7	5.9	6.7	5.9	5.3	4.1	4.2	4.4	4.2	3.6	3.5	3.9	2.9	2.9	3.3	3.2	2.6	2.5	2.6	3.4	2.8	3.2	2.5	2.9
WIOQ-F	8.0	8.8	9.9	12.7	13.1	12.0	10.7	10.7	10.7	9.0	15.9	17.6	17.5	19.5	16.7	14.0	15.8	17.5	13.6	14.8	17.3	18.1	18.3	18.6	16.5
WXTU-F	11.1	9.0	11.9	7.6	3.3	5.1	6.1	7.6	7.9	9.1	10.6	10.6	10.1	11.6	11.4	10.3	10.7	9.6	9.5	9.8	8.1	8.9	7.8	8.9	8.4
WYSP-F	11.6	11.9	10.8	13.5	13.6	13.3	11.6	12.8	14.2	14.6	15.3	17.5	18.0	21.5	20.4	18.8	17.8	17.4	19.4	17.0	19.4	18.1	15.4	14.6	14.8
WSNI-F	-	7.8	6.8	9.4	10.7	10.1	11.2	11.5	11.5	10.3	10.8	10.7	15.5	15.0	15.0	11.9	13.4	13.0	12.0	11.9	10.4	11.3	9.5	10.8	11.2
WHAT	-	-	-	6.0	4.9	5.6	4.2	3.0	2.6	2.6	1.5	2.7	2.4	2.5	2.2	2.5	2.7	2.3	2.3	1.7	2.2	1.6	1.6	1.5	1.5
WLDW-F	-	7.6	8.1	10.9	9.5	9.0	7.6	9.3	9.8	8.7	9.8	8.1	10.6	10.3	12.8	11.6	11.6	11.7	10.6	10.8	10.7	7.3	6.7	6.7	6.2

## PHILADELPHIA

	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	41.2	--	--	--	--	--	--	--	17.2 %	46.6 %	--	--	--	1976
1977	46.8	13.6 %	--	--	--	--	--	--	17.3	53.9	29	--	--	1977
1978	50.0	28.2	--	--	--	--	--	--	16.4	53.7	27	--	--	1978
1979	51.5	3.0	--	--	--	--	--	--	17.2	59.7	30	--	--	1979
1980	59.8	16.1	--	--	--	--	--	--	17.4	60.1	28	--	--	1980
1981	67.2	12.4	4.70	14.30	20.5	.0033	--	--	16.8	64.4	29	--	--	1981
1982	73.1	8.8	4.73	15.45	22.4	.0033	--	--	20.0	64.5	28	--	--	1982
1983	80.0	9.4	4.74	16.88	25.1	.0032	.779	--	19.6	65.4	33	23	--	1983
1984	86.3	7.9	4.77	18.09	26.2	.0033	.983	KYW 10.6	20.3	69.4	30	22	--	1984
1985	95.5	10.7	4.81	19.98	28.4	.0034	1.07	KYW 12.0	19.7	72.4	26	21	--	1985
1986	107.0	12.0	4.83	22.29	31.9	.0034	1.18	KYW 13.0	19.5	72.9	27	20	--	1986
1987	117.0	9.3	4.84	24.22	32.9	.0036	1.29	WMMR-F 14.6	19.7	75.2	29	20	8.4	1987
1988	122.0	4.3	4.87	25.05	35.9	.0034	1.37	WMMR-F 14.9	19.1	74.9	28	19.5	9.3	1988
1989	133.3	9.3	4.89	27.26	36.5	.0036	1.52	WMMR-F 16.0	19.4	76.6	29	19	10.6	1989
1990	142.0	6.5	4.90	28.98	37.0	.0038	1.64	KYW 17.0	19.5	77.2	30	18	9.3	1990
1991	132.1	-7.0	4.92	26.85	38.0	.0038	1.54	KYW 16.5	19.1	77.1	30	17.5	10.6	1991
1992	137.4	3.9	4.94	27.81	36.8	.0037	1.61	KYW 17.0	18.6	76.0	29	18	12.4	1992
1993	148.9	8.3	5.01	29.72	41.4	.0036	1.76	KYW 20.0	18.9	75.9	32	19	11.3	1993
1994	168.1	11.9	5.02	33.49	43.1	.0039	2.01	KYW 22.2	19.0	76.9	32	19.5	10.8	1994
1995	186.0	10.6	4.96	37.50	45.1	.0041	2.28	KYW 26.0	18.8	77.0	31	19	13.5	1995
1996	204.3	9.8	4.95	41.27	45.9	.0045	2.41	KYW 26.6	18.1	78.0	32	19	10.3	1996
1997	230.0	12.6	4.96	46.37	49.2	.0047	2.71	KYW 32.9	18.0	79.0	30	19	11.7	1997
1998	251.9	9.5	4.95	50.89	49.7	.0051	3.09	KYW 35.0	17.7	78.8	30	19	13.5	1998
1999	286.4	12.1	4.94	57.98	53.1	.0054	3.45	KYW 34.0	16.9	77.9	33	19	12.5	1999
2000	312.5	9.1	4.96	63.03	58.3	.0054	3.85	KYW 40.0	16.9	78.8	29	21.5	15.1	2000
2001	283.1	-9.4	5.11	55.40	63.8	.0044	3.59	KYW 31.1	16.6	76.0	29	22	16.0	2001
2002	314.4	NM	5.12	61.41	65.0	.0048	3.925	KYW 41.0	16.2	77.4	31	--	15.5	2002
2003	325.6	3.6	5.13	63.47	67.1	.0049	4.116	KYW 41.7	15.4	75.6	29	21.5	16.9	2003

