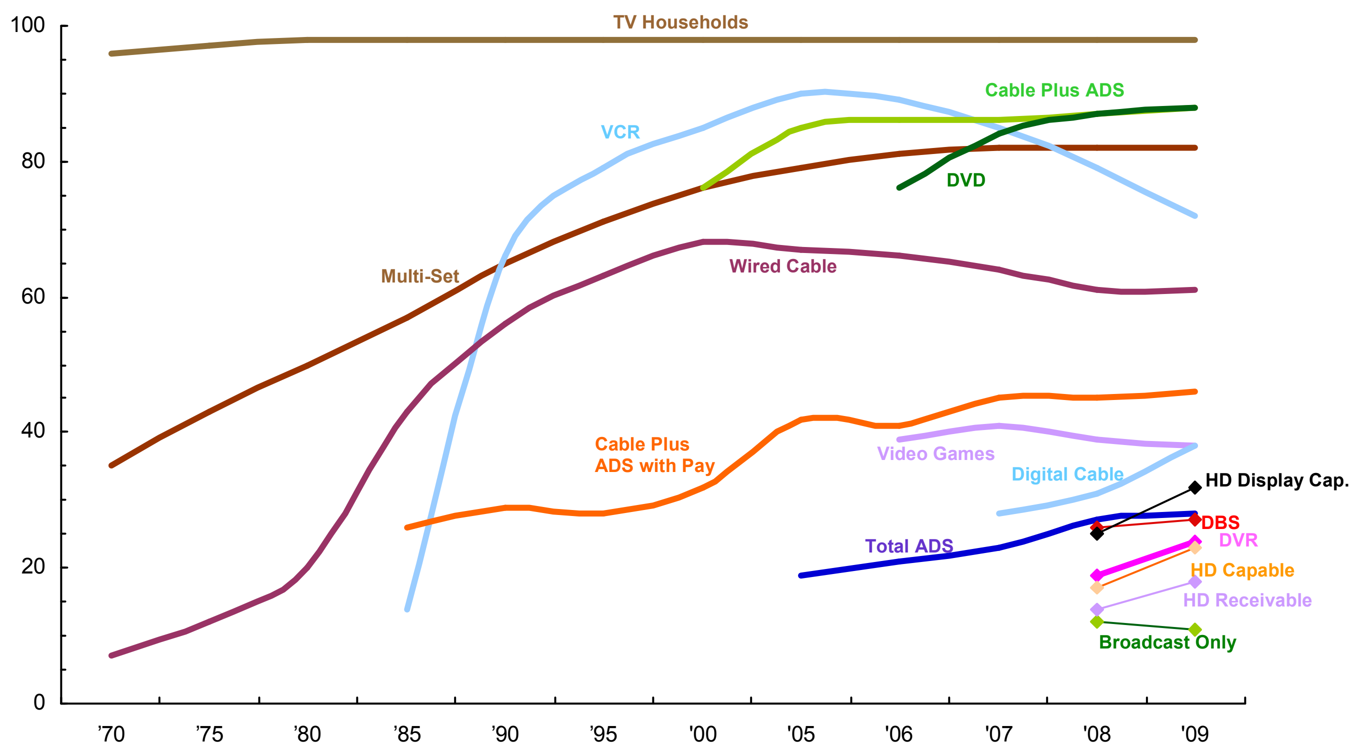
Television Audience 2008

Growth of Television Ownership

% of TV Households

Each September, The Nielsen Company releases current estimates of television's audience and its characteristics.

The most significant increases from the previous year continue to be seen in digital cable, DVR and HD receivable and HD capabale homes as they continue to prepare for the digital transition. VCR penetration, as would be expected, continues to decline.



