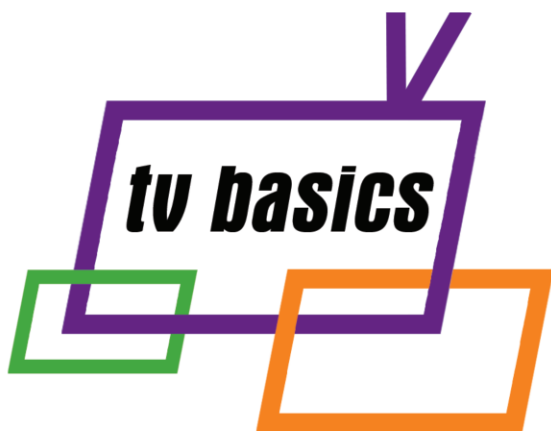


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## Introduction

*TV Basics* has long been one of TVB's most popular publications. Here you will find information and statistics that will help you understand and navigate the increasingly complex multiplatform world in which we all operate. Local broadcast television stations have expanded their abilities to serve local marketplaces in a variety of ways that extend beyond their traditional on-air fare. They now provide digital subchannels, hyperlocal websites, local HD programming and mobile DTV to connect with viewers and to offer advertisers the synergy of local multiplatform advertising that reaches consumers at home, at work and on the go.

TV has come a long way since the 3-channel days of the 1950s — and the complexity of the industry continues to increase. Now an informed observer of television must understand the impact of digital video recorders (DVRs), alternate-delivery systems (ADS), and cable vs. broadcast comes. *TV Basics* can help.

Since the blizzard of statistics generated by the industry keeps coming, we now keep a cyber-edition of *TV Basics* on the TVB website updated regularly and ready to download whenever you need it.

We suggest you bookmark [www.tvb.org](http://www.tvb.org) for quick access to the most current data available. Don't see what you're looking for? Call us at 212-486-1111 or e-mail [info@tvb.org](mailto:info@tvb.org)... chances are, we can help!

**TVB is the not-for-profit trade association of America's broadcast television industry. TVB provides a great variety of tools and resources to help advertisers make the most effective and efficient use of local and national spot television.**

### Notes

Many tables in this booklet span 50 years. During that time many data suppliers have been bought, sold or merged. Also, many research techniques, gathering methods and time frames have changed. The "Sources" given here refer, in general, to the current source. If further clarification is needed for specific tables, please contact TVB's Research Department.

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## TV Households

In 1950, television penetration of U.S. households was only 9.0%. Within only five years it was up to 64.5%. By 1965 it reached 92.6%, and from there it has grown to its current 98.9% level.

Year	Total U.S. HH (000)	TV HH (000)	% HH With TV
1950	43,000	3,880	9.0
1955	47,620	30,700	64.5
1960	52,500	45,750	87.1
1965	56,900	52,700	92.6
1970	61,410	58,500	95.3
1975	70,520	68,500	97.1
1980	77,900	76,300	97.9
1985	86,530	84,900	98.1
1990	93,760	92,100	98.2
1995	97,060	95,400	98.3
2000	102,680	100,800	98.2
2001	104,080	102,200	98.2
2002	107,400	105,500	98.2
2003	108,620	106,700	98.2
2004	110,420	108,400	98.2
2005	111,630	109,600	98.2
2006	112,260	110,200	98.2
2007	113,410	111,400	98.2
2008	114,890	112,800	98.2
2009	115,760	114,500	98.9
2010	116,170	114,900	98.9
2011	117,220	115,900	98.9

Source: The Nielsen Company-NTI, Sept. each year.

Note: 2009 growth is partially due to Nielsen's update of the national TV penetration estimates for HH by Race & Ethnicity.

## Multi-Set & VCR Households

TV households with two or more sets accounted for only 1% of the total in 1950. It grew to 50.1% by 1980, and now accounts for 83.7%. VCR penetration grew from 1.1% in 1980 to 68.6% within 10 years. Penetration began to drop off after peaking at 91.5% in 2003.

Year	Multi-Set (000) % TVHH		VCR (000) % TVHH	
1950	40	1.0	—	—
1955	875	2.9	—	—
1960	5,500	12.0	—	—
1965	10,225	19.4	—	—
1970	18,840	32.2	—	—
1975	28,360	41.4	—	—
1980	38,260	50.1	840	1.1
1985	48,220	56.8	17,740	20.9
1990	60,140	65.3	63,180	68.6
1995	67,639	70.9	77,270	81.0
2000	76,200	75.6	85,810	85.1
2001	76,750	75.1	88,120	86.2
2002	78,400	74.3	96,190	91.2
2003	80,290	75.2	97,630	91.5
2004	82,830	76.4	98,400	90.8
2005	86,620	79.0	98,860	90.2
2006	89,470	81.1	97,690	88.6
2007	91,900	82.5	95,210	85.5
2008	93,010	82.5	88,760	78.7
2009	94,040	82.1	82,550	72.1
2010	95,290	82.9	76,590	66.7
2011	97,050	83.7	71,690	61.9

Source: The Nielsen Company-NTI, Jan. each year

## Home Technology Cross Ownership

Households that own one technology are more likely than Total U.S. households to own other tech devices. Cell phones, personal computers and DVD players have reached over 80% penetration for Total U.S. households.

Among Homes With:	Home Access To:							
	% Cell Phone	% DVD Player	% Internet	% Personal Computer	% Satellite Dish	% Video Game System	% VCR	% MP3 Player
<b>Total U.S.</b>	89.4	87.9	79.0	82.3	29.3	37.4	70.2	46.1
<b>Cell Phone</b>	—	90.5	84.0	87.0	29.8	39.9	72.3	50.2
<b>DVD Player</b>	92.1	—	83.9	86.6	31.0	41.0	74.2	51.0
<b>Internet</b>	95.1	93.3	—	97.8	30.0	44.1	73.5	56.3
<b>Personal Computer</b>	94.6	92.5	93.9	—	29.3	42.6	73.8	53.8
<b>Satellite Dish</b>	91.1	93.0	81.0	82.5	—	41.4	71.6	46.1
<b>Video Game System</b>	95.5	96.3	93.2	93.8	32.4	—	76.9	78.7

Source: The Nielsen Company 2Q 2010 Home Technology Report

## Internet Stats

### Internet Usage & Access

81.7 million HHs with Internet access by the end of 2009.  
100.2 million HHs will have Internet access by 2016.

Source: MAGNA Global's On Demand Quarterly April 2010

64.8% of people of any age use the Internet at least once per month in the U.S.

Source: eMarketer 12/30/09

### Blog Usage

About 28 million U.S. Internet users wrote a blog in 2009, and by 2013, 37.6 million users will update their blogs at least monthly.

Source: eMarketer 11/6/09

### Broadband Penetration

74.9 million HHs estimated with broadband by end of 2009.  
Broadband access will grow to 99.2 million HHs by end of 2016.

Source: MAGNA Global's On Demand Quarterly April 2010

### Click Rates

E-mail click rates climbed to 6.2% in 3Q09 according to an Epsilon study on North American E-mail Trends and Benchmarks.

Source: Media Post's Center for Media Research 1/10/10

### Internet Protocol TV (IPTV) Subscribers

U.S. IPTV market will grow from over 5 million subscribers in 2009, to 15.5 million or 13% of total television households by 2013.

Source: Strategy Analytics report 9/1/09 cited in tvover.net

### Podcast Usage

43% of Americans are aware of Podcasting and 22% have listened to a Podcast in 2009. 11% have listened to a podcast in the last month, equaling 27 million listeners age 12 and older.

Source: Arbitron/Edison Media Research 2009

### Social Networking Sites Usage

Penetration climbed to 86% of Internet users in 2009, and 9% of users always look at ads on social networking sites.

Source: SheSpeaks Study cited in eMarketer 1/4/10

28% of U.S. shoppers say social media has influenced their purchases this year.

Source: comScore data cited in MediaBuyerPlanner.com 12/9/09

### Online Video Usage & Penetration

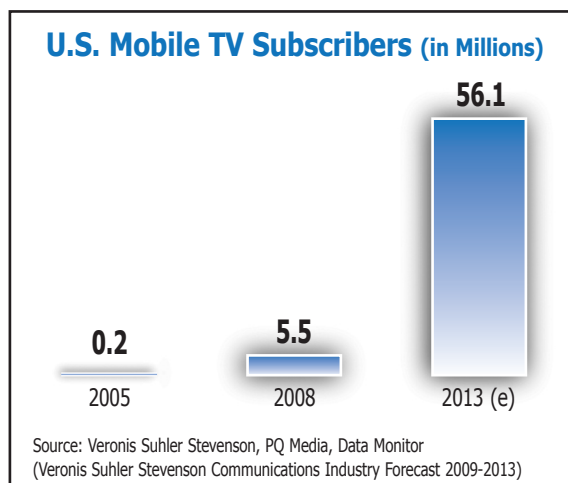
47.3 million VOD HHs with true VOD (not including simulated VOD from DirecTV and EchoStar) at the end of 4Q09.

Source: MAGNA Global's On Demand Quarterly April 2010

Online video viewers are watching videos longer, with the average length-watched per session increasing by 9.46% per month over the past 6 months to nearly 6 minutes, according to a new report from TubeMogul and Brightcove.

Source: Cynopsis Digital 5/7/10

## Mobile Stats



### Mobile Subscribers Watching Video on a Mobile Phone:

Overall Usage Number of Users 2+ (in 000's) – Monthly Reach					
Q1 2010			Q1 2009		
20,284			13,419		
Monthly Time Spent in Hours:Minutes Per Users 2+					
Q1 2010			Q1 2009		
3:37			3:37		
Monthly Time Spent in Hours:Minutes Q1 2010					
T13-17	A18-24	A25-34	A35-44	A45-54	A55-64
7:13	5:47	3:15	2:53	2:10	1:44
Video Audience Composition – Age Q1 2010					
T13-17	A18-24	A25-34	A35-44	A45-54	A55-64
19%	15%	29%	26%	10%	2%
Video Audience Composition – Gender Q1 2010					
Female 2+			Male 2+		
45%			55%		

Source: The Nielsen Company A2/M2 Three Screen report Q1'10

### Mobile Ad Revs to Hit \$11.3 Billion by 2014

Mobile Advertising	
2009	2014 (forecast)
\$285 million	\$11.3 billion

Source: May'10 Borrell Associates

## High Definition TV (HDTV) HD Status

While 59.3% of television households have HD capable sets, 53.9% are receiving HD programming.

Total U.S.	HD Receivable <sup>1</sup>	HD Capable <sup>2</sup>	HD Display Capable <sup>3</sup>
Nov-07	11.3	13.7	NA
Feb-08	13.6	17.0	25.1
May-08	15.9	20.3	29.0
Jul-08	18.1	22.9	31.9
Sep-08	18.1	22.9	31.9
Nov-08	20.7	26.4	35.4
Feb-09	25.3	30.6	39.4
May-09	31.0	34.6	42.8
Jul-09	33.9	37.2	45.0
Sep-09	36.5	39.2	46.8
Nov-09	38.3	41.3	48.5
Feb-10	43.2	46.3	53.0
May-10	47.3	50.5	56.6
Jul-10	52.3	52.5	58.2
Sep-10	53.9	54.0	59.3

(1) HD Receivable: A home that is equipped with an HD television and HD Tuner and receives at least one HD network or station.

(2) HD Capable: A home that is equipped with an HD television and HD Tuner capable of receiving signals in HD.

(3) HD Display Capable: A home that is equipped with an HD television that is capable of displaying HD content.

Source: The Nielsen Company, Media-Related Universe Estimates.

## Digital Video Recorders (DVRs)

Nielsen estimates the national DVR penetration currently at 36.7%.

National DVR Universe Estimates (%)	
May-07	17.2
Jul-07	18.7
Sep-07	18.6
Nov-07	19.7
Feb-08	21.4
May-08	23.0
Jul-08	24.4
Sep-08	24.4
Nov-08	26.9
Feb-09	28.9
May-09	30.0
Jul-09	30.8
Sep-09	31.5
Nov-09	32.3
Feb-10	34.2
May-10	35.4
Jul-10	35.9
Sep-10	36.7
Source: The Nielsen Company, Media-Related Universe Estimates	

## Room Locations of TV Sets

The average American home is now equipped with a record number of television sets. The popularity of the flat screen has made it even easier to put televisions in non-traditional places. For the advertiser, this means an even greater opportunity to target the right audience at the right time.

The table below shows that 75% of TV households have a set in the living room, while 27% of the sets in homes are in the living room.

	% TVHH with sets in the...	% of total household TV sets
Living/front/sitting room, parlor	75	27
Family/rec./play room, den	33	13
Study, library, office computer room	6	2
Master bedroom	64	23
Child's bedroom	23	10
Other bedroom	24	11
Kitchen	14	5
Dining room	2	1
Basement	7	3
Garage, porch, workshop, attic	4	2
Other	5	4
Source: Knowledge Networks, Inc. The Home Technology Monitor™ 2009 Ownership and Trend Report (Excludes Alaska and Hawaii)		

## Time Spent Viewing: Households

The time Americans spend viewing television has been growing steadily since the medium first emerged nearly 60 years ago. This growth was fueled by a variety of factors over the decades: multi-set and color TV households increased, the selection of 24-hour programming options expanded, and such technologies as the VCR and DVR gave viewers ever increasing control. By 2008, time spent viewing TV was at an all-time high.

Annual Average	Time Spent Per Day
1950	4 hrs. 35 mins.
1955	4 hrs. 51 mins.
1960	5 hrs. 6 mins.
1965	5 hrs. 29 mins.
1970	5 hrs. 56 mins.
1975	6 hrs. 7 mins.
1980	6 hrs. 36 mins.
1985	7 hrs. 10 mins.
1990	6 hrs. 53 mins.
1995	7 hrs. 17 mins.
1996	7 hrs. 11 mins.
1997	7 hrs. 12 mins.
1998	7 hrs. 15 mins.
1999	7 hrs. 26 mins.
2000	7 hrs. 35 mins.
2001	7 hrs. 40 mins.
2002	7 hrs. 44 mins.
2003	7 hrs. 58 mins.
2004	8 hrs. 1 min.
2005	8 hrs. 11 mins.
2006	8 hrs. 14 mins.
2007	8 hrs. 14 mins.
2008	8 hrs. 21 mins.
2009	8 hrs. 21 mins.

Source: The Nielsen Company, NTI Annual Averages, 1994-present estimates based on start of broadcast season September to September. Beginning in 2007, estimates include Live+7 HUT viewing. Prior to 9/87: Audimeter Sample; 9/87 to present: People Meter Sample.

## Time Spent Viewing: Persons

Traditionally, women in TV households have spent the most time viewing television, averaging over 5 hours a day in recent years. Men are next, with over 4.5 hours of daily viewing since 2005. Teens and children have been viewing at about the same levels, nearing the 3.5 hour mark. In 2009, Men increased to 4:54. Women, still No. 1, increased to 5:31. Teens went down to 3:26, and Children were up to 3:31.

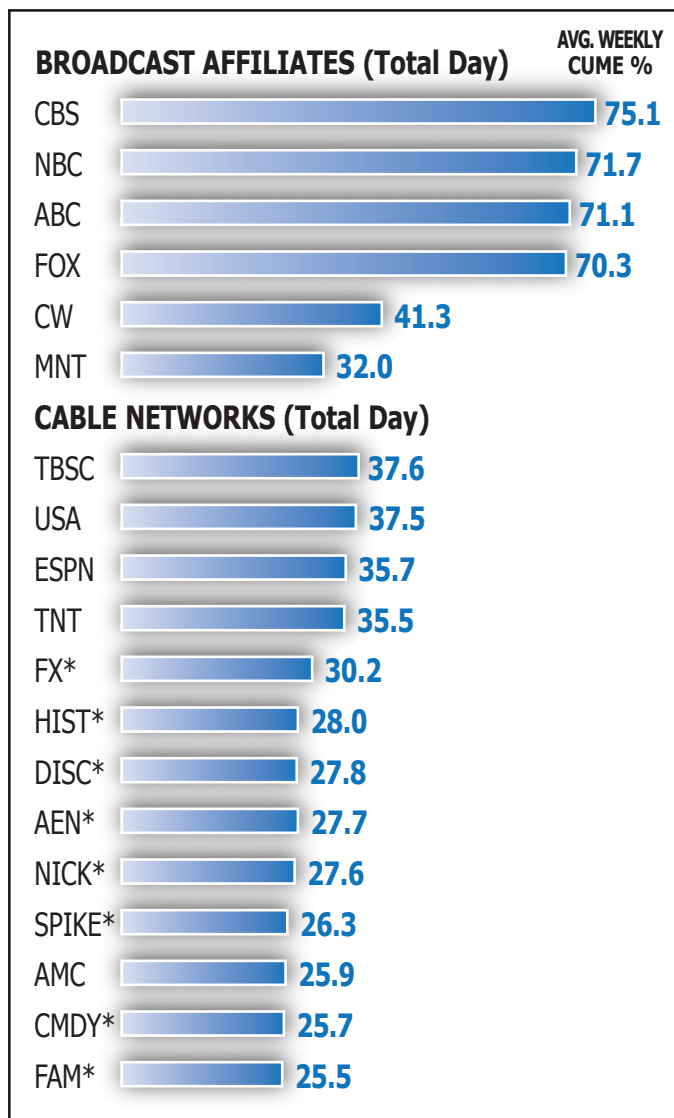
Annual Average	Time Spent Per Day			
	Men	Women	Teens	Children
1988	3:59	4:41	3:18	3:22
1989	3:58	4:39	3:09	3:28
1990	3:51	4:28	3:15	3:18
1991	4:01	4:36	3:16	3:11
1992	4:02	4:40	3:10	3:08
1993	4:04	4:41	3:07	3:07
1994	4:02	4:39	3:05	3:06
1995	4:02	4:38	3:02	3:07
1996	3:58	4:34	2:49	2:59
1997	3:56	4:33	2:54	3:03
1998	3:57	4:33	2:58	2:57
1999	4:02	4:40	3:02	2:58
2000	4:11	4:46	3:04	3:07
2001	4:19	4:51	3:04	3:12
2002	4:22	4:58	3:09	3:10
2003	4:29	5:05	3:07	3:14
2004	4:26	5:07	3:07	3:16
2005	4:31	5:17	3:19	3:19
2006	4:35	5:17	3:22	3:26
2007	4:39	5:19	3:24	3:27
2008	4:49	5:25	3:27	3:28
2009	4:54	5:31	3:26	3:31

Source: The Nielsen Company, NTI Annual Averages, 1994-present data based on start of broadcast season September to September. Beginning in 2007, estimates include Live+7 PUT viewing plus DVR playback.



## Reach: Broadcast vs. Cable

While cable penetration (wired and unwired) currently stands at approximately 90% of TV households, no individual cable network comes to anything near that by the end of an average week. Not one cable network tops 40%. By contrast, 4 of the 6 major broadcast networks reach over 70%.



Source: The Nielsen Company  
Television Activity Report  
NHI 4th Qtr'09  
Estimates include Live+7 days

\*Cable networks did not telecast during the entire daypart.

## Digital Cable

Nielsen estimates national digital cable penetration to be currently at 47.3%.

National Digital Cable Universe Estimates (%)		
	Digital Cable	Digital Cable with Pay
Jul-04	22.9	20.5
Sep-04	22.9	20.5
Nov-04	24.3	21.6
Feb-05	24.2	21.3
May-05	24.4	21.5
Jul-05	24.5	22.0
Sep-05	24.5	22.0
Nov-05	24.9	22.4
Feb-06	25.2	22.7
May-06	26.8	24.0
Jul-06	27.7	24.7
Sep-06	27.7	24.7
Nov-06	28.6	25.3
Feb-07	29.1	25.7
May-07	30.1	25.4
Jul-07	31.6	26.4
Sep-07	31.5	26.3
Nov-07	33.4	27.3
Feb-08	35.0	27.9
May-08	36.4	28.6
Jul-08	37.5	29.3
Sep-08	37.5	29.3
Nov-08	39.5	30.7
Feb-09	41.3	32.0
May-09	42.2	32.7
Jul-09	42.9	32.9
Sep-09	43.7	33.4
Nov-09	44.3	33.6
Feb-10	45.8	34.4
May-10	46.8	34.4
Jul-10	47.3	34.9

Source: The Nielsen Company, Media-Related Universe Estimates

## Alternate Delivery Systems: Local

While national ADS penetration was at 30.3% in July '10, many markets have already reached, and passed, 40%. It's important for local advertisers to know that ads inserted in local cable systems are not seen by viewers who get their programming from ADS.