### MAJOR STATIONS - JANUARY 2004

KYW	1060 50KW/10KW (DA-1)	News	CBS	WBEB-F	101.1 14KW@940	AC	
WDAS	1480 5KW/1KW (DA-2)	Gospel	Clear Channel	WDAS-F	105.3 16KW@869	Black AC	Clear Channel
WEMG	1310 1KW/250W	Hispanic	Mega	WIOQ-F	102.1 32KW@564	CHR	Clear Channel
WFIL	560 5KW (DA-2)	Religion	Salem	WJZZ-F	106.1 23KW@740	Jazz	Clear Channel
WHAT	1340 1KW	Black Talk	Inner City	WLDW-F	96.5 17KW@865	CHR/Dance	Beasley
WIP	610 5KW (DA-1)	Sports	CBS	WMGK-F	102.9 9KW@1148	Classic AOR	Greater Media
WPEN	950 5KW (DA-N)	Standards	Greater Media	WMMR-F	93.3 17KW@866	AOR	Greater Media
WPHT	1210 50KW	Talk	CBS	WMWX-F	95.7 50KW@500	AC/CHR	Greater Media
				WQGL-F	98.1 7KW@850	Oldies	CBS
				WPHI-F	103.9 0.3KW@1000	Black/Dance	Radio One
				WPLY-F	100.3 17KW@863 (DA)	AOR	Radio One
				WSNI-F	104.5 16KW@873	AC	Clear Channel
				WUSL-F	98.9 27KW@669	Black	Clear Channel
				WXTU-F	92.5 16KW@899 (DA)	Country	Beasley
				WYSP-F	94.1 16KW@900	Talk/AOR	CBS

**FORMAT SHARES (%)**

CHR/AOR	77	80	82	84	87	90	92	95	98	2000
	39	25	24	10	9	12	14	10	9	7
				15	17	16	15	13	10	21
MOR/AC	13	23	19	4	3	--				See Talk
				14	19	18	16	12	16	8
							AC	10	11	8
							OLDIES	5	5	5
COUNTRY	2	--	6	3	4	6	6			
BTF/EZ/SAC	19	13	10	10	9	8				
							SOFT AC	10	1	
NEWS/TALK	20	21	20	20	16	16	19	16	15	13
SPORTS								5	3	4
BLACK/URBAN	4	13	13	17	15	12	11	15	18	18
SMOOTH JAZZ								4	5	6
STANDARDS	--	3	5	5	6	6	6	6	6	5
HISPANIC									1	3
RELIG/GOSPEL	1	--	1	1	1	2	2	2	1	2
CLASSICAL	3	3	2	2	2	4	3	3	--	--

**STATION NOTES**

(Major call letter and format changes)