Key:

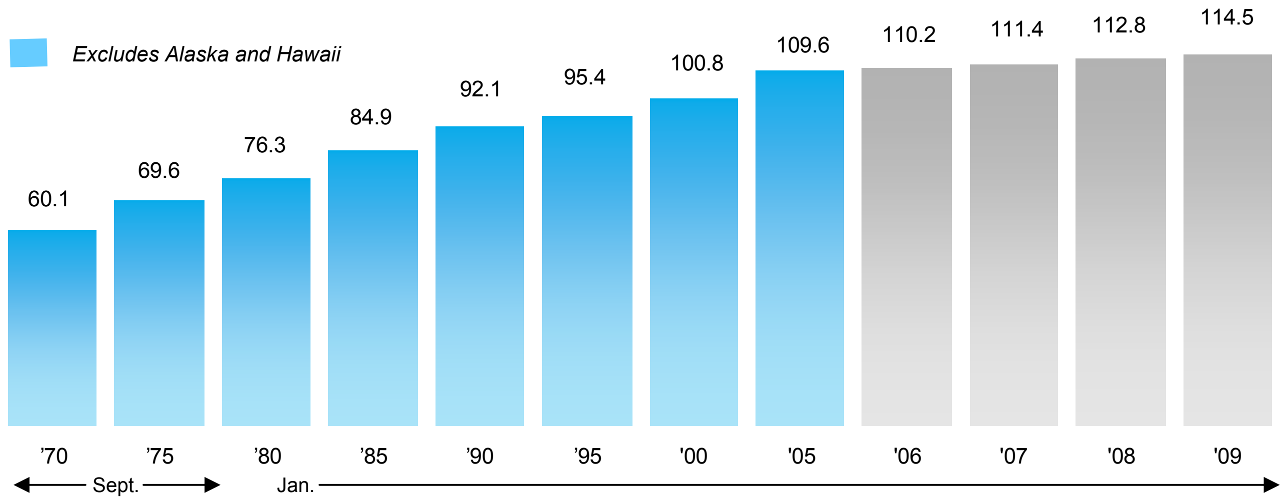
% of TV Households	'70	'75	'80	'85	'90	'95	'00	'05	'06	'07	'08	'09
TV Households	96	97	98	98	98	98	98	98	98	98	98	98
Broadcast Only	—	—	—	—	—	—	—	—	—	—	12	11
Wired Cable	7	12	20	43	56	63	68	67	66	64	61	61
Cable Plus ADS	—	—	—	—	—	—	76	85	86	86	87	88
Cable Plus ADS w/Pay	—	—	—	26	29	28	32	42	41	45	45	46
Total ADS	—	—	—	—	—	—	—	19	21	23	27	28
Digital Cable	—	—	—	—	—	—	—	—	—	28	31	38
DBS	—	—	—	—	—	—	—	—	—	—	26	27
DVR	—	—	—	—	—	—	—	—	—	—	19	24
HD Receivable	—	—	—	—	—	—	—	—	—	—	14	18
HD Capable	—	—	—	—	—	—	—	—	—	—	17	23
HD Display Capable	—	—	—	—	—	—	—	—	—	—	25	32
Multi-Set	35	43	50	57	65	71	76	79	81	82	82	82
DVD	—	—	—	—	—	—	—	—	76	84	87	88
Video Games	—	—	—	—	—	—	—	—	39	41	39	38
VCR	—	—	—	14	66	79	85	90	89	85	79	72

