



### STATION FORMAT / CALL LETTER CHANGES

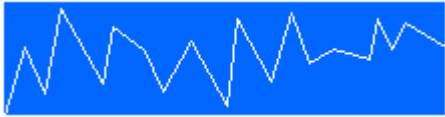
		S107		S207		S407	
FREQ.		STATION	FORMAT	STATION	FORMAT	STATION	FORMAT
AM	740	CBX	News/Talk	CBX	News/Talk	CBX	News/Talk
FM	90.9	CBX FM	Classical/Fine Arts	CBX FM	Classical/Fine Arts	CBX FM	Classical/Fine Arts
FM	100.3	CFBRFM	AOR/Classic Rock	CFBRFM	AOR/Classic Rock	CFBRFM	AOR/Classic Rock
AM	790	CFCW.	Country	CFCW.	Country	CFCW.	Country
FM	98.1	CFCWF	Classic Hits	CFCWF	Classic Hits		
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 Hits	CKNGFM	Classic Hits
FM	96.3	CKRAFM	Country	CKRAFM	Country	CKRAFM	Country
AM	580					CKUA	Mixed: Blues, Classics, Celtic

### Station / Group changes for survey: S4 2007

Station / Group	Change Type	From	To
AR-EDM	Group Name Change	SR-EDM	AR-EDM
CFCWFM	Delete Book & ISST Spill		
CKUA	New Member		
NEWCAP	Group Component	Group Components - CFCW, CFCWFM, CIRKFM, CKRAFM	Group Components - CFCW, CIRKFM, CKRAFM

# Edmonton Radio

## BBM Trending



### S1 2007 - S4 2007 COMPARISON

A12+	Mkt Share				Cume Rtg (Reach %)				TSL			
	S107	S207	S407	Diff	S107	S207	S407	Diff	S107	S207	S407	Diff
CHED	11.9	12.3	11.7	-0.6	25.4	22.1	20.5	-1.6	9.0	9.7	10.6	0.9
CFBRFM	9.3	7.7	10.9	<b>3.2</b>	17.3	15.5	18.7	<b>3.2</b>	10.3	8.6	10.8	2.2
CFMGFM	8.0	7.7	9.2	1.5	14.8	15.5	15.6	0.1	10.4	8.6	11.0	2.4
CKNGFM	9.1	8.7	8.7	0.0	18.2	17.3	16.7	-0.6	9.7	8.7	9.7	1.0
CISNFM	8.9	5.6	8.2	2.6	14.9	11.1	14.8	<b>3.7</b>	11.5	8.8	10.3	1.5
CHBNFM	6.8	6.5	7.8	1.3	16.9	17.3	17.8	0.5	7.7	6.6	8.2	1.6
CFCW	6.7	3.1	6.5	<b>3.4</b>	7.5	4.8	7.7	2.9	17.3	11.0	15.8	<b>4.8</b>
CIRKFM	4.7	4.1	5.9	1.8	10.7	10.5	11.6	1.1	8.4	6.8	9.5	2.7
CHDIFM	6.8	8.0	4.8	<b>-3.2</b>	14.8	17.2	13.2	<b>-4.0</b>	8.9	8.1	6.8	-1.3
CHQT	3.6	2.1	3.8	1.7	7.5	5.1	6.4	1.3	9.1	7.2	11.0	<b>3.8</b>
CHMCFM	2.8	3.7	2.8	-0.9	7.0	8.1	7.0	-1.1	7.6	7.8	7.4	-0.4
CKUA			2.7				5.0				10.1	
CKRAFM	2.8	2.0	2.4	0.4	8.1	5.6	7.2	1.6	6.7	6.0	6.2	0.2
CFRN	0.9	1.2	1.6	0.4	3.8	4.3	4.4	0.1	4.8	5.0	7.0	2.0
CFCWFM	0.1				0.9	0.5			3.0	1.6		

A25-54	Mkt Share				Cume Rtg (Reach %)				TSL			
	S107	S207	S407	Diff	S107	S207	S407	Diff	S107	S207	S407	Diff
CFBRFM	11.9	10.3	14.5	<b>4.2</b>	19.9	17.8	23.5	<b>5.7</b>	12.1	10.4	11.8	1.4
CKNGFM	12.8	13.2	12.7	-0.5	25.6	24.1	24.0	-0.1	10.1	9.9	10.2	0.3
CFMGFM	7.9	8.6	10.0	1.4	15.8	17.1	17.1	0.0	10.1	9.1	11.2	2.1
CISNFM	10.1	6.6	9.2	2.6	15.7	12.8	15.0	2.2	13.0	9.4	11.8	2.4
CIRKFM	6.6	5.8	8.2	2.4	15.0	13.4	16.1	2.7	8.8	7.8	9.8	2.0
CHBNFM	5.7	5.5	7.7	2.2	16.6	16.2	16.3	0.1	7.0	6.1	9.1	<b>3.0</b>
CHED	9.2	7.9	7.2	-0.7	24.7	20.3	19.3	-1.0	7.5	7.0	7.1	0.1
CHDIFM	7.6	9.2	4.8	<b>-4.4</b>	16.8	19.6	14.5	<b>-5.1</b>	9.2	8.5	6.4	-2.1
CKUA			3.2				5.0				12.2	
CHQT	3.6	1.7	3.1	1.4	7.6	4.6	5.0	0.4	9.5	6.9	12.0	<b>5.1</b>
CHMCFM	2.6	3.2	2.6	-0.6	7.7	8.2	7.3	-0.9	6.7	7.0	6.9	-0.1
CKRAFM	3.9	2.3	2.5	0.2	10.3	6.4	7.3	0.9	7.6	6.5	6.5	0.0
CFRN	1.3	1.7	2.4	0.7	5.1	5.3	5.7	0.4	5.1	5.9	8.0	2.1
CFCW	1.8	0.9	1.4	0.5	2.6	2.1	2.2	0.1	13.9	8.1	12.8	<b>4.7</b>
CFCWFM	0.2	0.1			1.2	0.6			3.5	1.9		

