

OXNARD-VENTURA

	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		--	--	--	--	--	--	--	%	%	--	--	--	1976
1977		%	--	--	--	--	--	--				--	--	1977
1978			--	--	--	--	--	--				--	--	1978
1979			--	--	--	--	--	--				--	--	1979
1980			--	--	--	--	--	--				--	--	1980
1981							--	--				--	--	1981
1982							--	--				--	--	1982
1983							--	--				--	--	1983
1984	5.0	--	.597	8.38	3.1	.0016	--	--	14.7	71.5	35		--	1984
1985	6.0	20.0	.609	9.84	3.2	.0017	.122	KCAQ-F 1.2	16.2	69.7	36	12	--	1985
1986	6.4	6.7	.624	10.36	3.6	.0018	.160	KCAQ-F 1.4	18.2	71.4	37	11	--	1986
1987	7.0	9.4	.632	11.08	3.7	.0019	.161	NA NA	15.9	71.5	31	10	--	1987
1988	8.1	15.7	.645	12.56	4.4	.0018	.166	KHAY-F 1.4	16.6	73.7	31	8	--	1988
1989	9.3	14.8	.673	13.81	4.8	.0019	.214	KHAY-F 1.7	17.3	77.1	35	8	--	1989
1990	10.1	8.6	.681	14.78	5.4	.0019	.219	KHAY-F 1.9	16.2	75.1	33	8.5	--	1990
1991	9.4	-6.9	.695	13.53	5.6	.0017	.244	NA NA	17.4	72.5	36	9.5	--	1991
1992	9.0	-4.3	.694	12.97	5.5	.0016	.202	NA NA	18.1	74.5	35	10	12.9	1992
1993	8.5	-5.9	.704	12.02	6.0	.0014	.175	NA NA	17.5	80.7	33	10	12.9	1993
1994	8.9	4.5	.707	12.59	5.8	.0015	.197	NA NA	17.1	80.0	34	10	13.2	1994
1995	8.9	0	.717	12.41	5.9	.0015	.194	KHAY-F 2.0	16.6	78.2	38	9	13.3	1995
1996	9.3	4.5	.725	12.83	6.1	.0015	.217	KHAY-F 2.2	16.4	77.1	44	10	9.1	1996
1997	10.0	7.5	.735	13.61	6.4	.0016	.212	KHAY-F 2.3	15.9	76.3	46	9.5	10.8	1997
1998	10.9	9.0	.743	14.67	6.6	.0017	.221	KHAY-F 2.5	15.8	81.2	45	9	11.0	1998
1999	12.2	10.7	.749	16.34	6.9	.0018	.234	KHAY-F 2.6	15.9	82.3	46	10	9.7	1999
2000	13.5	10.7	.761	17.74	9.4	.0014	.274	KXLM-F 2.9	15.8	83.3	55	11.5	9.6	2000
2001	12.5	-7.4	.773	16.17	10.1	.0012	.272	KXLM-F 2.5	14.8	80.6	42	12	11.0	2001
2002	19.6	NM	.784	25.00	10.6	.0018	.424	KHAY-F 2.8	13.6	82.0	44	--	12.3	2002
2003	20.5	4.6	.794	25.82	11.2	.0018	.422	KCAQ-F 3.8	14.1	79.2	44	14	13.9	2003

MAJOR STATIONS - JANUARY 2004

KKZZ	1400 1KW	Standards	KBBY-F	95.1 11KW@925	AC	Cumulus
KOXR	910 5KW/1KW (DA-2)	Hispanic	KCAQ-F	104.7 5KW@476	CHR/Dance	
KUNX	1590 5KW (DA-2)	Hispanic	KCZN-F	96.7 0.1KW@1500	Hispanic	
KVEN	1450 1KW	Oldies	KDAR-F	98.3 1.5KW@1289	Religion	Salem
KVTA	1520 10KW/1KW (DA-2)	Talk	KFYV-F	105.5 6KW@-128	Hispanic	SBS
			KHAY-F	100.7 39KW@1210	Country	Cumulus
			KMLA-F	103.7 0.5KW@807	Hispanic	
			KOCP-F	95.9 1.2KW@1457	Classic Hits	
			KSSC-F	107.1 0.4KW@1296	Hispanic	Entravision
			KXLM-F	102.9 5.5KW@112	Hispanic	
			KRUZ-F	103.3 105KW@2969	AC	Cumulus