DMA Rank	DMA Name	ADS as % of TV HH	ADS as % Subscription TV HH*
165	Abilene-Sweetwater	54.1	59.9
145	Albany, GA	40.4	43.2
57	Albany-Schenectady-Troy	18.4	19.8
44	Albuquerque-Santa Fe	44.0	53.0
179	Alexandria, LA	37.3	39.7
208	Alpena	29.9	32.6
131	Amarillo	48.3	54.1
150	Anchorage	20.4	23.6
8	Atlanta	38.2	40.8
114	Augusta-Aiken	31.7	34.8
48	Austin	25.8	28.8
125	Bakersfield	34.8	40.2
27	Baltimore	20.3	21.4
154	Bangor	44.2	52.4
95	Baton Rouge	26.6	28.4
141	Beaumont-Port Arthur	41.3	44.7
189	Bend, OR	25.8	30.7
169	Billings	34.6	40.3
163	Biloxi-Gulfport	24.8	26.3
157	Binghamton	22.7	24.3
40	Birmingham (Ann and Tusc)	44.9	48.1
156	Bluefield-Beckley-Oak Hill	30.3	31.7
112	Boise	46.7	64.6
7	Boston (Manchester)	13.2	13.4
182	Bowling Green	23.4	25.9
52	Buffalo	33.5	36.0
94	Burlington-Plattsburgh	39.3	43.1
190	Butte-Bozeman	40.5	48.8
196	Casper-Riverton	35.0	38.4
88	Cedar Rapids-Wtrlo-IWC&Dub	32.0	36.7
84	Champaign&Sprngfld-Decatur	35.7	39.0
97	Charleston, SC	28.9	31.6
63	Charleston-Huntington	41.9	44.7
24	Charlotte	33.7	36.7
183	Charlottesville	37.4	42.2
86	Chattanooga	33.5	36.7
197	Cheyenne-Scottsbluff	34.0	36.8
3	Chicago	27.7	31.2
130	Chico-Redding	53.4	61.7
33	Cincinnati	26.5	30.7
168	Clarksburg-Weston	45.1	47.2
18	Cleveland-Akron (Canton)	23.1	24.8
92	Colorado Springs-Pueblo	44.1	51.8
79	Columbia, SC	39.9	44.8
137	Columbia-Jefferson City	52.8	60.6
128	Columbus, GA (Opelika, AL)	26.6	28.8
34	Columbus, OH	21.2	23.7
133	Columbus-Tupelo-W Pnt-Hstn	55.9	62.9
129	Corpus Christi	31.0	34.0
5	Dallas-Ft. Worth	37.4	44.2

Source: The Nielsen Company, NSI, July 2010

\*Cable and/or ADS

continued...

## Alternate Delivery Systems: Local

continued...

DMA Rank	DMA Name	ADS as % of TV HH	ADS as % Subscription TV HH*
99	Davenport-R.Island-Moline	35.3	40.7
65	Dayton	22.9	27.1
16	Denver	39.2	43.3
72	Des Moines-Ames	40.6	48.2
11	Detroit	20.0	22.2
172	Dothan	35.7	38.2
139	Duluth-Superior	44.9	55.2
98	El Paso (Las Cruces)	31.2	43.0
176	Elmira (Corning)	27.4	28.9
146	Erie	32.4	37.5
119	Eugene	34.5	40.2
195	Eureka	25.6	30.6
102	Evansville	41.3	45.9
202	Fairbanks	26.9	38.1
121	Fargo-Valley City	34.3	38.8
68	Flint-Saginaw-Bay City	30.0	33.7
55	Fresno-Visalia	46.3	57.1
64	Ft. Myers-Naples	33.0	34.8
100	Ft. Smith-Fay-Sprngdl-Rgrs	39.1	43.0
107	Ft. Wayne	36.5	44.7
160	Gainesville	33.2	36.9
210	Glendive	24.6	26.8
184	Grand Junction-Montrose	33.5	38.3
41	Grand Rapids-Kalmazoo-B.Crk	32.6	37.6
192	Great Falls	46.0	51.2
70	Green Bay-Appleton	32.7	39.7
46	Greensboro-H.Point-W.Salem	30.6	33.6
103	Greenville-N.Bern-Washingtn	37.8	41.7
36	Greenville-Spart-Ashevl-And	45.3	48.7
187	Greenwood-Greenville	35.6	38.3
87	Harlingen-Wslco-Brnsvl-McA	30.1	43.0
39	Harrisburg-Lncstr-Leb-York	26.0	27.8
178	Harrisonburg	36.3	39.5
30	Hartford & New Haven	13.6	14.0
167	Hattiesburg-Laurel	45.3	50.1
206	Helena	30.2	36.5
71	Honolulu	5.9	6.2
10	Houston	27.7	33.3
81	Huntsville-Decatur (Flor)	40.0	43.0
162	Idaho Falls-Pocatillo(Jcksn)	45.6	56.9
25	Indianapolis	27.7	31.9
90	Jackson, MS	50.9	55.4
173	Jackson, TN	36.6	40.1
47	Jacksonville	34.3	37.2
101	Johnstown-Altoona-St Colge	38.5	40.0
181	Jonesboro	31.9	34.9
147	Joplin-Pittsburg	46.9	56.1
207	Juneau	20.5	23.1
32	Kansas City	23.5	27.0
59	Knoxville	34.8	37.6
127	La Crosse-Eau Claire	34.9	39.8
191	Lafayette, IN	26.9	29.5
123	Lafayette, LA	34.9	38.1
175	Lake Charles	28.6	31.1
115	Lansing	34.6	39.1

Source: The Nielsen Company, NSI, July 2010

\*Cable and/or ADS

continued...

## Alternate Delivery Systems: Local

continued...

DMA Rank	DMA Name	ADS as % of TV HH	ADS as % Subscription TV HH*
188	Laredo	26.2	32.5
42	Las Vegas	26.4	29.0
62	Lexington	44.2	48.3
186	Lima	22.5	24.2
105	Lincoln & Hastings-Krny	37.2	41.8
56	Little Rock-Pine Bluff	50.6	55.4
2	Los Angeles	34.5	39.5
49	Louisville	27.8	30.8
143	Lubbock	41.2	49.5
122	Macon	46.0	49.4
85	Madison	34.0	41.2
199	Mankato	21.7	24.1
180	Marquette	26.5	28.1
140	Medford-Klamath Falls	47.0	52.1
50	Memphis	41.8	46.4
185	Meridian	56.8	63.4
17	Miami-Ft. Lauderdale	28.7	30.4
35	Milwaukee	16.5	21.4
15	Minneapolis-St. Paul	26.4	32.0
158	Minot-Bismarck-Dickinson	31.6	34.9
166	Missoula	47.5	57.4
60	Mobile-Pensacola (Ft Walt)	39.9	43.4
138	Monroe-El Dorado	46.0	50.3
124	Monterey-Salinas	38.1	41.9
118	Montgomery-Selma	33.0	35.5
104	Myrtle Beach-Florence	27.8	30.3
29	Nashville	37.6	40.8
51	New Orleans	31.6	34.1
1	New York	13.1	13.5
43	Norfolk-Portsmouth-Newpt Nws	23.3	24.8
209	North Platte	31.5	34.9
155	Odessa-Midland	30.8	32.5
45	Oklahoma City	30.5	36.4
76	Omaha	21.6	23.9
19	Orlando-Daytona Bch-Melbrn	25.5	27.0
200	Ottumwa-Kirkville	38.6	44.7
78	Paducah-Cape Girard-Harsbg	55.1	60.5
142	Palm Springs	23.3	24.3
151	Panama City	28.1	31.3
194	Parkersburg	22.7	24.1
116	Peoria-Bloomington	30.7	34.2
4	Philadelphia	16.9	17.7
12	Phoenix (Prescott)	36.4	42.1
23	Pittsburgh	22.6	23.9
22	Portland, OR	29.1	33.6
77	Portland-Auburn	24.9	27.5
205	Presque Isle	36.9	40.0
53	Providence-New Bedford	10.1	10.8
171	Quincy-Hannibal-Keokuk	46.7	53.3
26	Raleigh-Durham (Fayetteville)	32.9	36.7
174	Rapid City	31.4	34.6
108	Reno	44.0	48.4
58	Richmond-Petersburg	35.2	38.0
67	Roanoke-Lynchburg	52.4	57.6
80	Rochester, NY	17.9	20.4

Source: The Nielsen Company, NSI, July 2010

\*Cable and/or ADS

continued...

## Alternate Delivery Systems: Local

...continued

DMA Rank	DMA Name	ADS as % of TV HH	ADS as % Subscription TV HH*
153	Rochester-Mason City-Austin	30.9	35.0
134	Rockford	30.8	34.5
20	Sacramento-Stokton-Modesto	39.0	43.2
144	Salisbury	20.6	22.1
31	Salt Lake City	41.1	49.1
198	San Angelo	43.2	44.8
37	San Antonio	28.4	32.2
28	San Diego	12.6	13.4
6	San Francisco-Oak-San Jose	26.6	28.6
120	SantaBarbra-SanMar-SanLuOb	35.6	38.5
96	Savannah	39.6	41.6
13	Seattle-Tacoma	20.5	22.0
161	Sherman-Ada	50.8	57.6
82	Shreveport	59.1	64.7
148	Sioux City	33.9	39.5
113	Sioux Falls(Mitchell)	28.2	30.9
91	South Bend-Elkhart	40.1	49.2
75	Spokane	45.6	53.0
74	Springfield, MO	53.3	64.9
111	Springfield-Holyoke	14.3	15.0
201	St. Joseph	29.3	33.1
21	St. Louis	40.0	44.8
83	Syracuse	17.1	18.7
106	Tallahassee-Thomasville	40.5	43.2
14	Tampa-St. Pete (Sarasota)	16.4	17.4
152	Terre Haute	50.0	56.1
73	Toledo	26.4	30.2
136	Topeka	31.7	35.2
117	Traverse City-Cadillac	43.1	48.8
93	Tri-Cities, TN-VA	36.8	39.3
66	Tucson (Sierra Vista)	38.4	44.7
61	Tulsa	37.0	41.7
193	Twin Falls	46.1	56.3
109	Tyler-Longview(Lfkn&Ncgd)	56.1	60.5
170	Utica	20.3	21.8
204	Victoria	30.0	33.3
89	Waco-Temple-Bryan	38.4	42.2
9	Washington, DC (Hagrstwn)	26.0	27.8
177	Watertown	23.4	25.3
135	Wausau-Rhinelanders	40.6	47.3
38	West Palm Beach-Ft. Pierce	27.8	28.8
159	Wheeling-Steubenville	25.6	27.3
149	Wichita Falls & Lawton	50.0	54.4
69	Wichita-Hutchinson Plus	27.6	30.8
54	Wilkes Barre-Scranton	35.2	37.2
132	Wilmington	29.1	30.9
126	Yakima-Pasco-RchInd-Knnwck	50.3	57.3
110	Youngstown	24.2	27.0
164	Yuma-El Centro	43.8	53.1
203	Zanesville	25.4	26.9

Source: The Nielsen Company, NSI, July 2010

\*Cable and/or ADS

## Alternate Delivery Systems: National

Total ADS is at an all-time high and has more than doubled since 2001. Wired Cable has seen penetration drop significantly over that same time period.

November	% TV Households						% Subscription TV Households	
	SMATV	MMDS	Satellite DISH (Lg.)	DBS	TOTAL ADS	Wired Cable	ADS	Wired Cable
1996	0.9	1.3	1.8	2.1	6.0	69.5	7.9	92.5
1997	1.1	1.2	1.6	3.8	7.6	69.4	10.0	90.9
1998	0.7	0.9	1.5	5.9	9.0	69.8	11.5	89.5
1999	0.7	0.8	0.9	6.8	9.1	70.7	11.6	89.4
2000	0.8	0.6	1.0	9.2	11.4	70.2	14.2	87.2
2001	0.6	0.4	0.7	12.3	13.9	70.5	16.7	84.7
2002	0.6	0.3	0.5	15.3	16.5	69.1	19.6	82.2
2003	0.4	0.2	0.4	15.8	18.2	67.4	21.7	80.4
2004	0.5	0.0	0.3	18.5	19.2	66.4	22.7	78.6
2005	0.5	0.1	0.2	20.2	20.8	64.8	24.5	76.3
2006	0.4	0.0	0.1	24.0	24.5	62.1	28.5	72.4
2007	0.4	0.0	0.0	27.6	28.0	61.3	31.6	69.3
2008	0.3	0.0	0.0	28.4	28.7	61.3	32.2	68.8
2009	0.3	0.0	0.0	29.0	29.3	61.7	32.5	68.4

Satellite Master Antenna (SMATV): Serves housing complexes and hotels. Signals received via satellite and distributed by coaxial cable.

Microwave Multi Distribution System (MMDS): Distributes signals by microwave. Home receiver picks up signal, then distributes via internal wiring.

Satellite Dish (C-Band/KU Band) "Big Dish": Household receives transmissions from satellite(s) via a 1- to 3-meter dish.

Direct Broadcast Satellite (DBS): Satellite service delivered directly via household's own small (usually 18") dish.

Source: The Nielsen Company, NTI: People Meter Sample

## Top 100 TV Programs of '09-'10 Season

Broadcast dominated the 2009-10 season, taking 98 of the top 100 programs (based on Household Live+SD ratings) as well as taking 302 of the top 312 programs.

Rank	Program	Network	HH Live + SD U.S. AA%
1	Super Bowl XLIV (6:31P)	CBS	45.1
2	FOX NFC Championship (6:46P)	FOX	30.7
3	Academy Awards	ABC	23.7
4	NBC NFL Playoff Game 2	NBC	18.1
5	Wntr Olym Open Cerem	NBC	17.8
6	2010 Citi Bcs Nat Chmp Gm	ABC	17.3
7	AFC Divisional Playoff-Sa	CBS	17.0
8	Wntr Olym Wed Prime 1	NBC	17.0
9	Oscar's Red Carpet 2010	ABC	15.3
10	Wntr Olym Sat Prime 2	NBC	15.0
11	Wntr Olym Thu Prime 1	NBC	14.8
12	Grammy Awards	CBS	14.8
13	Wntr Olym Sun Prime 1	NBC	14.5
14	Wntr Olym Mon Prime 1	NBC	14.4
15	Wntr Olym Sat Prime 1	NBC	14.3
16	CBS NCAA Bskbl Championships	CBS	14.2
17	Wntr Olym Fri Prime 2	NBC	14.0
18	Wntr Olym Thu Prime 2	NBC	13.9
19	American Idol-Tuesday	FOX	13.7
20	Wntr Olym Fri Prime 1	NBC	13.7
21	FOX World Series Game 4	FOX	13.5
22	Wntr Olym Sun Prime 2	NBC	13.4
23	FOX World Series Game 6 (7:54P)	FOX	13.4
24	FOX NFC Championship-Post	FOX	13.4
25	American Idol-Wednesday	FOX	13.2
26	Wntr Olym Tue Prime 2	NBC	12.8
27	Wntr Olym Mon Prime 2	NBC	12.8
28	Dancing With The Stars	ABC	12.6
29	Wntr Olym Tue Prime 1	NBC	12.4
30	Wntr Olym Close Cerem	NBC	12.3
31	Wntr Olym Wed Prime 2	NBC	12.1
32	American Idol Thu Sp-3/4	FOX	12.1
33	American Idol Thu Sp-3/11	FOX	12.0
34	FOX World Series Game 1 (7:57P)	FOX	11.9
35	Wntr Olym Sat Prime 3	NBC	11.9
36	FOX World Series Game 2 (7:55P)	FOX	11.7
37	NCIS	CBS	11.4
38	NBC Sunday Night Football	NBC	11.3
39	American Idol Thu Sp-2/25	FOX	11.3
40	Dancing W/ The Stars-9/22	ABC	10.7
41	FOX World Series Game 5 (7:53P)	FOX	10.6
42	CMA Awards	ABC	10.5
43	The Mentalist	CBS	10.5
44	Dancing W/Stars Result Sp	ABC	10.4
45	Vancouver Gold	NBC	10.3
46	Golden Globe Awards	NBC	10.1
47	BCS Championship Pre-Game	ABC	9.9
48	Undercover Boss	CBS	9.8
49	Dancing W/Stars Results	ABC	9.8
50	CSI	CBS	9.7
51	NCIS: Los Angeles	CBS	9.7
52	Barbara Walters Sp-3/7	ABC	9.6
53	NCIS 9P Special	CBS	9.6
54	FOX MLB ALCS Game 6	FOX	9.4
55	CBS NCAA Bskbl Champ Sa-2	CBS	9.3

Rank	Program	Network	HH Live + SD U.S. AA%
56	Bachelor: After Final Rose	ABC	9.3
57	FOX World Series Game 3	FOX	9.1
58	NFL Regular Season	ESPN	9.1
59	American Music Awards	ABC	8.9
60	Two And A Half Men	CBS	8.9
61	Grey's Anatomy	ABC	8.9
62	Desperate Housewives	ABC	8.8
63	AllState Sugar Bowl	FOX	8.5
64	The Big Bang Theory	CBS	8.5
65	Criminal Minds	CBS	8.4
66	The Good Wife	CBS	8.4
67	60 Minutes	CBS	8.4
68	Undercover Boss - Special	CBS	8.3
69	Tostitos Fiesta Bowl	FOX	8.3
70	Christmas At The White House	ABC	8.1
71	CBS NCAA Bskbl-Bridge	CBS	8.1
72	CSI: Miami	CBS	8.1
73	Survivor: Samoa Finale	CBS	8.0
74	45th Annual ACM Awards	CBS	7.9
75	Survivor: Heroes-Villains	CBS	7.9
76	CSI: NY	CBS	7.9
77	The Bachelor	ABC	7.8
78	Survivor: Samoa	CBS	7.8
79	The OT	FOX	7.7
80	Survivor:Heroes-Vill-Fnl	CBS	7.7
81	B. Walters: 10 Most Fascinating People '09	ABC	7.6
82	Lost: The End	ABC	7.5
83	Big 12 Championship	ABC	7.5
84	House	FOX	7.4
85	CBS Sunday Movie-Special	CBS	7.4
86	Survivor: Heroes-Vill-Wed	CBS	7.3
87	2010 AFC-NFC Pro Bowl	ESPN	7.1
88	CBS NCAA Bskbl Chmp Th 2	CBS	7.1
89	V	ABC	7.1
90	Brothers & Sisters	ABC	7.0
91	People's Choice Awards	CBS	7.0
92	CBS NCAA Bskbl Chmp Fr 2	CBS	7.0
93	Super Bowl Great Commrds	CBS	7.0
94	Survivor: Samoa Reunion	CBS	6.9
95	Cold Case - Special	CBS	6.9
96	Amazing Race 15	CBS	6.8
97	Lost	ABC	6.8
98	Castle	ABC	6.8
99	FedEx Orange Bowl	FOX	6.8
100	Hallmark Hall Of Fame	CBS	6.5
<b>Top 10 Ad-Supported Subscription TV Programs*</b>			
58	NFL Regular Season	ESPN	9.1
87	2010 AFC-NFC Pro Bowl	ESPN	7.1
223	NBA Playoffs-Conf Fnls	ESPN	4.4
252	Kids Choice 10	NICK	4.1
265	Big Time Rush	NAN	4.0
270	2010 NBA All Star Game	TNT	3.9
281	MLB NLCS	TBSC	3.8
309	State Of The Union 2010	FXNC	3.6
311	NBA Playoffs-Conf Semis	ESPN	3.5
312	2009 Heisman Trophy	ESPN	3.5

Source: 9/21/09-5/26/10 The Nielsen Company; Programming under 25 min. excluded; Ranked by AA% (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker.

\*Subscription TV = programming delivered by wired cable, satellite or telecom provider.

## Top 50 TV Specials of All Time

Special episodes and final episodes of long-running series, blockbuster mini-series and movies, holiday specials and sporting events are all represented on this list of top-rated specials.