# Edmonton Radio

## BBM Trending



A35-54	Mkt Share				Cume Rtg (Reach %)				TSL			
	S107	S207	S407	Diff	S107	S207	S407	Diff	S107	S207	S407	Diff
CKNGFM	14.0	14.2	14.1	-0.1	28.2	24.8	24.6	-0.2	10.2	10.6	11.7	1.1
CFMGFM	9.1	10.6	11.7	1.1	18.7	19.3	18.7	-0.6	10.0	10.1	12.7	2.6
CISNFM	9.4	6.3	11.2	<b>4.9</b>	16.0	12.3	16.7	<b>4.4</b>	12.0	9.5	13.7	<b>4.2</b>
CIRKFM	7.9	6.8	9.8	<b>3.0</b>	17.7	16.2	16.4	0.2	9.1	7.8	12.3	<b>4.5</b>
CFBRFM	8.3	8.4	8.0	-0.4	14.2	13.9	16.1	2.2	12.0	11.1	10.1	-1.0
CHED	11.3	10.4	7.7	-2.7	29.8	24.7	21.9	-2.8	7.7	7.8	7.2	-0.6
CHBNFM	3.8	3.1	4.7	1.6	11.6	11.0	11.2	0.2	6.8	5.1	8.7	<b>3.6</b>
CHQT	5.0	1.6	4.4	2.8	10.2	5.8	6.9	1.1	10.0	5.0	12.9	<b>7.9</b>
CKUA			3.7				6.3				12.1	
CHDIFM	4.0	4.4	3.3	-1.1	10.0	11.4	9.6	-1.8	8.1	7.1	7.0	-0.1
CKRAFM	3.5	1.6	2.6	1.0	8.5	5.6	8.2	2.6	8.4	5.2	6.6	1.4
CFRN	1.1	1.9	2.1	0.2	4.5	5.3	5.9	0.6	5.1	6.5	7.1	0.6
CFCW	2.4	1.3	2.1	0.8	3.3	2.6	3.3	0.7	15.1	9.1	12.8	<b>3.7</b>
CHMCFM	3.2	4.0	1.9	-2.1	8.9	8.7	6.6	-2.1	7.4	8.4	5.8	-2.6
CFCWFM	0.3				1.3	0.6			4.5	0.8		

A18-34	Mkt Share				Cume Rtg (Reach %)				TSL			
	S107	S207	S407	Diff	S107	S207	S407	Diff	S107	S207	S407	Diff
CFBRFM	19.0	14.7	24.9	<b>10.2</b>	32.8	28.2	34.0	<b>5.8</b>	10.4	8.2	12.1	<b>3.9</b>
CHBNFM	13.7	13.0	16.6	<b>3.6</b>	28.6	30.7	31.4	0.7	8.6	6.6	8.7	2.1
CHDIFM	16.8	20.0	11.4	<b>-8.6</b>	30.3	34.2	26.0	<b>-8.2</b>	9.9	9.2	7.2	-2.0
CKNGFM	10.0	9.3	7.8	-1.5	17.8	20.1	18.4	-1.7	10.0	7.2	7.0	-0.2
CISNFM	11.9	7.2	6.5	-0.7	17.4	12.6	14.5	1.9	12.2	9.0	7.4	-1.6
CFMGFM	4.9	5.2	5.7	0.5	11.2	12.6	12.2	-0.4	7.7	6.5	7.8	1.3
CHED	3.8	3.3	4.2	0.9	11.7	10.8	10.9	0.1	5.9	4.9	6.4	1.5
CIRKFM	3.6	3.7	3.9	0.2	8.5	9.3	12.7	<b>3.4</b>	7.6	6.2	5.0	-1.2
CHMCFM	0.8	2.6	2.8	0.2	4.3	6.5	5.8	-0.7	3.5	6.2	7.9	1.7
CFRN	1.1	1.2	2.3	1.1	4.2	4.5	4.3	-0.2	4.8	4.3	8.6	<b>4.3</b>
CFCW	1.0	0.2	2.1	1.9	1.3	0.7	0.8	0.1	13.7	3.7	42.2	<b>38.5</b>
CKRAFM	4.1	2.8	2.1	-0.7	12.0	7.0	6.6	-0.4	6.1	6.2	5.2	-1.0
CKUA			1.4				2.4				9.5	
CHQT	0.5	1.5	0.5	-1.0	2.2	2.2	2.1	-0.1	3.9	10.6	4.0	<b>-6.6</b>
CFCWFM	0.1	0.1			0.9	0.7			1.4	2.5		