



Welcome to today's webinar:

Tracking the Broadcast Industry with MEDIA Access Pro™

Tips, Tricks and Top Line Industry Results

**For audio: You can dial in or listen through your speakers.
Once you choose, please do not change settings.**

Overview of Webinar

- Current Trends and Broadcasting Forecast
- Tracking Broadcast Industry with Media Access Pro™
- Recent Enhancements
 - Translators
 - Multicasting – Radio and Television
 - Local online market revenues
 - Zip Code search
- Customized Searching
 - Quick Search
 - Saved Searches
 - Customizing Favorites Tab
 - Building Maps
- Helping You Stay Competitive – *What's Coming Next*

Presenters



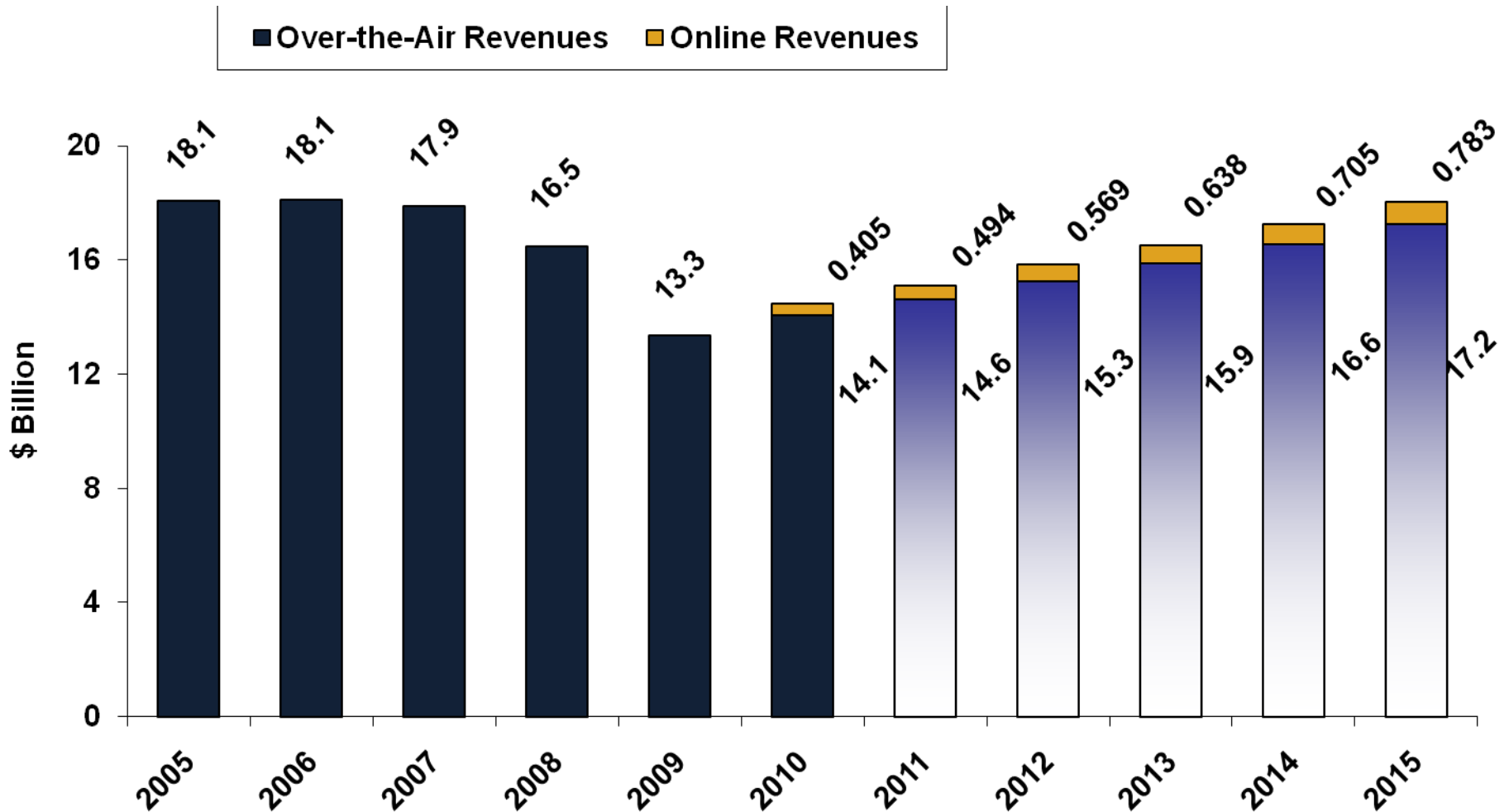
Georgina Santilli,
Client Services Manager,
MEDIA Access Pro™