WJJZ-F	WWSH until 84; WZGO until 86; WTRK until 87; WEGX until 93; EZ until 82; CHR until 93
WPHT	WCAU until 90; WOGL until 94; WGMP until 96; News/Talk until 90; Oldies until 93; Sports until 96; WPTS until late 96
WSNI-F	WSNI until 91; WYXR until 99; WLCE until 02; Country 77-79; AC until 99; Classic Hits until 00
WMGK-F	AC until 94; Oldies-70's until 97; Classic Hits until 01
WHAT	Black evolving to Black/Talk by early 90's
WLDW-F	WWDB until 00; WPTP until 03; Talk until 00; Oldies-80's until 03
WMWX-F	WFLN until 97; WXXM until 99; WEJM until 01; Classical until 97; AC/CHR until 99; Black Oldies until 01
WPLY-F	WKSZ until 93; AC until 93; CHR until 95; CHR/New Rock until 99
WZZD	WIBG until 77; CHR to AC by 79; AC until 81
WUSL-F	WPBS until 77; EZ until 79; AC until 81; Country until 82
WBEB-F	WDVR until 86; WEAZ until 94; EZ evolving to Soft AC by mid-80's; then to AC by mid-90's
WPEN	Oldies or AC until 79
WFIL	WFIL until 89; WEAZ until 93; CHR to AC by 81; Country until 83; Oldies until 89; EZ until 93; WPHY until 94
WXTU-F	WIFI until 84; CHR until 84
WOGL-F	WCAU-F and CHR until 87
WIP	MOR evolving to Talk by 88; Became Sports in 88
WYSP-F	Regular AOR until 86; Classic AOR until late 90's
WPHI-F	WIBF until 96; WDRE until 97; AOR until 97

**PHILADELPHIA**

**MAJOR STATION TRANSACTIONS: 1970 to 2003**

Year	Station	Transaction	Value
1970	WXTU-F	Sold to GCC	\$ 790,000
1970	WTRK-F	From Abe Vcron to United Artists	950,000
1971	WFIL	From Capital Cities to LIN	11,500,000
1971	WUSL-F	From Capital Cities to J. Richer	1,000,000
1971	WYSP-F	From Storer to SJR	700,000
1974	WMGK-F, WPEN	Sold to Greater Media	4,300,000
1976	WZZD	From Buckley to Fairbanks	2,950,000
1976	WUSL-F	From Phil Bulletin to LIN	1,400,000
1977	WTRK-F	From United Artists to Cox	4,250,000
1979	WIOQ-F	Sold to Outlet	6,425,000
1981	WZZD	From Fairbanks to Communicom	4,025,000
1981	WYSP-F	From SJR to Infinity	N/A
1983	WXTU-F	From GCC to Beasley	6,000,000
1983	WWDB-F	Sold to Pyramid	7,350,000 (cancelled)
1984	WHAT		750,000
1985	WPGR, WSNI-F	From Associated to Pyramid	12,300,000
1985	WFLN-A		875,000
1985	WHAT		625,000
1985	WWDB-F	Sold to New Systems	6,000,000
1986	WIP	From Metromedia to Metropolitan	6,000,000
1986	WMMR-F	From Metromedia to Metropolitan	52,000,000
1986	WTEL	Sold to Beasley	2,400,000
1986	WWDB-F	From New System to Schwartz	N/A
1987	WFLN-F	Sold to Tanger	15,000,000
1987	WEGX-F	From Cox to Malrtie	14,000,000
1987	WUSL-F	From LIN to Tak	32,000,000
1987	WFIL	From LIN to WEAZ	4,500,000
1987	WIP	Sold by Metropolitan	6,000,000
1988	WMMR-F	From Metropolitan to Sillerman	62,000,000
1988	WDVT	Sold to Willis	525,000
1988	WIOQ-F	From Outlet to EZ	19,150,000
1989	WHAT		1,650,000
1989	WFIL (Now WEAZ)	Sold to Salem	6,500,000
1989	WMMR-F	From Sillerman to Westinghouse	73,000,000
1991	WPGR	Sold by Pyramid	800,000
1992	WIP	Sold to Infinity	16,000,000
1992	WIBF-F (Jenkintown)	Sold to Jarad	3,400,000
1993	WZZD	From Communicom to HE	2,000,000
1993	WBEB	From Jerry Lee to Salem	4,000,000
1994	WDAS A/F	From Unity to Beasley	26,000,000
1994	WZZD	From Communicom to Salem	N/A
1994	WUSL-F	From Tak to EZ	33,000,000
1995	WPGR		1,400,000
1995	WYXR-F	From Pyramid to Evergreen	44,000,000
1995	WJJZ-F	From Pyramid to Evergreen	38,000,000
1995	WGMP, WOGL-F	From CBS to Westinghouse	47,000,000
1995	WWDB-F	From Panache to Mercury	48,000,000
1995	WFLN-F	From Marting (Tanger) to Amer. Radio Syst.	31,000,000 (cancelled)
1996	WFLN-F	Re-sold by Marlin to Amer. Radio Syst.	28,000,000
1996	WFLN-F	Traded by ARS to Secret	KSFM-F in Sacramento
1996	WURD	From Willis to Mega	1,570,000
1996	WIP	From Infinity to Westinghouse	85,000,000
1996	WYSP-F	From Infinity to Westinghouse	189,000,000
1996	WIOQ-F	From EZ to Amer. Radio Syst.	45,000,000
1996	WUSL-F	From EZ to Amer. Radio Syst.	70,000,000
1996	WDAS A/F	From Beasley to Evergreen	103,000,000
1996	WFLN-F	From Secre to Evergreen	37,700,000
1996	WIOQ-F, WUSL-F	From ARS to Evergreen	Traded Charlotte stations less \$10 mil.
1996	WDRE-F (Jenkintown)	From Jarad to Radio One	20,000,000
1996	WWDB-F	From Mercury to Beasley	65,000,000
1997	WMMR-F	Traded by CBS to Greater Media	Trade
1997	WFLN-F	From Evergreen to Greater Media	41,800,000