Rank	Program	Date	Network	HH Rating
1	M*A*S*H (Final Episode)	2/28/1983	CBS	60.2
2	Dallas (Who Shot J.R.?)	11/21/1980	CBS	53.3
3	Roots Part VIII	1/30/1977	ABC	51.1
4	Super Bowl XVI	1/24/1982	CBS	49.1
5	Super Bowl XVII	1/30/1983	NBC	48.6
6	XVII Winter Olympics	2/23/1994	CBS	48.5
7	Super Bowl XX	1/26/1986	NBC	48.3
8	Gone With The Wind - Part 1	11/7/1976	NBC	47.7
9	Gone With The Wind - Part 2	11/8/1976	NBC	47.4
10	Super Bowl XII	1/15/1978	CBS	47.2
11	Super Bowl XIII	1/21/1979	NBC	47.1
12	Bob Hope Christmas Show	1/15/1970	NBC	46.6
13	Super Bowl XVIII	1/22/1984	CBS	46.4
13	Super Bowl XIX	1/20/1985	ABC	46.4
15	Super Bowl XIV	1/20/1980	CBS	46.3
16	Super Bowl XXX	1/28/1996	NBC	46.0
16	The Day After	11/20/1983	ABC	46.0
18	Roots Part VI	1/28/1977	ABC	45.9
18	The Fugitive (Final Episode)	8/29/1967	ABC	45.9
20	Super Bowl XXI	1/25/1987	CBS	45.8
21	Roots Part V	1/27/1977	ABC	45.7
22	Super Bowl XXVIII	1/29/1994	NBC	45.5
22	Cheers (Final Episode)	5/20/1993	NBC	45.5
24	Ed Sullivan (The Beatles)	2/9/1964	CBS	45.3
25	Super Bowl XXVII	1/31/1993	NBC	45.1
26	Super Bowl XLIV	2/7/2010	CBS	45.0
26	Bob Hope Christmas Show	1/14/1971	NBC	45.0
28	Roots Part III	1/25/1977	ABC	44.8
29	Super Bowl XXXII	1/25/1998	NBC	44.5
30	Super Bowl XI	1/9/1977	NBC	44.4
30	Super Bowl XV	1/25/1981	NBC	44.4
32	Super Bowl VI	1/16/1972	CBS	44.2
33	XVII Winter Olympics	2/25/1994	CBS	44.1
33	Roots Part II	1/24/1977	ABC	44.1
35	Beverly Hillbillies	1/8/1964	CBS	44.0
36	Roots Part IV	1/26/1977	ABC	43.8
36	Ed Sullivan (The Beatles)	2/16/1964	CBS	43.8
38	Super Bowl XXIII	1/22/1989	NBC	43.5
39	Academy Awards	4/7/1970	ABC	43.4
40	Super Bowl XXXIV	1/30/2000	ABC	43.3
40	Super Bowl XXXI	1/26/1997	FOX	43.3
42	Thorn Birds Part III	3/29/1983	ABC	43.2
43	Super Bowl XLII	2/3/2008	FOX	43.1
43	Thorn Birds Part IV	3/30/1983	ABC	43.1
45	CBS NFC Championship	1/10/1982	CBS	42.9
46	Beverly Hillbillies	1/15/1964	CBS	42.8
47	Super Bowl VII	1/14/1973	NBC	42.7
48	Super Bowl XLI	2/4/2007	CBS	42.6
49	Thorn Birds Part II	3/28/1983	ABC	42.5
50	Super Bowl IX	1/12/1975	NBC	42.4
50	Beverly Hillbillies	2/26/1964	CBS	42.4

Source: The Nielsen Company January 1964 - February 2010

Note: Beginning 2006 estimates Live+SD. Prior to 2006 Live only.

## Top 50 Sports Telecasts of All Time

Forty-one of the top 50 sports programs are Super Bowl games. In third place is the XVII Winter Olympics (2/23/94); this ratings spike can be attributed to the Harding/Kerrigan "incident."

Rank	Program	Date	Network	HH Rating
1	Super Bowl XVI	1/24/1982	CBS	49.1
2	Super Bowl XVII	1/30/1983	NBC	48.6
3	XVII Winter Olympics	2/23/1994	CBS	48.5
4	Super Bowl XX	1/26/1986	NBC	48.3
5	Super Bowl XII	1/15/1978	CBS	47.2
6	Super Bowl XIII	1/21/1979	NBC	47.1
7	Super Bowl XVIII	1/22/1984	CBS	46.4
7	Super Bowl XIX	1/20/1985	ABC	46.4
9	Super Bowl XIV	1/20/1980	CBS	46.3
10	Super Bowl XXX	1/28/1996	NBC	46.0
11	Super Bowl XXI	1/25/1987	CBS	45.8
12	Super Bowl XXVIII	1/29/1994	NBC	45.5
13	Super Bowl XXVII	1/31/1993	NBC	45.1
14	Super Bowl XLIV	2/7/2010	CBS	45.0
15	Super Bowl XXXII	1/25/1998	NBC	44.5
16	Super Bowl XI	1/9/1977	NBC	44.4
16	Super Bowl XV	1/25/1981	NBC	44.4
18	Super Bowl VI	1/16/1972	CBS	44.2
19	XVII Winter Olympics	2/25/1994	CBS	44.1
20	Super Bowl XXIII	1/22/1989	NBC	43.5
21	Super Bowl XXXI	1/26/1997	FOX	43.3
21	Super Bowl XXXIV	1/30/2000	ABC	43.3
23	Super Bowl XLII	2/3/2008	FOX	43.1
24	NFC Championship Game	1/10/1982	CBS	42.9
25	Super Bowl VII	1/14/1973	NBC	42.7
26	Super Bowl XLI	2/4/2007	CBS	42.6
27	Super Bowl IX	1/12/1975	NBC	42.4
28	Super Bowl X	1/18/1976	CBS	42.3
29	Super Bowl XLIII	2/1/2009	NBC	42.0
30	Super Bowl XXV	1/27/1991	ABC	41.9
30	Super Bowl XXII	1/31/1988	ABC	41.9
32	Super Bowl VIII	1/13/1974	CBS	41.6
32	Super Bowl XL	2/5/2006	ABC	41.6
34	Super Bowl XXXVIII	2/1/2004	CBS	41.4
35	Super Bowl XXIX	1/29/1995	ABC	41.3
36	Super Bowl XXXIX	2/6/2005	FOX	41.1
37	Super Bowl XXXVII	1/6/2003	ABC	40.7
38	Super Bowl XXXVI	2/3/2002	FOX	40.4
38	Super Bowl XXXV	1/28/2001	CBS	40.4
40	Super Bowl XXVI	1/26/1992	CBS	40.3
41	Super Bowl XXXIII	1/31/1999	FOX	40.2
42	World Series Game #6	10/21/1980	NBC	40.0
43	Super Bowl V	1/17/1971	NBC	39.9
44	World Series Game #7	10/22/1975	NBC	39.6
45	World Series Game #4	10/6/1963	NBC	39.5
46	Super Bowl IV	1/11/1970	CBS	39.4
47	Super Bowl XXIV	1/28/1990	CBS	39.0
48	World Series Game #7	10/27/1986	NBC	38.9
49	World Series Game #7	10/20/1982	NBC	38.2
50	WBA Heavyweight Championship	9/15/1978	ABC	37.3
50	Heavyweight Boxing Championship	9/29/1977	NBC	37.3

Source: The Nielsen Company January 1964 - February 2010

Note: Beginning 2006 estimates Live+SD. Prior to 2006 Live only.



## Top 100 Sports Shows, 2009: Households

Rank	Program	Network	Start Date	HH Live + SD U.S. AA%
1	Super Bowl XLIII	NBC	2/1/09	42.1
2	Super Bowl Kick-Off	NBC	2/1/09	29.6
3	AFC Championship	CBS	1/18/09	22.0
4	NFC Championship	FOX	1/18/09	21.9
5	AFC Divisional Playoff-Su	CBS	1/11/09	19.6
6	NFC Playoff-Sun	FOX	1/11/09	18.8
7	NFC Wildcard Game	FOX	1/4/09	17.6
8	Super Bowl Pre-Game 530P	NBC	2/1/09	16.3
9	NFL Playoff Game 2	NBC	1/3/09	16.1
10	BCS Natl Championship	FOX	1/8/09	15.9
11	NFL Sunday-National	FOX	9/13/09	15.5
12	AFC Divisional Playoff-Sa	CBS	1/10/09	15.4
13	AFC Wildcard Playoff	CBS	1/4/09	15.0
14	NFC Playoff-Sat	FOX	1/10/09	13.8
15	NFL Sunday-National	CBS	9/20/09	13.6
16	World Series Game 4	FOX	11/1/09	13.5
17	World Series Game 6	FOX	11/4/09	13.4
18	NFL Playoff Game 1	NBC	1/3/09	13.1
19	NFL Thursday Special	NBC	9/10/09	12.8
20	World Series Game 1	FOX	10/28/09	11.9
21	Sunday Night Football	NBC	9/13/09	11.8
22	Super Bowl Pre-Game 5P	NBC	2/1/09	11.8
23	World Series Game 2	FOX	10/29/09	11.7
24	Rose Bowl	ABC	1/1/09	11.7
25	NFL-Thursday	CBS	11/26/09	11.6
26	SEC Championship	CBS	12/5/09	11.1
27	NFL-Thursday	FOX	11/26/09	11.1
28	NCAA Basketball Championship	CBS	4/6/09	10.8
29	World Series Game 5	FOX	11/2/09	10.6
30	Fiesta Bowl	FOX	1/5/09	10.4
31	NFL Sunday-Single	FOX	9/20/09	10.3
32	Kentucky Derby	NBC	5/2/09	9.7
33	NFL Regular Season	ESPN Sports Network	9/14/09	9.5
34	NBA Finals-Game 4	ABC	6/11/09	9.4
35	MLB ALCS Game 6	FOX	10/25/09	9.4
36	Daytona 500	FOX	2/15/09	9.2
37	World Series Game 3	FOX	10/31/09	9.1
38	NFL Sunday-Single	CBS	9/13/09	9.1
39	NFL Regular Season	ESPN	9/14/09	9.0
40	MLB All-Star Game	FOX	7/14/09	8.9
41	NBA Finals-Game 3	ABC	6/9/09	8.6
42	NCAA Bskbl Champ Sa-2	CBS	4/4/09	8.5
43	NFL Sunday-Regional	FOX	9/13/09	8.5
44	AFC Wildcard Post Game	CBS	1/4/09	8.5
45	NFL Sunday-Regional	CBS	9/20/09	8.4
46	Masters Golf Tourn.-Sun	CBS	4/12/09	8.3
47	Super Bowl Pre-Game 430P	NBC	2/1/09	8.3
48	NBA Finals-Game 2	ABC	6/7/09	8.2
49	NFL Regular Season 2	ESPN Sports Network	9/14/09	8.0
50	NBA Finals-Game 5	ABC	6/14/09	8.0

Rank	Program	Network	Start Date	HH Live + SD U.S. AA%
51	NCAA Bskbl Champ-Sa-1	CBS	4/4/09	7.9
52	NCAA Bskbl-Bridge	CBS	4/4/09	7.8
53	Sugar Bowl	FOX	1/2/09	7.8
54	NBA Finals-Game 1	ABC	6/4/09	7.8
55	NFC Wildcard Pre-Game	FOX	1/4/09	7.6
56	MLB ALCS Game 5	FOX	10/22/09	7.6
57	Big 12 Championship	ABC	12/5/09	7.5
58	NCAA Bskbl Chmp-Su-3	CBS	3/22/09	7.3
59	Super Bowl Pre-Game 4P	NBC	2/1/09	7.2
60	World Series Game 6 - Post Game	FOX	11/4/09	7.1
61	MLB All-Star Pre-Game	FOX	7/14/09	7.1
62	NFC Championship Pre-Game	FOX	1/18/09	7.0
63	NCAA Bskbl Chmp Fr 2	CBS	3/27/09	6.9
64	NCAA Bskbl Chmp Su-2	CBS	3/29/09	6.8
65	Preakness	NBC	5/16/09	6.8
66	MLB ALCS Game 4	FOX	10/20/09	6.7
67	NCAA Bskbl Chmp Th 2	CBS	3/26/09	6.7
68	NCAA Bskbl Chmp-Sa-3	CBS	3/21/09	6.7
69	PGA Championships-Sun	CBS	8/16/09	6.6
70	2009 NFL Reg Season Sat	NFL Network	12/19/09	6.6
71	NCAA Bskbl Chmp Sa-2	CBS	3/28/09	6.6
72	NFL Pre-Season	NBC	8/30/09	6.5
73	NCAA Bskbl Chmp-Sa-4	CBS	3/21/09	6.5
74	Rose Bowl Pre-Game	ABC	1/1/09	6.5
75	Capital One Bowl	ABC	1/1/09	6.4
76	NFL Today-Sun-Div-Plf	CBS	1/11/09	6.3
77	Super Bowl Pre-Game 330P	NBC	2/1/09	6.3
78	Football Nt America Pt 3	NBC	9/13/09	6.2
79	AFC Championship Pre-Game	CBS	1/18/09	6.1
80	Home Depot Prime College Football	CBS	10/10/09	6.1
81	NCAA Bskbl Champ-Post	CBS	4/6/09	6.1
82	NFC Playoff-Pre-Sat	FOX	1/10/09	5.9
83	NFL Opening Kick-Off Show	NBC	9/10/09	5.9
84	MLB ALCS Game 2	FOX	10/17/09	5.8
85	BCS Select Show	FOX	12/6/09	5.8
86	Daytona 500 Pre-Race	FOX	2/15/09	5.8
87	NCAA Bskbl Chmp-Su-2	CBS	3/22/09	5.8
88	FedEx BCS Ntl Chmp-Pre	FOX	1/8/09	5.8
89	College Ftbl Sp-Sat 1	ABC	10/17/09	5.7
90	Kentucky Derby Pre-Race	NBC	5/2/09	5.7
91	NCAA Bskbl Chp-Eve Th 1	CBS	3/19/09	5.7
92	Super Bowl Pre-Game 3P	NBC	2/1/09	5.6
93	NCAA Bskbl Chmp Th 1	CBS	3/26/09	5.6
94	NCAA Bskbl Chp-Eve Fr 2	CBS	3/20/09	5.6
95	NCAA Bskbl Chmp Fr 1	CBS	3/27/09	5.5
96	NCAA Bskbl Chmp Sa-1	CBS	3/28/09	5.4
97	Orange Bowl	FOX	1/1/09	5.4
98	NBA Playoffs-Sat 3	ABC	5/23/09	5.4
99	AFC-NFC Pro Bowl	NBC	2/8/09	5.4
100	NBA Playoffs-Conf Finals	ESPN	5/19/09	5.3

Source: 1/1-12/31/09 Nielsen Galaxy Lightning Estimates.

Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker. Ad-supported Subscription Television only. Programming under 25 minutes excluded.

## Top 25 Awards/Parade/Pageant Shows, 2009: Households

Rank	Event	Network	Date	U.S. AA%*
1	Academy Awards	ABC	2/22/09	20.8
2	Macy's Thanksgiving Parade	NBC	11/26/09	11.6
3	Grammy Awards	CBS	2/8/09	11.4
4	CMA Awards	ABC	11/11/09	10.5
5	Golden Globe Awards	NBC	1/11/09	9.5
6	American Music Awards	ABC	11/22/09	8.9
7	ACM Awards	CBS	4/5/09	8.9
8	Emmy Awards	CBS	9/20/09	8.8
9	Kennedy Center Honors	CBS	12/29/09	6.4
10	People's Choice Awards	CBS	1/7/09	6.1
11	Tony Awards	CBS	6/7/09	4.9
12	Tournament-Roses Parade	NBC	1/1/09	4.5
13	Tourn. Roses Parade	ABC	1/1/09	4.3
14	Disney Parks Xmas Parade	ABC	12/25/09	4.0
15	Thanksgiving Day Parade	CBS	11/26/09	3.9
16	Miss Universe Pageant	NBC	8/23/09	3.9
17	Miss USA 2009	NBC	4/19/09	3.3
18	Premio Lo Nuestro'09	UNI	3/26/09	3.1
19	Latin Grammy 09	UNI	11/5/09	3.0
20	40th NAACP Image Awards	FOX	2/12/09	2.6
21	2009 Teen Choice Awards	FOX	8/10/09	2.5
22	Kids Choice Awards	NAN	3/28/09	2.4
23	Premios Juventud 09	UNI	7/16/09	2.2
24	36th Annual Daytime Emmy	CW	8/30/09	2.0
25	Premios TV Y Nov'09	UNI	11/29/09	1.7

Source: 1/1-12/31/09 Nielsen Galaxy Lightning Estimates.

\* Live+7 estimates.

Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker. Ad-supported Subscription Television only. Programming under 25 minutes excluded.

## Top 25 Awards/Parade/Pageant Shows, 2009: Adults 25-54

Rank	Event	Network	Date	A25-54 U.S. AA%*
1	Academy Awards	ABC	2/22/09	13.6
2	Grammy Awards	CBS	2/8/09	8.0
3	Macy's Thanksgiving Parade	NBC	11/26/09	7.7
4	American Music Awards	ABC	11/22/09	6.5
5	CMA Awards	ABC	11/11/09	6.3
6	Golden Globe Awards	NBC	1/11/09	5.8
7	Emmy Awards	CBS	9/20/09	5.0
8	ACM Awards	CBS	4/5/09	5.0
9	People's Choice Awards	CBS	1/7/09	3.6
10	Premio Lo Nuestro'09	UNI	3/26/09	2.8
11	Disney Parks Xmas Parade	ABC	12/25/09	2.5
12	Latin Grammy 09	UNI	11/5/09	2.5
13	Kennedy Center Honors	CBS	12/29/09	2.3
14	Tournament-Roses Parade	NBC	1/1/09	2.1
15	Miss Universe Pageant	NBC	8/23/09	2.1
16	Thanksgiving Day Parade	CBS	11/26/09	2.0
17	Tourn. Roses Parade	ABC	1/1/09	2.0
18	Tony Awards	CBS	6/7/09	1.8
19	Premios Juventud 09	UNI	7/16/09	1.6
20	40th NAACP Image Awards	FOX	2/12/09	1.6
21	Miss USA 2009	NBC	4/19/09	1.6
22	2009 Teen Choice Awards	FOX	8/10/09	1.4
23	Premios Oye	UNI	1/25/09	1.3
24	Premios Tv Y Nov'09	UNI	11/29/09	1.2
25	Screen Actors Guild Awards	TBSC	1/25/09	0.9

Source: 1/1-12/31/09 Nielsen Galaxy Lightning Estimates.

\* Live+7 estimates.

Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker. Ad-supported Subscription Television only. Programming under 25 minutes excluded.



## Top Reality Shows, 2009-2010 Season: Households

Rank	Program	Network	U.S. AA%*
1	American Idol-Wednesday	FOX	15.1
2	American Idol-Tuesday	FOX	14.6
3	American Idol Thu Sp-1/29	FOX	14.6
4	Amer Idl Thu Rslt Sp-3/26	FOX	13.7
5	American Idol Thu Sp-3/5	FOX	13.0
6	Dancing With The Stars	ABC	12.9
7	American Idol Thu Sp-2/26	FOX	12.6
8	Dancing W/Stars Sp-9/23	ABC	12.2
9	Bachelor:After Final Rose	ABC	11.7
10	Dancing W/Stars Results	ABC	10.7
11	Dancing W/Stars Result Sp	ABC	10.5
12	America Got Talent 9/14	NBC	8.5
13	Survivor: Gabon Finale	CBS	8.2
14	Survivor: Gabon	CBS	8.1
15	Dancing W/Stars Recap #5	ABC	7.8
16	America's Got Talent-Tue	NBC	7.8
17	Bachelor:Aftr Final Rose2	ABC	7.8
18	America's Got Talent-Wed	NBC	7.5
19	Survivor: Tocantins	CBS	7.5
20	Bachelor, The	ABC	7.5
21	America Got Talent-Wed 9P	NBC	7.4
22	Survivor:Tocantins Finale	CBS	7.4
23	Survivor: Gabon Reunion	CBS	7.4
24	Dancing W/Stars Recap #4	ABC	7.1
25	Survivor:Tocantins Rnion	CBS	6.9
26	Survivor: Samoa - Special	CBS	6.8
27	Amazing Race 13	CBS	6.7
28	Superstars Of Dance 1/4	NBC	6.5
29	I Get That A Lot	CBS	6.4
30	Amazing Race 14 - Special	CBS	6.4
31	Amazing Race 14	CBS	6.3
32	Biggest Loser 7	NBC	6.3
33	Biggest Loser 8	NBC	6.2
34	Dancing W/Stars Recap	ABC	6.2
35	Extrm Makeover:Hm Ed-4/12	ABC	5.9
36	Bachelorette:After Rose	ABC	5.7
37	Biggest Loser 7 2/25	NBC	5.7
38	So You Think Cn Dance-Thu	FOX	5.7
39	Apprentice 8	NBC	5.6
40	Bachelorette, The	ABC	5.5
41	Dancing W/Stars Recap #6	ABC	5.5
42	Survivor: Gabon-Thanks Sp	CBS	5.4
43	So You Think Cn Dance-Wed	FOX	5.4
44	Biggest Loser 6	NBC	5.3
45	America's Gt Tlnt 8P 6/30	NBC	5.3
46	Survivor: Tocantins We-Sp	CBS	5.3
47	Extreme Makeover:Hm Ed-8P	ABC	5.2
48	Secret Mlnr Sp-12/3 9P	FOX	5.1
49	Superstars Of Dance	NBC	5.1
50	Dancing W/Stars Sp-5/19	ABC	5.0

Source: The Nielsen Company, Galaxy Lightning Estimates 9/21/09-5/26/10.

