

# Miami-Ft. Lauderdale-Hollywood, FL

Spectrometer

## Population Estimates

|          | Rank | Population 12+ |        |
|----------|------|----------------|--------|
| MSA      | 11   | 4,136,100      |        |
| DMA      | 17   | 4,211,700      |        |
| Hispanic | 4    | 2,285,600      | 55.26% |
| Black    | 9    | 808,100        | 19.54% |

## Available Research

| Service | Ethnic Type    | Report Type | Available Reports |
|---------|----------------|-------------|-------------------|
| Nielsen | General Market | PPM         | Monthly           |
| Nielsen | Black          | 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      |                                              |                      |                      |                     | WWNN-ODS |             | WINZ-SPR<br>WIOD-N/T<br>WQAM-SPR<br>WXBN-NEW |             | WMBM-GOS                         | WACC-HIS<br>WAQI-SNT<br>WAXY-SAH<br>WKAT-HIS<br>WLVJ-SNT<br>WMYM-HIS<br>WNMA-HIS<br>WQBA-SNT<br>WRHC-SNT<br>WSUA-SNT<br>WURN-SCO<br>WWFE-SNT | WAVS-ETH<br>WFLI-ETH<br>WLQY-ETH<br>WQVN-ETH<br>WTPA-ETH | WQOS-REL |                                              |
| FM      | WFLC-CHR<br>WHYI-CHR<br>WPOW-RHY<br>WZFL-RHY | WBGG-CLR<br>WSFS-AMR | WFEZ-SFT<br>WLYF-A/C | WMXJ-CLH            |          | WKIS-COU    |                                              |             | WEDR-URB<br>WHQT-UAC<br>WMIB-URB | WAMR-SCO<br>WCMQ-SCO<br>WMIA-SCO<br>WRAZ-TRP<br>WRMA-LUR<br>WRTD-SCO<br>WTDJ-TRP<br>WZTU-SCO                                                 |                                                          |          | WAYF-NCL<br>WDNA-NPR<br>WLRN-NPR<br>WMLV-NCL |
| DIGITAL | WHYI-F3-RHY                                  |                      |                      |                     |          | WMIA-F2-COU | WPOW-F3-TLK                                  |             |                                  |                                                                                                                                              |                                                          |          |                                              |

