

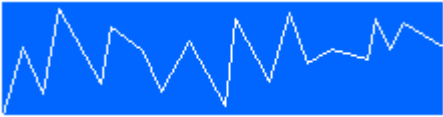


STATION FORMAT / CALL LETTER CHANGES

		S206		S406		S107	
FREQ.		STATION	FORMAT	STATION	FORMAT	STATION	FORMAT
AM	740	CBX	News/Talk	CBX	News/Talk	CBX	News/Talk
FM	90.9	CBX FM	Classical/Fine Arts	CBX FM	Classical/Fine Arts	CBX FM	Classical/Fine Arts
FM	100.3	CFBRFM	AOR/Classic Rock	CFBRFM	AOR/Classic Rock	CFBRFM	AOR/Classic Rock
AM	790	CFCWF	Country	CFCW.	Country	CFCW.	Country
FM	104.9	CFMGFM	Adult Contemporary	CFMGFM	Adult Contemporary	CFMGFM	Adult Contemporary
AM	1260	CFRN	Sports	CFRN	Sports	CFRN	Sports
FM	91.7	CHBNFM	Rhythmic CHR	CHBNFM	Rhythmic CHR	CHBNFM	Rhythmic CHR
FM	102.9	CHDIFM	Modern Rock	CHDIFM	Modern Rock	CHDIFM	Modern Rock
AM	630	CHED	News/Talk/Sports	CHED	News/Talk/Sports	CHED	News/Talk/Sports
AM	680	CHFA	Nouv'à prépondérance verba	CHFA	Nouv'à prépondérance verba	CHFA	Nouv'à prépondérance verba
FM	99.3	CHMCFM	Jazz, Blues and soft rock	CHMCFM	Jazz, Blues and soft rock	CHMCFM	Jazz, Blues and soft rock
AM	880	CHQT	60 + 70's Oldies	CHQT	60 + 70's Oldies	CHQT	60 + 70's Oldies
FM	97.3	CIRKFM	Classic Rock	CIRKFM	Classic Rock	CIRKFM	Classic Rock
FM	103.9	CISNFM	New Country	CISNFM	New Country	CISNFM	New Country
FM	92.5	CKNGFM	Classic Mainstream Rock	CKNGFM	Classic Mainstream Rock	CKNGFM	Classic Mainstream Rock
FM	96.3	CKRAFM	Country	CKRAFM	Country	CKRAFM	Country
AM	580	CKUA	Mixed: Blues, Classics, Celtic				
FM	98.1			CFCWF	Classic Hits	CFCWF	Classic Hits

Edmonton Radio

BBM Trending



S2 2006 - S1 2007 COMPARISON

A12+	Mkt Share				Cume Rtg (Reach %)				TSL			
	S206	S406	S107	Diff	S206	S406	S107	Diff	S206	S406	S107	Diff
CHED	13.2	11.5	11.9	0.4	29.2	24.6	25.4	0.8	9.0	8.8	9.0	0.2
CFBRFM	9.0	8.2	9.3	1.1	18.1	17.3	17.3	0.0	9.8	8.9	10.3	1.4
CKNGFM	7.2	7.9	9.1	1.2	16.9	17.9	18.2	0.3	8.4	8.3	9.7	1.4
CISNFM	9.2	9.8	8.9	-0.9	16.8	15.6	14.9	-0.7	10.8	11.7	11.5	-0.2
CFMGFM	8.0	7.6	8.0	0.4	14.4	15.4	14.8	-0.6	11.1	9.3	10.4	1.1
CHDIFM	6.3	5.7	6.8	1.1	12.9	15.0	14.8	-0.2	9.7	7.2	8.9	1.7
CHBNFM	4.6	6.8	6.8	0.0	13.6	15.3	16.9	1.6	6.8	8.3	7.7	-0.6
CFCW	7.0	4.5	6.7	2.2	8.8	6.6	7.5	0.9	15.6	12.6	17.3	4.7
CIRKFM	6.2	7.3	4.7	-2.6	14.0	15.0	10.7	-4.3	8.8	9.2	8.4	-0.8
CHQT	3.3	3.5	3.6	0.1	7.7	6.7	7.5	0.8	8.5	9.8	9.1	-0.7
CHMCFM	3.4	4.1	2.8	-1.3	8.1	7.9	7.0	-0.9	8.3	9.7	7.6	-2.1
CKRAFM	3.7	3.7	2.8	-0.9	11.1	8.9	8.1	-0.8	6.5	7.7	6.7	-1.0
CFRN	1.7	1.3	0.9	-0.4	3.0	3.5	3.8	0.3	11.6	6.8	4.8	-2.0
CFCWFM	0.1	0.1	0.1	0.0	0.6	0.6	0.9	0.3	1.8	1.9	3.0	1.1