Note: Current data based on Universe Estimates as of January 1, 2009

Television Audience 2008

Trends in Television Ownership

TV Households in Millions

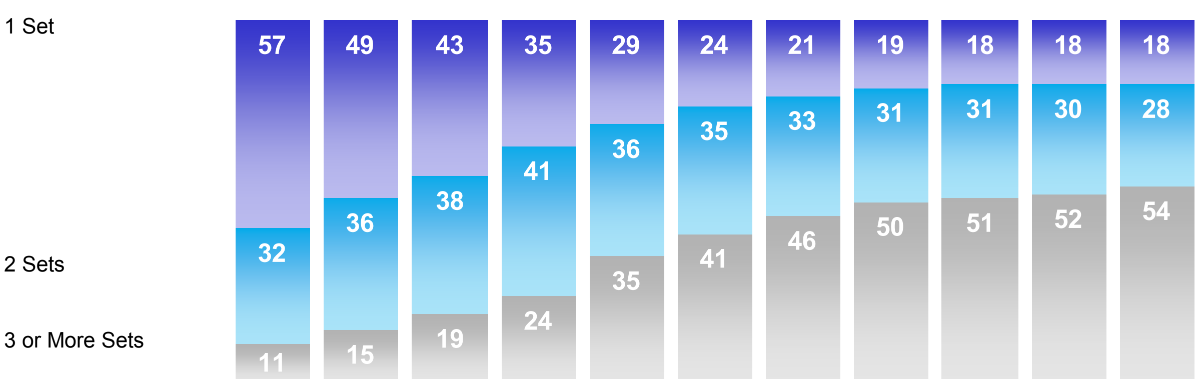


	'70	'75	'80	'85	'90	'95	'00	'05	'06	'07	'08	'09
Wired Cable	3.9	8.6	15.2	36.3	51.9	60.5	68.6	73.9	73.2	71.4	69.3	70.2
Cable Plus ADS	—	—	—	—	—	—	—	—	94.8	96.2	98.5	100.9
Cable Plus ADS w/Pay	—	—	—	21.8	27.1	27.1	31.8	46.3	45.6	49.7	51.2	52.9
Total ADS	—	—	—	—	—	—	—	20.8	22.7	25.8	30.2	31.7
Digital Cable	—	—	—	—	—	—	—	—	—	30.8	35.5	43.0
DBS	—	—	—	—	—	—	—	—	22.1	25.1	29.5	31.2
DVR	—	—	—	—	—	—	—	—	—	—	21.0	28.0
Multi-Set	20.8	30.0	38.3	48.2	60.1	67.6	76.2	86.6	89.5	91.9	93.0	94.0
DVD	—	—	—	—	—	—	—	—	84.0	93.3	98.0	101.2
Video Games	—	—	—	—	—	—	—	—	43.0	46.0	44.4	43.2
VCR	—	—	—	11.5	60.7	75.8	85.8	98.9	97.7	95.2	88.8	82.6

Television Set Ownership

% of TV Households

Number of Sets per Household



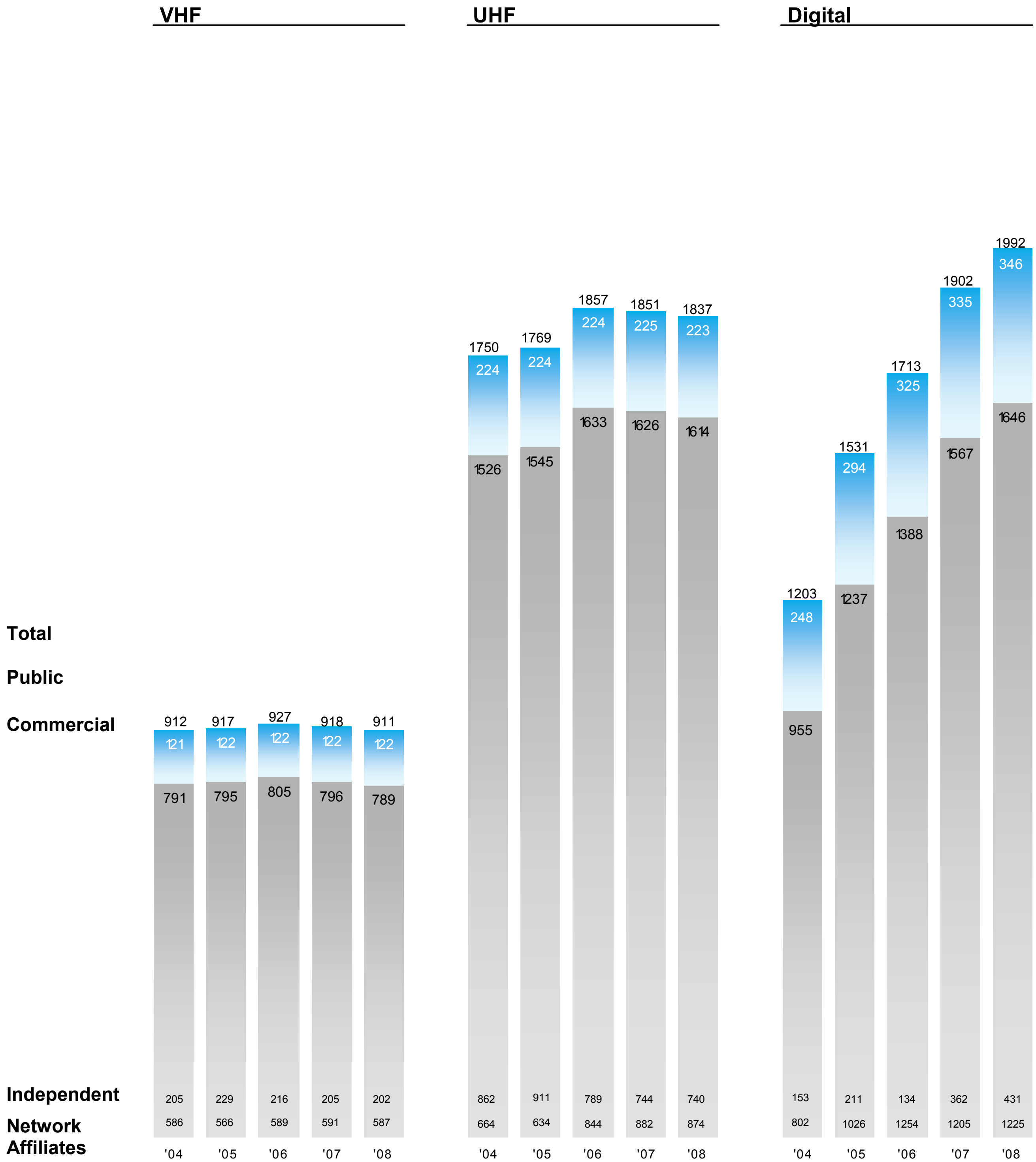
	'75	'80	'85	'90	'95	'00	'05	'06	'07	'08	'09
Average Number of Sets Per Household	1.57	1.6	1.83	2.00	2.28	2.43	2.62	2.73	2.79	2.83	2.86

