

Market: Myrtle Beach, SC

Competitive Overview

Metro Rank: 161

FM Stations

Stations															ARB 12+ metro shares (see figure)									
Calls	City of License	FCC Class	Freq	Power (kW)	HAAT	C Owner	Year Bld	Acq'd	Sales Price (000)	L		2006 Est Revenue (000) 1/	Power Ratio	Avg '06 Local Comm	ARB 12+ metro shares (see figure)									
										M	A				Fall 2006	Spring 2006	Fall 2005	Spring 2005	Fall 2004	Spring 2004	Fall 2003	Spring 2003		
WMBB	Myrtle Beach	C1	92.1	94.0	863 b	NextMedia Group	65	0008	na	AC	Sports	1,075	1.12	7.3	4.7	5.2	4.6	4.9	5.4	5.3	4.3	2.7		
WJXY	Georgetown	A	93.7	6.0	315 c	Cumulus Bcstg Inc	90	9802	d2	Sports	325	1.17	2.1	WJXY 2/	0.0	0.0	0.0	0.0	0.3	0.0	0.0	0.0		
WJXY	Conway	A	93.9	3.7	420 c	Cumulus Bcstg Inc	90	9802	2,300 d2	Sports	200	0.40	3.8	2.9	2.7	3.0	3.7	3.0	3.7	3.0	0.7	0.6		
WYEZ	Murrells Inlet	C3	94.5	12.0	476 a	Fidelity Bcstg Corp	91	0011	1,000	Easy	225	0.57	3.0	2.0	2.1	1.8	1.5	1.6	1.6	3.7	1.3	3.9		
WVCO	Loris	C3	94.9	11.0	489	Carolina Beach Music	93	0305	2,200	CHR	1,475	1.77	6.3	4.9	4.5	4.3	4.3	4.3	5.1	6.5	5.6	4.2		
WVWC	Garden City	C1	97.7	100.0	719 d	Quantum Comm	71	0307	g1	Urban	1,200	0.88	10.3	7.8	7.3	7.9	7.6	8.1	7.5	7.2	8.9	8.9		
WDAI	Pawleys Island	C3	98.5	6.1	666 c	Cumulus Bcstg Inc	93	9803	8,000 d7	Urban	925	0.75	9.4	6.4	6.7	7.3	6.7	7.3	6.2	8.9	6.2	6.2		
WRNN	Socastee	C3	99.5	21.5	354 b	NextMedia Group	95	0008	g3	News/Talk	375	0.84	3.4	2.3	2.4	1.8	1.8	1.1	2.8	2.0	2.1	2.1		
WSEA	Atlantic Beach	C3	100.3	12.0	476 c	Cumulus Bcstg Inc	98	9804	1,300 cp	Top 40	800	1.32	4.6	WVNA 2/	0.0	0.3	0.3	0.3	0.3	0.3	0.3	0.9		
WGTTN	Andrews	A	100.7	3.1	446 e	Coastline Comm	85	0009	na	Variety	800	1.32	4.6	3.5	3.3	3.3	4.0	4.0	5.4	5.3	3.9	4.2		
WKZQ	Myrtle Beach	C2	101.7	38.0	558 b	NextMedia Group	69	0008	sw	Country	950	1.31	5.5	3.5	3.9	5.8	7.3	7.3	4.3	4.4	4.6	3.6		
WYAK	Surfside Beach	C3	103.1	8.0	528 c	Cumulus Bcstg Inc	77	0104	g3	Cisc Rock	800	0.96	6.3	3.8	4.5	4.6	4.3	4.3	5.3	6.6	5.6	5.6		
WYAV	Myrtle Beach	C1	104.1	100.0	981 b	NextMedia Group	64	0008	1,100	Variety	625	1.39	3.4	3.8 3/	2.4	2.4	3.1	3.5	3.5	1.9	2.6	4.5		
WYNA	Calabash	C3	104.9	15.0	338 e	Coastline Comm	64	9902	2,600 e	Easy	1,100	0.97	8.6	5.5	6.1	5.2	4.0	5.1	5.1	3.4	5.9	5.6		
WEZV	North Myrtle	C3	105.9	17.0	361 a	Fidelity Bcstg Corp	72	0003	d7	Oldies	825	0.92	6.8	4.7	4.8	5.5	5.5	5.5	4.1	5.9	4.3	10.1		
WSYN	Georgetown	C2	106.5	50.0	492 c	Cumulus Bcstg Inc	73	9803	g1	Cisc Hits	475	0.71	5.1	2.6	3.6	3.3	2.4	2.4	2.7	3.7	2.6	1.8		
WQSD	Blaircliff Acres	C2	107.1	50.0	492 d	Quantum Comm	75	0307	g1	Country	1,350	0.99	10.3	9.3	7.3	6.1	6.4	6.4	6.5	3.7	6.6	7.7		
WGTR	Bucksport	C2	107.9	20.0	784 d	Quantum Comm	93	0307	g1	Country	1,350	0.99	96.2	69.4	68.3	68.4	69.0	69.7	69.9	70.4	70.4	74.7		

FM Stations -

Combos -

FM TOTALS

AM Stations

AM Stations															2006 Est		Avg '06				
Calls	City of License	FCC Class	Freq	Day Power (kW)	Night Power (kW)	C	Owner	Year Date	Sld Acqd	Sales Price (000)	L M A	Format	Revenue (000) 1/	Power Ratio	Local	Comm					
															2006	2006	2005	2005	2004	2004	2003
WNMB	North Myrtle	B	900	0.5	0.50		Norman Comm NMB	83	0407	250		Oldies			0.0	0.0					
WICB	Conway	B	1050	5.0 cp	0.47 c		Cumulus Bcstg Inc	77	9802	d2		Sports	WJXY 2/		0.0	0.0					
WMIR	Atlantic Beach	D	1200	6.5	0.01		Altman, Gardner	97				Gospel			0.0	0.0					
WLSC	Loris	C	1240	1.0	1.00		JARC Bcstg Inc	58	8808	76		FullService			0.0	0.0					
WPJS	Conway	D	1330	3.2	0.02		WPJS Bcstg Inc	45	9606	nc		Gospel		0.8	0.6	0.6					
WGTTN	Georgetown	C	1400	1.0	1.00		Stalvey, R J	49	0101	100		Talk/Oldies			0.0	0.0					
WQJM	Myrtle Beach	C	1450	1.0	1.00 b		NextMedia Group	65	0008	na		News/Talk			0.0	0.0					
WLMC	Georgetown	D	1470	1.0	0.00		Stalvey, R J	62	0610	200		Gospel/Insp			1.7	2.1					
# AM Stations -															8	# Combos -	2	AM TOTALS			
AM & FM Stations Profiled -															26	# Duopolies -	9	Total Local Commercial Share			

AM & FM Stations Profiled -

Combos -

FM TOTALS

1/ See introduction section for interpretation of revenue estimates.

Investing in Radio® 2007 Market Report 1st Edition.

Copyright © 2007 BIA Financial Network, Inc. Unauthorized distribution prohibited. (703) 816-2425

Metro Rank: 161