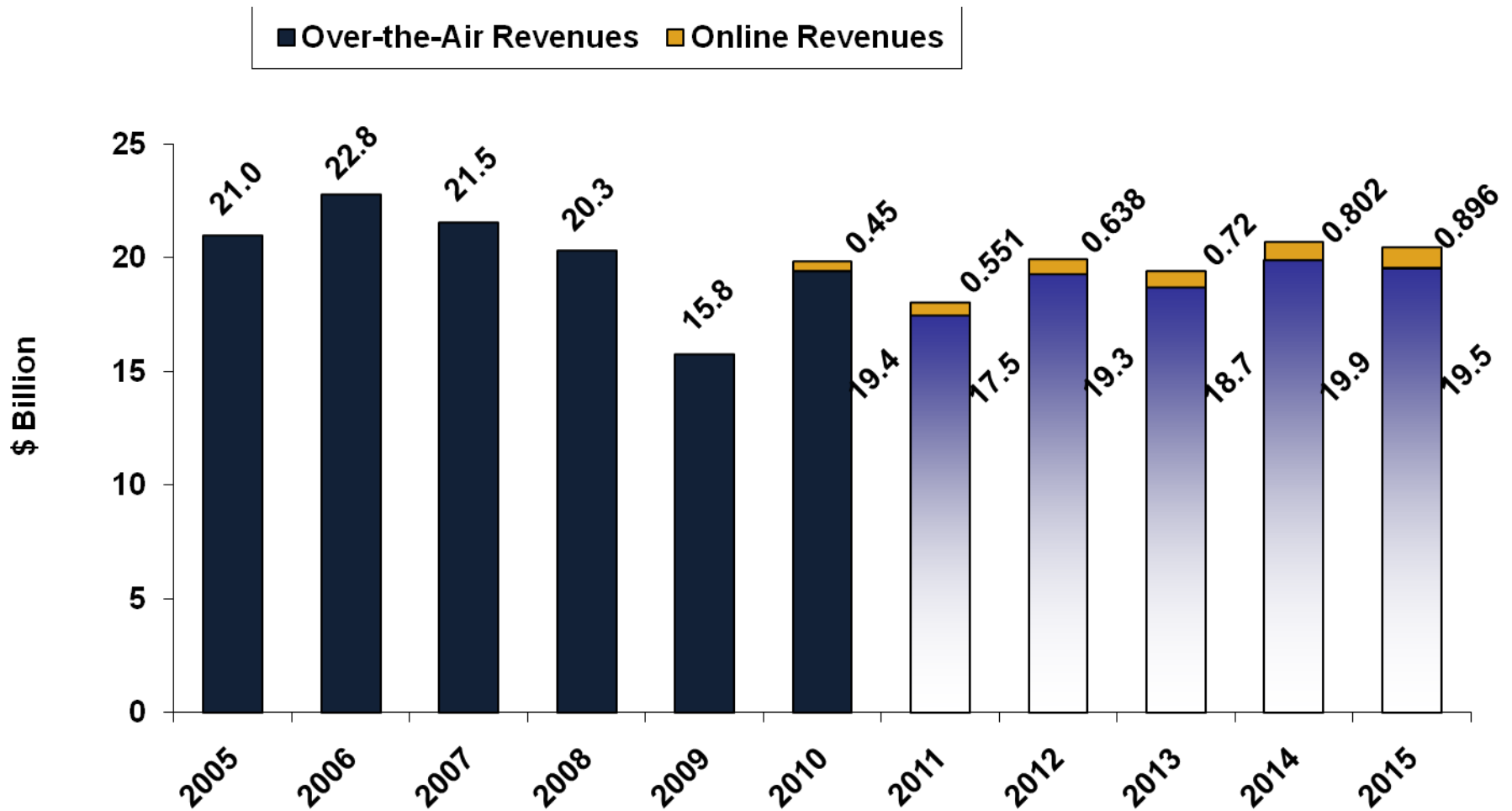
Mark Fratrik
Vice President, BIA/Kelsey

QUICK RECAP OF RECENT HISTORY OF INDUSTRIES

Recent Radio Revenues – Total Local Radio Station Revenues



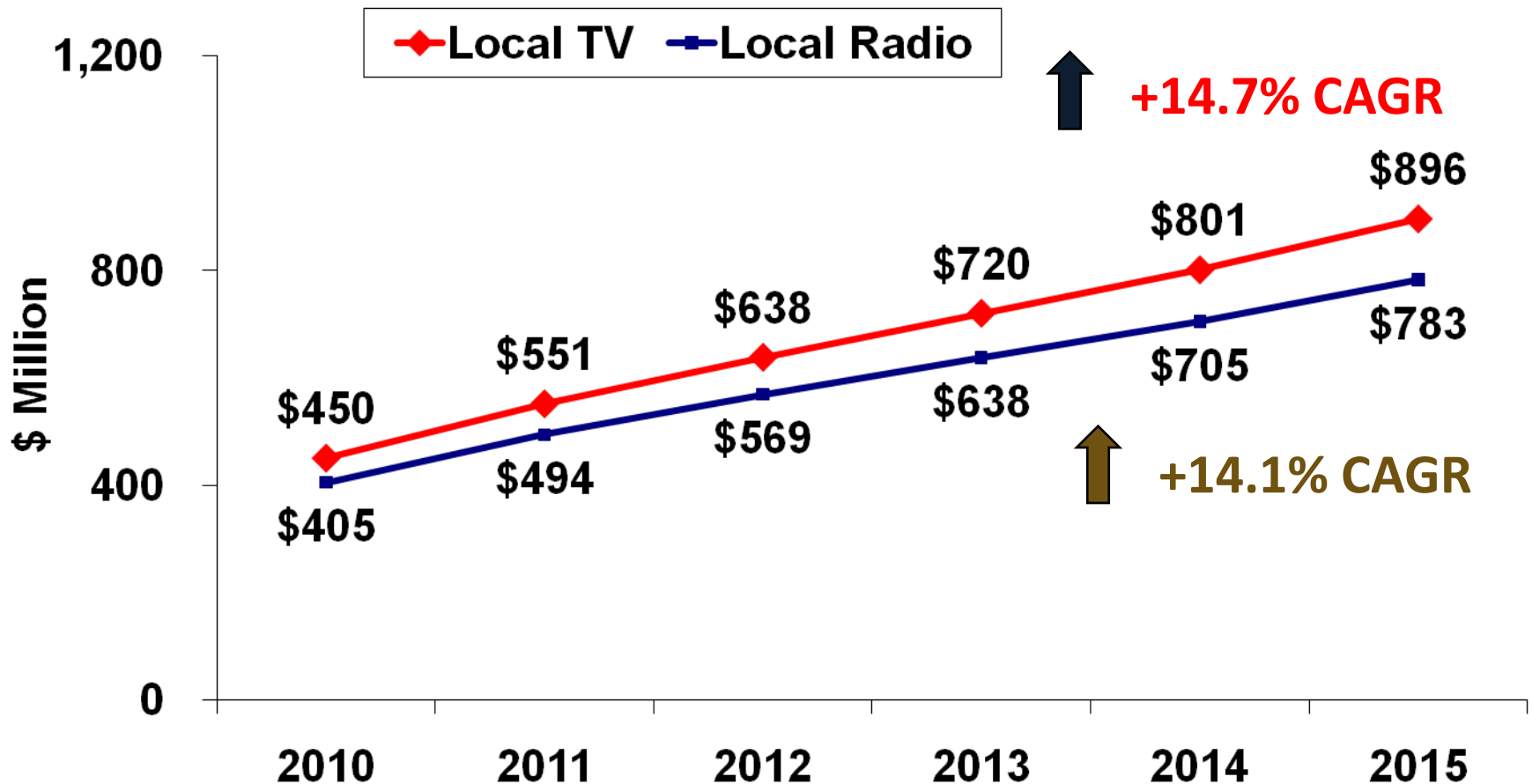
Recent Radio Revenues – Total Local Television Station Revenues



Audience Question

*How confident are you about
your radio and TV market
revenue projections for next
5 years?*

