

IS IT A COMMERCIAL -- OR AN "UNDERWRITING ANNOUNCEMENT"? More from M Street's year-end National Format Trends study, as we present the U.S. radio universe through two different sets of binoculars: #1, Formats of commercial stations, and #2, Formats of non-coms. This M Street chart also allows you to see the 10-year pattern of growth (News-talk, Spanish and religion) and decreases (adult contemporary). Questions or comments? Contact M Street at (615) 251-1525. And if you'd like to quote our numbers (briefly), feel free -- but please give the credit to M Street.

M Street Format Trends from 1989 to 1999

Counts as of November 1999

Stations by primary format												89/99
Commercial												
FORMAT	1989	90	91	92	93	94	95	96	97	98	99	+/-
Country	2448	2452	2457	2552	2612	2642	2613	2525	2491	2368	2306	-142
Adult Contemporary	2058	2135	2088	1963	1895	1784	1655	1572	1508	1493	1482	-576
News, Talk, Business, Sports	308	405	527	648	841	1028	1184	1272	1331	1382	1415	1107
Religion (Teaching & Music)	696	745	799	837	915	926	981	1020	1063	1076	1098	402
Oldies & Classic Hits	545	659	704	731	734	714	710	738	927	991	988	443
Rock (Album, Modern, Classic)	365	419	529	592	643	721	828	879	803	868	899	534
Spanish & Ethnic	313	342	370	385	421	470	494	527	549	570	618	305
Adult Standards	332	383	408	412	421	435	470	499	551	561	595	263
Urban, Black, Urban AC	284	294	311	313	321	328	347	348	349	354	405	121
Top-40 (CHR)	951	824	675	578	441	358	318	333	358	379	401	-550
Jazz	64	68	53	52	45	43	80	89	92	88	72	8
Pre-Teen	0	3	4	3	13	19	28	33	40	37	51	51
Variety	134	97	81	72	68	63	62	54	50	43	39	-95
Classical, Fine Arts	49	52	51	48	45	44	39	41	44	40	38	-11
Easy Listening	328	240	210	171	116	106	61	57	49	39	34	-294
Comedy	1	1	0	0	0	1	0	0	0	0	0	-1
Off Air	112	210	308	352	345	369	308	270	143	102	96	-16
Changing formats / not available	266	115	19	15	14	6	10	4	2	3	3	-263
Total stations	9254	9444	9594	9724	9890	10057	10188	10261	10350	10394	10540	1286
Non-Commercial												89/99
FORMAT	1989	90	91	92	93	94	95	96	97	98	99	+/-
Religion (Teaching & Music)	302	332	352	391	431	473	514	556	628	709	797	495
News, Talk, Business, Sports	11	31	104	151	190	245	272	410	456	490	536	525
Variety	387	379	391	386	384	381	380	377	376	393	397	10
Rock (Album, Modern, Classic)	226	242	291	278	285	289	294	287	284	281	276	50
Classical, Fine Arts	306	320	297	275	267	239	230	130	117	112	103	-198
Jazz	37	75	72	72	75	76	79	78	69	67	67	30
Spanish & Ethnic	34	34	37	38	39	42	45	47	49	66	74	40
Top-40 (CHR)	71	71	73	67	65	57	53	41	43	39	38	-33
Urban, Black, Urban AC	32	37	34	35	36	32	34	30	27	22	20	-12
Adult Contemporary	16	17	21	21	21	20	24	20	20	16	17	1
Country	8	7	7	8	6	6	9	12	14	14	14	6
Easy Listening	7	8	11	11	10	9	9	8	8	8	8	1
Adult Standards	0	1	0	0	1	2	3	4	7	8	7	7
Oldies & Classic Hits	0	0	0	1	1	2	1	4	6	5	6	6
Pre-Teen	0	0	0	0	0	0	0	0	0	0	0	0
Comedy	0	0	0	0	0	0	0	0	0	0	0	0
Off Air	4	2	23	23	23	40	34	29	26	11	7	3
Changing formats / not available	125	80	13	12	15	4	7	1	2	6	1	-124
Total stations	1566	1636	1726	1769	1849	1917	1988	2034	2132	2247	2373	807