News release

For immediate release

The Beat 92.5 is Montreal's #1 radio station!

Vinny & Nikki in the Morning #1 Music Morning Show! (2)

Montreal, March 7, 2018 – The Numeris Winter 2018 ratings numbers are in and The Beat 92.5 continues to dominate Montreal's Radio Market as the number one RADIO station in the Adult 25-54 demo for the seventh survey in a row and as well as number one with women 25-54 (1), reaching more listeners than any other station in town! (3) The Beat is also Montreal's #1 English Music Station among adult listeners of all ages! (4)

Vinny & Nikki in the Morning has been the fastest growing show in Montreal for the last year and is now the #1 Music Morning Show, posting the largest and only growth in the city's commercial radio market with 30% share increase year-to-year. (5) "The morning show team has done remarkable work over the past year, and to see them take their place as the city's top morning music show is something to be proud of." said Jean-Sébastien Lemire, Program Director of The Beat 92.5. "They love what they do, they adore their listeners, and you can hear that in the work they do every morning. Congratulations to the whole team!"

For the 4th consecutive year (6), The Beat 92.5 continues to own the at-work period as the Number One favorite music station in the city with listeners of all ages. The Beat 92.5 is also the number one at-work station with the most Montreal Adults 25-54 and Females 25-54 choosing The Beat of your Workday with Donna Saker and CJ every weekday between 9am – 5pm. (7)

Meanwhile, Cat Spencer is everyone's favorite drive-home companion, with his The Beat 5@7 being the number one weekday drive home show in the Adult 25-54 and Female 25-54 demos. (8)

"Montreal listeners have spoken and once again they have chosen The Beat 92.5 as their favorite station!" said Luc Tremblay, General Manager of The Beat 92.5. "The team's constant focus on providing the perfect mix of music and content are a definite factor in maintaining our successful ranking."

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ABOUT COGECO MEDIA
Cogeco Media, a wholly owned subsidiary of Cogeco Inc. (TSX: CGO), owns and operates, across Quebec, thirteen (13) radio stations including 98,5 fm in Montréal, 106,9 fm in Mauricie, 107,7 fm in Estrie and 104,7 fm in Outaouais; stations members of the Rythme FM network : 105,7 in Montreal, 100,1 in Mauricie and 93,7 in Estrie; CIME 103,9 in St-Jerome, 96,9 CKOI ,The Beat 92.5 and Radio Circulation 730 AM in Montréal also FM 93 et M102,9 in Québec. Leaders in their market, Cogeco Media's stations reach more than 5 million listeners each week offering various and complementary radio programs serving a wide range of audiences. It also owns Cogeco Nouvelles, the most important private news radio agency in Québec.

Contact

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Source

1 : Numeris, PPM, CKBE, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Montreal anglo, market share, A25-54, F25-54, Mo-Su 2a-2a
2 : Numeris, PPM, CKBE, CHOM, CJMF, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Montreal anglo, market share, A25-54, Mo-Fr 5:30a-8:20a
3 : Numeris, PPM, CKBE, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Canada, Weekly reach, A2+, Mo-Su 2a-2a

4 : Numeris, PPM, CKBE, CJMF, CHOM, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Montreal anglo, market share, A2+, Mo-Su 2a-2a
5 : Numeris, PPM, CKBE, Winter 2018 (Nov. 27, 2017- Feb. 25 2018) vs Winter 2017, Montreal anglo, market share, A25-54, Mo-Fr 5:30a-8:20a
6 : Numeris, PPM, CKBE, CJMF, CHOM, Winter 14 to Winter 2018 (Nov. 27, 2017 –Feb 25 2018), Montreal anglo, market share, A2+, Mo-Fr 9a-5p
7 : Numeris, PPM, CKBE, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Montreal anglo, market share, A25-54, F25-54, Mo-Fr 9a-5p
8 : Numeris, PPM, CKBE, Winter 2018 (Nov. 27, 2017- Feb. 25 2018), Montreal anglo, market share, A25-54, F25-54 Mo-Th 5p-7p

Source: The Beat Programming