Total Television and Radio Internet Revenues



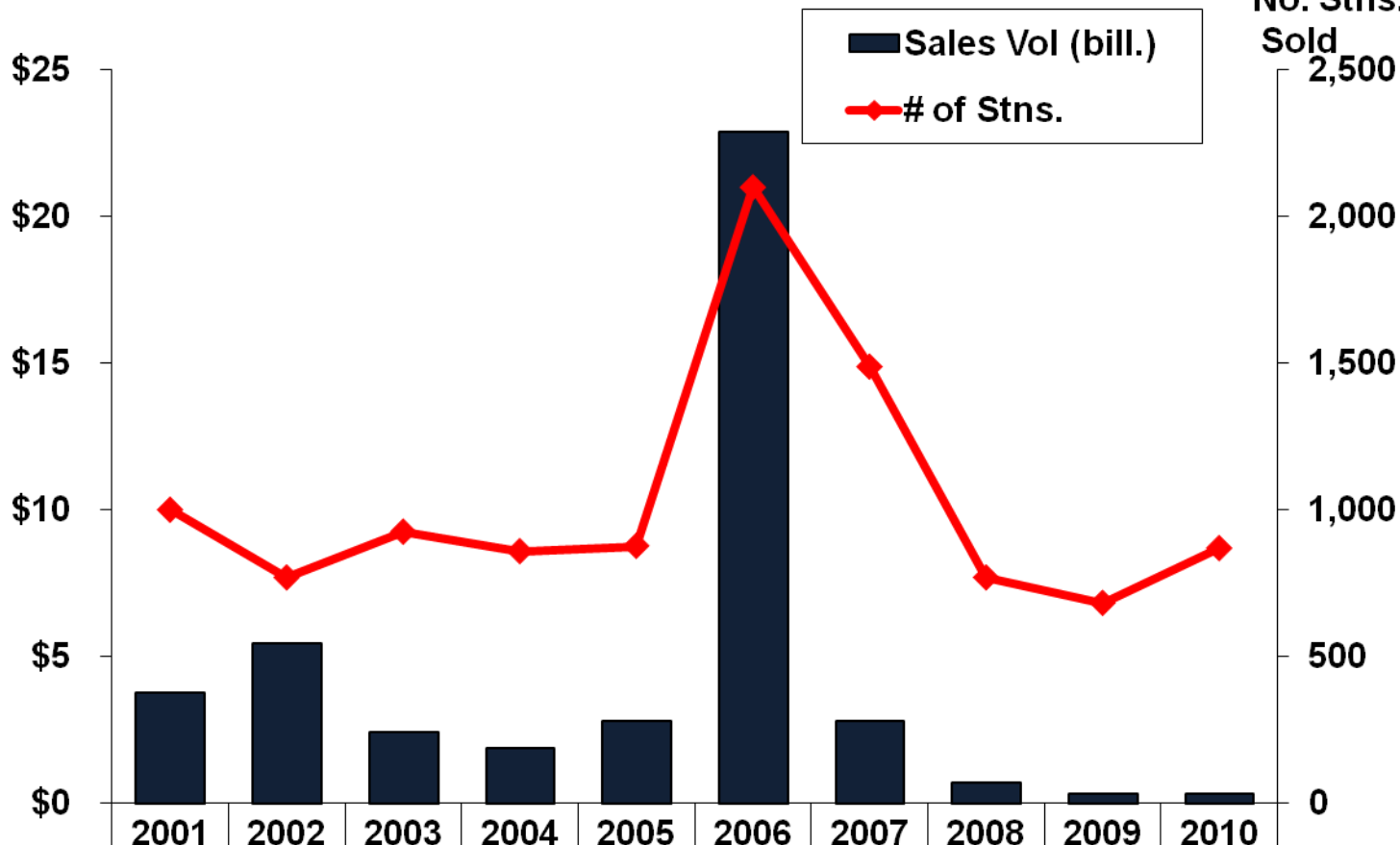
Question

How does a Radio Station combine its over-the-air and internet revenue sources into an effective money making machine?

Total Radio Station Transactions: 2001-2010

\$Volume
(billions)

No. Stns.
Sold

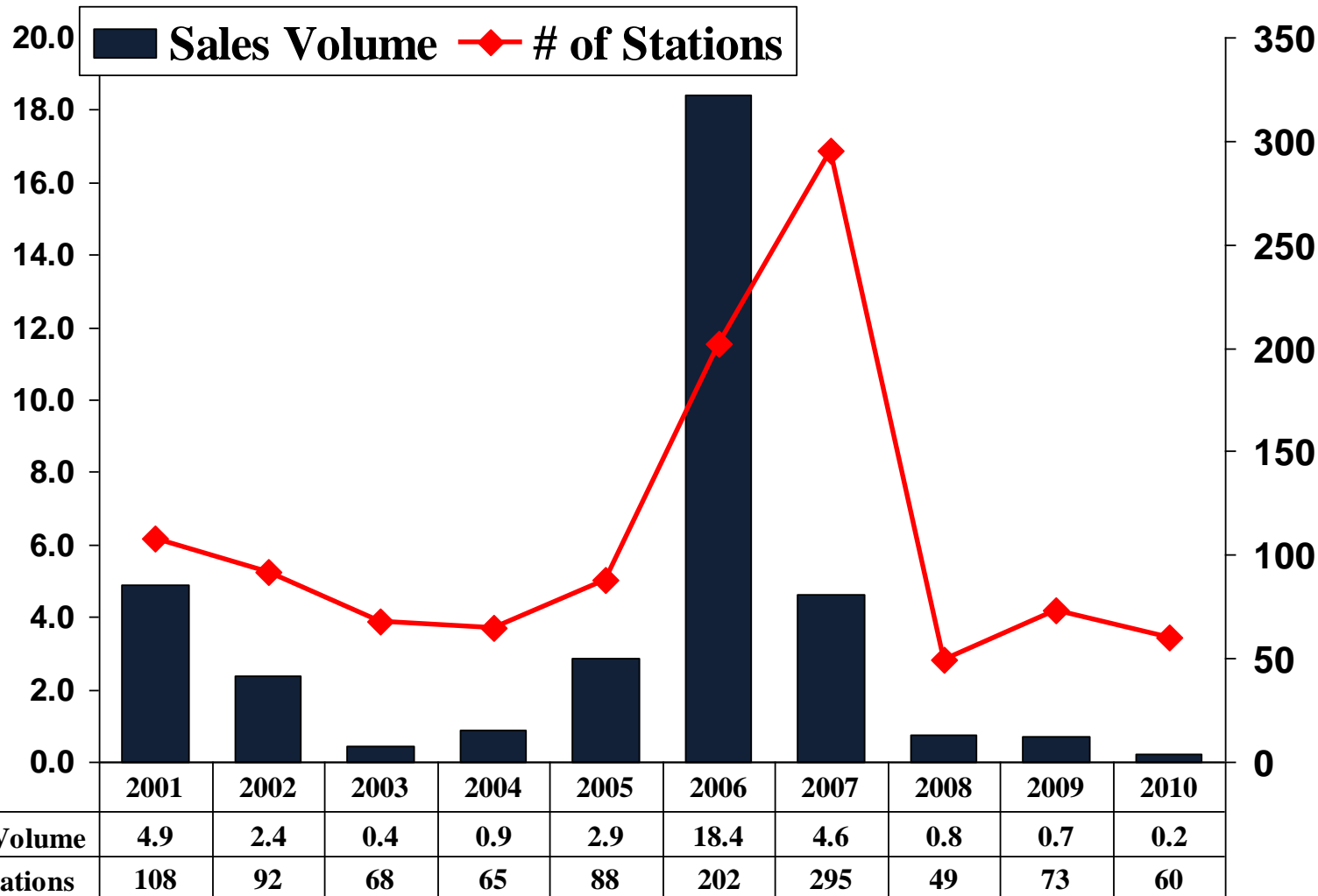


■ Sales Vol (bill.)

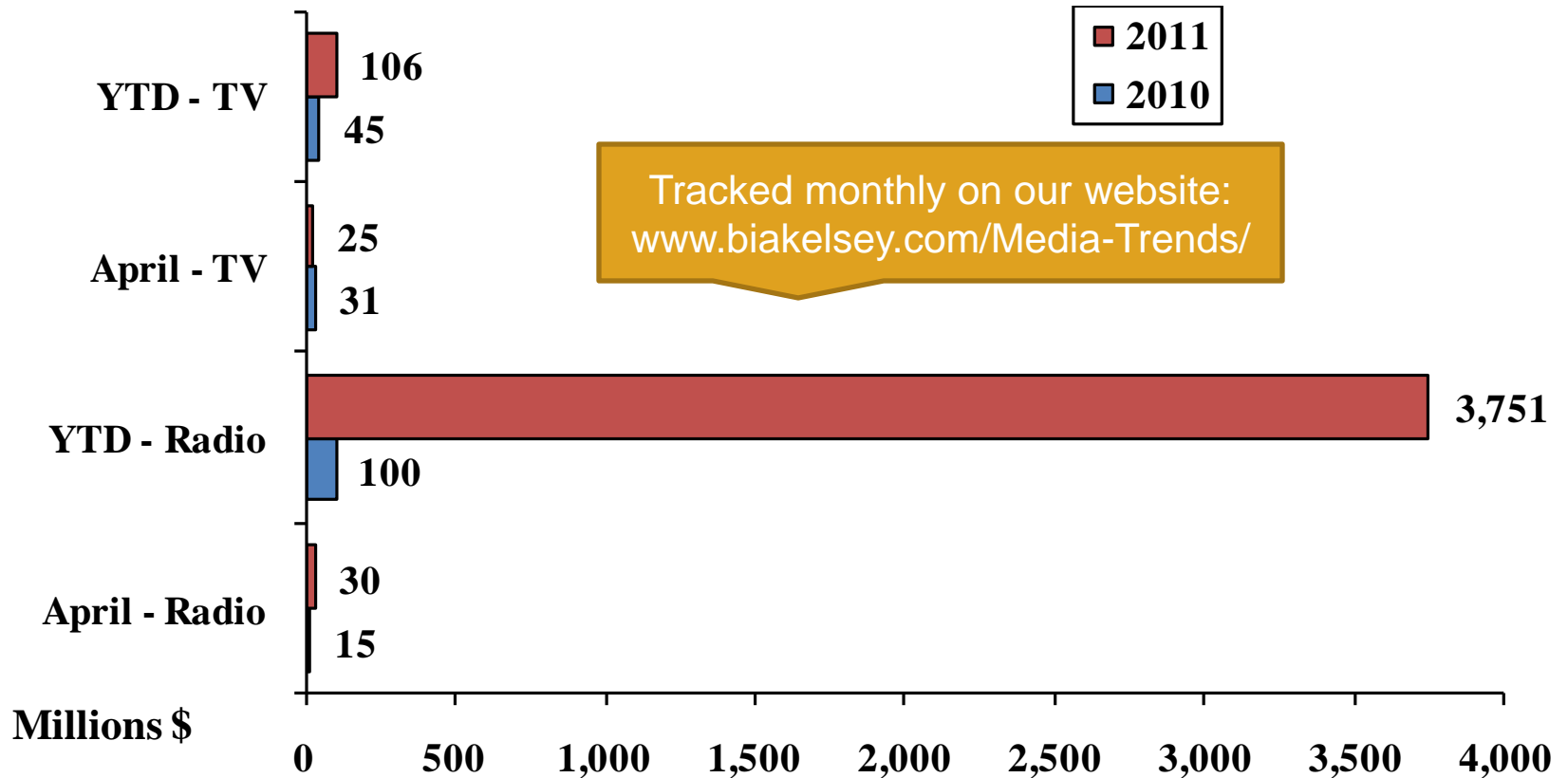
◆ # of Stns.