Shows identified by date or as a special were one-time programs, programs that aired outside the regular time slot, or episodes that extended beyond the regularly scheduled time periods. Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker.

\* Live+7 estimates

## Top Reality Shows, 2009-2010 Season: Adults 25-54

Rank	Program	Network	A25-54 U.S. AA%*
1	American Idol-Wednesday	FOX	11.5
2	American Idol-Tuesday	FOX	11.5
3	American Idol Thu Sp-1/29	FOX	11.4
4	Amer Idl Thu Rslt Sp-3/26	FOX	9.9
5	American Idol Thu Sp-3/5	FOX	9.8
6	American Idol Thu Sp-2/26	FOX	9.3
7	Bachelor:After Final Rose	ABC	7.6
8	Dancing W/Stars Sp-9/23	ABC	6.4
9	Dancing With The Stars	ABC	6.3
10	Survivor: Gabon Finale	CBS	6.1
11	Survivor: Gabon	CBS	5.8
12	Survivor:Tocantins Finale	CBS	5.6
13	Survivor:Tocantins Rnion	CBS	5.3
14	Survivor: Tocantins	CBS	5.3
15	Survivor: Gabon Reunion	CBS	5.2
16	Dancing W/Stars Results	ABC	5.2
17	Bachelor:Aftr Final Rose2	ABC	4.8
18	Dancing W/Stars Result Sp	ABC	4.8
19	Biggest Loser 7	NBC	4.7
20	Survivor: Samoa - Special	CBS	4.6
21	Bachelor, The	ABC	4.6
22	Amazing Race 14 - Special	CBS	4.5
23	America's Got Talent-Tue	NBC	4.4
24	Hell's Kitchen	FOX	4.4
25	Biggest Loser 8	NBC	4.4
26	Amazing Race 13	CBS	4.4
27	Apprentice 8	NBC	4.3
28	America Got Talent 9/14	NBC	4.3
29	I Get That A Lot	CBS	4.3
30	Amazing Race 14	CBS	4.3
31	Hell's Kitchen Sp-7/21 9P	FOX	4.2
32	America's Got Talent-Wed	NBC	4.2
33	America Got Talent-Wed 9P	NBC	4.0
34	Biggest Loser 7 2/25	NBC	3.9
35	Biggest Loser 6	NBC	3.8
36	So You Think Cn Dance-Thu	FOX	3.8
36	Extrm Makeover:Hm Ed-4/12	ABC	3.8
38	Superstars Of Dance 1/4	NBC	3.8
39	So You Think Cn Dance-Wed	FOX	3.7
40	Secret Mlnr Sp-12/3 9P	FOX	3.6
41	Survivor: Gabon-Thanks Sp	CBS	3.5
42	True Beauty	ABC	3.4
43	Extreme Makeover:Hm Ed-8P	ABC	3.3
44	Big Brother 11-Tue	CBS	3.3
45	Bachelorette:After Rose	ABC	3.3
46	Bachelorette, The	ABC	3.2
47	Dancing W/Stars Recap #5	ABC	3.2
48	Survivor: Tocantins We-Sp	CBS	3.2
49	Wipeout	ABC	3.2
50	Biggest Loser 6 10/8	NBC	3.1

Source: The Nielsen Company, Galaxy Lightning Estimates 9/21/09-5/26/10.

Shows identified by date or as a special were one-time programs, programs that aired outside the regular time slot, or episodes that extended beyond the regularly scheduled time periods. Ranked by average audience % (ratings); in the event of a tie, impressions (000's) are used as a tiebreaker.

\* Live+7 estimates

## Top Syndicated Programs, 2009-2010 Season: Households

2009-2010 Season (8/31/09 - 8/29/10)			HHLD U.S.	HHLD U.S.**
Rank	Program	Syndicator	AA%	GAA%
1	Wheel of Fortune	CTD	6.5	NA
2	Jeopardy	CTD	5.5	NA
3	Two-Half Men	WB	4.7	6.2
4	Judge Judy	CTD	4.4	6.9
5	Oprah Winfrey Show	CTD	4.3	4.4
6	Entertainment Tonight	CTD	4.2	4.2
7	Family Guy	20TH TV	3.3	3.9
7	Made in Hollywood (S) 12/27/09	CEC	3.3	4.6
9	CSI: New York	CTD	3.2	3.7
10	Made in Hollywood (S) 3/28/10	CEC	3.1	4.2
11	Inside Edition	CTD	3.0	3.0
11	Wheel of Fortune-Wknd	CTD	3.0	NA
13	Law & Order: CI	NBU	2.9	3.9
13	Office	NBU	2.9	3.4
15	Everybody Loves Raymond	CTD	2.8	3.5
15	Made in Hollywood (S) 6/27/10	CEC	2.8	3.8
17	Seinfeld	SONY	2.7	3.1
18	Dr. Phil Show	CTD	2.6	2.6
18	George Lopez	WB	2.6	3.7
20	Law & Order: SVU	NBU	2.5	2.9
20	Live with Regis and Kelly	DAD	2.5	NA
20	Seinfeld-Wknd	SONY	2.5	2.8
23	Dr. Oz Show	SONY	2.4	2.5
23	Millionaire	DAD	2.4	2.7
25	Century 19*	20TH TV	2.3	2.4
25	King of the Hill	20TH TV	2.3	2.7
25	Two-Half Men-Wknd	WB	2.3	2.4
28	Bones	20TH TV	2.2	2.5
28	CSI: Miami	CTD	2.2	2.5
30	Century Premiere*	20TH TV	2.1	2.2
30	Ellen Degeneres Show	WB	2.1	2.1
30	Friends	WB	2.1	2.6
30	Imagination VII*	DAD	2.1	2.2
30	Judge Joe Brown	CTD	2.1	3.1
30	Made in Hollywood (S) 9/20/09	CEC	2.1	3.2
30	Revolution 1A*	20TH TV	2.1	2.1
37	Access Hollywood	NBU	2.0	2.0
37	Buena Vista IX*	DAD	2.0	2.1
37	Buena Vista VI*	DAD	2.0	2.0
37	Entertainment Tonight-Wknd	CTD	2.0	2.1
37	Mauri	NBU	2.0	2.3
37	People's Court	WB	2.0	2.1
37	Revolution 1*	20TH TV	2.0	2.0
44	Buena Vista XI*	DAD	1.9	2.0
44	Everybody Loves Raymond-Wknd	CTD	1.9	1.9
44	House	NBU	1.9	2.2
44	TMZ	WB	1.9	2.0
44	WWE Friday Night Smackdown	20TH TV	1.9	NA
44	Doctors	CTD	1.8	NA
44	Everybody Hates Chris	CTD	1.8	2.0
44	Without a Trace	WB	1.8	1.9

Source: 8/31/09-8/29/10 The Nielsen Company, Galaxy Explorer Live+SD estimates. Ranked by AA%  
 \*Movie Package; \*\*Gross Average Audience; (S) indicates a special

## Top Syndicated Programs, 2009-2010 Season: Adults 25-54

2009-2010 Season (8/31/09 - 8/29/10)			A25-54 U.S.	A25-54 U.S.**
Rank	Program	Syndicator	AA%	GAA%
1	Two-Half Men	WB	2.9	3.8
2	Wheel of Fortune	CTD	2.2	NA
3	Family Guy	20TH TV	2.1	2.4
4	Office	NBU	2.0	2.4
5	Judge Judy	CTD	1.9	2.8
5	Made in Hollywood (S) 12/27/09 (S)	CEC	1.9	2.4
7	Entertainment Tonight	CTD	1.8	1.9
7	Jeopardy	CTD	1.8	NA
7	Made in Hollywood (S) 3/28/10	CEC	1.8	2.4
7	Oprah Winfrey Show	CTD	1.8	1.8
7	Seinfeld	SONY	1.8	2.1
12	CSI: New York	CTD	1.6	1.8
12	Everybody Loves Raymond	CTD	1.6	2.0
12	Made in Hollywood (S) 6/27/10	CEC	1.6	2.0
12	Seinfeld-Wknd	SONY	1.6	1.9
16	Two-Half Men-Wknd	WB	1.4	1.4
16	Friends	WB	1.4	1.7
16	Law & Order: CI	NBU	1.4	1.8
19	Century 19*	20TH TV	1.3	1.4
19	Century Premiere*	20TH TV	1.3	1.3
19	Inside Edition	CTD	1.3	1.3
19	Law & Order: SVU	NBU	1.3	1.5
19	TMZ	WB	1.3	1.4
24	CSI: Miami	CTD	1.2	1.3
24	Imagination VII*	DAD	1.2	1.2
24	King of The Hill	20TH TV	1.2	1.4
24	Revolution 1A*	20TH TV	1.2	1.3
28	Bones	20TH TV	1.1	1.3
28	Buena Vista IX*	DAD	1.1	1.2
28	Buena Vista VI*	DAD	1.1	1.2
28	Everybody Loves Raymond-Wknd	CTD	1.1	1.1
28	Family Guy-Wknd	20TH TV	1.1	1.4
28	House	NBU	1.1	1.2
28	Made in Hollywood (S) 9/20/09	CEC	1.1	1.4
28	Mauri	NBU	1.1	1.3
28	My Name Is Earl	20TH TV	1.1	1.3
28	Revolution 1*	20TH TV	1.1	1.1
28	WWE Friday Night Smackdown	20TH TV	1.1	NA
39	Access Hollywood	NBU	1.0	1.1
39	Buena Vista XI*	DAD	1.0	1.0
39	Dr. Oz Show	SONY	1.0	1.0
39	Dr. Phil Show	CTD	1.0	1.0
39	Ellen Degeneres Show	WB	1.0	1.0
39	Entertainment Tonight-Wknd	CTD	1.0	1.0
39	George Lopez	WB	1.0	1.3
39	House of Payne	20TH TV	1.0	1.2
39	King of Queens	SONY	1.0	1.2
39	Live with Regis and Kelly	DAD	1.0	NA
39	Sex and the City	WB	1.0	1.2
50	Buena Vista VII*	DAD	0.9	1.0
50	Cold Case	WB	0.9	1.0
50	Cops	20TH TV	0.9	1.0
50	Extra	WB	0.9	0.9
50	Frasier	CTD	0.9	1.1

Source: 8/31/09-8/29/10 The Nielsen Company, Galaxy Explorer Live+SD estimates. Ranked by AA%  
 \*Movie Package; \*\*Gross Average Audience; (S) indicates a special

## Network TV Activity By Length of Commercial

Originally the 60-second commercial was the standard for the broadcast TV networks, a carry-over from radio days. By the mid-1960s the :30 was in use, first as a :30/:30 piggy-back, later as a stand-alone, and soon replaced the :60 as the standard. While :15s grew rapidly in the late 1980s, their growth has slowed. They now comprise 39% of commercials, with :10s making up 1%, and the newest 2009 addition :05s at just 0.1%.

NETWORKS							
	:10s	:15s	% OF TOTAL		:45s	:60s	:90s+
			:20s	:30s			
1965	—	—	—	—	—	100.0*	—
1970	—	—	—	25.1	—	74.9*	—
1975	—	—	—	79.0	—	21.0*	—
1980	0.7	—	—	94.6	2.7	1.9	0.1
1985	1.3	10.1	0.8	83.5	1.7	2.2	0.4
1990	0.1	35.4	1.4	60.1	1.0	1.7	0.3
1995	0.2	31.5	0.9	64.8	0.6	1.2	0.8
1996	0.3	33.0	0.5	63.9	0.3	1.2	0.8
1997	0.2	33.1	0.2	64.2	0.3	1.3	0.7
1998	0.1	31.4	0.1	63.0	0.7	3.4	1.3
1999	0.3	31.0	0.2	60.3	0.7	5.6	1.9
2000	1.1	31.9	0.1	58.7	0.7	5.8	1.7
2001	0.9	34.5	0.1	55.8	0.5	6.5	1.8
2002	0.8	33.7	0.3	58.0	0.1	5.7	1.3
2003	0.4	37.7	0.1	55.8	0.3	4.9	0.9
2004	0.6	38.6	0.1	53.5	0.5	5.7	1.0
2005	0.7	37.4	0.2	54.0	0.3	5.9	1.5
2006	0.7	37.7	0.3	54.1	0.4	5.9	0.9
2007	0.7	38.1	0.3	54.5	0.3	5.3	0.7
2008	0.7	39.8	0.4	51.3	0.2	7.0	0.6
2009	1.1	39.1	0.4	50.9	0.1	7.0	1.3

Source: Kantar Media Annual Averages      \*Includes :30/:30 piggy-backs

## Station TV Activity by Length of Commercial

While :60s dominated early on, :10s and :20s were part of the mix. By the mid-1970s, :30s accounted for about 80% of total commercials; while still dominant, :30s have been on the decline and now account for 65.9% of the total. The use of :10s and :20s have declined over the years while :15s have been rising slowly and now account for 20.4% of the total. The use of :60s currently stands at 7.7%, while :10s comprise 3.6% and the latest 2009 addition, :05s, is at 1.4%.

STATIONS							
	:10s	:15s	% OF TOTAL		:45s	:60s	:90s+
			:20s	:30s			
1965	16.1	—	13.3	0.8	—	69.8*	—
1970	11.8	—	4.5	48.1	—	35.6*	—
1975	9.1	—	0.5	79.2	—	11.2*	—
1980	7.8	—	0.2	85.1	0.2	3.9	2.8
1985	5.5	1.3	0.1	88.0	0.6	2.7	1.8
1990	4.0	5.9	0.1	84.4	0.2	3.7	1.7
1995	3.3	7.3	0.2	84.9	0.1	3.3	0.9
1996	3.2	8.3	0.2	83.5	0.1	4.0	0.7
1997	2.7	9.0	0.1	83.1	0.1	4.4	0.6
1998	3.2	9.3	0.1	82.0	0.1	4.7	0.6
1999	3.2	9.5	0.2	81.4	0.1	5.0	0.7
2000	3.3	9.0	0.2	81.4	0.1	5.1	0.9
2001	4.1	11.2	0.7	77.7	0.1	5.4	0.9
2002	3.6	11.6	0.6	78.6	0.1	4.8	0.8
2003	3.5	12.2	0.3	78.3	0.1	4.9	0.7
2004	3.3	12.5	0.3	77.7	0.1	5.7	0.5
2005	3.4	13.3	0.4	76.8	0.1	6.0	0.1
2006	3.3	14.0	0.3	76.2	0.1	6.1	0.1
2007	3.4	15.4	0.2	74.1	0.0	6.6	0.2
2008	3.4	17.0	0.4	71.2	0.1	7.6	0.3
2009	3.6	20.4	0.6	65.9	0.1	7.7	0.2

Source: Kantar Media Annual Averages      \* :60s and :90s+

## Commercial Television Stations

The total number of commercial TV stations on the air at the beginning of 1950 was 96, all VHF stations (ch. 2-13). By 1990 there were about 1,100 stations, evenly split between VHF and UHF (ch. 14+).

YEAR	TOTAL	VHF	UHF
1950	96	96	—
1955	411	297	114
1960	515	440	75
1965	569	481	88
1970	677	501	176
1975	706	514	192
1980	734	516	218
1985	883	520	363
1990	1,092	547	545
1995	1,161	562	599
2000	1,248	564	684
2001	1,302	571	731
2002	1,303	571	732
2003	1,341	586	755
2004	1,361	591	770
2005	1,375	594	781
2006	1,372	585	787
2007	1,364	584	780
2008	1,353	578	775
2009	1,379	364	1,015

Source: Television & Cable Factbook, Jan. each year

## Advertising Expenditures by Medium: 3-Year Track

In 2009 advertising on broadcast television – including Spot TV, Syndication and Network TV – represented nearly 36% of total measured media expenditures. In the latest indication of the increasingly good health of local broadcast TV, Spot Television revenues were up 24.4% in the first half of 2010, compared to the same period in 2009.

MEDIA	2007		2008		2009	
	\$ in Millions	Annual Growth/Decline	\$ in Millions	Annual Growth/Decline	\$ in Millions	Annual Growth/Decline
Spot TV	17,238	-9.6%	16,932	-1.8%	12,922	-23.7%
Share %	12.4%		12.6%		10.9%	
Syndication	4,173	-1.5%	4,445	6.5%	4,229	-4.9%
Share %	3.0%		3.3%		3.6%	
Network TV*	27,238	-1.0%	27,288	0.2%	25,341	-7.1%
Share %	19.6%		20.4%		21.4%	
Cable TV**	19,108	9.7%	19,733	3.3%	19,479	-1.3%
Share %	13.8%		14.7%		16.4%	
Magazines	25,652	6.7%	23,741	-7.5%	19,457	-18.0%
Share %	18.5%		17.7%		16.4%	
Sun Magazines	2,000	4.1%	1,904	-4.8%	1,695	-11.0%
Share %	1.4%		1.4%		1.4%	
Local Magazines	473	-3.8%	403	-14.8%	332	-17.6%
Share %	0.3%		0.3%		0.3%	
Nat'l Newspapers	3,347	-5.6%	2,962	-11.5%	2,435	-17.8%
Share %	2.4%		2.2%		2.1%	
Newspapers	22,777	-5.5%	20,105	-11.7%	16,037	-20.2%
Share %	16.4%		15.0%		13.5%	
Network Radio	1,002	-0.2%	975	-2.7%	890	-8.7%
Share %	0.7%		0.7%		0.8%	
Nat'l Spot Radio	2,489	-7.6%	2,115	-15.0%	1,580	-25.3%
Share %	1.8%		1.6%		1.3%	
US Internet	9,243	-5.2%	9,645	4.3%	10,848	12.5%
Share %	6.7%		7.2%		9.2%	
Outdoor	3,983	4.0%	3,721	-6.6%	3,185	-14.4%
Share %	2.9%		2.8%		2.7%	
GRAND TOTAL	138,722	-0.7%	133,969	-3.4%	118,428	-11.6%

\* Network Television includes both English- and Spanish-language networks.

\*\* Cable Network Television only; data for local Cable is not available.

Source: TVB analysis of Kantar Media data.

## Top 25 Spot TV Advertisers\*

In 2009, Verizon Communications was the top Spot TV advertiser with nearly \$270 million, followed by AT&T with almost \$240 million.

Rank	Advertiser	2009
1	Verizon Communications Inc	\$268,670,700
2	AT&T Inc	237,178,400
3	Ford Motor Co Dlr Assn	228,833,200
4	Chrysler Group LLC	223,646,400
5	Honda Motor Co Ltd	209,075,500
6	Toyota Motor Corp Dlr Assn	201,946,800
7	General Mills Inc	199,744,900
8	Comcast Corp	185,534,600
9	McDonalds Corp	141,921,400
10	Yum Brands Inc	132,757,300
11	Time Warner Cable Inc	114,158,300
12	General Motors Corp	108,760,200
13	Toyota Motor Corp	108,286,900
14	Toyota Motor Corp Loc Dlr	103,142,100
15	Wendys Arbys Group Inc	90,504,500
16	Berkshire Hathaway Inc	88,904,900
17	Doctors Assoc Inc	83,744,900
18	Empire Today LLC	79,653,900
19	Nissan Motor Co Ltd	77,451,500
20	Procter & Gamble Co	74,700,200
21	DirecTV Group Inc	74,375,300
22	Volkswagen AG Dlr Assn	71,572,200
23	Hyundai Corp Dlr Assn	69,165,500
24	ITT Educational Services Inc	69,074,500
25	Ford Motor Co	69,023,200
<small>*Includes both local and national spot activity Source: Television Bureau of Advertising from estimates supplied by Kantar Media. Top 100 markets.</small>		

## Top 25 Spot TV Categories\*

The Automotive category tops the list at over \$1.7 billion, while Communications/Telecommunications comes in at No. 2 with \$1.3 billion. Restaurants is No. 3, followed by Car & Truck Dealers and Furniture Stores.

Rank	Category	2009
1	Automotive	\$1,711,924,500
2	Communications/Telecommunications	1,322,351,300
3	Restaurants	1,132,257,400
4	Car & Truck Dealers	539,614,800
5	Furniture Stores	515,655,600
6	Insurance	495,711,400
7	Schools, Colleges & Camps	446,688,600
8	Financial	440,539,300
9	Food and Food Products	433,390,900
10	Legal Services	411,343,700
11	Travel, Hotels & Resorts	396,144,300
12	Government and Organizations	388,512,700
13	Leisure Time Activities & Events	345,339,800
14	Food Stores & Supermarkets	256,720,200
15	Motion Pictures	213,465,800
16	Media & Advertising	142,770,700
17	Prescription Medication & Pharmaceutical Houses	138,228,900
18	Home Centers & Hardware Stores	110,783,700
19	Political	109,240,700
20	Household Soaps, Cleaners, Polishes & Supplies	104,146,600
21	Clothing Stores	103,011,200
22	Discount Department Stores	96,560,400
23	Toiletries & Cosmetics	92,939,400
24	Medicines and Remedies (excluding Rx)	84,718,400
25	Department Stores	75,839,400
<small>*Includes both local and national spot activity Source: Television Bureau of Advertising from estimates supplied by Kantar Media. Top 100 markets.</small>		

## Top 25 Syndicated TV Categories

Toiletries & Cosmetics, with over \$500 million, tops the list of syndicated advertising categories. Medicines & Remedies (excluding Rx), with close to \$400 million and Prescription Medication & Pharmaceutical Houses, with over \$360 million, round out the top three.