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PHILADELPHIA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KYW	10.6	KYW	12.0	KYW	13.0	WMMR-F	14.6	WMMR-F	14.9	WMMR-F	16.0
2 WMGK-F	8.4	WMGK-F	8.9	WMMR-F	11.7	KYW	13.4	KYW	14.0	KYW	15.5
3 WIOQ-F	6.7	WMMR-F	8.8	WMGK-F	10.1	WMGK-F	10.0	WUSL-F	9.7	WUSL-F	10.0
4 WEAZ-F	6.6	WCAU	8.6	WEAZ-F	8.6	WEAZ-F	9.0	WEAZ-F	8.4	WEAZ-F	9.2
5 WCAU	6.3	WEAZ-F	7.6	WSNI-F	7.1	WSNI-F	8.0	WMGK-F	8.3	WKSZ-F	9.0
6		FILJUL	7.0	WCAU	7.9	WUSL-F	7.1	WEAZ-F	7.5	WYSP-F	8.7
7		WIOQ-F	6.7	WUSL-F	6.1	WKSZ-F	7.0	WYSP-F	7.3	WMGK-F	8.5
8		WPEN	6.4	WPEN	6.0	WYSP-F	6.7	WEGX-F	7.0	WEGX-F	7.2
9				WCAU-F	5.5	WCAU	6.3	WSNI-F	7.0	WSNI-F	6.3
10				WIOQ-F	5.4	WPEN	5.8	WCAU	6.4	WPEN	6.0

1990		1991		1992		1993		1994		1995	
1 KYW	17.0	KYW	16.5	KYW	17.0	KYW	20.0	KYW	22.2	KYW	26.0
2 WMMR-F	16.6	WMMR-F	14.5	WYSP-F	15.0	WYSP-F	17.4	WYSP-F	19.4	WYSP-F	20.0
3 WYSP-F	11.8	WYSP-F	12.7	WOGL AF	12.8	WOGL AF	13.4	WMMR-F	15.5	WMMR-F	15.0
4 WUSL-F	10.6	WUSL-F	11.0	WMMR-F	12.5	WMMR-F	12.8	WOGL-F	13.6	WOGL-F	14.0
5 WEAZ-F	9.5	WOGL AF	10.0	WUSL-F	11.1	WYXR-F	9.4	WXTU-F	10.0	WIP	11.7
6 WEGX-F	7.5	WEAZ AF	8.8	WYXR AF	7.9	WXTU-F	9.0	WIP	9.5	WDAS-F	11.6
7 WKSZ-F	7.4	WMGK-F	7.4	WEAZ AF	7.7	WUSL-F	8.9	WUSL-F	8.4	WBEB-F	11.1
8 WOGL-F	7.2	WPEN	6.3	WMGK-F	7.5	WIP	7.4	WYXR-F	8.2	WUSL-F	10.1
9 WMGK-F	7.2	WKSZ-F	6.2	WXTU-F	6.6	WIOQ-F	7.0	WXTU-F	8.1	WXTU-F	9.7
10 WXTU-F	6.6	WXTU-F	6.1	WPEN	6.1	WMGK-F	7.0	WBEB-F	8.0	WWDB-F	9.0
11				WEGX-F	5.5	WWDB-F	6.4	WMGK-F	7.3	WYXR-F	8.9
12				WWDB-F	5.5	WPEN	6.3	WIOQ-F	6.8	WMGK-F	7.4
13				WIP	5.1	WBEB AF	5.7	WJZ-F	6.0	WIOQ-F	6.5
14						WJZ-F	5.3	WPEN	5.4	WPLY-F	6.0