Total Television Station Transactions: 2001-2010

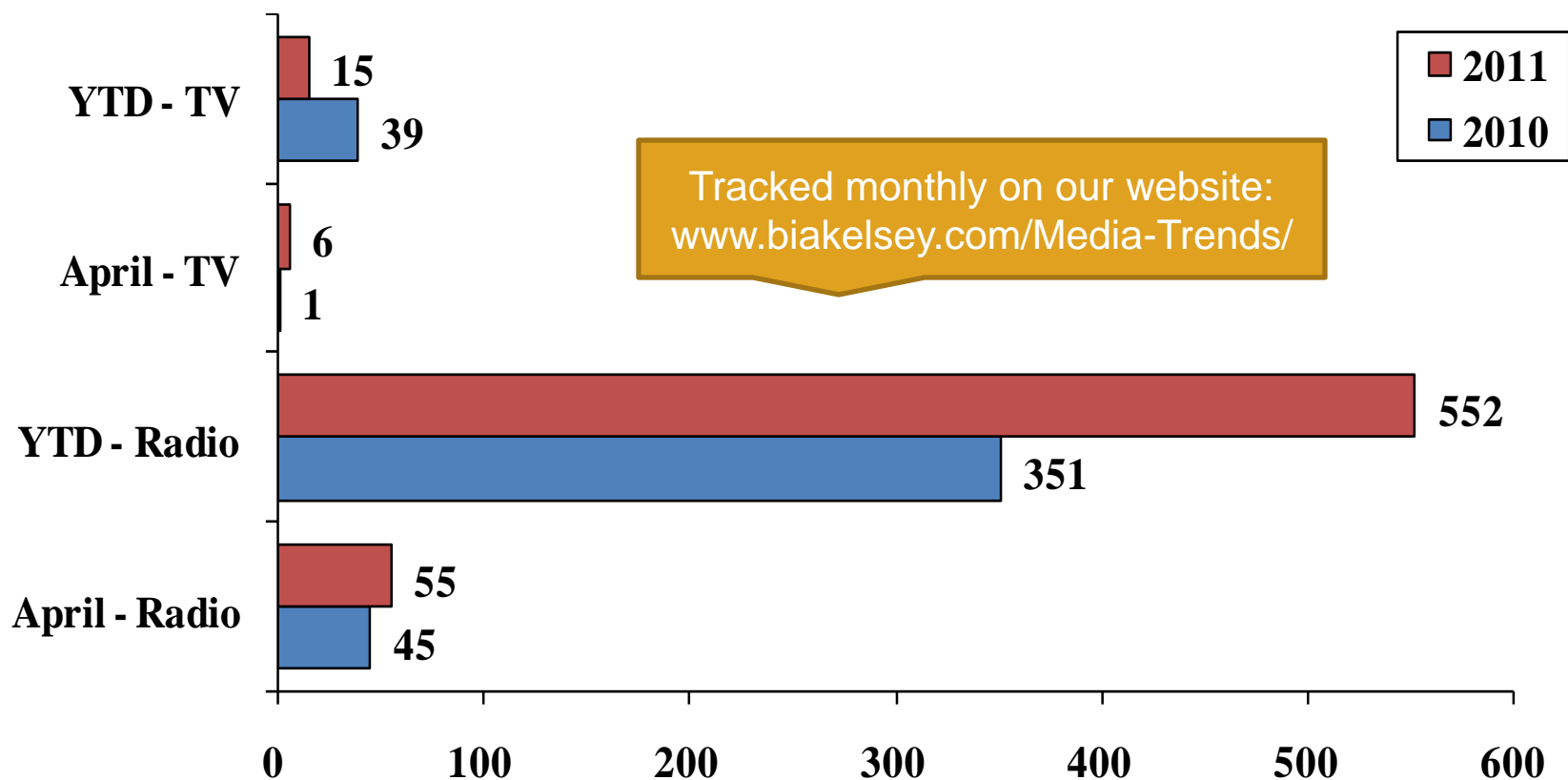


Transactions Value Update



Source: MEDIA Access Pro™; Transaction totals include all that are announced as of the end of the month.

Number of Stations Sold Update



Source: Media Access Pro™; Transaction totals include all that are announced as of the end of the month.

Leading Industry Resource: Media Access Pro



**Providing timely, high quality,
comprehensive information on the local
radio, television, and newspaper industries**

- 2,000+ Data Fields
- 30,000-plus broadcast and newspaper organizations
- Over-the-air and online advertising revenues
- Ownership details
- Transactions
- Digital information
- Demographics
- Technical stats
- Multi-level contact information



RECENT DATA ADDITIONS

AM Station Use of Translators

Call Letters **WJFN**
 Prev. Calls **WZQK**
 AM/FM **AM**
 Format **Sports**



Primary

Digital

Secondary

Coverage Area

Population[^] **Contour**

71,535 5.0 mV/m

264,614 2.0 mV/m

496,310 0.5 mV/m

Call Letters **W256BL**
 Prev. Calls
 AM/FM **FX**
 Format **Sports**



Primary

Digital

Secondary

Coverage Area

Population[^] **Contour**

61,676 70 dBu

109,928 65 dBu

163,233 60 dBu

FM Station Use of Translators for HD Multicasts

BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 130 of 24529 records selected

File View Print Export Utilities Help

Quick Search | New Search | Saved Search | Radio | TV | Newspaper | Multi-Media | Station Info | Quit

Radio Multicast Programming

Multicast signals for: **WYXL**

Calls	Type	Format	Slogan	Category
WYXL	FM	AC	BESTVARTYOFYESTERD&TDY	Adult Contemporary
WYXL-HD2	F2	CHR	ITHACAS HITMUSIC STATION	Contemporary Hit Radio/Top 40
WYXL-HD3	F3	Rock	98.7 THE VINE	Rock

WYXL-HD2 F2 CHR ITHACAS HITMUSIC STATION Contemporary Hit Radio/Top 40

Print Close

Markets rated in	Band ID
Binghamton, NY	
Elmira-Corning, NY	

Band ID (empty) = Total station's share

Print

10 LC Share Primary 183,119 70 dBu
 # Books Digital 243,299 65 dBu
 Viable Secondary 488,943 60 dBu
 Metro Cume (00) Diary PPM 12+ Monthly