Note: Current data based on Universe Estimates as of January 1, 2009

Station Growth

Stations on the Air

For comparison purposes to historical data reported, the following station growth data is based on October 2008 data. As the country continues to prepare for the digital transition, we continue to see a decrease across the VHF and UHF stations. Digital stations continue to increase, as to be expected.



Note: Current data based on October 2008

Stations and Channels Receivable Per TV Household

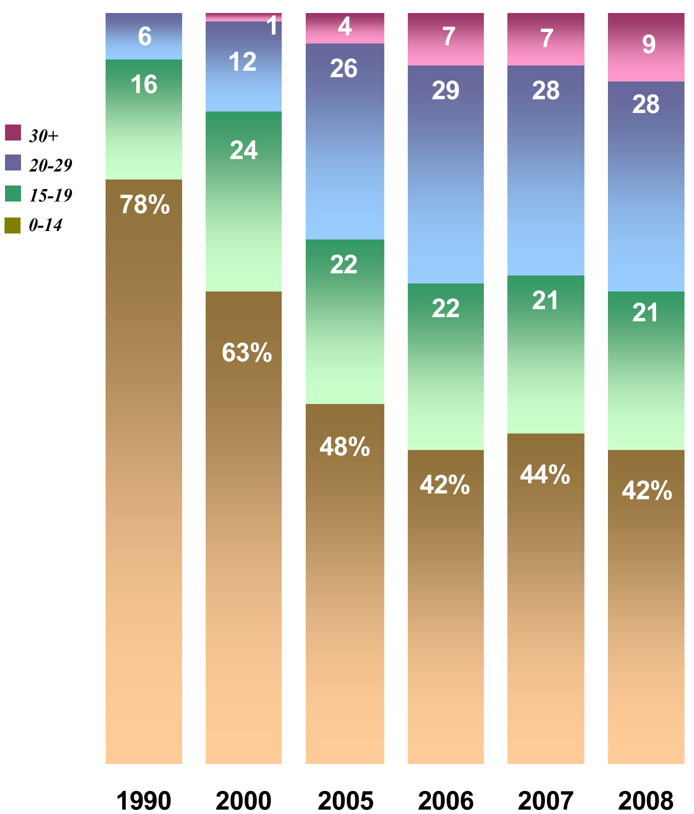
Distribution of TV Households

The average TV household in the U.S. receives 17.7 broadcast TV stations. 42% of all homes can receive up to 14 stations, and 37% receive 20 or more stations. Homes that receive 30 or more stations have risen to 9%.