OXNARD - VENTURA

HIGHEST BILLING STATIONS

	<u>1984</u>	<u>1985</u>	<u>1986</u>	<u>1987</u>	<u>1988</u>	<u>1989</u>
1		KCAQ-F 1.2	KCAQ-F 1.4		KHAY-F 1.4	KHAY-F 1.4
2	Not Available	KHAY-F 1.0	KHAY-F 1.3	Not Available	KBBY-F 1.3	KCAQ-F 1.3
3		KVEN 0.7	KBBY-F 0.9		KCAQ-F 1.3	KBBY-F 1.3
4		KBBY-F 0.7	KVEN 0.8		KVEN 1.1	KVEN 1.1
5		KOXR 0.6	KOXR 0.6		KTRO 0.8	KTRO 0.8
6		KTRO 0.5	KTRO 0.6		KOXR 0.8	KOXR 0.8
7			KMYX-F 0.4			
8						
9						
10						

	<u>1990</u>	<u>1991</u>	<u>1992</u>	<u>1993</u>	<u>1994</u>	<u>1995</u>
1	KHAY-F 1.9					KHAY-F 2.0
2	KCAQ-F 1.7	Not Available	Not Available	Not Available	Not Available	KCAQ-F 1.7
3	KBBY-F 1.6					KXLM-F 1.6
4	KTRO 1.3					KBBY-F 1.6
5	KVEN 1.2					
6	KOXR 1.1					
7	KZTR-F 0.5					
8						
9						
10						
11						

	<u>1996</u>	<u>1997</u>	<u>1998</u>	<u>1999</u>	<u>2000</u>	<u>2001</u>
1	KHAY-F 2.2	KHAY-F 2.3	KHAY-F 2.5	KHAY-F 2.6	KXLM-F 2.9	KXLM-F 2.5
2	KBBY-F 1.7	KBBY-F 2.0	KBBY-F 2.1	KXLM-F 2.4	KHAY-F 2.7	KHAY-F 2.3
3	KXLM-F 1.6	KXLM-F 1.6	KXLM-F 1.9	KCAQ-F 2.1	KBBY-F 2.3	KCAQ-F 1.9
4	KCAQ-F 1.5	KCAQ-F 1.3	KCAQ-F 1.4	KBBY-F 2.0	KCAQ-F 2.2	KBBY-F 1.6
5	KVEN 0.9	KVEN 1.0	KVEN 1.1	KVEN 1.2		KOCP-F 0.8
6						
7						
8						
9						
10						
11						

	<u>2002</u>	<u>2003</u>
1	KHAY-F 2.8	KCAQ-F 3.8
2	KBBY-F 2.8	KBBY-F 3.2
3	KCAQ-F 2.7	KHAY-F 2.7
4	KOCP-F 2.2	KXLM-F 1.6
5	KXLM-F 1.5	KMLA-F 1.6
6	KMLA-F 1.3	KOCP-F 1.5
7	KFYV-F 1.3	KDAR-F 1.3
8	KDAR-F 1.2	KFYV-F 0.9
9		
10		
11		

DUNCAN'S COMMENTS:

An average small market whose population has grown so much that it has now become a below average medium-sized market. You should note the large difference between BIA's estimate for the market (2002 and 2003) and my own. BIA has much more revenue flowing into Oxnard-Ventura.

KCAQ has been the most consistently successful station over the last thirty years. However, it appears that for the next thirty years the most successful stations will be those programming to the Hispanic market

HIGHEST BILLING RADIO ENTITIES

	<u>1994</u>	<u>1995</u>	<u>1996</u>
1	Not Available \$	KVEN, KHAY-F \$ 2.8 (31.5)	McDonald/Bengal \$ 4.8 (51.6)
2		KBBY, KTND 2.0 (22.5)	Gold Coast NA (NA)
3		KTRO, KCAQ 1.9 (21.3)	KXLM-F 1.6 (17.2)
4		KXLM-F 1.6 (18.0)	

	<u>1997</u>	<u>1998</u>	<u>1999</u>
1	McDonald/Bengal \$ 5.3 (53.0)	Bengal \$ 5.7 (51.8)	Cumulus \$ 5.8 (47.1)
2	Gold Coast NA (NA)	Lazer 1.9 (17.4)	Lazer: KXLM 2.4 (19.7)
3	KXLM-F 1.6 (16.0)	Gold Coast 1.4 (12.8)	Gold Coast 2.1 (17.2)

	<u>2000</u>	<u>2001</u>	<u>2002</u>
1	Cumulus \$ 5.0 (37.0)	Gold Coast \$ 4.9 (39.1)	Point (KCAQ) \$ 8.4
2	Lazer 2.9 (21.5)	Cumulus 4.0 (32.1)	Cumulus 6.3
3	Gold Coast 2.2 (16.3)	Lazer 2.9 (22.8)	Lazer (KXLM) 2.3
			Gold Coast (KMLA) 1.3
			Salem 1.2

	<u>2003</u>	
1	Point (KCAQ) \$ 8.4	All 2002 and 2003 financial data is provided by BIA Financial.
2	Cumulus 6.8	
3	Lazer (KXLM) 2.3	
4	Gold Coast (KMLA) 1.6	
5	Salem 1.3	