Distance Search

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Print

FM Station Use of Translators for HD Multicasts

BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 130 of 24529 records selected

File View Print Export Utilities Help

Quick Search New Search Saved Search Radio TV Newspaper Multi-Media Station Info Quit

Radio Station Information as of 05/17/2011

Results Contacts Owners Station Transactions Market #1 Market #2 Competition Ratings Maps Web Site

Call Letters **W277BS** AM/FM **FX** License License CP F

Prev. Calls Format **CHR**

Home Market
 Market Designation Date
 Prev. Market
 (for changes after 9/3/04)
 County of Lic. **Tompkins**
 License City **Ithaca** **NY**
 TV Mkt Name **Syracuse, NY**
 TV Mkt # **82** Density Code **C**
 Application # **BLFT 20100304AAO**
 Network
 LMA
 Combo

12+ Share*	Format	Est. Station Rev (000)	Frequency
05 Sp			103.3
05 Fa		03	Power (KW) 0.250
06 Sp		04	HAAT 523'
06 Fa		05	Class D
07 Sp		06	Latitude 42-23-30
07 Fa		07	Longitude 76-28-29
08 Sp		08	Digital Lic. <input type="radio"/> F <input checked="" type="radio"/> Multicast
08 Fa		09	Digital On-Air <input type="radio"/> F <input checked="" type="radio"/> Translators
09 Sp			
09 Su			
09 Fa			
10 Wi			
10 Sp			
10 Su	CHR		
10 Fa	CHR		
11 Wi	CHR		

Duopoly T On Air Yr **1985**

Coverage Area

	Population [^]	Contour
Primary	46,629	70 dBu
Digital	55,458	65 dBu
Secondary	64,546	60 dBu

Distance Search

Markets rated in Band ID

'n/a' indicates Arbitron Shares for market have not been posted.
 ^Population data was obtained from Dataworld, a division of BIAfn

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Print

Local Television Station Multicasts

BIA - MEDIA Access Pro 4.6 Television Analyzer Database: 19 of 13367 records selected

File View Print Export Utilities Help

Quick Search New Search Saved Search Radio TV Newspaper Multi-Media Station Info Quit

Television Station Information as of 05/17/2011

Results	Contacts	Owners	Station	Transactions	Market #1	Market #2	Competition	Maps	Web Site
CALLS	DTV Chan	Affiliation	Lic. Market Name	Owner	Lic. Market Rank	Lic. City of License	Lic. State of License		
WAOW-D2	36.2	CW	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Wausau	WI		
WAOW-D3	36.3	Ths	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Wausau	WI		
WFXS-D2	31.2	USP	Wausau-Rhineland, WI	Davis Television LLC	135	Wittenb			
WFXS-D3	31.3	RTV	Wausau-Rhineland, WI	Davis Television LLC	135	Wittenb			
WHRM-D2	24.2	PUB	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Wausa			
WHRM-D3	24.3	CRT	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Wausa			
WJFW-D2	36.2	PUB	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Park Falls	WI		
WLEF-D2	36.2	PUB	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Park Falls	WI		
WLEF-D3	36.3	CRT	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Park Falls	WI		
WLEF-TV	36.0	PBS	Wausau-Rhineland, WI	State of Wisconsin - Educational Communications Bd	135	Park Falls	WI		
WMOW-D2	0.0	ABC	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Crandon	WI		
WMOW-D3	0.0	Ths	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Crandon	WI		
WSAW-D2	0.0	My	Wausau-Rhineland, WI	Gray Television Inc	135	Wausau	WI		
WSAW-D3	0.0	Wx	Wausau-Rhineland, WI	Gray Television Inc	135	Wausau	WI		
WTPX-D2	46.2	qbo	Wausau-Rhineland, WI	ION Media Networks Inc	135	Antigo	WI		
WTPX-D3	46.3	ILF	Wausau-Rhineland, WI	ION Media Networks Inc	135	Antigo	WI		
WYOW-D2	0.0	CW	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Eagle River	WI		
WYOW-D3	0.0	Ths	Wausau-Rhineland, WI	Quincy Newspapers Inc	135	Eagle River	WI		

Local Radio Station Multicasts

BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 71 of 24529 records selected

File View Print Export Utilities Help

Quick Search | New Search | Saved Search | Radio | TV | Newspaper | Multi-Media | Station Info | Quit

Radio Station Information as of 05/17/2011

Results | Contacts | Owners | Station | Transactions | Market #1 | Market #2 | Competition | Ratings | Maps | Web Site

Multicast Programming

Multicast signals for: **WJFK**

Calls	Type	Format	Slogan	Category	ark
WJFK-FM	FM	Sports	SPORTSRADIO 106.7 THE FAN	Sports	W
WJFK-HD2	F2	Sports	WJZ THE FAN IN BALTIMORE	Sports	W
WJFK-HD3	F3	Sports	WFAN NEW YORK CITY	Sports	W
WJFK-HD4	F4	Sports	WIP PHILADELPHIA	Sports	W

Check out all the different programming

Print Close

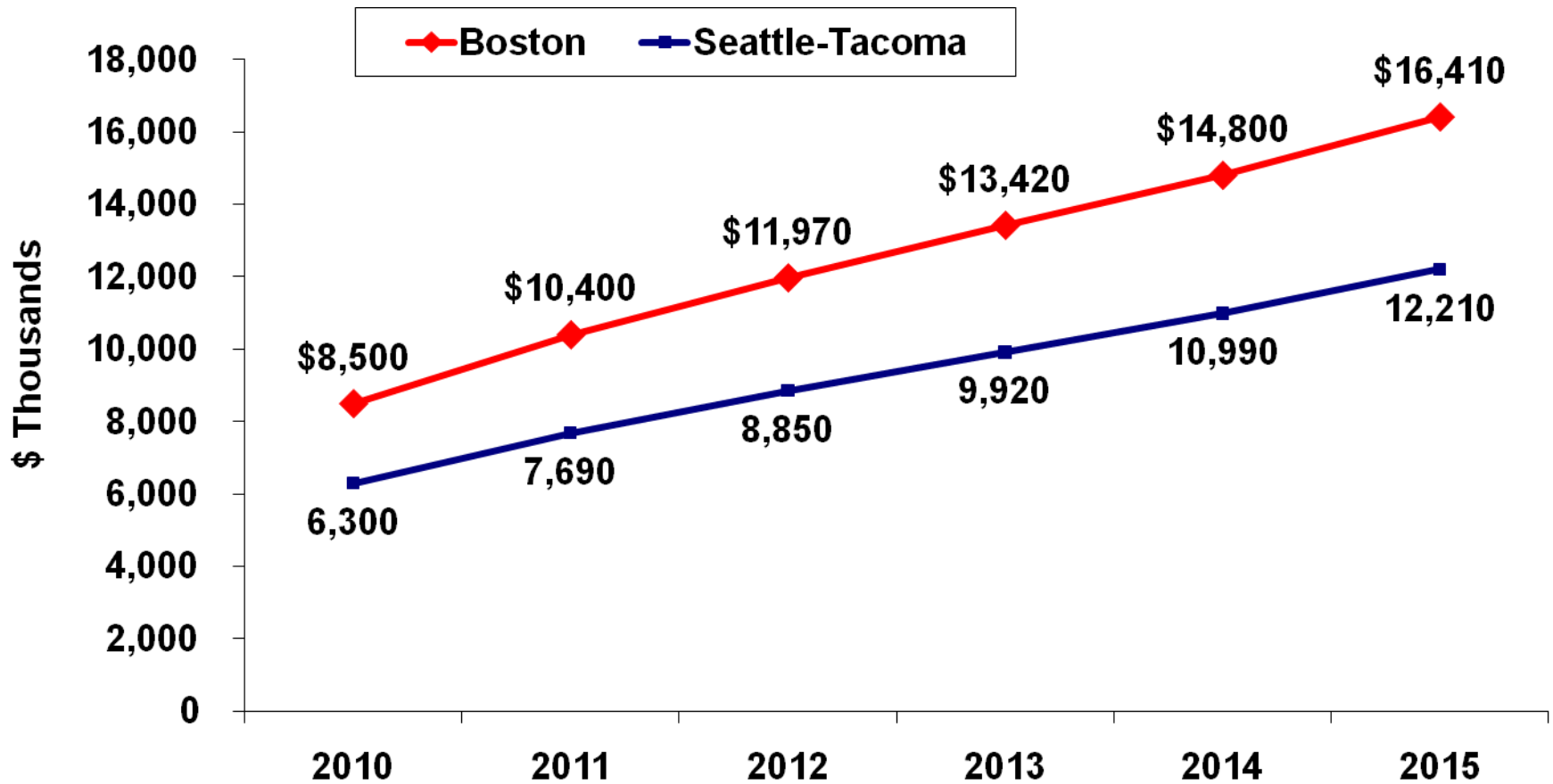
1.6 Sports Viable Secondary 4,069,964 60 dBu Baltimore, MD
 10 Su 1.9 Sports Metro Cume Distance Search Frederick, MD
 10 Fa 1.9 Sports 2880 (00) Diary PPM Hagerstown-Chambersbur
 11 Wi 2.1 Sports 12+ Monthly Winchester, VA

