



Media Advisory

April 15, 2009

3.6 Million TV Households Still Completely Unready for DTV As of April 12, 2009

Albuquerque-Santa Fe least ready of 56 local metered markets

Providence-New Bedford now completely ready

3.6 million or 3.2% of U.S. TV households remain completely unready for the transition to all digital broadcast that will take place on June 12, 2009. That is an improvement more than 200,000 households in two weeks with just nine weeks until the transition.

Nielsen's readiness data are based on sets and households in our National People Meter panel, which is projectable to U.S. television households, and our local metered panels, which are projectable to their respective television household populations.

Some key trends at the national level include:

- In the last two weeks, the penetration of Completely Unready households in the U.S. declined two-tenths of a percentage point to 3.2% or 3.6 million households.

Preparedness as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
April 12, 2009	3.2	2.5	5.9	5.4	4.3	5.9	1.7
March 29, 2009	3.4	2.7	6.2	5.6	4.4	6.3	1.8
March 15, 2009	3.6	2.9	6.6	6.1	4.4	6.5	2.0
March 1, 2009	3.9	3.2	6.7	6.5	4.5	7.2	2.2
Feb. 15, 2009	4.4	3.6	7.5	7.4	5.1	8.1	2.6
Feb. 1, 2009	5.1	4.1	8.7	8.5	6.3	8.6	3.2
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

Among the 56 metered markets, which represent approximately 70% of all U.S TV households, Albuquerque-Santa Fe remains the least ready market with 9.1% completely unprepared; Dallas-Ft.

Worth is next with 6.3% of TV households not yet ready, unchanged since the last update. On the other end of the spectrum, Providence-New Bedford is now completely ready. Less than 1% of TV households in Hartford & New Haven are completely unready. A total of 21 local markets have less than 2% of TV households completely unready.

Market	Completely Unready
	%
National Sample	3.17
56 Local Market Average	2.99
ALBUQUERQUE-SANTA FE	9.13
DALLAS-FT. WORTH	6.31
AUSTIN	6.12
HOUSTON	5.57
LOS ANGELES	5.24
SACRAMNTO-STKTON-MODESTO	5.20
PHOENIX (PRESCOTT)	5.05
TULSA	4.84
GREENVLL-SPART-ASHEVLL-AND	4.70
CLEVELAND-AKRON (CANTON)	4.30
MINNEAPOLIS-ST. PAUL	4.04
SALT LAKE CITY	4.04
SEATTLE-TACOMA	3.99
PORTLAND, OR	3.92
SAN ANTONIO	3.92
MIAMI-FT. LAUDERDALE	3.82
MEMPHIS	3.80
WASHINGTON, DC (HAGRSTWN)	3.70
SAN DIEGO	3.68
JACKSONVILLE	3.47
INDIANAPOLIS	3.29
DAYTON	3.01
CINCINNATI	3.00
LOUISVILLE	2.93
DETROIT	2.92
SAN FRANCISCO-OAK-SAN JOSE	2.81
BUFFALO	2.64
DENVER	2.60
NASHVILLE	2.45
CHARLOTTE	2.39
ORLANDO-DAYTONA BCH-MELBRN	2.39
CHICAGO	2.32
NEW ORLEANS	2.32
LAS VEGAS	2.26
ST. LOUIS	2.19

Market	Completely Unready
	%
PHILADELPHIA	1.96
RICHMOND-PETERSBURG	1.94
BIRMINGHAM (ANN AND TUSC)	1.93
RALEIGH-DURHAM (FAYETVLL)	1.90
KNOXVILLE	1.87
KANSAS CITY	1.83
WEST PALM BEACH-FT. PIERCE	1.75
COLUMBUS, OH	1.71
NORFOLK-PORTSMTH-NEWPT NWS	1.70
TAMPA-ST. PETE (SARASOTA)	1.69
GREENSBORO-H.POINT-W.SALEM	1.64
ATLANTA	1.50
MILWAUKEE	1.46
OKLAHOMA CITY	1.44
PITTSBURGH	1.37
NEW YORK	1.35
BOSTON (MANCHESTER)	1.30
FT. MYERS-NAPLES	1.11
BALTIMORE	0.99
HARTFORD & NEW HAVEN	0.79
PROVIDENCE-NEW BEDFORD	0.00

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