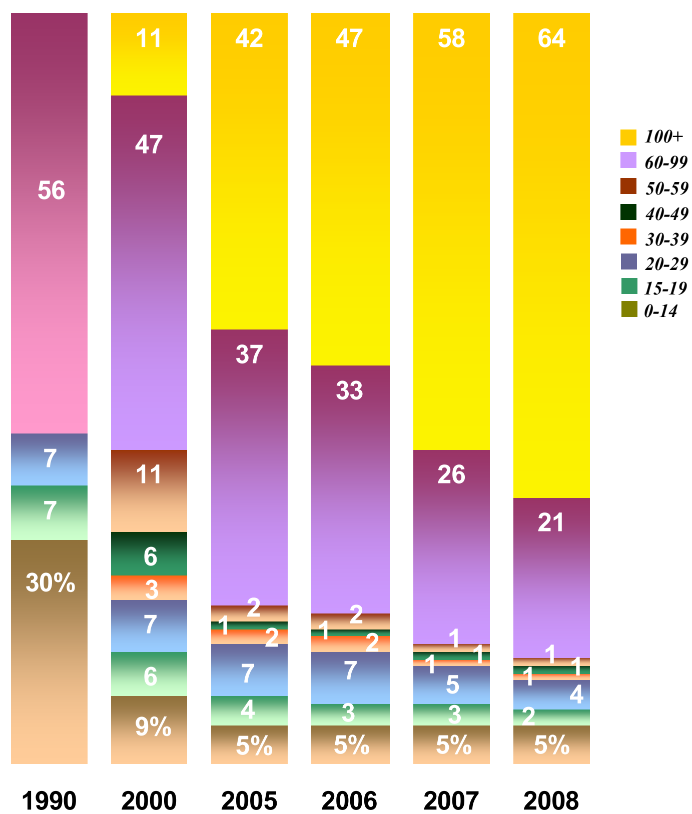
Growing digital cable and satellite penetration increased the tuning options in the average household. In 2008, the average home received 130.1 channels, an increase of almost twelve channels. The percentage of homes receiving 100+ channels rose from 58% in 2007 to 64% in 2008.

	1990	2000	2005	2006	2007	2008
Broadcast Stations	11.7	13.5	16.3	17.5	17.0	17.7
All Channels	33.2	61.4	96.4	104.2	118.6	130.1

Number of Stations (%)



Number of Channels (%)



Average Number Per Household	1990	2000	2005	2006	2007	2008
Stations	11.7	13.5	16.3	17.5	17.0	17.7
Channels	33.2	61.4	96.4	104.2	118.6	130.1