1996		1997		1998		1999		2000		2001	
1 KYW	26.6	KYW	32.9	KYW	35.0	KYW	34.0	KYW	40.0	KYW	31.1
2 WYSP-F	21.0	WYSP-F	27.4	WYSP-F	28.8	WYSP-F	27.5	WYSP-F	34.4	WYSP-F	27.5
3 WDAS-F	14.4	WBEB-F	17.2	WOGL-F	19.0	WBEB-F	23.9	WBEB-F	26.0	WBEB-F	26.1
4 WMMR-F	13.9	WOGL-F	16.5	WBEB-F	18.9	WDAS-F	22.9	WDAS-F	23.7	WDAS-F	23.4
5 WBEB-F	13.6	WDAS-F	14.8	WDAS-F	16.5	WOGL-F	21.5	WIP	19.5	WIOQ-F	17.6
6 WOGL-F	13.4	WIP	14.5	WIP	15.6	WMGK-F	16.5	WIOQ-F	17.4	WIP	17.0
7 WIP	12.4	WMMR-F	12.8	WMGK-F	13.9	WIOQ-F	16.4	WMGK-F	16.5	WMMR-F	15.2
8 WUSL-F	11.1	WMGK-F	12.5	WMMR-F	13.8	WIP	15.4	WUSL-F	15.6	WUSL-F	15.1
9 WXTU-F	10.4	WWDB-F	10.6	WUSL-F	11.5	WJZ-F	15.3	WJZ-F	16.2	WJZ-F	13.0
10 WWDB-F	9.7	WUSL-F	10.4	WIOQ-F	11.0	WUSL-F	14.8	WMMR-F	14.9	WMGK-F	12.5
11 WMGK-F	9.0	WIOQ-F	9.8	WWDB-F	9.8	WMMR-F	13.3	WOGL-F	14.5	WPLY-F	12.1
12 WYXR-F	8.8	WYXR-F	8.6	WJZ-F	9.6	WLCE-F	11.9	WLCE-F	13.2	WLCE-F	12.0
13 WIOQ-F	8.7	WPLY-F	8.5	WYXR-F	9.5	WWDB-F	10.4	WPLY-F	11.0	WOGL-F	10.4
14 WPLY-F	8.0	WXTU-F	8.3	WXTU-F	9.0	WPLY-F	9.2	WXTU-F	9.5	WXTU-F	10.2
15								WEJM-F	8.5	WPHI-F	7.3
16								WWDB-F	7.9	WMWX-F	7.2

2002		2003	
1 KYW	41.0	KYW	41.7
2 WBEB-F	29.7	WBEB-F	28.2
3 WYSP-F	25.4	WDAS-F	27.5
4 WDAS-F	23.3	WYSP-F	24.0
5 WIOQ-F	20.2	WIOQ-F	20.7
6 WOGL-F	18.7	WJZ-F	19.2
7 WJZ-F	18.7	WIP	17.8
8 WIP	17.3	WOGL-F	17.2
9 WMMR-F	15.7	WUSL-F	16.0
10 WMGK-F	14.5	WMGK-F	16.0
11 WUSL-F	14.5	WMMR-F	14.5
12 WPLY-F	13.0	WSNI-F	13.6
13 WSNI-F	10.5	WPLY-F	13.2

