

Segmentation Name	Segment	Segment Tuning Distribution %	Segment Distribution %	Segment Avg Telecasts Tuned	Segment Average Minutes Per Telecast Tuned	Segment Average Minutes Per Household/Person Per Telecast	Segment Households/Persons
P18 - 49 Program A Non-Viewer (Network A)	Top Minutes(6)	99.84	85.96	8.47	27.92	0.73	9,895
P18 - 49 Program A Non-Viewer (Network A)	Bottom Minutes(6)	0.16	14.04	1.27	1.87	0.01	1,665
P18 - 49 Program A Non-Viewer (Network A)	Non-Viewer						6,825
P18 - 49 Program A Non-Viewer (Network A)	All Viewers	100.00	100.00	7.46	27.29	0.62	11,560
P18 - 49 Program A Non-Viewer (Network A)	All Unified(Intab)						18,385
P18 - 49 Program A Non-Viewer (Network A)	All Unified						18,385
P18 - 49 Program A Non-Viewer (Network B)	Top Minutes(6)	99.72	79.24	10.23	20.69	0.52	7,738
P18 - 49 Program A Non-Viewer (Network B)	Bottom Minutes(6)	0.28	20.76	1.34	1.72	0.01	2,218
P18 - 49 Program A Non-Viewer (Network B)	Non-Viewer						8,429
P18 - 49 Program A Non-Viewer (Network B)	All Viewers	100.00	100.00	8.38	20.06	0.41	9,956
P18 - 49 Program A Non-Viewer (Network B)	All Unified(Intab)						18,385
P18 - 49 Program A Non-Viewer (Network B)	All Unified						18,385
P18 - 49 Program A Non-Viewer (Network C)	Top Minutes(6)	99.49	78.20	5.41	23.70	1.25	6,727
P18 - 49 Program A Non-Viewer (Network C)	Bottom Minutes(6)	0.51	21.80	1.24	1.89	0.02	1,933
P18 - 49 Program A Non-Viewer (Network C)	Non-Viewer						9,725
P18 - 49 Program A Non-Viewer (Network C)	All Viewers	100.00	100.00	4.50	22.39	0.99	8,660
P18 - 49 Program A Non-Viewer (Network C)	All Unified(Intab)						18,385
P18 - 49 Program A Non-Viewer (Network C)	All Unified						18,385
P18 - 49 Program A Non-Viewer (Network D)	Top Minutes(6)	99.83	84.08	10.21	26.22	0.75	9,567
P18 - 49 Program A Non-Viewer (Network D)	Bottom Minutes(6)	0.17	15.92	1.30	1.82	0.01	1,868
P18 - 49 Program A Non-Viewer (Network D)	Non-Viewer						6,950
P18 - 49 Program A Non-Viewer (Network D)	All Viewers	100.00	100.00	8.79	25.64	0.63	11,435
P18 - 49 Program A Non-Viewer (Network D)	All Unified(Intab)						18,385
P18 - 49 Program A Non-Viewer (Network D)	All Unified						18,385