Band ID (empty) = Total station's share

'n/a' indicates Arbitron Shares for market have not been posted. * Copyright © 2011, Arbitron Inc.
 ^Population data was obtained from Dataworld, a division of BIAfn Report corrections to pubs@bia.com

Print ↑ ↓

Individual Radio Market Internet Revenues



Zip Code Distance Search

BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 71 of 24529 records selected

File View Print Export Utilities Help

Quick Search New Search Saved Search Radio TV Newspaper Multi-Media Station Info Quit

Radio Station Information as of 05/17/2011

Results Contacts Owners Station Transactions Market #1 Market #2 Competition Ratings Mns Web Site

Radio Selection Set

Overview Selection Criteria Output Fields Sort Order

Contents Index Favorites

Show only items containing:
[Text Box] [Go] [All]

- Digital Director *
- Digital Director Email
- Digital Director First Name
- Digital Director Last Name
- Digital License Coverage Pop
- Digital Licensed
- Digital On-Air
- Digital On-Air Date
- Digital Stations On Air-Market
- Distance**
- Docket 80-90
- Duopoly
- FCC ID Number

* indicates multi-field search

Conditions (separate multiple values with semicolons)

CALLS [Text Box] AM Zip Code [Text Box] Search Only

Latitude [Text Box] FM Longitude [Text Box]

Between [Text Box] 0 and [Text Box] 50 miles

Value(s) [Text Box] [Display Pick List]

Criteria [ADD] [(+) +] [(-) -] [And] [Or] [Change] [Delete] [Append]

Category: Radio, Station, Distance Calculator Index: Distance

Field Help: Distance in miles from a user-defined Radio Station or Latitude / Longitude

[Proceed] [Save] [Delete] [Cancel]

Population data was obtained from Dataworld, a division of BIAfn Report corrections to pubs@bia.com [Print]

Zip Code Distance Search

The screenshot displays the BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database interface. The main window shows a list of radio stations with columns for Results, Contacts, Owners, Station, Transactions, Market #1, Market #2, Competition, Ratings, Plans, and Web Site. A "Radio Selection Set" dialog box is open, showing search criteria for "Zip Code 22308". A "Zip Code Lookup" dialog box is overlaid on top, asking "Look up Lat/Lon for Zip Code 22308?" with "Yes" and "No" buttons. The "Radio Selection Set" dialog box includes tabs for Overview, Selection Criteria, Output Fields, and Sort Order. The "Selection Criteria" tab is active, showing a search for "Zip Code 22308". The "Output Fields" tab is also visible, showing a list of fields including Digital Director, Digital License Coverage, Digital On-Air, Digital Stations On Air-Market, Distance, Docket 80-90, Duopoly, and FCC ID Number. The "Distance" field is highlighted. The "Radio Selection Set" dialog box also includes a "Category" field set to "Radio, Station, Distance Calculator" and an "Index" field set to "Distance". The "Field Help" field contains the text "Distance in miles from a user-defined Radio Station or Latitude / Longitude". The "Radio Selection Set" dialog box has buttons for "Proceed", "Save", "Delete", and "Cancel". The "Zip Code Lookup" dialog box has a question mark icon and a close button. The "Radio Selection Set" dialog box also has a "Go" button next to the "Show only items containing:" field.

BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 71 of 24529 records selected

File View Print Export Utilities Help

Quick Search | New Search | Saved Search | Radio | TV | Newspaper | Multi-Media | Station Info | Quit

Radio Station Information as of 05/17/2011

Results | Contacts | Owners | Station | Transactions | Market #1 | Market #2 | Competition | Ratings | Plans | Web Site

Radio Selection Set

Overview | Selection Criteria | Output Fields | Sort Order

Conditions (separate multiple values with semicolons) Search Only

Contents | Index | Favorites | | | Zip Code 22308

Show only items containing: Go

05 Digital Director *

05 Digital Director Email

06 Digital Director First Name

07 Digital Director Last Name

08 Digital License Coverage Pop

08 Digital Licensed

08 Digital On-Air

09 Digital On-Air Date

09 Digital Stations On Air-Market

09 Distance

09 Docket 80-90

10 Duopoly

10 FCC ID Number

* indicates multi-field search

Category: Radio, Station, Distance Calculator Index: Distance

Field Help: Distance in miles from a user-defined Radio Station or Latitude / Longitude

Proceed Save Delete Cancel

Look up Lat/Lon for Zip Code 22308?

Yes No

Zip Code Distance Search

The screenshot displays the BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database interface. The main window title is "BIA - MEDIA Access Pro 4.6 Radio Analyzer & Ratings Database: 71 of 24529 records selected". The menu bar includes File, View, Print, Export, Utilities, and Help. The toolbar contains Quick Search, New Search, Saved Search, Radio, TV, Newspaper, Multi-Media, Station Info, and Quit.

The main content area is titled "Radio Station Information as of 05/17/2011". It features a "Radio Selection Set" dialog box with the following sections:

- Overview:** Includes tabs for Contents, Index, and Favorites. A list of search criteria is shown, with "Distance" selected. A "Process" button is at the bottom.
- Selection Criteria:** Contains a "Conditions" section with radio buttons for "CALLS" and "Latitude". The "Latitude" condition is set to "038-48-16". There are also fields for "Zip Code" (22308) and "Longitude" (077-02-49). A "Between" section is set to "0" and "50" miles. A "Value(s)" dropdown is set to "Display Pick List".
- Output Fields:** Includes a "Search Only" checkbox and buttons for "Not", "Help", and "Clear".
- Sort Order:** Includes buttons for "Criteria", "ADD", "+", "-", "And", "Or", "Change", "Delete", and "Append".

A search result is displayed in a scrollable list: "0 to 50 miles from 038-48-16, 077-02-49".