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Westinghouse	\$ 37.7 (22.4)	1 Westing/CBS	\$ 57.0 (30.3)	1 Westing/CBS	\$ 77.1 (37.7)
2 Infinity	28.9 (17.2)	2 Infinity	31.7 (17.0)	2 Evergreen	50.0 (24.5)
3 EZ	15.2 (9.0)	3 Beasley	24.1 (13.0)	3 Beasley	20.1 (9.8)
4 CBS	15.0 (8.9)	4 EZ	16.5 (8.9)	4 Trust: WMMR	13.9 (6.8)
5 Pyramid	14.2 (8.4)	5 Evergreen	14.8 (8.0)	5 WBEB-F	13.7 (6.7)
6 Beasley	13.6 (8.1)	6 Greater Media	13.0 (7.0)	6 WBEB-F	13.6 (6.7)
7 Greater Media	12.7 (7.6)	7 WBEB-F	11.6 (6.0)	7 WPLY-F	8.0 (3.9)
8 Panache: WWDB	8.1 (4.8)	8 WWDB-F	9.0 (4.8)	8 Trust: WFLN	3.9 (1.9)

1997		1998		1999	
1 CBS	\$ 93.6 (40.6)	1 CBS	\$ 101.0 (40.1)	1 CBS	\$ 100.5 (35.1)
2 Chancellor	52.6 (22.8)	2 Chancellor	59.2 (23.5)	2 Chancellor	83.3 (29.1)
3 Greater Media	33.5 (14.6)	3 Greater Media	36.8 (14.6)	3 Greater Media	39.7 (13.9)
4 Beasley	19.6 (8.5)	4 Beasley	19.8 (7.9)	4 WBEB	23.9 (8.3)
5 WBEB-F	17.2 (7.5)	5 WBEB-F	18.9 (7.5)	5 Beasley	19.0 (6.6)
6 WPLY-F	8.5 (3.7)	6 WPLY-F	8.7 (3.5)	6 Radio One	15.2 (5.3)
7 Radio One	3.1 (1.3)	7 Radio One	4.1 (1.6)	7 Mega	4.3 (1.5)

2000		2001		2002	
1 CBS	\$ 112.1 (35.9)	1 CBS	\$ 93.0 (32.9)	1 CBS	\$ 108.2
2 Chancellor	86.6 (27.7)	2 Chancellor	82.7 (29.2)	2 Clear Channel	89.9
3 Greater Media	44.4 (14.2)	3 Greater Media	38.8 (13.7)	3 Greater Media	40.0
4 WBEB	26.0 (8.3)	4 WBEB	26.1 (9.2)	4 WBEB	29.7
5 Beasley	19.0 (6.1)	5 Radio One	19.4 (6.9)	5 Radio One	19.0
6 Radio One	18.7 (6.0)	6 Beasley	15.7 (5.6)	6 Beasley	17.6
7 Mega	3.5 (1.1)	7 Mega	3.9 (1.4)		

2003		All 2002 and 2003 financial data is provided by BIA Financial.	
1 CBS	\$ 107.7		
2 Clear Channel	99.8		
3 Greater Media	41.4		
4 WBEB	28.2		
5 Radio One	21.1		
6 Beasley	16.9		

MAJOR STATION TRANSACTIONS: CONTINUED

1998	WTMR (800, Camden, NJ)	From Gore-Overgaard to Beasley	\$ 8,000,000
1998	WSSJ (1310)	Sold to Mega	2,000,000
1999	WWJZ (Mt. Holly)	Sold to ABC	14,000,000
1999	WHAT	Sold to Inner City	1,500,000
1999	WPLY-F	From Greater Media to Radio One	80,000,000
1999		All AM/FM stations sold to Clear Channel	---
2003	WURD		4,250,000
2003	WSNJ-F (Bridgeton, NJ)		35,000,000

DUNCAN'S COMMENTS:

Philadelphia is a major market with average to slightly above average radio revenue growth. The number of viable stations has remained steady as it has in most of the nation's major markets. On the negative side, radio listening has declined rapidly in the last decade and listening to unlisted stations is on the increase.

WBEB has long been one of the finest stations in the country. As EZ WDVR it was the first FM station to bill in excess of one million dollars. This happened around 1970. The station slowly evolved from EZ to Soft AC during the 80's and then to conventional AC during the 90's. Except for a period during the mid 90's WBEB has always had around a six share in total audience. WBEB is a stand-alone, independent FM owned by Jerry Lee.

KYW is another great station in Philadelphia. It was one of the few AM stations that seemed to gain momentum during the 1990's.