Rank	Category	2009
1	Toiletries & Cosmetics	\$500,644,600
2	Medicines and Remedies (excluding Rx)	397,367,000
3	Prescription Medication and Pharmaceutical Houses	361,809,600
4	Household Soaps, Cleaners, Polishes & Supplies	261,892,700
5	Restaurants	246,838,400
6	Communications/Telecommunications	244,386,000
7	Insurance	218,327,200
8	Food and Food Products	200,187,400
9	Discount Department Stores	184,745,900
10	Motion Pictures	131,766,800
11	Automotive	113,953,200
12	Confectionery & Snacks	97,106,200
13	Financial	89,779,600
14	Beverages	60,687,100
15	Audio and Video Equipment & Supplies	54,941,100
16	Clothing Stores	54,324,800
17	Department Stores	49,522,700
18	Consumer Electronics & Video Stores	45,953,800
19	Pets, Pet Foods & Supplies	41,159,500
20	Household Appliances & Equipment	40,797,200
21	Games, Toys and Hobbycraft	36,330,200
22	Schools, Colleges & Camps	35,112,500
23	Media & Advertising	29,262,800
24	Legal Services	29,134,600
25	Home Centers & Hardware Stores	26,874,700
Source: Television Bureau of Advertising from estimates supplied by Kantar Media.		

## Top 25 Broadcast Network TV Categories

Seven advertising categories spent more than \$1 billion each on network television in 2009. Topping the list was Automotive with over \$2.4 billion; Communications/Telecommunications followed with almost \$2.2 billion, and Prescription Medication & Pharmaceutical Houses came in third with almost \$1.7 billion.

Rank	Category	2009
1	Automotive	\$2,433,283,100
2	Communications/Telecommunications	2,198,044,800
3	Prescription Medication & Pharmaceutical Houses	1,683,099,800
4	Restaurants	1,421,493,800
5	Motion Pictures	1,283,609,800
6	Financial	1,079,157,400
7	Toiletries & Cosmetics	1,078,929,400
8	Food and Food Products	868,933,700
9	Medicines and Remedies (excluding Rx)	700,744,300
10	Insurance	653,697,300
11	Discount Department Stores	554,429,200
12	Household Soaps, Cleaners, Polishes & Supplies	519,390,300
13	Beverages	504,430,700
14	Computers and Software	491,101,200
15	Beer & Wine	484,263,900
16	Department Stores	404,930,500
17	Audio and Video Equipment & Supplies	379,747,600
18	Confectionery & Snacks	317,817,500
19	Home Centers & Hardware Stores	279,217,400
20	Travel, Hotels & Resorts	273,539,200
21	Media & Advertising	235,400,900
22	Games, Toys and Hobbycraft	212,289,400
23	Clothing Stores	204,114,200
24	Apparel, Footwear and Accessories	146,063,800
25	Pets, Pet Foods & Supplies	130,373,900
Source: Television Bureau of Advertising from estimates supplied by Kantar Media.		



## Top 25 Subscription TV Categories (Network)

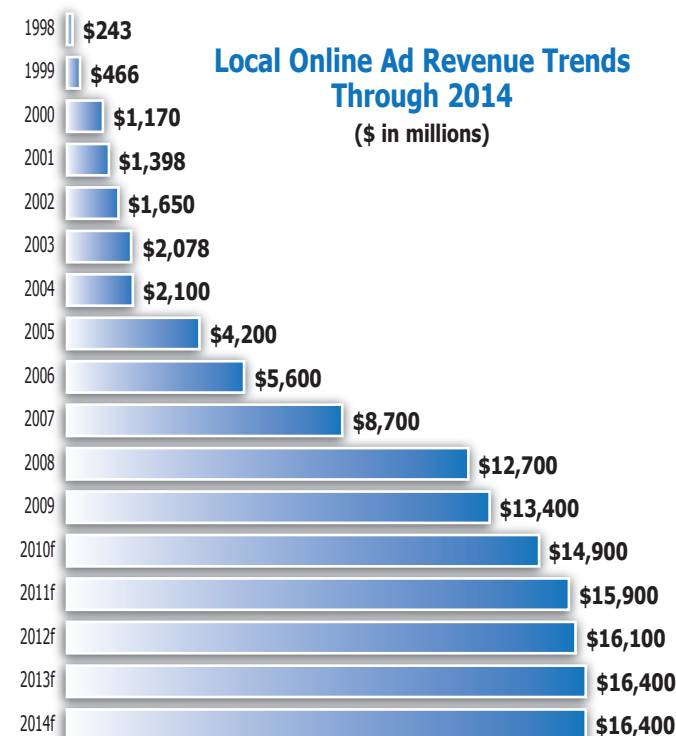
Restaurants, with over \$1.2 billion, tops the list of subscription TV network advertising categories. Automotive (over \$1.1 billion) and Communications/Telecommunications (just over \$1 billion) round out the top three.

Rank	Category	2009
1	Restaurants	\$1,228,891,700
2	Automotive	1,127,216,500
3	Communications/Telecommunications	1,097,458,400
4	Food and Food Products	1,046,728,200
5	Toiletries & Cosmetics	985,584,400
6	Motion Pictures	923,147,000
7	Insurance	850,653,500
8	Financial	698,942,800
9	Household Soaps, Cleaners, Polishes & Supplies	670,879,400
10	Games, Toys and Hobbycraft	652,089,300
11	Prescription Medication & Pharmaceutical Houses	643,358,300
12	Medicines and Remedies (excluding Rx)	596,644,400
13	Audio and Video Equipment & Supplies	386,001,400
14	Confectionery & Snacks	369,537,700
15	Discount Department Stores	364,899,400
16	Travel, Hotels & Resorts	361,284,500
17	Media & Advertising	323,295,200
18	Beverages	322,896,000
19	Beer & Wine	280,911,200
20	Computers and Software	247,224,700
21	Department Stores	217,456,900
22	Household Appliances & Equipment	168,643,800
23	Apparel, Footwear and Accessories	151,699,600
24	Home Centers & Hardware Stores	146,474,700
25	Government and Organizations	145,821,900

Source: Television Bureau of Advertising from estimates supplied by Kantar Media.  
Note: Subscription TV = programming delivered by wired cable, satellite or telecom provider.

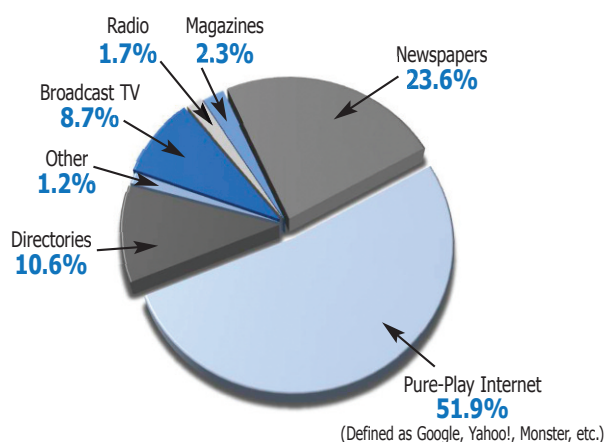
## Total Local Online Advertising

Local online advertising enjoyed double-digit growth from 1998 through 2008. Ad revenue growth slowed to 5% in 2008, but is expected to grow to over 11% in 2010. Continued growth is projected through 2013.



Source: © 2010, Borrell Associates, Inc. 2010-2014: forecast. All rights reserved.

## 2009 Local Online Ad Revenues by Media Choice



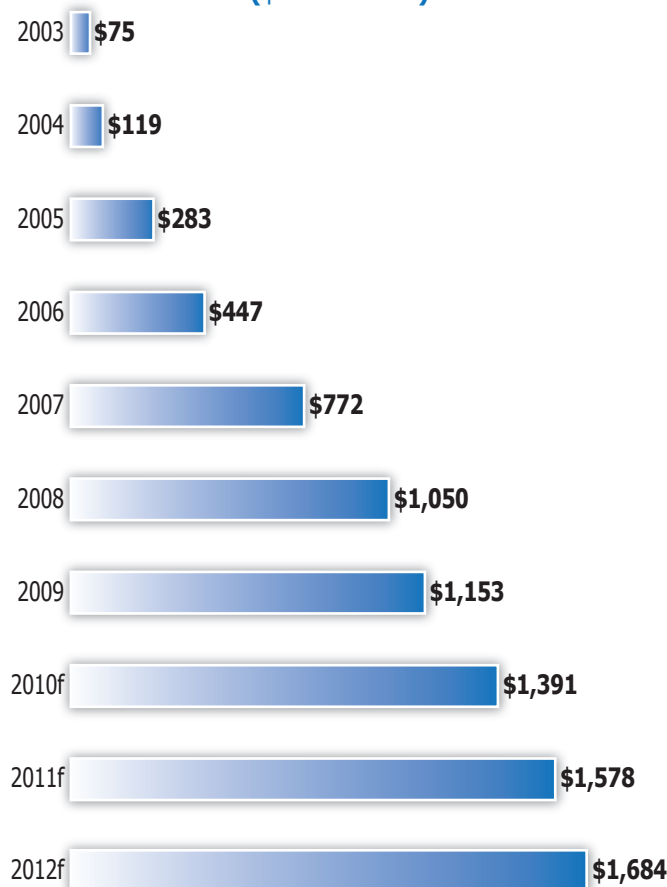
Source: © 2010, Borrell Associates, Inc. All rights reserved.

## Local Station Website Strength

Local broadcasters launched hyperlocal sites in 2009 and attracted new local advertisers. Many companies have been building web revenues through telemarketing sales and reducing their dependence on display advertising, with mobile and video advertising assuming a greater role in 2009. These new initiatives resulted in a jump to \$1.15 billion in online revenues in 2009.

Local stations saw online revenues increase an average of 10 percent, from \$1.05 billion in 2008 to \$1.15 billion in 2009. Revenues for 2010 are estimated at \$1.39 billion and are expected to increase 21% to \$1.68 billion in 2012.

**Local Broadcast TV Web Revenues**  
(\$ in millions)

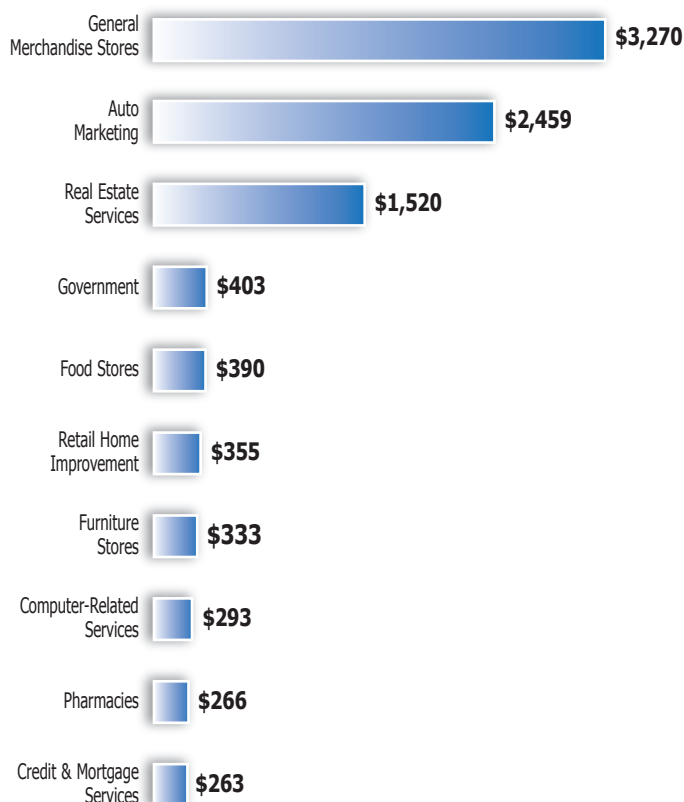


Source: © 2010, Borrell Associates, Inc. 2010-2012: forecast. All rights reserved.

## Top Categories for Local Online Advertising

Three key local business categories spent over \$1 billion in local online advertising in 2009. They are General Merchandise Stores, which spent \$3.27 billion, Auto Marketing, which spent \$2.46 billion, and Real Estate Services, estimated to have spent \$1.52 billion.

**2009 Online Local Ad Spending Estimate**  
(\$ in millions)

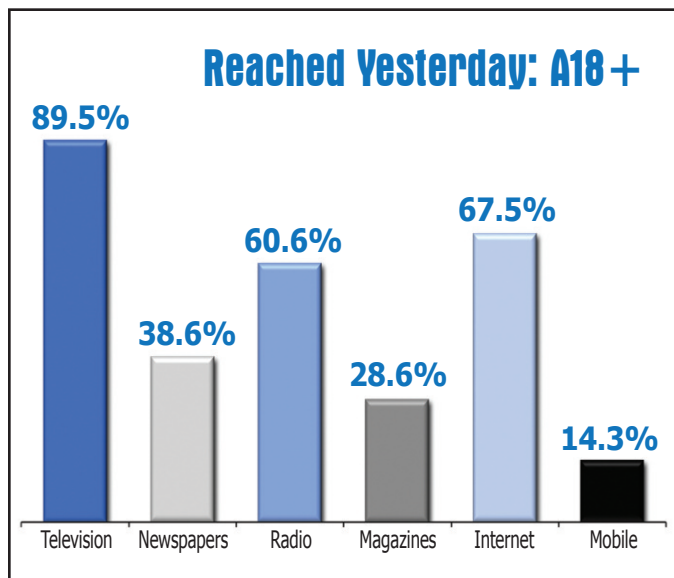


Source: © 2010, Borrell Associates, Inc. All rights reserved.



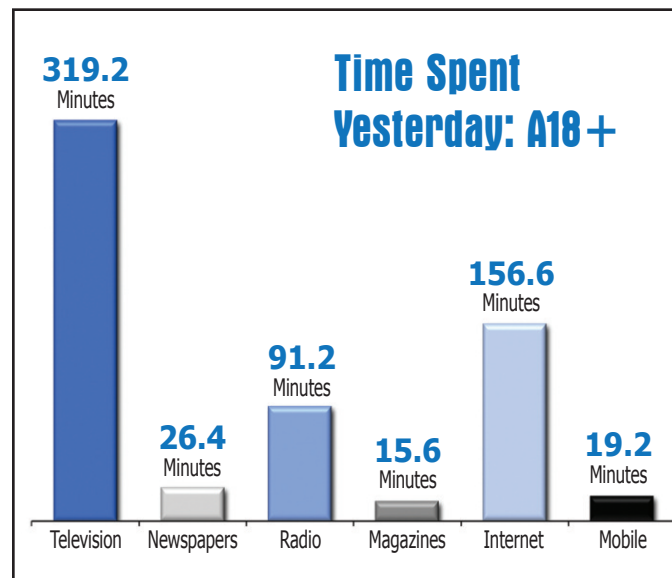
## Television Reaches More Adults Each Day Than Other Medium

Television reaches almost 90% of adults 18+ in the average day, while radio reaches approximately 61% and newspapers, 39%. The same holds true across all demographic groups.



## Adults Spend More Time With Television Each Day

In the average day, adults 18+ spend more time with television than with newspapers, radio, magazines, the Internet, and mobile combined. Similar dominance is seen across all demographic groups.



## Adults Reached Yesterday by Major Media (%)

	Television	Newspapers	Radio	Magazines	Internet	Mobile
Adults 18+	89.5	38.6	60.6	28.6	67.5	14.3
Adults 18-49	85.9	30.2	61.7	25.3	75.3	18.9
Adults 25-54	88.0	35.1	67.0	27.9	73.1	16.8
Men 18+	90.9	41.6	62.8	23.7	66.9	14.9
Men 18-49	88.1	32.4	61.2	21.4	73.4	20.2
Men 25-54	89.1	37.4	67.7	23.3	71.4	18.6
Women 18+	88.2	35.7	58.4	33.2	68.0	13.7
Women 18-49	83.7	28.0	62.3	29.1	77.3	17.7
Women 25-54	87.1	33.0	66.3	32.1	74.7	15.2

## Time Spent Yesterday in Minutes With Major Media

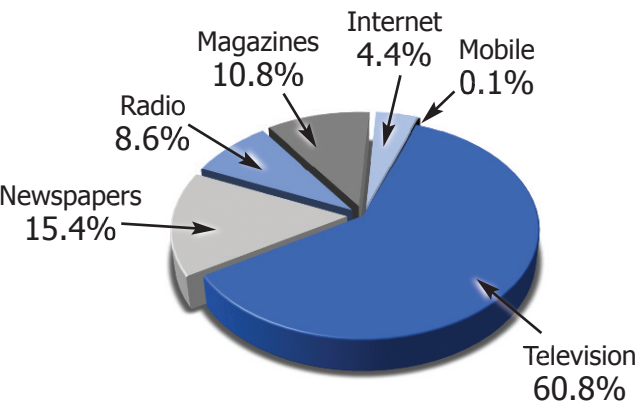
	Television	Newspapers	Radio	Magazines	Internet	Mobile
Adults 18+	319.2	26.4	91.2	15.6	156.6	19.2
Adults 18-49	267.6	19.2	90.6	13.8	181.2	25.2
Adults 25-54	283.8	21.6	106.2	15.0	160.2	19.2
Men 18+	323.4	29.4	90.0	13.2	159.0	19.2
Men 18-49	268.8	19.2	87.6	13.8	178.2	23.4
Men 25-54	284.4	20.4	100.2	13.2	157.2	19.2
Women 18+	315.0	24.0	91.8	17.4	154.2	19.2
Women 18-49	267.0	19.2	93.0	13.8	183.6	27.0
Women 25-54	283.2	22.8	111.6	17.4	163.2	19.2

Source: TVB Media Comparisons Study 2010. Knowledge Networks Inc. Custom Survey.

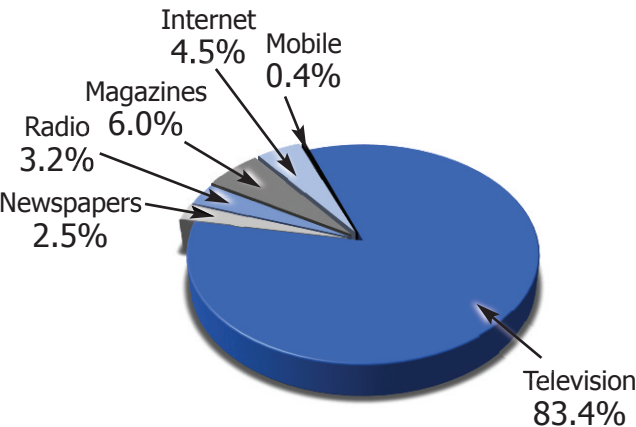
Television Advertising has the Best Perception Among Adults 18 +

The public's perception of advertising in media is critical in the process of selling products and services. Television dominates in the delivery of advertising that is authoritative, exciting, influential, persuasive and engaging.