A25-54	Mkt Share				Cume Rtg (Reach %)				TSL			
	S206	S406	S107	Diff	S206	S406	S107	Diff	S206	S406	S107	Diff
CKNGFM	11.7	11.3	12.8	1.5	26.0	24.5	25.6	1.1	9.3	9.2	10.1	0.9
CFBRFM	11.1	10.4	11.9	1.5	21.0	19.6	19.9	0.3	10.9	10.6	12.1	1.5
CISNFM	9.2	11.5	10.1	-1.4	18.0	17.2	15.7	-1.5	10.5	13.4	13.0	-0.4
CHED	8.1	7.9	9.2	1.3	27.2	24.2	24.7	0.5	6.1	6.5	7.5	1.0
CFMGFM	7.4	8.4	7.9	-0.5	16.4	17.2	15.8	-1.4	9.3	9.7	10.1	0.4
CHDIFM	7.1	5.7	7.6	1.9	13.6	15.1	16.8	1.7	10.7	7.5	9.2	1.7
CIRKFM	9.4	10.9	6.6	-4.3	19.4	19.8	15.0	-4.8	10.0	11.0	8.8	-2.2
CHBNFM	4.7	5.1	5.7	0.6	13.3	13.7	16.6	2.9	7.3	7.5	7.0	-0.5
CKRAFM	4.8	4.3	3.9	-0.4	13.9	10.0	10.3	0.3	7.1	8.5	7.6	-0.9
CHQT	3.3	3.5	3.6	0.1	8.0	6.7	7.6	0.9	8.5	10.4	9.5	-0.9
CHMCFM	3.3	4.3	2.6	-1.7	9.1	8.3	7.7	-0.6	7.3	10.3	6.7	-3.6
CFCW	1.0	1.0	1.8	0.8	3.3	2.3	2.6	0.3	6.1	8.5	13.9	5.4
CFRN	2.9	1.6	1.3	-0.3	4.6	4.6	5.1	0.5	13.0	7.1	5.1	-2.0
CFCWFM	0.1		0.2		0.7	0.3	1.2	0.9	2.1	2.0	3.5	1.5

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A35-54	Mkt Share				Cume Rtg (Reach %)				TSL			
	S206	S406	S107	Diff	S206	S406	S107	Diff	S206	S406	S107	Diff
CKNGFM	10.2	11.3	14.0	2.7	25.4	23.9	28.2	4.3	8.6	10.2	10.2	0.0
CHED	10.1	9.6	11.3	1.7	29.9	28.5	29.8	1.3	7.2	7.3	7.7	0.4
CISNFM	10.3	13.8	9.4	-4.4	18.5	18.4	16.0	-2.4	11.8	16.1	12.0	-4.1
CFMGFM	9.4	10.1	9.1	-1.0	19.0	18.2	18.7	0.5	10.5	11.9	10.0	-1.9
CFBRFM	6.7	5.1	8.3	3.2	14.4	10.8	14.2	3.4	9.9	10.3	12.0	1.7
CIRKFM	11.1	11.0	7.9	-3.1	21.0	19.9	17.7	-2.2	11.3	11.9	9.1	-2.8
CHQT	4.5	4.7	5.0	0.3	9.6	9.2	10.2	1.0	9.9	11.0	10.0	-1.0
CHDIFM	5.0	3.0	4.0	1.0	9.1	6.9	10.0	3.1	11.6	9.2	8.1	-1.1
CHBNFM	2.6	2.5	3.8	1.3	8.2	9.6	11.6	2.0	6.6	5.7	6.8	1.1
CKRAFM	5.0	4.7	3.5	-1.2	13.2	9.4	8.5	-0.9	8.0	10.8	8.4	-2.4
CHMCFM	3.8	5.6	3.2	-2.4	11.1	10.2	8.9	-1.3	7.2	11.8	7.4	-4.4
CFCW	1.4	1.4	2.4	1.0	4.9	3.2	3.3	0.1	6.1	9.0	15.1	6.1
CFRN	1.7	1.2	1.1	-0.1	3.8	4.1	4.5	0.4	9.5	6.6	5.1	-1.5
CFCWFM	0.1		0.3		0.8	0.5	1.3	0.8	2.0	2.0	4.5	2.5

A18-34	Mkt Share				Cume Rtg (Reach %)				TSL			
	S206	S406	S107	Diff	S206	S406	S107	Diff	S206	S406	S107	Diff
CFBRFM	20.2	21.6	19.0	-2.6	34.9	39.1	32.8	-6.3	10.0	9.2	10.4	1.2
CHDIFM	14.7	13.3	16.8	3.5	26.2	33.1	30.3	-2.8	9.7	6.7	9.9	3.2
CHBNFM	9.1	16.7	13.7	-3.0	24.9	29.5	28.6	-0.9	6.3	9.5	8.6	-0.9
CISNFM	7.1	6.9	11.9	5.0	17.0	15.6	17.4	1.8	7.2	7.4	12.2	4.8
CKNGFM	10.7	8.4	10.0	1.6	20.4	20.3	17.8	-2.5	9.1	6.9	10.0	3.1
CFMGFM	4.2	4.3	4.9	0.6	10.5	14.4	11.2	-3.2	7.0	5.0	7.7	2.7
CKRAFM	4.1	3.9	4.1	0.2	14.2	11.4	12.0	0.6	5.0	5.7	6.1	0.4
CHED	4.3	3.5	3.8	0.3	20.6	13.2	11.7	-1.5	3.6	4.4	5.9	1.5
CIRKFM	5.0	8.3	3.6	-4.7	14.6	20.0	8.5	-11.5	6.0	6.9	7.6	0.7
CFRN	4.0	1.9	1.1	-0.8	4.4	3.8	4.2	0.4	15.7	8.3	4.8	-3.5
CFCW	0.2	0.2	1.0	0.8	0.3	0.5	1.3	0.8	10.0	4.8	13.7	8.9
CHMCFM	2.8	0.9	0.8	-0.1	4.9	5.1	4.3	-0.8	9.7	3.0	3.5	0.5
CHQT	1.4	0.5	0.5	0.0	4.4	2.3	2.2	-0.1	5.5	3.3	3.9	0.6
CFCWFM			0.1		0.2	0.5	0.9	0.4	2.7	1.4	1.4	0.0