At the bottom of the interface, there is a footer with the text: "Population data was obtained from Dataworld, a division of BIAfn Report corrections to pubs@bia.com Print

Zip Code Distance Search Results

Distance	CALLS	AM or FM	Format	Lic. City of License	Lic. Market Name
4.61	W249BE	FX	ChrsContemp	Alexandria	Washington, DC
4.97	WTNT	AM	Talk	Alexandria	Washington, DC
7.56	WAVA	FM	Chrst/Talk	Arlington	Washington, DC
7.56	WETA	FM	Classical	Washington	Washington, DC
7.56	WETA-HD2	F2	Classical	Washington	Washington, DC
7.56	WGTS	FM	ChrsContemp	Takoma Park	Washington, DC
7.91	WDCN-LP	FM	Span/Varty	Fairfax	Washington, DC
8.37	WPGC	FM	CHR/Rhymc	Morningside	Washington, DC
8.37	WPGC-HD2	F2	Hip Hop	Morningside	Washington, DC
8.49	WFAX	AM	Christian	Falls Church	Washington, DC
9.20	WHFS	AM	Talk	Morningside	Washington, DC
9.37	WUST	AM	Ethnic	Washington	Washington, DC
9.37	WZHF	AM	Ethnc/Span	Arlington	Washington, DC
9.40	WPFW	FM	Jazz	Washington	Washington, DC
9.42	WAMU	FM	Nws/Tik/Inf	Washington	Washington, DC
9.42	WAMU-HD2	F2	Blue Grass	Washington	Washington, DC
9.42	WAMU-HD3	F3	Nws/Tik/Inf	Washington	Washington, DC
9.42	WMMJ	FM	Urban AC	Bethesda	Washington, DC
9.42	WTOP	FM	News	Washington	Washington, DC
9.42	WTOP-HD2	F2	Nws/Tik/Inf	Washington	Washington, DC
9.54	WKYS	FM	HpHop/RhyBl	Washington	Washington, DC
10.05	WBIG	FM	Clsc Rock	Washington	Washington, DC
10.05	WBIG-HD2	F2	Oldies	Washington	Washington, DC
10.05	WMZQ	FM	Country	Washington	Washington, DC
10.05	WMZQ-HD2	F2	Country	Washington	Washington, DC
10.22	WASH	FM	AC	Washington	Washington, DC
10.22	WASH-HD2	F2	Smooth Jazz	Washington	Washington, DC
10.22	WHUR	FM	Urban AC	Washington	Washington, DC
10.22	WHUR-HD2	F2	Jaz/HHp/Int	Washington	Washington, DC
10.22	WRQX	FM	Hot AC	Washington	Washington, DC

SPECIAL QUERIES AND TRICKS

Working With Quick Search

Quick Search

Search Only the following stations:

<input checked="" type="checkbox"/> Commercial	<input checked="" type="checkbox"/> Non-Commercial
<input type="checkbox"/> Canadian	<input checked="" type="checkbox"/> Low Power FM
<input type="checkbox"/> Mexican	<input checked="" type="checkbox"/> CP - Not on Air
<input checked="" type="checkbox"/> United States	<input checked="" type="checkbox"/> Multicast Signals
	<input checked="" type="checkbox"/> FM Translators

All None

Radio
 Television
 Newspaper

Multi - Media

Quick Search by:

CALLS Sub-Sort? none

Owner none

Market Search Only

AM or FM

WASHINGTON

Search Cancel

Display Pick List

* indicates multi-field search

Quick Search results

Results	Contacts	Owners	Station	Transactions	Market #1	Market #2	
CALLS	AM or FM	Format	Lic. Market Name	Market #	Revenue-Station 2010	Lic. City of License	Lic. Stat
WPFW	FM	Jazz	Washington, DC	9		Washington	DC
WPGC	FM	CHR/Rhymc	Washington, DC	9	19,000	Morningside	MD
WPGC-HD2	F2	Hip Hop	Washington, DC	9		Morningside	MD
WPRS	FM	Inspiration	Washington, DC	9	5,350	Waldorf	MD
WPRS-HD2	F2	Classical	Washington, DC	9		Waldorf	MD
WPWC	AM	Mexican	Washington, DC	9		Dumfries-Triangle	VA
WRQX	FM	Hot AC	Washington, DC	9	16,900	Washington	DC
WRQX-HD2	F2	News/Talk					
WSMD	FM	Clsc Rock					
WSPZ	AM	Sports					
WTEM	AM	Sports					
WTNT	AM	Talk					
WTOP	FM	News					
WTOP-HD2	F2	Nws/Tlk/Inf					
WUST	AM	Ethnic					
WVRX	FM	Clsc Rock					
WVRX-HD2	F2	Pop					
WWDC	FM	Rock					
WWDC-HD2	F2	New Rock					
WWGB	AM	Span/Chrst					
WWRC	AM	Talk					
WWWT	FM	News					
WWWT-HD2	F2	Nws/Tlk/Inf					
WWWX	FM	Sports					
WWWX	FM	Sports					
WYCB	AM	Gospel					
WZHF	AM	Ethnc/Span					

Call Letters WPGC	AM/FM FM	License <input type="radio"/> License <input checked="" type="radio"/> CP <input type="radio"/> F	Home Market Washington, DC
Prev. Calls	Format CHR/Rhymc	Market Designation Date 2003/07/02	Prev. Market
12+ Share*	Format	Est. Station Rev (000)	Frequency 95.5
05 Sp	CHR/Rhymc	03 30,400	Power (KW) 50.000
05 Fa	CHR/Rhymc	04 31,000	HAAT 486'
06 Sp	CHR/Rhymc	05 30,200	Class B
06 Fa	CHR/Rhymc	06 28,250	Latitude 38-51-49
07 Sp	CHR/Rhymc	07 27,100	Longitude 76-54-40
07 Fa	CHR/Rhymc	08 23,725	Digital Lic. <input type="checkbox"/> T <input checked="" type="checkbox"/> Multicast
08 Sp	CHR/Rhymc	09 18,000	Digital On-Air <input type="checkbox"/> T <input checked="" type="checkbox"/> Translators
08 Fa	3.9 CHR/Rhymc	10 19,000	Dig. On-Air Date 2005/03/29
09 Sp	3.2 CHR/Rhymc	Rev. Share 7.0	Coverage Area
09 Su	3.4 CHR/Rhymc	Power Ratio 1.59	Population 3,134,105
09 Fa	3.4 CHR/Rhymc	10 LC Share 4.4	Contour 70 dBu
10 Wi	3.4 CHR/Rhymc	# Books 4	Digital 4,126,566
10 Sp	3.7 CHR/Rhymc	Viable	Secondary 5,068,030
10 Su	3.3 CHR/Rhymc	Metro Cume	es from 038-48-16, 077-02-49 8.37
10 Fa	3.3 CHR/Rhymc	8324 (00)	Band ID (empty) = Total station's share
11 Wi	3.6 CHR/Rhymc	Diary <input type="radio"/> PPM <input type="radio"/> 12+ Monthly <input type="radio"/>	Combo WHFS, WIAD, WIAD-HD2, WIAD-HD3, Duopoly <input type="checkbox"/> T On Air Yr 1959

n/a indicates Arbitron Shares for market have not been posted.
 *Population data was obtained from Dataworld, a division of BIA/i

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Print

Working With Saved Searches

Overview	Selection Criteria	Output Fields	Sort Order
Saved Searches <ul style="list-style-type: none">Arbitron MarketsArbitron Markets- Historic Rev'sArbitron Markets- testArbitron Markets-GMSBIA CP Comparison by MarketBIA Digital On-Air by MarketBIA Investing In Radio Competitive Overview-add MKBIA Investing In Radio Market Overview-add MktBIA Market Financial Report Add Market (s) Save Search As Arbitron Markets	Selection Criteria Market Rank is between 1;400	Output Fields <ul style="list-style-type: none">Market RankMarket NameRevenue-Market 2011Revenue Rank-MarketRevenue-Market % LocalRevenue-Market % Natl/ReglAM CountFM Count	Sort Order + Market Rank
Proceed	Save	Delete	Cancel