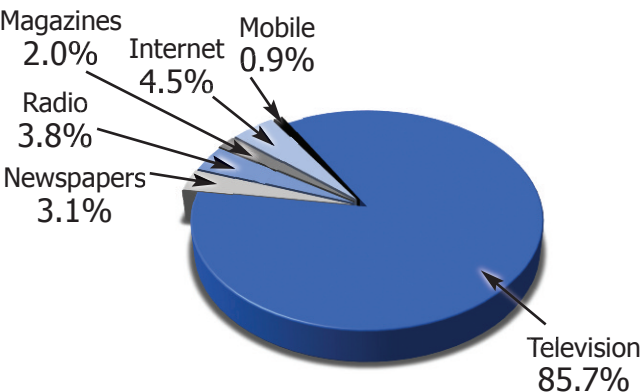
Most Authoritative



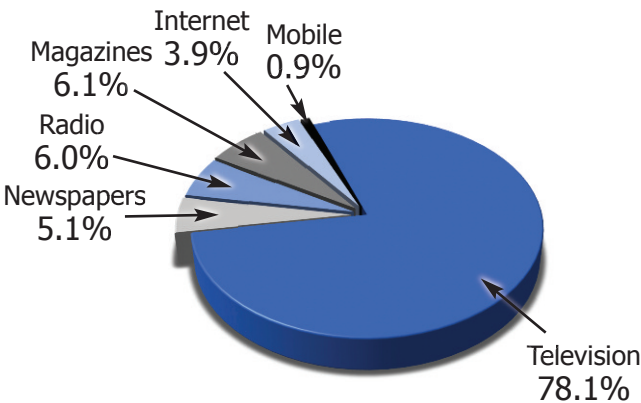
Most Exciting



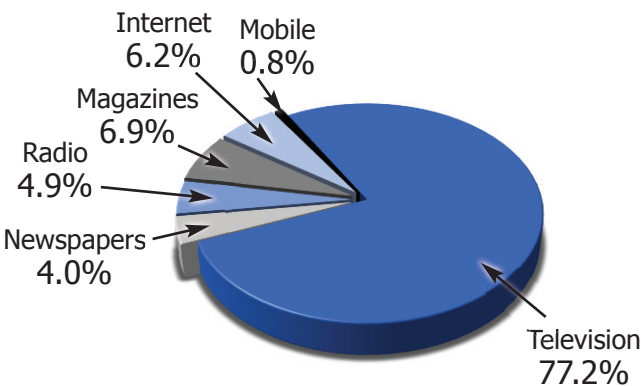
Most Influential



Most Persuasive



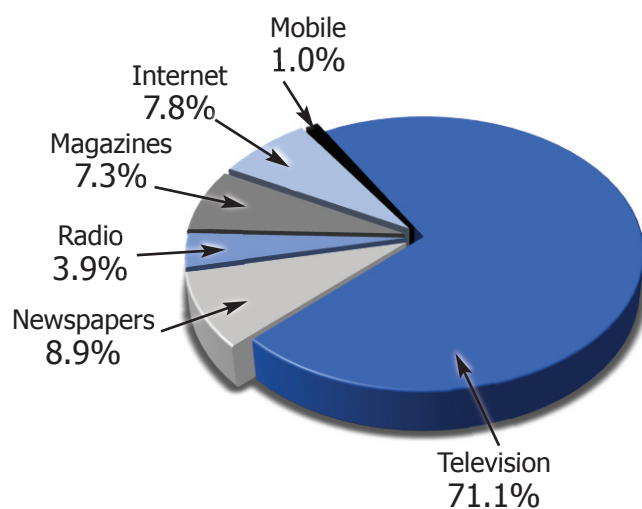
Most Engaging



Source: TVB Media Comparisons Study 2010. Knowledge Networks Inc. Custom Survey.

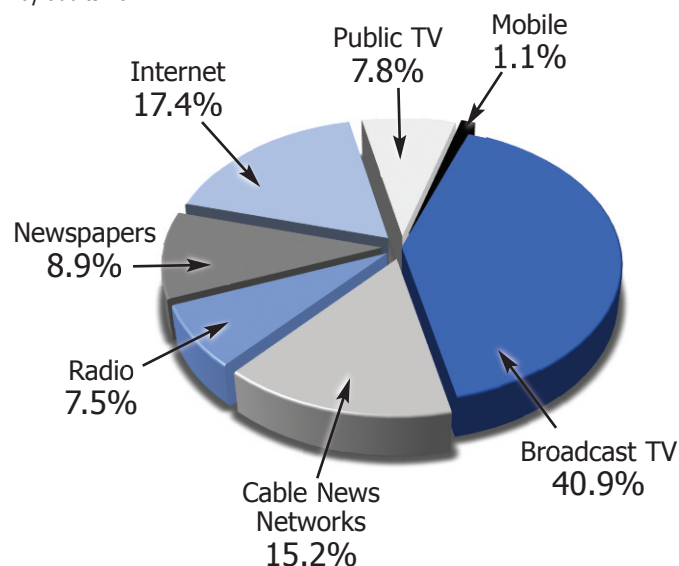
## Television: The Source for Product Information

For advertisers, TV remains the primary link to the American consumer. Over 70% of consumers say they are most likely to learn about products or brands they'd like to buy from television commercials.



## Broadcast Television is Cited as Primary News Source

Broadcast TV remains the primary news source for more viewers. Broadcast news was cited nearly three times as often as cable news by adults 18+.



## Where Most Likely to Learn About Products or Brands

	Television	Newspapers	Radio	Magazines	Internet	Mobile
Adults 18+	71.1	8.9	3.9	7.3	7.8	1.0
Adults 18-49	70.5	6.2	3.7	7.4	10.9	1.2
Adults 25-54	71.2	7.2	4.3	7.5	8.7	1.1
Men 18+	68.2	10.2	5.0	6.2	9.5	1.0
Men 18-49	66.1	6.5	4.9	8.4	13.1	1.0
Men 25-54	68.4	8.0	5.4	7.1	10.2	0.9
Women 18+	73.7	7.7	2.9	8.5	6.3	1.0
Women 18-49	74.9	5.8	2.7	6.5	8.7	1.5
Women 25-54	73.7	6.4	3.2	7.9	7.4	1.3

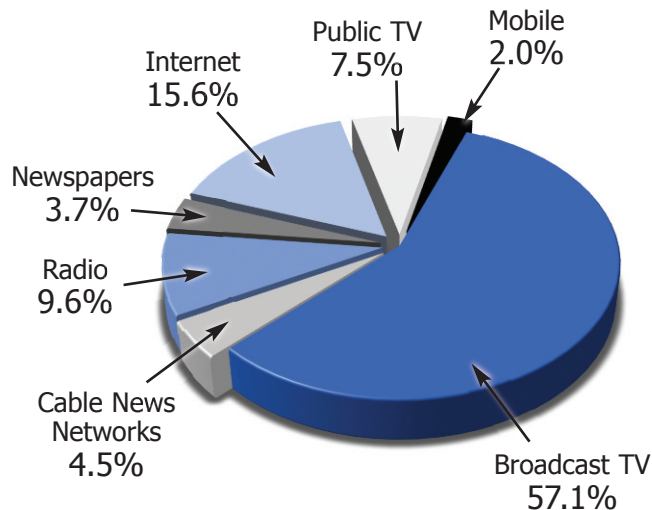
## Medium Cited as Primary News Source

	Broadcast TV	Cable News Networks	Radio	Newspapers	Internet	Public TV	Mobile
Adults 18+	40.9	15.2	7.5	10.2	17.4	7.8	1.1
Adults 18-49	34.3	14.3	8.7	8.9	24.1	8.0	1.7
Adults 25-54	38.9	12.6	9.6	9.5	20.6	8.0	0.8
Men 18+	33.5	16.5	7.3	11.2	22.3	7.3	1.9
Men 18-49	29.9	13.4	7.9	9.3	29.9	6.7	2.9
Men 25-54	33.7	13.7	9.1	9.1	25.1	7.6	1.7
Women 18+	47.8	14.0	7.6	9.3	12.9	8.2	0.3
Women 18-49	38.9	15.2	9.4	8.4	18.3	9.3	0.6
Women 25-54	43.7	11.6	10.0	9.9	16.7	8.2	0.0

Source: TVB Media Comparisons Study 2010. Knowledge Networks Inc. Custom Survey.  
Pies illustrate A18+.

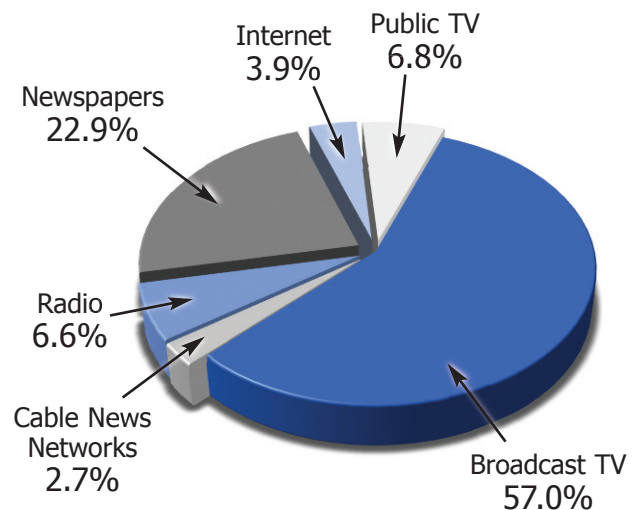
## Broadcast News is the First Choice for Local Weather, Traffic and Sports

When it comes to getting the daily basics, viewers overwhelmingly turn to Broadcast TV.



## Broadcast Television is the Medium Most Involved in the Community

Broadcast TV has built a solid reputation of commitment to issues of importance to local communities.



## First Source for News on Local Weather, Traffic and Sports

	Broadcast TV	Cable News Networks	Radio	Newspapers	Internet	Public TV	Mobile
Adults 18+	57.1	4.5	9.6	3.7	15.6	7.5	2.0
Adults 18-49	48.3	4.8	9.2	3.5	22.5	8.6	3.2
Adults 25-54	52.9	3.9	10.5	3.4	19.5	7.9	2.1
Men 18+	54.8	3.7	11.9	3.9	16.6	6.1	3.0
Men 18-49	47.4	2.0	12.2	3.2	23.6	6.9	4.7
Men 25-54	51.0	2.4	14.3	3.3	19.7	6.3	3.0
Women 18+	59.4	5.2	7.4	3.6	14.6	8.6	1.2
Women 18-49	49.1	7.4	6.2	3.9	21.4	10.2	1.7
Women 25-54	54.6	5.3	7.1	3.3	19.2	9.3	1.2

## Media Outlet Most Involved in Local Community

	Broadcast TV	Cable News Networks	Radio	Newspapers	Internet	Public TV
Adults 18+	57.0	2.7	6.6	22.9	3.9	6.8
Adults 18-49	55.7	2.8	6.9	20.5	5.9	8.2
Adults 25-54	58.1	2.3	7.1	20.4	4.4	7.8
Men 18+	54.3	3.3	7.4	25.4	3.4	6.2
Men 18-49	55.9	3.1	6.8	22.5	5.1	6.5
Men 25-54	57.7	2.5	7.9	22.1	3.4	6.5
Women 18+	59.7	2.1	5.8	20.6	4.3	7.5
Women 18-49	55.4	2.4	7.0	18.5	6.8	9.9
Women 25-54	58.4	2.1	6.2	18.8	5.4	9.0

Source: TVB Media Comparisons Study 2010. Knowledge Networks Inc. Custom Survey.  
Pies illustrate A18+.

## Political Ads on Broadcast Television

All politics is local, and the bulk of political dollars are spent on local broadcast stations. In 2008, the last presidential year, that's where 82% of candidate dollars were spent.

**2005-2009**

**Includes Candidate, Ballot, and Off-Ballot Issue Advertising**

Year	Broadcast Network	Spot/Local	Total
2005	\$100,832,127	\$479,365,367	\$580,197,494
2006	\$155,047,883	\$1,980,056,595	\$2,135,104,478
2007	\$60,434,889	\$318,062,606	\$378,497,495
2008	\$160,703,686	\$1,548,571,694	\$1,709,275,380
2009	\$265,551,281	\$493,218,337	\$758,769,618

Source: TVB analysis of Kantar Media/CMAG data.

### Political Billing in 2008: Top 20 States

Rank	State	2008 Dollars
1	CA	\$261,086,695
2	PA	\$109,694,539
3	OH	\$104,915,908
4	FL	\$98,664,613
5	NC	\$72,936,571
6	CO	\$63,468,820
7	TX	\$56,707,715
8	MI	\$55,377,865
9	MO	\$52,704,050
10	NY	\$48,747,032
11	MN	\$44,685,151
12	DC	\$44,296,367
13	IN	\$42,855,457
14	IL	\$33,652,382
15	WI	\$33,463,077
16	GA	\$33,250,591
17	WA	\$29,295,980
18	KY	\$27,526,774
19	NV	\$27,524,302
20	OR	\$27,094,872

Source: TVB analysis of Kantar Media/CMAG data. New Hampshire and Iowa 2007 presidential spending not included.

## Political Outlook by Program Type

Local broadcast news is one of the strongest television vehicles for reaching potential voters; for this reason, local news is always a key component of political ad buys. In addition, there are other program genres that warrant consideration; the following table is based on national data and highlights the key program types that attract people of various political persuasions.

	Very Conservative	Somewhat Conservative	Middle of the Road	Somewhat Liberal	Very Liberal
Awards-Specials	86	111	119	123	96
Daytime Talk/Variety	77	97	107	114	114
Documentary/Information – Prime	97	108	108	107	106
Early Evening/Network News – M-F	98	114	110	101	99
Early Morning News	107	98	103	90	84
Early Morning Talk/News/Information	94	110	106	119	90
Entertainment Specials	110	120	119	106	86
Feature Films – Prime	65	91	100	67	84
General Drama – Prime	92	108	117	104	87
Late Night Network News/Info – M-F	105	102	98	98	89
Late Night Talk/Variety	74	103	110	128	131
Reality-based	94	107	115	91	82
Situation Comedies – Prime	77	97	114	116	120
Sunday News/Interview	123	116	100	113	92

Example: Viewers who consider themselves "Somewhat Conservative" are 20% more likely than all Adults 18+ to view Entertainment Specials.

Political Outlook – Usually Think Of Yourself As: Very Conservative...Very Liberal

Source: 2009 Doublebase Mediamark Research Inc.

Political Advertising & Government Regulation

Congress, the Federal Communications Commission and the Federal Election Commission regulate broadcast political advertising of candidates and issues. Regulation focuses on two principal areas:

**Access:** Only federal candidates have access rights. Stations must honor a federal candidate demand to purchase time.

**Rates:** Federal, state and local candidates receive a station's best rate for its most favored advertiser during pre-election periods (the "lowest unit charge"). Issue advertisers are not entitled to the lowest unit charge.

From these flow additional basic elements of broadcast political advertising:

**Equality:** Any candidate may demand the same terms of a time buy that an opponent has purchased within the preceding seven days (the famed "equal opportunities" clause). Issue advertisers are not entitled to equal opportunities.

**Placement:** Television news is a sacrosanct safe harbor from access demands. News adjacencies must be made available, however.

**Appearance:** The right to the lowest unit charge is personal to a candidate, and therefore the candidate must personally appear in an ad to receive the lowest unit charge. Otherwise, comparable commercial rates apply.

**Pre-Election:** The lowest unit charge must be made available within 45 days of a primary and 60 days of a general election. At other times, comparable commercial rates apply.

**Sponsor ID:** A political ad must contain a "disclaimer" that meets separate FCC and FEC requirements.

**Full service:** Stations may charge usual and customary fees for services not related to the sale of time (e.g., production, talent, and distribution charges).

**Cash:** Stations may require cash up-front for political advertising, including issue advertising, if station policy requires cash up-front for new commercial advertisers.

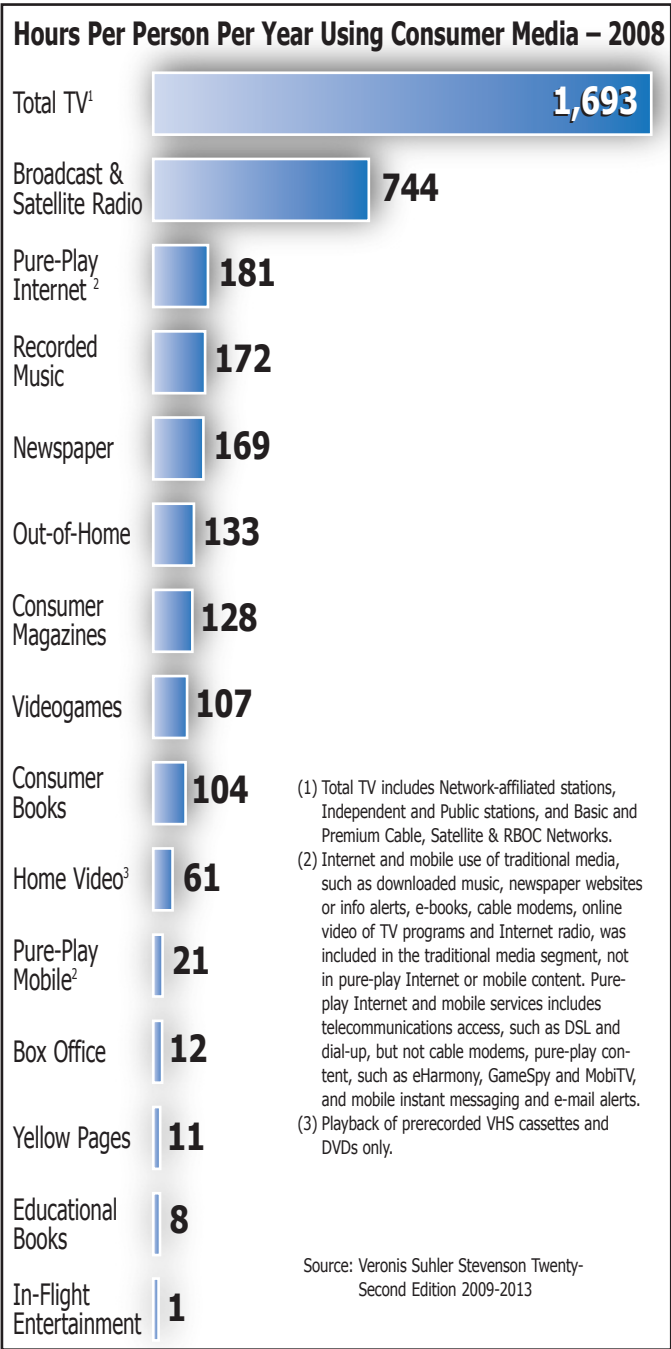
**Paperwork:** Stations must document and make publicly available all requests and contracts for political advertising by anyone who wants to buy time for or against any candidate or on an issue of national importance. Separate FCC and FEC requirements apply.

Few areas of federal regulation are more arcane and complex than broadcast political advertising. TVB's desk reference, "Political Advertising Handbook For The Television Sales Executive," treats the subject in greater depth, and is available online, for TVB members only at [www.tvb.org](http://www.tvb.org). Counsel should be consulted in a specific case.

Source: Erwin G. Krasnow, John Wells King, of Garvey Schubert Barer

Consumer Media Usage

Today, more and more media are competing for people's time. Television remains the clear winner, more than doubling the No. 2 medium, Broadcast & Satellite Radio.





## Geographic Targeting Delivers Customers

**There's never enough money to advertise everywhere you want for as long as you want. Which is why the media planner's basic task is allocation.** That is, spending a limited resource for greatest total effect in getting people to buy the product.

It is the events in a person's life – the empty cereal box, the high telephone bill, the broken dishwasher, the expiring car lease – that trigger consumers to consider making a purchase. Most brand advertising does its job by being there with a message for the consumer who is ready to buy the product.

Thus, for most established brands, advertising has its greatest effect when a consumer is "in the market." For that reason, **when**

**a person gets a message is often more important than how many messages a person gets.** And because products are bought every day, brands need to remind people of their name and value every day.

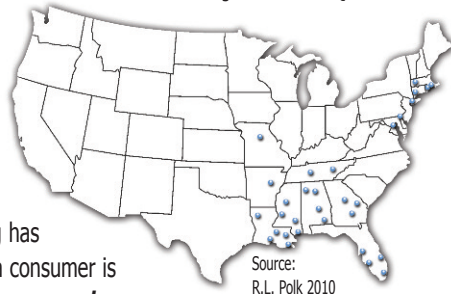
**This is an argument for more weeks of advertising...continuous presence, in other words, not just frequency.** These new ideas can be summed up in the phrase: recency planning.

Since purchases are made continuously, but we usually don't know who is ready to purchase, the idea is to talk to as many target consumers as possible. **For most established brands today, the goal is "reach and continuity," not "reach and frequency."** In other words, it's much more important to reach a potential customer when s/he is interested in making a purchase than to reach every viewer three times or more. And to do that it is necessary to advertise consistently over time. That's called recency.

Advertising does many things. Over time, it builds brand awareness in the target market which in turn makes it easier to influence the next purchase. Recency's real contribution to advertising is to focus on that next purchase – whether the brand is new or established, cornflakes or cars.

### Nissan Maxima

For this sedan, the 31 high-indexing DMAs contained 25.7% of the U.S. population, but delivered over 51.4% of all new Nissan Maxima registrations in 1Q'10.



**Both weeks and weekly reach are key recency goals.**

**Unfortunately, most advertisers can't afford both.** The traditional trade-offs for buying more weeks – scheduling fewer rating points, using 15s instead of 30s, and maximizing lower-priced programs – have been pushed to the limit. The remaining option is to focus on geography, not demography.

**Concentrating solely on demography produces targeting errors.**

There are two kinds: "false positives" where the demo is not the target and "false negatives" where the target is not the demo.

False positive errors waste money. A high percentage of demo exposures are delivered to non-prospects. False negative errors distort GRPs and reach – a significant percentage of prospects are not in the GRP or reach calculations.

