



The Nielsen Company
770 Broadway, New York, NY 10003
www.nielsen.com

Client Communication

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2009-2010 DMA Ranks for 210 Local Television Markets

The Nielsen Company announces the release of the local market ranks for the 2009-2010 television season. The new local television household universe estimates and market ranks reflect reduced rates of internal migration due to the weakened economy and down turn of the U.S. housing market. There were fewer rank changes this year as 72 markets experienced a change in rank, compared to over 110 markets in recent years.

A number of previously booming Southern and Western markets have experienced a marked decline in domestic migration in recent years. Areas with high foreclosure rates, such as markets in the state of Florida, have been particularly impacted by sizeable shifts in domestic migration patterns. The most recent Census Bureau estimates indicate that Florida experienced the largest state decrease in domestic migration, which resulted in the first negative domestic migration number for the state in recent history.

While a number of markets experienced diminished growth, several Sun Belt markets such as Austin, Salt Lake City, and Raleigh-Durham maintained their status as high-growth markets. The market with the largest percentage increase was New Orleans, up 5.2% from last year, demonstrating the continued flow of population back to the area since Hurricane Katrina. The estimated number of TV households for the New Orleans DMA is approximately 94% of the pre-Katrina UE.

For the second year in a row, there were no rank changes in the Top 10 markets. Notable increases include:

- Seattle-Tacoma rises to rank 13
- Denver climbs 2 ranks from 18 to 16
- Raleigh moves up a rank to 26
- Salt Lake City rises 2 ranks to 31
- For the second year in a row, Austin climbs ranks; now at 48
- New Orleans moves from rank 53 to 51

These estimates, which are projected to January 1, 2010, will be used for metered markets beginning on September 26, 2009 and for diary markets with the publication of the October/November surveys.

Nielsen will release local estimates for African-American, Hispanic and Asian television households in early September.

Please contact your Nielsen representative if you have any questions.