Saved Searches- Results

Results	Contacts	Owners	Station	Transactions	Market #1	Market #2	Competition
Lic. Market Rank	Lic. Market Name	Revenue-Market 2011	Revenue Rank-Market	Revenue-Market % Log	Revenue-Market % Natl	AM Count	FM Count
1	New York, NY	630700	2	75	25	36	46
2	Los Angeles, CA	778700	1	80	20	34	38
3	Chicago, IL	502400	3	77	23	39	42
4	San Francisco, CA	305500	5	67	33	28	46
5	Dallas-Ft. Worth, TX	352900	4	68	32	31	40
6	Houston-Galveston, TX	300600	6	67	33	28	32
7	Atlanta, GA	281800	8	75	25	46	27
8	Philadelphia, PA	251100	11	58	42	25	18
9	Washington, DC	284300	7	75	25	29	27
10	Boston, MA	257900	10	75	25	40	24
11	Detroit, MI	177500	14	75	25	21	24
12	Miami-Ft. Lauderdale-Hollywood, FL	258900	9	85	15	27	20
13	Seattle-Tacoma, WA	191600	13	70	30	33	24
14	Puerto Rico	73100	34	85	15	68	44
15	Phoenix, AZ	196000	12	63	37	22	29
16	Minneapolis-St. Paul, MN	154700	15	87	13	21	19
17	San Diego, CA	147100	17	75	25	18	31
18	Nassau-Suffolk, NY	52900	43	80	20	10	19
19	Denver-Boulder, CO	153600	16	66	34	19	21
20	Tampa-St. Petersburg-Clearwater, FL	125900	18	75	25	24	20
21	St. Louis, MO	107400	21	85	15	24	24
22	Baltimore, MD	111900	19	77	23	15	14
23	Portland, OR	104000	23	90	10	28	19
24	Charlotte-Gastonia-Rock Hill, NC-SC	82200	31	69	31	36	19
25	Pittsburgh, PA	90700	26	75	25	28	21
26	Riverside-San Bernardino, CA	43600	51	80	20	12	15
27	Sacramento, CA	101800	24	70	30	14	24
28	Cincinnati, OH	92100	25	90	10	14	22
29	Cleveland, OH	82000	29	84	16	15	15
30	Salt Lake City-Ogden-Provo, UT	83100	30	75	25	23	28
31	San Antonio, TX	100500	30	60	40	30	30

Customizing Favorites Tab

1

Contents Index Favorites

Show only items containing:

Go All

- ADI 2005
- ADI 2010
- ADI 2015
- ADI Growth-Historic
- ADI Growth-Projected
- ADI Median
- ADI per Avg Household
- ADI Per Capita
- AM Count
- AM Frequency
- AM or FM
- Attempt
- RIA Owner Code

* indicates multi-field search

2

BIAfn's MEDIA Access Pro

?

Add "ADI 2010" to your Favorites?

Yes No

3

Contents Index Favorites

Current selection:

ADI 2010 Add Remove

- ADI 2010
- ADI per Avg Household
- AM Frequency
- CALLS
- Format *
- Market Name
- Owner
- Sales Date Deal 1
- Seller Deal 1

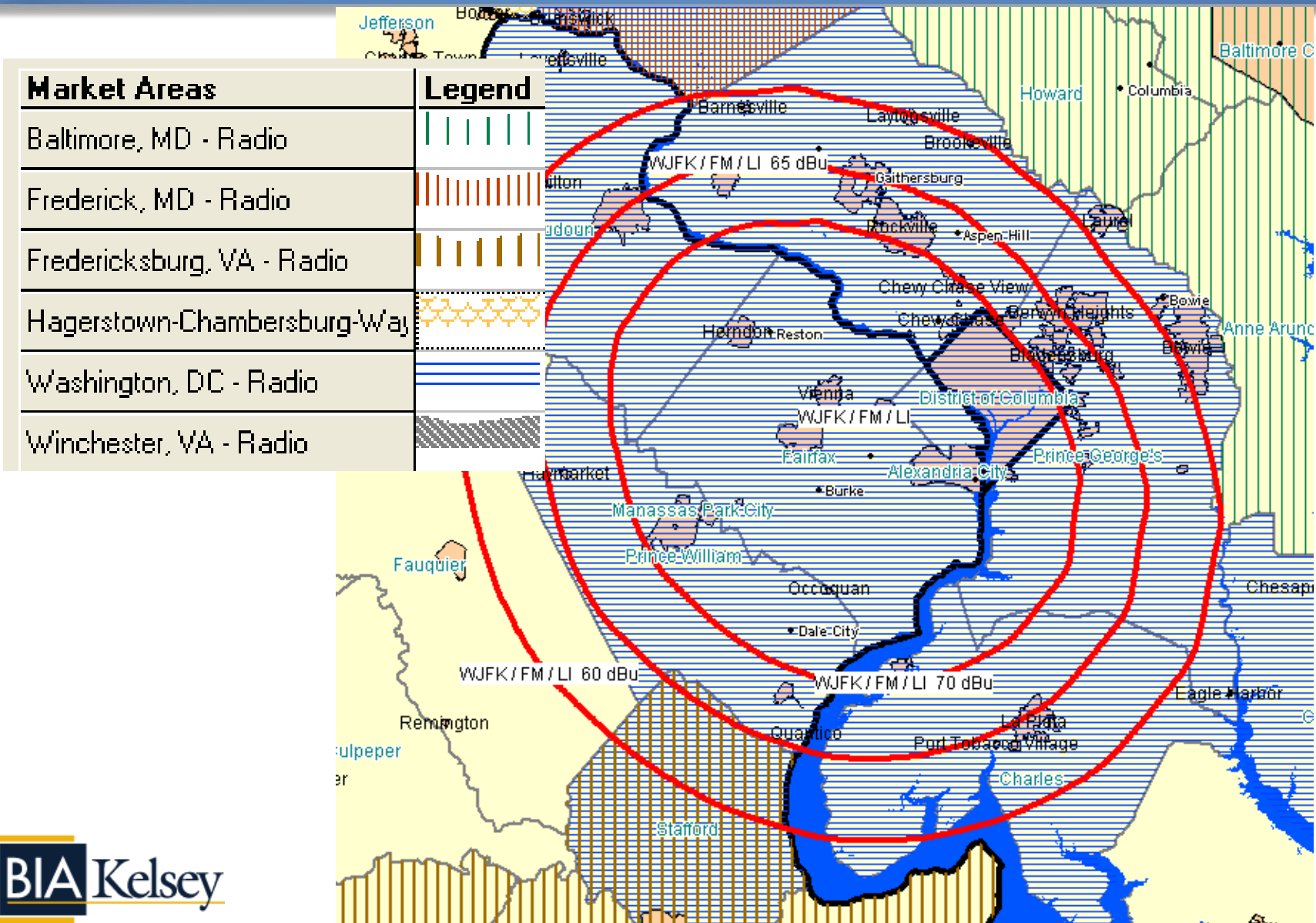
* indicates multi-field search

Building Maps

Market Areas	Legend
Baltimore, MD - Radio	
Frederick, MD - Radio	
Fredericksburg, VA - Radio	
Hagerstown-Chambersburg-Waynesboro	
Washington, DC - Radio	
Winchester, VA - Radio	



Changing Appearance of MAPS



Changing Details



CONCLUSIONS AND FUTURE CHANGES



Questions and comments:

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