And there is no way to reduce the error when using demo targets. A larger demo, for example, merely increases false positives – it includes more people who are not the target. A narrower demo increases false negatives – it excludes more people who are the target.

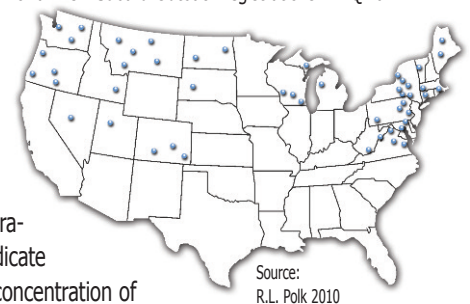
**Using geography, however, reduces targeting error by focusing on high response areas. That's why geo-targeting is so important.**

**Every brand has geographic areas of opportunity. These are spot markets where advertising is most likely to produce sales.**

For most brands, markets comprising a third of the U.S. will have a BDI of 125 or higher. For example, on these pages, the high-indexing DMAs shown delivered approximately half of each model's new registrations. (The blue dots indicate DMAs with the highest concentration of purchasers relative to the national average.)

### Subaru Outback

For this sedan, the 52 high-indexing DMAs contained 23.5% of the U.S. population, but delivered 50.6% of all new Subaru Outback registrations in 1Q'10.



**Geography combined with demography is the optimum formula for reaching high-potential consumers. This is the great strength of Spot TV.**

## Top 25 African-American Markets

In total, the top 25 African-American DMAs contain 61% of all African-American TV households in the U.S. New York tops the list, with 1.26 million African-American households, followed by Atlanta, Chicago, Washington, DC and Philadelphia.

DMA Rank*	Rank	Market (DMA)	DMA % of Total U.S.		
			A-A TV HH	A-A TV HH	Cumulative % Total U.S. A-A TV HH
1	1	New York	1,256,380	8.9	8.9
2	8	Atlanta	664,860	4.7	13.6
3	3	Chicago	589,240	4.2	17.8
4	9	Washington, DC (Hagrstwn)	571,980	4.1	21.9
5	4	Philadelphia	551,070	3.9	25.8
6	2	Los Angeles	475,180	3.4	29.1
7	11	Detroit	378,730	2.7	31.8
8	10	Houston	377,960	2.7	34.5
9	5	Dallas-Ft. Worth	368,640	2.6	37.1
10	25	Raleigh-Durham (Fayetteville)	302,670	2.2	39.3
11	26	Baltimore	297,580	2.1	41.4
12	16	Miami-Ft. Lauderdale	297,110	2.1	43.5
13	48	Memphis	268,620	1.9	45.5
14	23	Charlotte	220,560	1.6	47.0
15	43	Norfolk-Portsmouth-Newport News	219,690	1.6	48.6
16	18	Cleveland-Akron (Canton)	210,780	1.5	50.1
17	21	St. Louis	193,670	1.4	51.5
18	40	Birmingham (Ann and Tusc)	180,510	1.3	52.8
19	6	San Francisco-Oakland-San Jose	180,350	1.3	54.0
20	52	New Orleans	175,000	1.2	55.3
21	19	Orlando-Daytona Beach-Melbourne	173,730	1.2	56.5
22	14	Tampa-St. Pete (Sarasota)	169,960	1.2	57.7
23	57	Richmond-Petersburg	159,090	1.1	58.9
24	90	Jackson, MS	148,610	1.1	59.9
25	78	Columbia, SC	144,170	1.0	60.9

Source: The Nielsen Company, NSI, Jan., 2011

\*Ranked by A-A TV Households

## Top 25 Hispanic Markets

In total, the top 25 Hispanic DMAs contain 75% of all Hispanic TV households in the U.S. Los Angeles tops the list, with 1,893,810 Hispanic TV households, followed by New York's 1,276,130. Miami, Houston & Dallas round out the top five Hispanic DMAs; together these five markets contain over 37% of all Hispanic TV households.

DMA Rank*	Rank	Market (DMA)	DMA % of Total U.S.		
			Hispanic TV HH	Hispanic TV HH	Cumulative % Total U.S. Hispanic TV HH
1	2	Los Angeles	1,893,810	14.2	14.2
2	1	New York	1,276,130	9.6	23.8
3	16	Miami-Ft. Lauderdale	690,640	5.2	29.0
4	10	Houston	586,120	4.4	33.4
5	5	Dallas-Ft. Worth	526,760	3.9	37.3
6	3	Chicago	501,090	3.8	41.1
7	37	San Antonio	400,710	3.0	44.1
8	12	Phoenix (Prescott)	398,750	3.0	47.1
9	6	San Francisco-Oakland-San Jose	393,530	2.9	50.0
10	87	Harlingen-Weslaco-Brownsville-McAllen	297,250	2.2	52.2
11	20	Sacramento-Stokton-Modesto	270,550	2.0	54.2
12	46	Albuquerque-Santa Fe	254,620	1.9	56.1
13	28	San Diego	248,760	1.9	58.0
14	55	Fresno-Visalia	245,630	1.8	59.8
15	17	Denver	242,270	1.8	61.6
16	97	El Paso (Las Cruces)	226,260	1.7	63.3
17	19	Orlando-Daytona Beach-Melbourne	205,970	1.5	64.8
18	4	Philadelphia	204,680	1.5	66.3
19	14	Tampa-St. Pete (Sarasota)	197,820	1.5	67.8
20	9	Washington, DC (Hagrstwn)	195,170	1.5	69.3
21	8	Atlanta	166,450	1.2	70.5
22	44	Austin	163,000	1.2	71.7
23	42	Las Vegas	157,600	1.2	72.9
24	7	Boston (Manchester)	141,200	1.1	74.0
25	67	Tucson (Sierra Vista)	123,940	0.9	74.9

Source: The Nielsen Company, NSI, Jan., 2011

\*Ranked by Hispanic TV Households



## Top 25 Asian Markets

In total, the top 25 Asian DMAs contain 80% of all Asian TV households in the U.S. Los Angeles tops the list, with 699,860 Asian TV households, followed by New York's 614,490. San-Francisco-Oakland-San Jose, Honolulu and Chicago round out the top five Asian DMAs; together these five markets contain over 46% of all Asian TV households.

DMA Rank*	Rank	Market (DMA)	Asian TV HH	DMA % of Total U.S. Asian TV HH	Cumulative % Total U.S. Asian TV HH
1	2	Los Angeles	699,860	14.5	14.7
2	1	New York	614,490	12.8	27.3
3	6	San Francisco-Oak-San Jose	530,690	11.0	38.3
4	72	Honolulu	212,650	4.4	42.8
5	3	Chicago	182,650	3.8	46.6
6	9	Washington, DC (Hagrstwn)	173,830	3.6	50.2
7	13	Seattle-Tacoma	152,360	3.2	53.3
8	20	Sacramnto-Stkton-Modesto	130,790	2.7	56.1
9	4	Philadelphia	120,420	2.5	58.6
10	10	Houston	118,430	2.5	61.0
11	5	Dallas-Ft. Worth	114,740	2.4	63.4
12	7	Boston (Manchester)	112,970	2.3	65.7
13	28	San Diego	105,580	2.2	67.9
14	8	Atlanta	81,930	1.7	69.6
15	11	Detroit	64,160	1.3	71.0
16	42	Las Vegas	54,570	1.1	72.1
17	12	Phoenix (Prescott)	51,460	1.1	73.2
18	15	Minneapolis-St. Paul	50,840	1.1	74.2
19	22	Portland, OR	48,980	1.0	75.2
20	17	Denver	42,210	0.9	76.1
21	26	Baltimore	39,910	0.8	77.0
22	19	Orlando-Daytona Bch-Melbrn	39,400	0.8	77.8
23	14	Tampa-St. Pete (Sarasota)	36,990	0.8	78.5
24	16	Miami-Ft. Lauderdale	35,640	0.7	79.3
25	55	Fresno-Visalia	31,680	0.7	80.0

Source: The Nielsen Company, NSI, Jan., 2011      \*Ranked by Asian TV Households

## Ethnic Buying Power

Hispanic, African-American and Asian target markets have made substantial gains in buying power\* over the last decade. Each of these consumer groups have out-paced the total U.S. buying power growth rate since 1990.

Buying Power (billions of dollars)				
	1990	2000	2009	2014
African-American	318.1	590.2	910.4	1,136.8
Hispanic	211.9	489.4	978.4	1,330.4
Asian-American	116.5	268.7	508.6	696.5
Total	4,270.5	7,187.6	10,717.8	13,097.1

Percentage Change in Buying Power				
	1990-2009	1990-2014	2000-2009	2009-2014
African-American	186.2	257.3	54.3	24.9
Hispanic	361.8	528.0	99.9	36.0
Asian-American	336.6	497.9	89.3	36.9
Total	151.0	206.7	49.1	22.2

In 2014, African-Americans will account for 8.7% of all U.S. buying power, up from 7.4% in 1990.

### Compared to the total U.S., African-Americans spend more on:

- Telephone Services
- Electricity
- Groceries
- Natural Gas

In 2014, Hispanics will account for 10.2% of all U.S. buying power, up from 5.0% in 1990.

### Compared to the Total U.S., Hispanics spend more on:

- Groceries
- Telephone Services
- Housing
- Clothing

In 2014, Asians will account for 5.3% of all U.S. buying power, up from 2.7% in 1990.

### Compared to the average U.S. household, Asians spend more on:

- Food
- Housing
- Furniture
- Vehicle Purchases

\* Total personal income available after taxes for spending on goods and services (same as disposable personal income).

Source: University of Georgia Selig Center for Economic Growth, "The Multicultural Economy 2009," Third Quarter 2009. Economic research from the Terry School of Business at the University of Georgia is published every quarter and their estimates in part are based on data from the U.S. Bureau of Economic Analysis.

## Ethnic Buying Power

**Top States for African-American Buying Power:** The ten largest African-American states account for 61% of the African-American buying power.

Rank	State	Totals in Billions of Dollars
1	New York	86
2	Texas	72
3	California	62
4	Georgia	61
5	Florida	61
6	Maryland	52
7	Illinois	45
8	North Carolina	41
9	Virginia	38
10	New Jersey	35

**Top States for Hispanic Buying Power:** The ten states with the largest Hispanic markets account for 80% of the Hispanic buying power.

Rank	State	Totals in Billions of Dollars
1	California	253
2	Texas	175
3	Florida	101
4	New York	76
5	Illinois	43
6	New Jersey	37
7	Arizona	31
8	Colorado	21
9	New Mexico	18
10	Georgia	15

**Top States for Asian Buying Power:** The ten states with the largest Asian markets account for 75% of the Asian buying power.

Rank	State	Totals in Billions of Dollars
1	California	163
2	New York	51
3	Texas	34
4	New Jersey	32
5	Illinois	23
6	Hawaii	22
7	Washington	17
8	Florida	15
9	Virginia	15
10	Massachusetts	13

Source: University of Georgia Selig Center for Economic Growth, "The Multicultural Economy 2009," Third Quarter 2009

## Local News Delivers Quality Viewers

In every local broadcast market, there are opportunities to reach targeted consumers via programs that cater to local market nuances. Here are some examples of the different types of goods and services that over-index among news viewers in five DMAs.

Category	Index of News Viewers against Total Market (Adults 18+)
<b>Albuquerque, NM (Morning Local News)</b>	
Plan to buy a Smartphone in the next 12 months	162
Plan to purchase a pool/hot tub/home spa in the next 12 months	150
Went to a live show at a casino in the past year	142
Planning to buy a home security system in the next 12 months	141
Made an addition to home in the past year	131
<b>Las Vegas, NV (Late Local News)</b>	
Business decision maker for overnight delivery services	204
Plan to buy a pool/hot tub/home spa in the next 12 months	195
Plan to purchase a computer in the next 12 months	157
Plan to purchase a digital computer in the next 12 months	136
Plan to purchase a smoking cessation product in the next 12 months	133
<b>Rochester, NY (Morning Local News)</b>	
Consulted with a plastic/cosmetic surgeon in the past 12 months	170
Purchased arthritis medication in the past 12 months	134
Used services of an attorney in the past 12 months	124
Purchased medication for high blood pressure in the past 12 months	117
Purchased medication for a digestive disorder in the past 12 months	117
<b>San Francisco, CA (Late Local News)</b>	
Plan to purchase an eReader device in the next 12 months	200
Purchased medication for migraines in the past year	150
Plan to purchase an energy saving appliance in the next 12 months	139
Plan to purchase a major appliance in the next 12 months	127
Took medication for weight loss in the past year	124

Example: In Albuquerque, viewers of morning local broadcast news are 62% more likely than all Albuquerque adults to be planning to buy a Smartphone in the next 12 months.

Note: All M-F local broadcast affiliates and independent news programs are included in the news viewer definitions.

Source: Scarborough Research, 2009 Release 1  
(Apr 2009 - Mar 2010 Alb & LV; Feb 2009-Jan 2010 Rochester & SF)

## Sales Distinctions by DMA

No goods or services sold in the U.S. have equal distribution throughout all 210 television markets. Some may have flatter patterns than others, but there are always market variations based on consumer lifestyles and interests.

Listed below are examples of television markets that have above average indices in three selected sales categories. Spot TV enables advertisers to target high indexing markets for greater ROI.

DMA	2009 DMA Rank	CDI
<b>Gourmet Cooking/Fine Foods</b>		
San Francisco, CA	6	132
New York, NY	1	124
Miami, FL	16	121
Las Vegas, NV	38	120
Washington DC	9	119
<b>Casino Gambling</b>		
San Francisco, CA	6	113
Miami, FL	16	112
Honolulu, HI	62	110
Baltimore, MD	27	109
Chicago, IL	3	108
<b>Fashion Clothing</b>		
San Francisco, CA	6	122
New York, NY	1	121
Las Vegas, NV	38	118
Washington, DC	9	117
Miami, FL	16	116

Notes: CDI, or Category Development Index, is derived by dividing a market's percentage of U.S. sales for a category by the market's percentage of U.S. population.

Source: SRDS Local Market Audience Analyst 2009; DMA Rank based on Nielsen DMA Rank, September 2009.



## Research 101 – Television Markets

### DMA (Designated Market Area)

A Nielsen term used to identify an exclusive geographic area of counties in which the home market television stations hold a dominance of total hours viewed. Each county in the U.S. is assigned to only one of the 210 DMAs.

### Universe Estimate (U.E.)

Total persons or homes in a given population, e.g., TV households in the U.S. or in a specific DMA.

### Metered Markets

DMAs in which household viewing is measured by set-tuning meters in one panel of households, while demographic viewing is collected via diaries from a separate sample. Household viewing data is reported on an overnight basis.

### Local People Meter Markets (LPM)

Local markets with the same metering device used for national Nielsen data. The People Meter measures TV set-tuning and demographic data on a 52-week basis, eliminating the need for diaries.

### Diary Markets

DMA viewing for both set-tuning and demographics is recorded in a paper television viewing diary. Diary markets are measured only during the "sweep" months. Demographics for metered markets are also obtained with diaries.

## Cable Television Terms

### Coverage Area

The number or percentage of TV households that could receive an individual cable channel or program. Coverage reflects the ability to view, not actual viewing.

### Wired Cable Homes

The household is "wired" for cable via a wire to the home from a cable head-end located in the community, and can receive cable channels on any connected TV set in the home.

### Alternate Delivery Source (ADS)

Technologies for the delivery of cable channels that are alternatives to a wire going into the home: satellite dish (C-Band), Direct Broadcast Satellite (DBS), Satellite Master Antenna (SMATV) and Microwave Multi Distribution System (MMDS).

## Research 101 – Media Terminology & Formulas

### Rating

The audience of a particular program or network at a specific period of time expressed as a percent of the total audience population or universe.

*For example,* in a typical large DMA, a 12 NSI household rating would equal delivery of 885,160 HH or 12% of a HH universe of 7,376,330.

If a program has a 12 national (NTI) household rating, and the U.S. TV household universe is 114.5 million, then 12% of 114,500,000, or 13,740,000 households, are tuned to the program.

### FORMULA

Share (%) x HUT (%) = Rating

Audience (000's) / Universe Estimate (000's) = Rating

### Share

The percent of the Households Using Television (HUT) or Persons Using TV (PUT) which are tuned to a specific program or station at a specified time.

*For example,* a 12 household rating divided by a television usage level (HUT) of 60 would yield a share of 20.

### FORMULA

Rating (%) / HUT or PUT (%) = Share

Note: Share is a percent of the viewing audience available during a specific time period. A rating is a percent of the universe estimate.

### HUT (Homes Using Television)

The percent of all TV households with one or more sets in use during a specific time period. When this term applies to people, it is called Persons Using Television (PUT).

*For example,* HUTs in prime time are generally in the 60-65% range while 7AM-9AM could be about 30-35%.

### FORMULA

Rating (%) / Share (%) = HUT

HH with TV sets on (000's) / Total HH Universe (000's) = HUT

## Research 101 – Media Terminology & Formulas

### Audience Composition

The percent that a specific demographic segment is of a larger demo segment. Usually calculated using either Persons 2+ or Adults 18+ as the base, it can be calculated using either impressions or VPVHs.

#### FORMULA

$$A25-54 (000) / A18+ (000) =$$

The A25-54 % audience composition of Total Adults

### Cost Per Thousand (CPM)

Advertisers' cost to deliver one thousand viewer exposures to a commercial. The total cost for one or a series of commercials is divided by the projected audience in thousands.

*For example, if the cost of a commercial is \$50,000 and the projected audience is 4,606,000, then the CPM equals \$10.86 (\$50,000/4,606).*

#### FORMULA

$$\text{Media cost} / \text{Impressions in thousands} = \text{CPM}$$

### Cost Per Rating Point (CPP)

An advertising cost to deliver a single rating point. CPP is calculated by dividing the cost of running a commercial by the size of the audience, expressed in rating points.

*For example, if the cost is \$50,000 and the rating for a program is 12, then the cost per point is \$4,166.67 (\$50,000 divided by 12).*

#### FORMULA

$$\text{Average unit cost} / \text{Rating (\%)} = \text{CPP}$$

$$\text{Total schedule cost} / \text{GRPs} = \text{CPP}$$

### Viewers Per Viewing Household (VPVH)

The number of viewing persons per tuning household. Usually reported as "per 1,000 viewing households." VPVH is not a percentage, it is a ratio of a demographic segment to households and represents an actual number of people.

*For example, if there are 13.5 million households tuned to a program and the Women 18-49 VPVH is .43, then there are .43 W18-49 in each of these 13.5 million households.*

#### FORMULA

$$\text{Persons Projection} / \text{Household Projection} = \text{VPVH}$$

## Research 101 – Media Terminology & Formulas

### Reach

The number of different individuals or households exposed at least once to a program or commercial across a stated period of time. It is expressed as a percentage of a given universe. A household or person is counted once, no matter how many times the telecast has been viewed. Also called cumulative or unduplicated audience.

#### FORMULA

$$\text{GRPs (\%)} / \text{Frequency} = \text{Reach}$$

### Frequency

Average number of times a household or person viewed a given television program, station or commercial during a specific time period. For instance, a schedule of 150 GRPs divided by the percent of homes reached (70%) would deliver a frequency of 2.1.

#### FORMULA

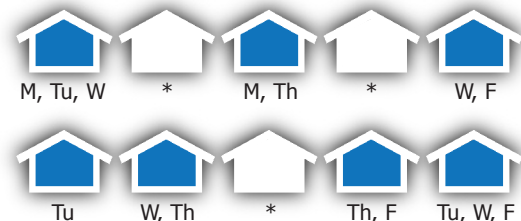
$$\text{GRPs (\%)} / \text{Reach (\%)} = \text{Frequency}$$

### Reach & Frequency Example

Schedule = 150 GRPs

Total DMA Households = 10

Channel 2 HH News Viewing (M-F 6-7PM) = 7 out of a 10 HH universe



\*Household had no viewing to Channel 2 News

In this example, Ch. 2 News reach is 7 HH out of the DMA universe of 10 HH, or 70%. Frequency is calculated by dividing the 150 GRPs by the 70% reach, yielding an average 2.1 frequency.

Each household exposure to the commercial is counted in the GRP total, but any duplication of viewing by the same household is eliminated in the reach calculation because each household is counted only once. Commercial XYZ has been seen in 7 out of 10 households an average of 2.1 times.

## Television Acronyms

Various industries all have their own unique language or nomenclature and the television advertising business is no exception. Listed below are some of the common acronyms that are used and what they stand for, followed by useful terms and definitions.