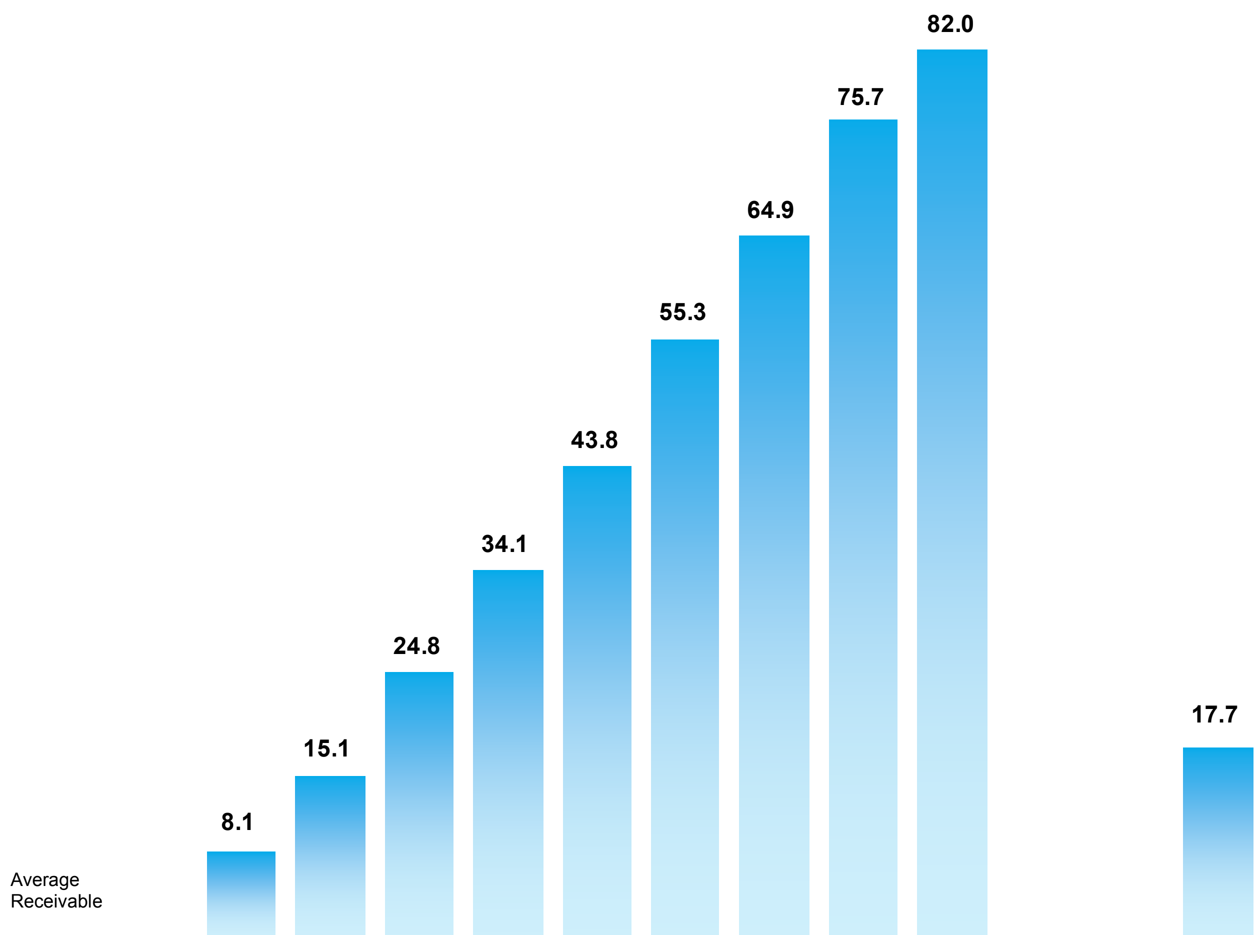
Note: Current data based on households installed the week of 09/01/08—09/07/08. Tuning is Live+7 and based on at least 10+ contiguous minutes during this week.

Broadcast Stations Receivable vs. Tuned

# of Stations

The vast majority, 93% of sample homes, receive between 1 and 30 broadcast stations, while 66% of these homes receive 1 to 20 broadcast stations. More than 5% of the sample homes receive more than 30 stations. Homes receiving 1 to 10 stations tune to 41% of their available options. The average household receives 17.7 broadcast stations.

Receivable Stations	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	Total US
Share of Sample %	20.8	45.2	26.5	5.6	0.9	0.3	0.1	LT	LT	100



Average Tuned	3.3	4.3	5.0	5.4	6.0	7.2	5.5	9.9	6.1	4.4
% Tuned	41	29	20	16	14	13	8	13	7	25