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

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| COMBOS (+ LMA's)                                                                         |                                       | LOCAL SPORTS COVERAGE |                                                                                                                                                                                                                       |                      |
|------------------------------------------------------------------------------------------|---------------------------------------|-----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
| WLVJ-AM, WURN-AM                                                                         | Actualidad Radio Group, LLC<br>Audacy | WINZ-AM               | University of Florida Gators-Football<br>Miami Dolphins-Football<br>Miami Marlins-Baseball (F)<br>University of Florida Gators-Basketball                                                                             |                      |
| WAXY-AM, WKIS-FM, WLYF-FM, WMXJ-FM,<br>WPOW-FM, WQAM-AM, WSFS-FM                         |                                       | WAXY-AM               | MLB Playoffs on ESPN-Baseball<br>World Series on ESPN-Baseball<br>NBA Radio on ESPN-Basketball<br>NBA All Star Game on ESPN-Basketball<br>College Footbal on ESPN-Football<br>University of Miami Hurricanes-Baseball |                      |
| WEDR-FM, WFEZ-FM, WFLC-FM, WHQT-FM                                                       | Cox Media Group                       |                       |                                                                                                                                                                                                                       |                      |
| WBGG-FM, WHYI-F3, WHYI-FM, WINZ-AM, WIOD-AM, WMIA-F2, WMIA-FM, WMIB-FM, WXBN-AM, WZTU-FM | iHeartMedia, Inc.                     | WBGG-FM               | Miami Dolphins-Football (F)                                                                                                                                                                                           |                      |
| WAQI-AM, WQBA-AM                                                                         | Latino Media Network                  | WQAM-AM               | University of Miami Hurricanes-Football<br>Florida Panthers-Hockey (F)<br>University of Miami Hurricanes-Basketball<br>Miami Heat-Basketball (F)                                                                      |                      |
| WKAT-AM, WQVN-AM                                                                         | Radio Piment Bouk                     |                       | Miami Heat-Basketball<br>Miami Marlins-Baseball                                                                                                                                                                       |                      |
| WMYM-AM, WRHC-AM, WWFE-AM                                                                | Salem Media Group                     | WAQI-AM               |                                                                                                                                                                                                                       |                      |
| WCMQ-FM, WRMA-FM, WXDJ-FM                                                                | Spanish Broadcasting System           | WZTU-FM               | Miami Dolphins-Football                                                                                                                                                                                               |                      |
| WAMR-FM, WRTO-FM                                                                         | TelevisaUnivision, Inc                | F = Flagship          |                                                                                                                                                                                                                       |                      |
|                                                                                          |                                       |                       |                                                                                                                                                                                                                       |                      |
| SIMULCASTS (TOTAL WEEK)                                                                  |                                       | TRANSLATORS           |                                                                                                                                                                                                                       |                      |
| WMFM-FM+WXDJ-FM                                                                          |                                       | PRIMARY STATION       | FORMAT                                                                                                                                                                                                                | TRANSLATOR FREQUENCY |
|                                                                                          |                                       | WACC-AM               | Hispanic                                                                                                                                                                                                              | 96.1                 |
|                                                                                          |                                       | WAVS-AM               | Ethnic-Other                                                                                                                                                                                                          | 107.9                |
|                                                                                          |                                       | WAYF-FM               | Non-Commercial                                                                                                                                                                                                        | 96.7                 |
|                                                                                          |                                       | WFLI-AM               | Ethnic-Other                                                                                                                                                                                                          | 107.1                |
|                                                                                          |                                       | WKAT-AM               | Hispanic                                                                                                                                                                                                              | 101.9                |
|                                                                                          |                                       | WLRN-FM               | National Public Radio                                                                                                                                                                                                 | 93.3                 |
|                                                                                          |                                       | WLVJ-AM               | Spanish New/Talk/Sport                                                                                                                                                                                                | 97.5                 |
|                                                                                          |                                       | WMIA-F2               | Country                                                                                                                                                                                                               | 104.7                |
|                                                                                          |                                       | WMYM-AM               | Hispanic                                                                                                                                                                                                              | 98.7                 |
|                                                                                          |                                       | WQOS-AM               | Religion                                                                                                                                                                                                              | 97.7                 |
|                                                                                          |                                       | WQVN-AM               | Ethnic-Other                                                                                                                                                                                                          | 102.3                |
|                                                                                          |                                       | WRHC-AM               | Spanish New/Talk/Sport                                                                                                                                                                                                | 98.7                 |
|                                                                                          |                                       | WSUA-AM               | Spanish New/Talk/Sport                                                                                                                                                                                                | 94.3                 |
|                                                                                          |                                       | WURN-AM               | Spanish Contemporary                                                                                                                                                                                                  | 103.9                |
|                                                                                          |                                       | WWFE-AM               | Spanish New/Talk/Sport                                                                                                                                                                                                | 103.1                |
|                                                                                          |                                       | WWNN-AM               | Oldies                                                                                                                                                                                                                | 95.3                 |
|                                                                                          |                                       | WZTU-FM               | Spanish Contemporary                                                                                                                                                                                                  | 94.5                 |

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## NATIONAL REPS

|                                                                                          |              |
|------------------------------------------------------------------------------------------|--------------|
| WAMR-FM, WAQI-AM, WLQY-AM, WQBA-AM, WRTO-FM                                              | KRG-Eastman  |
| WAXY-AM, WKIS-FM, WLYF-FM, WMXJ-FM, WPOW-FM, WPOW-F3, WQAM-AM, WSFS-FM                   | KRG-Audacy   |
| WBGG-FM, WHYI-FM, WHYI-F3, WINZ-AM, WIOD-AM, WMIA-FM, WMIA-F2, WMIB-FM, WXBN-AM, WZTU-FM | iHeartMedia  |
| WCMQ-FM, WEDR-FM, WHQT-FM, WRMA-FM, WXDJ-FM                                              | KRG-Katz     |
| WFEZ-FM, WFLC-FM                                                                         | KRG-Christal |
| WFL-AM                                                                                   | McGavren     |
| WKAT-AM                                                                                  | RegR         |
| WRAZ-FM                                                                                  | Tach         |
| WSUA-AM                                                                                  | Loc Focus    |