

Austin, TX

Spectrometer

Population Estimates

	<u>Rank</u>	<u>Population 12+</u>	
MSA	27	2,215,000	
DMA	32	2,365,600	
Hispanic	15	687,100	31.02%
Black	51	178,700	8.07%

Available Research

<u>Service</u>	<u>Ethnic Type</u>	<u>Report Type</u>	<u>Available Reports</u>
Nielsen	General Market	PPM	Monthly
Nielsen	Hispanic	PPM	Monthly

	Contemporary	Rock	Adult Contemporary	Adult/ Classic Hits	Oldies	Country	News/ Talk/ Info	Adult Music	Urban/ Black/ Gospel	Hispanic	Other/ Foreign Language	Religion	Non-Commercial
AM		KTSN-AAR		KJFK-ADH			KJCE-TLK KLBJ-N/T KVET-SPR			KELG-HIS KOKE-RMX KTAE-SAH KTXZ-TEJ KZNX-RMX			KIXL-NCL
FM	KHFI-CHR KPEZ-RHY	KDRP-AAR KLBJ-AOR KROX-AMR	KAMX-MAC KGSR-RAC KKMJ-A/C	KBPA-ADH		KASE-COU KVET-COU				KLJA-SAH KLQB-RMX KLZT-RMX KOKE-RMX KTXX-RMX			KAZI-NCL KFMK-NCL KMFA-NCL KMLR-NCL KNCT-EDU KOOP-NCL KUT-EDU KUTX-EDU KVLR-NCL KYLR-NCL
DIGITAL	KPEZ-F2-RHY KGSR-F3-RHY	KASE-F2-AMR KGSR-F2-AAR	KVET-F2-80s			KKMJ-F3-COU KTXX-F3-COU	KBPA-F2-SPR			KLQB-F2-SNT KLZT-F2-SCO KTXX-F4-LUR			

Population Source: Nielsen Audio's Radio and Television Market Population Estimates; released annually

Austin, TX

COMBOS (+ LMA's)

KAMX-FM, KJCE-AM, KKMJ-FM
 KFMK-FM, KMLR-FM, KVLR-FM, KYLR-FM
 KELG-AM, KOKE-AM, KTXZ-AM
 KOKE-FM, KTAE-AM, KTXZ-F3, KTXZ-F4, KTXZ-FM
 KASE-F2, KASE-FM, KHFI-FM, KPEZ-F2, KPEZ-FM,
 KVET-AM, KVET-F2, KVET-FM
 KLJA-FM, KLQB-FM
 KJFK-AM, KTSN-AM
 KUT-FM, KUTX-FM
 KBPA-F2, KBPA-FM, KGSR-F2, KGSR-F3, KGSR-
 FM, KLBJ-AM, KLBJ-FM, KLZT-F2, KLZT-FM,
 KROX-FM

Audacy
 Educational Media Foundation
 Encino Broadcasting, LLP
 Genuine Austin Radio, LP
 iHeartMedia, Inc.
 TelevisaUnivision, Inc
 Township Media, LLC
 University Of Texas
 Waterloo Media Group LP

LOCAL SPORTS COVERAGE

KTAE-AM World Cup-Soccer
 Texas Rangers-Baseball
 KLJA-FM University of Texas-Football
 KASE-FM Nascar Stock Races-Car Racing
 KVET-FM University of Texas-Football
 University of Texas Men`s Basketball-Men`s Basketball
 KVET-AM Houston Texans (NFL)-Football
 University of Texas-Football (F)
 University of Texas Men`s Basketball-Men`s Basketball (F)
 Nascar Stock Races-Car Racing
 Rock Round Express-Baseball
 KTXZ-FM Texas Rangers-Baseball
 Dallas Cowboys-Football
 University of Texas Women`s Basketball-Women`s Basketball
 University of Texas Softball-Softball

F = Flagship

SIMULCASTS (TOTAL WEEK)

TRANSLATORS

<u>PRIMARY STATION</u>	<u>FORMAT</u>	<u>TRANSLATOR FREQUENCY</u>
KASE-F2	Altern/Modern Rock	97.5
KIXL-AM	Non-Commercial	105.1
KJFK-AM	Adult Hits	96.3
KKMJ-F3	Country	95.9
KLBJ-AM	News/Talk	99.7
KLZT-F2	Spanish Contemporary	97.1
KMLR-FM	Non-Commercial	103.9
KNCT-FM	Non-Commercial College	102.1
KOKE-FM	Mexican Regional	98.5
KTAE-AM	Spanish Adult Hits	101.9
KTSN-AM	Adult Alternative Rock	100.1
KTXZ-F3	Country	98.3
KTXZ-F4	Latino Urban	105.3
KTXZ-AM	Tejano	94.1
KVET-F2	80s	103.1
KVLR-FM	Non-Commercial	92.1
KZNX-AM	Mexican Regional	95.1

Austin, TX

NATIONAL REPS

KAMX-FM, KJCE-AM, KKMJ-FM, KKMJ-F3

KASE-FM, KASE-F2, KHFI-FM, KPEZ-FM, KPEZ-F2, KVET-F2, KVET-FM, KVET-AM

KBPA-FM, KBPA-F2, KGSR-FM, KGSR-F3, KGSR-F2, KLBJ-FM, KLBJ-AM, KLZT-FM, KLZT-F2, KROX-FM

KLJA-FM, KLQB-FM, KLQB-F2

KOKE-FM, KTAE-AM, KTXF-FM, KTXF-F3, KTXF-F4

KRG-Audacy

iHeartMedia

KRG-Christal

KRG-Eastman

McGavren