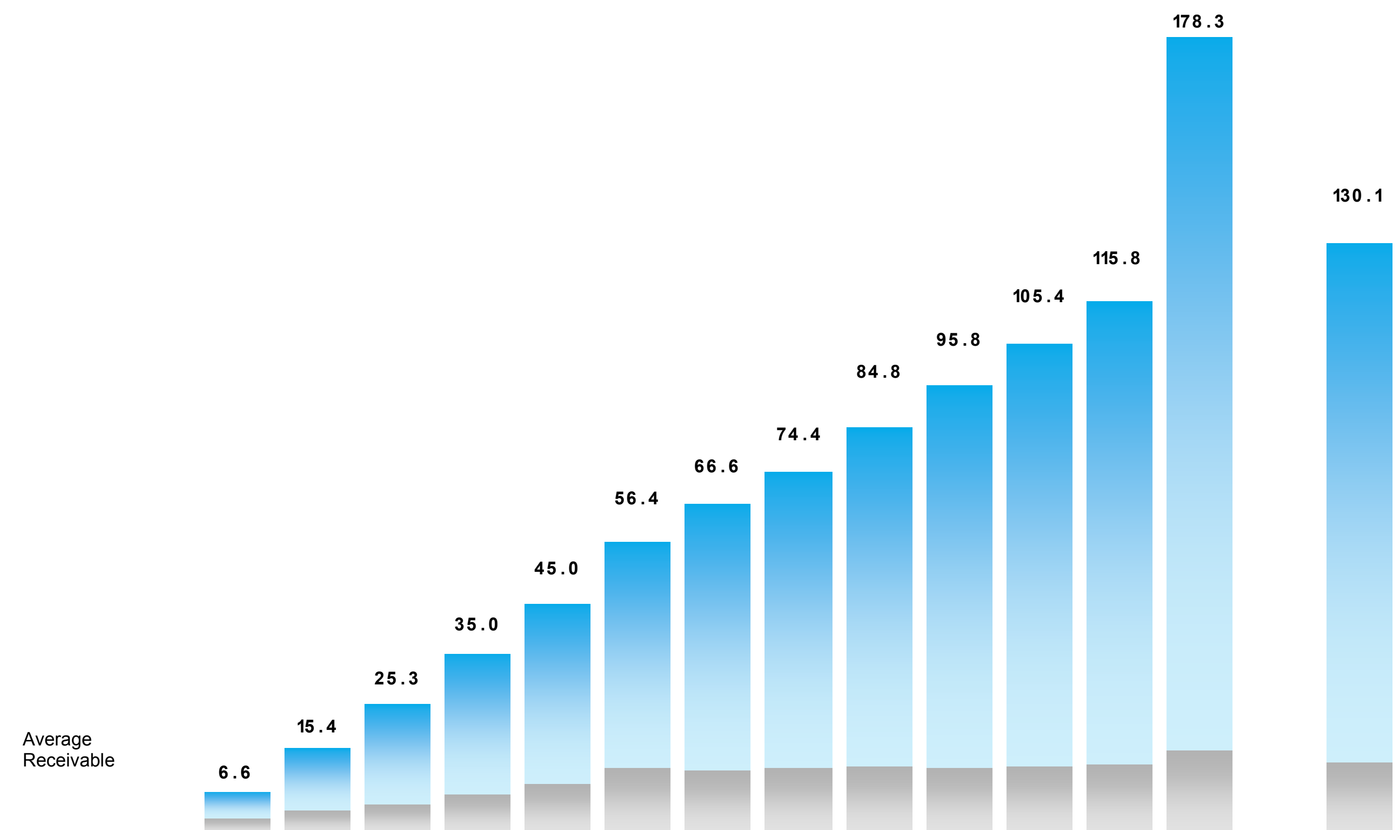
Note: Current data based on households installed the week of 09/01/08—09/07/08. Tuning is Live+7 and based on at least 10+ contiguous minutes during this week.

Channels Receivable vs. Tuned

# of Channels

As the number of channels available to a household increases, so does the number of channels tuned. In 2008, the average household tuned to almost 18 channels or 14% of the 130.1 channels available. Homes receiving over 40 channels tuned between 12.5 and 21 channels on average. In homes with 121 or more channels, where an average of 178.3 are available, 21 of those channels (12%) are actually tuned.

	1-10	11-20	21-30	31-40	41-50	51-60	61-70	71-80	81-90	91-100	101-110	111-120	121+	Total US
Share of Sample %	3.0	4.9	3.9	1.1	0.8	1.5	8.3	8.3	2.1	2.3	2.1	2.2	59.5	100
Average Tuned	3.8	5.9	7.5	9.9	12.5	16.5	15.9	16.4	16.8	16.4	17.1	17.5	21.0	17.8
% Tuned	58	39	30	28	28	29	24	22	20	17	16	15	12	14



Note: Current data based on households installed the week of 09/01/08—09/07/08. Tuning is Live+7 and based on at least 10+ contiguous minutes during this week.