

**Radio Formats and Their Affects to Radio Industry:  
A comparison of Radio Formats in Turkey and USA (2003-2013)**

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**Keywords:** Radio, Radio Formats, Radio Ratings, Radio Management,

**Abstract.** This study has a research of radio formats. The paper gives history, development and description of radio formats and how they changed the radio industry in the world. The data collected from historical and conceptual based researches done in USA radio market. In the Second part of the study there is a determination of the most used trendy radio formats for the USA and Turkish radio industry in last ten years (2003-2013). The study analyze the yearly radio ratings of Turkish radio industry for 2003 and 2013 and find out the most popular radio formats and how these changed radio in USA and Turkish radio industry in the last ten years. In the end of the study there is a correlation analysis for the shares of radio formats for the USA and Turkish radio market and a comparison of the popular format shares for the two countries.