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News Release

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5.7% of U.S. HOUSEHOLDS – OR 6.5 MILLION HOMES – STILL UNPREPARED FOR THE SWITCH TO DIGITAL TELEVISION

Albuquerque-Santa Fe Least-Prepared Local Metered Market; Hartford & New Haven Most-Prepared Market

NEW YORK, NY January 22, 2009 – More than 6.5 million U.S. households – or 5.7 percent of all homes -- are not ready for the upcoming transition to all-digital broadcasting and would be unable to receive any television programming at all if the transition occurred today, [The Nielsen Company](#) reported today. This is an improvement of more than 1.3 million homes since Nielsen reported readiness status at the end of December.

**Table 1
 Percentage of Households that Are Completely Unready
 For the Digital Transition**

Preparedness as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
Jan. 18, 2009	5.7	4.6	9.9	9.7	6.9	8.8	4.0
Dec. 21, 2008	6.8	5.6	10.8	11.5	8.1	9.9	5.2

Source: The Nielsen Company

Under government-mandated action, all television stations are required to switch to digital programming by February 17, 2009, which will leave viewers without a television signal unless they purchase digital television sets, connect to cable, satellite, and alternate delivery systems or purchase a converter box.

Nielsen is making these estimates available as a public service to the television industry, government policy-makers and local communities. This information is based on the same national and local television ratings samples that are used to generate national and local television ratings. To conduct the survey, Nielsen representatives observed and tabulated the actual televisions used in its samples. Because Nielsen has developed samples that reflect the total U.S. population including African American and Hispanic populations, these household characteristics in the samples can be projected to the whole country.

“Nielsen has been preparing for the transition to digital television for more than two years,” said Nielsen Vice Chair Susan Whiting. “Because we recognize that accurate and reliable information



on consumer behavior is essential to this transition, we've been sharing our data with clients, government leaders and the public so they could track progress to digital readiness."

"There are still millions of people who will be adversely affected because they are not ready for the digital transition. So it's critical that we provide them with the information and resources they need to stay connected with the world," said Ernest W. Bromley, Nielsen Hispanic/Latino Advisory Council (HLAC).

"Nielsen has played a key role in reaching out to our underserved communities and helping them understand what needs to be done," said Nita Song, Nielsen Asian Pacific American Advisory Council (APAAC).

"It is imperative that we operate at an accelerated pace to educate those who are at the greatest risk of losing their television service -- low- income households, large numbers of senior, minority and disabled viewers. These viewers rely on traditional television the most and can least afford to lose their television lifelines. We have a responsibility to make sure that these groups whether in our families, churches or communities are equipped and ready for this transition," said Cynthia Perkins-Roberts, Nielsen African American Advisory Council (AAAC).

Local Market Rankings

Among the 56 local markets that Nielsen measures with electronic meters, the one that is least ready is Albuquerque-Santa Fe, with 12.4% of the households completely unready. The most prepared market is Hartford & New Haven, with only 1.8% of homes unready.

**Table 2
Least Prepared Local Metered Markets Based on Percentage of Households
Currently Unprepared for Digital Conversion**

	Completely Ready %	Partially Ready %	Completely Unready %
NATIONAL PEOPLE METER SAMPLE	85.08	9.24	5.68
LOCAL METERED SAMPLES	82.31	12.36	5.33
ALBUQUERQUE-SANTA FE	81.29	6.47	12.24
DALLAS-FT. WORTH	77.39	12.40	10.21
HOUSTON	72.63	17.42	9.95
TULSA	76.50	13.97	9.53
PORTLAND, OR	80.85	10.08	9.08
SALT LAKE CITY	81.58	9.85	8.58
MEMPHIS	73.31	18.16	8.53
AUSTIN	80.73	10.82	8.45
LOS ANGELES	82.54	9.80	7.66
SACRAMENTO-STOKTON-MODESTO	77.04	15.63	7.33
PHOENIX (PRESCOTT)	77.82	14.87	7.31
JACKSONVILLE	80.89	12.09	7.02
DAYTON	75.14	17.98	6.88
GREENVILLE-SPARTANBURGH-ANDERSON	84.94	8.37	6.69
INDIANAPOLIS	72.71	20.76	6.53



MILWAUKEE	73.94	19.63	6.43
SAN ANTONIO	77.19	16.61	6.20
RICHMOND-PETERSBURG	77.04	16.83	6.13
SAN DIEGO	84.42	9.64	5.94
CLEVELAND-AKRON (CANTON)	81.86	12.22	5.91
MINNEAPOLIS-ST. PAUL	78.21	15.94	5.85
KANSAS CITY	75.88	18.37	5.75
SEATTLE-TACOMA	85.18	9.16	5.67
MIAMI-FT. LAUDERDALE	83.11	11.41	5.47
ST. LOUIS	79.72	15.02	5.26
CINCINNATI	72.62	22.17	5.21
SAN FRANCISCO-OAK-SAN JOSE	89.45	5.35	5.20
CHICAGO	82.00	12.82	5.18
LAS VEGAS	81.79	13.04	5.17
BIRMINGHAM (ANN AND TUSC)	82.91	12.23	4.86
CHARLOTTE	85.50	9.72	4.79
DENVER	81.24	14.01	4.75
LOUISVILLE	80.66	14.75	4.59
NASHVILLE	81.58	14.01	4.41
DETROIT	83.18	12.42	4.40
RALEIGH-DURHAM (FAYETVLL)	80.47	15.15	4.38
NEW ORLEANS	84.14	11.51	4.35
COLUMBUS, OH	79.64	16.08	4.29
BUFFALO	86.04	9.69	4.27
TAMPA-ST. PETE (SARASOTA)	89.47	6.39	4.14
WASHINGTON, DC (HAGRSTWN)	81.76	14.16	4.08
ORLANDO-DAYTONA BCH-MELBRN	86.30	9.79	3.91
NORFOLK-PORTSMTH-NEWPT NWS	79.97	16.25	3.78
BALTIMORE	79.91	16.34	3.75
GREENSBORO-H.POINT-W.SALEM	85.20	11.38	3.42
KNOXVILLE	84.78	12.02	3.20
PROVIDENCE-NEW BEDFORD	83.25	13.56	3.20
OKLAHOMA CITY	85.62	11.31	3.07
PITTSBURGH	88.89	8.07	3.05
FT. MYERS-NAPLES	89.55	7.48	2.98
WEST PALM BEACH-FT. PIERCE	90.86	6.47	2.67
NEW YORK	92.51	4.93	2.57
BOSTON (MANCHESTER)	84.05	13.70	2.25
PHILADELPHIA	87.37	10.53	2.10
ATLANTA	89.66	8.31	2.02
HARTFORD & NEW HAVEN	87.91	10.34	1.76

Source: The Nielsen Company

For more information on the U.S. state of readiness for digital transition, please visit:
www.nielsenwire.com



About The Nielsen Company

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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