<b>AAAA</b>	American Association of Advertising Agencies
<b>AAF</b>	American Advertising Federation
<b>ADS</b>	Alternate Delivery Systems
<b>AFTRA</b>	American Federation of Television and Radio Artists
<b>AMOL</b>	Automated Measurement of Lineups
<b>ANA</b>	Association of National Advertisers
<b>ARF</b>	Advertising Research Foundation
<b>AWRT</b>	American Women in Radio and Television
<b>BDI</b>	Brand Development Index
<b>CATV</b>	Cable Television
<b>CC</b>	Closed Captioned
<b>CDI</b>	Category Development Index
<b>CNAD</b>	Cable National Audience Demographics Report
<b>COLTAM</b>	Committee on Local Television Audience Measurement
<b>COLTRAM</b>	Committee on Local Television and Radio Audience Measurement
<b>CPM</b>	Cost Per Thousand
<b>CPP</b>	Cost-Per-Rating Point
<b>DBS</b>	Direct Broadcast Satellite
<b>DMA</b>	Designated Market Area
<b>DTV</b>	Digital TV
<b>DVD</b>	Digital Versatile Disk
<b>DVR</b>	Digital Video Recorder
<b>EBS</b>	Emergency Broadcast System
<b>EDI</b>	Electronic Data Interchange
<b>FCC</b>	Federal Communications Commission
<b>FTC</b>	Federal Trade Commission
<b>GAA</b>	Gross Average Audience
<b>GRP</b>	Gross Rating Point
<b>HDTV</b>	High Definition Television
<b>HUT</b>	Households Using Television
<b>IRTS</b>	International Radio & Television Society Inc.
<b>LCD</b>	Liquid Crystal Display
<b>LMA</b>	Local Marketing Agreement
<b>LPM</b>	Local People Meter
<b>LPTV</b>	Low Power TV Station
<b>MMDS</b>	Multi-channel Multi-point Distribution System
<b>MSO</b>	Multi-System Operator
<b>MVPD</b>	Multichannel Video Programming Distributor

<b>NAB</b>	National Association of Broadcasters
<b>NAD</b>	National Audience Demographics Report
<b>NATPE</b>	National Association of Television Program Executives
<b>NSI</b>	Nielsen Station Index
<b>NTI</b>	Nielsen Television Index
<b>OTO</b>	One Time Only
<b>PBS</b>	Public Broadcasting Service
<b>PPM</b>	Personal People Meter
<b>PPV</b>	Pay-Per-View
<b>PSA</b>	Public Service Announcement
<b>PUT</b>	Persons Using Television
<b>ROI</b>	Return on Investment
<b>ROS</b>	Run-Of-Schedule
<b>ROSP</b>	Report on Syndicated Programs
<b>SDTV</b>	Standard Definition Television
<b>SMATV</b>	Satellite Master Antenna Television
<b>STB</b>	Set-Top Box
<b>TSA</b>	Total Survey Area
<b>UE</b>	Universe Estimate
<b>UHF</b>	Ultra High Frequency
<b>VHF</b>	Very High Frequency
<b>ViP</b>	Viewers in Profile
<b>VOD</b>	Video On-Demand
<b>VPVH</b>	Viewers Per Viewing Household

## Glossary of Television Terms

### A

#### Ad Hoc Network

A group of stations that is formed for a special purpose, such as the showing of a one-time TV program or series. Ad hoc is Latin for “for this.”

#### Adjacency

A commercial or program that immediately follows or precedes another on the same TV station.

#### Advertising Weight

A measure of advertising delivery, normally stated in terms of number of commercials, homes reached, target audience impressions, and gross rating points.

#### Affidavit

A notarized statement from a television station that confirms the commercial actually ran at the time shown on the station's invoice.

#### Affiliate

A TV station, not owned by a network, that grants a network use of specific time periods for network programs and advertising, often for compensation. Remainder of broadcast day is programmed locally.



### Alternate Delivery Systems (ADS)

TV homes with unwired cable access are referred to as having Alternate Delivery Systems. The four components of ADS are:

- Direct Broadcast Satellite (DBS): Programming delivered directly via household's own small (usually 18") dish; DBS is the largest component of ADS.
- Satellite Master Antenna (SMATV): Serves housing complexes and hotels; signals received via satellite and distributed by coaxial cable.
- Microwave Multi Distribution System (MMDS), "Wireless Cable": Distributes signals by microwave. Home receiver picks up signal, then distributes via internal wiring.
- Satellite Dish (C-Band/KU Band), "Big Dish": Household receives transmissions from a satellite(s), via a 1- to 3- meter dish.

### Audience Composition

The distribution of a station's audiences by demographic group.

### Audience Duplication

The extent to which the audience of one station is exposed to that of another.

### Audience Flow

A measure of the change in audience during and between programs. Audience flow shows the percentages of people or households who turn on or off a program, switch to or from another channel, or remain on the same channel as the previous program.

### Automated Measurement of Lineups (AMOL)

The technology which allows The Nielsen Company to track an identification code within locally transmitted TV signals for network and nationally syndicated programs. Nielsen is also linked by computers to networks and syndicators in order to receive their latest schedule changes. Using this technology, Nielsen can pin down exactly what program was shown on what channel at a particular time.

### Average Audience (AA)

A widely used rating term, expressed as a percentage, to reflect viewing to the average minute of a program or time period. It is an average of the audience at minute 1, 2, 3, etc. As such, it serves as an estimate of the average commercial audience (households or persons).

### Average Quarter-Hour Audience

Estimated number of people who watch a program or station for a minimum of five minutes within a specific quarter hour.

### B

### Back Channel

A means of communication from users to content providers. As content providers are transmitting interactive television (analog or digital) to users, users can connect through a back channel to a website. It can be used to provide feedback, purchase goods and services, etc.

### Barter

The exchange of quantities of commercial time for merchandise or services.

### Barter Syndication

A program distribution method in which the syndicator retains and sells a portion of the show's advertising time. In "cash plus barter," the syndicator also receives some money from the station on which the program airs.

### Basic Cable

Channels received by cable subscribers at no extra charge, usually supported by advertising and small per-subscriber fees paid by cable operators.

### Billboard

A brief announcement, usually 3, 5 or 10 seconds in length, and usually earned by advertisers paying extra for the program being ordered. Billboards are afforded, in most instances, at the top and bottom (beginning and end) of the show. The product and/or sponsor's name is mentioned in a statement such as "...the following portion of (program) is being brought to you by (sponsor)..." Also, called OPEN when used at the top of a show, and CLOSE when used at the bottom of a show.

### Brand Development Index (BDI)

A measure of the relationship of a specific brand's sales to population in a specific geographic area. The BDI is derived by dividing an area's percent of total U.S. sales by that area's percent of population.

### Broadband Services

High-speed cable Internet, digital cable and digital phone services all through a single pipeline.

### Broadcast Calendar

The standard Broadcast calendar, created in the 1960s, is designed to conform to the uniform billing period adopted by broadcasters, agencies and advertisers for billing and planning functions. Under this system, the standard week starts on Monday and ends on Sunday. The standard Broadcast billing month always ends on the last Sunday of the calendar month.

### Broadcast Coverage Area

The geographic area that receives a signal from an originating TV station.

### C

### Cable Television (Cable TV or CATV)

A television distribution system whereby TV signals are transmitted via cable (insulated wire), rather than through the air, to subscribers in a community or locality. Cable television systems are generally called cable systems; the companies that own and operate them are known as cable system operators or cablecasters.

### Category Development Index (CDI)

A measure of the relationship of a specific category's sales to population in a specific geographic area. The CDI is derived by dividing an area's percent of total U.S. sales by that area's percent of population. Comparing BDI and CDI can be helpful in gauging brand or category potential.



**Clutter**

Excessive amounts of advertising carried by media vehicles. Term refers to the total amount of advertising time and space and to its scheduling long strings of consecutive commercials for broadcasting.

**Confirmation**

A statement (verbal or written) given to advertising agencies by a network, station, or rep firm when accepting an order for a commercial and/or media schedule.

**Continuity**

Scheduling advertising consistently over a period of time without interruption in order to build or maintain advertising awareness and recall.

**Co-op Advertising**

TV advertising paid for jointly by a manufacturer and retailer.

**Cost-Per-Rating Point (CPP)**

Used by most media planners in developing and allocating market budgets and setting rating point goals. It is defined as the cost of reaching one percent of the target audience within a specified geographic area.

$$\frac{\text{Average Cost per Spot}}{\text{Average Rating Point per Spot}} \quad \text{OR} \quad \frac{\text{Cost of Schedule}}{\text{Gross Rating Points}}$$

**Cost Per Thousand (CPM)**

The cost of reaching 1,000 homes or individuals with a specific advertising message. CPM is a standard advertising measure to compare the relative cost efficiency of different programs, stations, or media.

**Coverage**

The percentage of homes or persons receiving a particular broadcast signal within a specific geographic area.

**Cumulative Audience (CUME)**

It is the total non-duplicated audience for one or a series of telecasts, programs, messages, or time-periods. It is expressed as a percentage of a given universe. A household or person is counted once no matter how many times the telecast has been viewed. This also is known as reach, net unduplicated audience, or net reach.

**D****Datacasting**

The broadcast of information and other services using a digital television channel. Broadcasters can offer additional related information while a program is being viewed.

**Dayparts**

The time segments that divide the TV day for ad scheduling purposes. These segments generally reflect a television station's programming patterns. Comparison of audience estimates between dayparts may indicate differences in size and composition of available audience. While dayparts may vary by market, station and affiliation, the most common dayparts\* are:

**...Dayparts continued**

Early morning	5:00am-9:00am	Prime M-Sat	8:00pm-11:00pm
Daytime	9:00am-3:00pm	Sun	7:00pm-11:00pm
Early fringe	3:00pm-5:00pm	Late news	11:00pm-11:30pm
Early news	5:00pm-7:00pm	Late fringe	11:30pm-2:00am
Prime access	7:00pm-8:00pm	Overnight	2:00am-5:00am

\*Eastern Time

**Decoder**

An electronic device used for converting a scrambled TV signal into a viewable picture.

**Demographics**

Audience composition based on various socioeconomic characteristics such as age, sex, income, education, household size, occupation, etc.

**Designated Market Area (DMA)**

Represents an exclusive geographic area of counties in which the home market stations are estimated to have the largest quarter-hour audience share (as defined by Nielsen).

**Digital Television (DTV)**

Generic term that refers to all digital television formats, including high-definition television (HDTV) and standard-definition television (SDTV).

**Digital Video Recorder (DVR)**

Refers to "digital video recorder," also known as "personal video recorder." A DVR or PVR records broadcasts on a hard disk drive which can then be played back at a later time (this is known as "time shifting"). A DVR often enables smart programming, in which the device records an entire series or programming defined by keywords, genre, or personnel; and offers pause control over "live" broadcasts.

**Discrepancy**

A difference between station billing and the original order; requires a discussion between the buyer and the station before the invoice is paid.

**Direct Broadcast Satellite (DBS)**

A television technology that delivers signals directly from a satellite to a home through the use of a small (usually 18") dish.

**Direct Response**

Advertising that seeks direct and prompt response from the viewer by means of exhibiting telephone numbers, box numbers, or other means of getting the viewer to order or inquire about objects shown.

**Drop-In Ad**

A local commercial inserted into a national program, or, more generally, an advertising message inserted into a larger advertisement, as for a local dealer or retailer, or a phrase, such as a public service slogan, or symbol; also called a hitch-hike ad.

**Duopoly**

An instance where two stations in the same designated market area are owned by the same party. Though once forbidden by the FCC, the rules surrounding duopolies have been relaxed in recent years.

## E

**Electronic Data Interchange (EDI)** See definition under eBusiness.

**Efficiency**

The relationship of media cost to audience delivery.

**eBusiness**

The transfer of data from one computer to another. When computers connect, trading partners can conduct business transactions electronically. eBusiness promises a more efficient procedure for processing Spot TV buys electronically.

**Equal Time**

The FCC's Equal Opportunities Rule (part of Section 315 of the Communications Act) states that if a broadcast station or cable system gives or sells time to one candidate for public office, it must offer equivalent time to other candidates. News shows are exempt.

**Exposure**

A person's physical contact with an advertising medium or message. It can be in a visual and/or an audio form.

## F

**Flight**

A scheduling tactic that alternates periods of advertising with periods of no activity.

**Fragmentation (Audience)**

The increasing number of audience subdivisions which, together, constitute total TV usage. Television audiences are said to be fragmented, for example, across a broad spectrum of video sources: multiple broadcast networks, cable networks, syndicated programs, DBS services, VCR and video game usage, Internet usage, etc.

**Frequency**

The average number of times an accumulated audience has the opportunity to be exposed to advertisements, a particular program, or program schedule, within a measured period of time.

Reach x Frequency = Gross Rating Points

## G

**Geographic Targeting, or Geo-Targeting**

The process of identifying a brand's geographic areas of opportunity, or the markets (DMAs) in which advertising is most likely to produce sales. Geographic targeting combines demographic and sales data to reach high-potential customers. See pages 64-67 for more information.

**Gross Rating Points (GRP)**

The sum of individual telecast ratings on a total program basis or advertiser commercial schedule, without regard to duplication. For example, 10 announcements each with a 10 rating would produce a total of 100 GRPs.

## H

**Hiatus**

Period in a campaign when an advertiser's schedule is suspended for a short period of time, after which the schedule resumes.

**High Definition Television (HDTV)**

One mode of operation of digital TV whereby the broadcaster transmits a wide-screen picture with many times more detail than is contained in current analog television pictures. HDTV has 1125 lines of resolution vs. NTSC signals which have 525 lines of resolution.

**Households Using Television (HUT)**

The percentage of all television households in a survey area with one or more sets in use during a specific time period.

## I

**Impressions**

Number of homes or individuals exposed to an advertisement or group of advertisements.

**Independent Station**

Stations not affiliated with any network, usually refers to commercial stations only.

**Infomercial**

A television commercial that is similar in appearance to a news program or talk show format, usually 30 minutes in length.

**Interactive Television**

A combination of television with interactive content. Programming can include richer graphics, one-click access to websites through TV Crossover Links, electronic mail and chats, and online commerce through a back channel.

**Interconnect**

Two or more cable systems distributing a commercial signal simultaneously, and offering a multiple system buy in which only one contract need be negotiated. Interconnects can be hard, where systems are directly linked by cable, microwave relays or by satellite, and the signal is fed to the entire Interconnect by one head-end; or soft, where there is no direct operational connection between the participating systems.

## L

**Lead-in**

A program that immediately precedes another program on the same station or network. (Lead-out is the program that immediately follows another program.)

**Live Ratings**

The Nielsen Company's term for ratings reported as strictly live with no DVR playback activity.

### Live Plus Ratings

The Nielsen Company's term for live ratings plus seven-day DVR playback activity.

### Live Plus Same Day Ratings (Same Day Ratings)

The Nielsen Company's term for live ratings plus DVR playback activity until 3:00 am of the same Nielsen day.

### Local Marketing Agreement (LMA)

An agreement between two owners in which one markets and sells advertising for the other.

### Local Spot

The advertising purchased in a market and aimed only at the audience in that market (see Spot TV).



### Make-good

A spot offered by a station in place of a regularly scheduled announcement that did not run or was improperly aired.

### Media Mix

The distribution of time and money allocated among TV, radio, print and Internet advertising that makes up the total advertising budget of an advertiser, agency or media buyer.

### Metro Area

A U.S. Government definition; the counties that comprise each Standard Metropolitan Statistical Area.

### Multichannel Video Programming Distributors (MVPDs)

A multichannel video program distributor is an entity such as a cable operator, a BRS/EBS provider, a direct broadcast satellite service, a television receive-only satellite program distributor, or a satellite master antenna television system operator, that makes available for purchase, by subscribers or customers, multiple channels of video programming.

### Multicasting

Broadcasting several programs at once via DTV on a single channel. A viewer might be able to receive two programs at the same time, and choose the program preferred.



### National Spot

A form of broadcast advertising in which national advertisers, through their agency or buying service, select their target markets and stations to fit their marketing needs. The station usually has a contract with a rep firm to represent it to ad agencies (see Spot TV).

### Network

A connecting system which allows simultaneous telecasting of a single origination by a number of stations.

### NTSC

National television system committee. The organization that developed the analog television standard currently in use in the U.S., Canada, and Japan. Now generally used to refer to that standard. The NTSC standard combines blue, red, and green signals modulated as an AM signal with an FM signal for audio.



### O&O Station

A television station owned and operated by a national network.

### Optimization

Term used for a method of media planning using computer programs that develop the optimum media mix to spend advertising dollars most effectively. These media modeling systems allocate using media audience and cost data for all measured media vehicles plus the brand's requirements in terms of budget, target audience, reach & frequency goals and other factors. Television optimizers identify the combination of programs, dayparts and stations that will optimize reach at the lowest cost.



### Pay-Per-View TV (PPV)

A system in which payment is made for a single showing of a program. Subscribers of the pay-television company can phone in their "orders" prior to a showing, activate the system – that is, clear the scrambled channel – or press a button to utilize two-way equipment that activates the system.

### Pay Television (Pay TV)

Home television programming for which the viewer pays by the program or by the month; also called pay television, subscription television (STV), or toll TV. Pay television includes over-the-air transmission (with scrambled signals) and cable transmission (pay cable).

### Penetration

A proportion of households owning televisions or subscribing to cable.

### Personal People Meter (PPM)

Arbitron's PPM is a pager-sized device that is worn by consumers throughout the day to automatically detect inaudible codes that radio and television broadcasters and cable networks embed in the audio portion of their programming.

### Personal Video Recorder (PVR)

See definition under Digital Video Recorder (DVR).

### Persons Using Television (PUT)

A measurement of the total number of people in the target audience who are watching television for five minutes or longer during an average quarter-hour. PUT is generally expressed as a percent.

### Piggyback

The back-to-back scheduling of two or more brand commercials of one advertiser in network or spot positions.

### Pod

A group of commercials, promos or announcements contained in a television program break.

### Post Buy Analysis

An analysis of schedule performance after it runs; offers a means of measuring a media buy as run versus its goal or original estimate of achievement.

### Pre-emption

An omission of an announcement from a previously confirmed broadcast schedule; the advertiser is either offered a make-good or takes a credit.

### Psychographics

Audience analysis on the basis of psychological factors such as lifestyles, values and interests and how they affect purchase behavior.

### Q

### Quarter Hour Audience

Individuals viewing a station at least five minutes in a specific 15-minute period.

### R

### Rating

A percentage of total households or population owning TVs who are tuned to a particular program or station at a specific time (e.g., a six rating for women 18-49 means 6 percent of all women 18-49 in the defined geographic area were viewing that station or program).

### Rating Point

A value equal to one percent of a population or universe.

### Reach

The number of unduplicated households or people exposed to a program, group of programs or an advertiser's schedule over a specific time period.

Reach x Frequency = Gross Rating Points

### Rep Firm

Media sales representation company with offices in major advertising centers which represents stations in various markets for national advertising sales.

### Rotation

Scheduling of advertising in the same program or time period on different days each week (horizontal rotation) or throughout a particular day (vertical rotation) in order to increase advertising exposure to different prospects.

### Run-Of-Schedule (ROS)

Scheduling of commercials at any time of a station's choosing.

### Road Blocking

The scheduling of a brand's commercial at approximately the same time on all networks, or all stations in a given market.

### S

### Satellite Station

A station that has agreed to rebroadcast the transmission of another station (generally operating in a larger nearby market) to an area that cannot otherwise be served by that station.

### Saturation

The concentration of a heavy amount of advertising in a short period of time in order to attain maximum reach.

### Scatter Plan

Scheduling method where the advertiser's commercials are rotated among a broadly described group of programs and/or time periods.

The advantage is that the advertiser gains a greater net audience (reach); the disadvantage may be that the station may include less attractive spots/commercial units in the schedule.

### Schedule

A listing of the time of day and dates an advertiser's commercials are planned to run.

### Set-top box (STB)

These receivers (named because they typically sit on top of a television set) convert and display broadcasts from one frequency or type – analog cable, digital cable, or digital television – to a standard frequency (typically channel 3 or 4) for display on a standard analog television set.

### Share

The percent of households (or persons) using television who are tuned to a specific program, network, or station at a specific time.

### Spill-In

The penetration of a television signal transmitted from outside the market area.

### Spill-Out

The transmission of a television signal beyond its own market area.

### Sponsorship

The purchase of all or part of a television program by one advertiser.

### Spot TV

The advertising time purchased from individual stations. There are two major types: local and national. Local spots are purchased in one market and aimed only at the audience in that particular market. National spots are bought by national advertisers in several markets.

**Standard Definition Television (SDTV)**

An alternative method of operation for digital television that offers the opportunity to transmit two to eight standard quality programs in place of – but in the same channel as – that used for HDTV. By employing higher compression ratios, more programs may be transmitted.

**Standard Error**

A measure of the margin of error in a survey result attributable to sampling.

**Strip**

Refers to a television program aired five days a week, mainly Monday-Friday.

**Subscription Television**

See definition under Multichannel Video Programming Distributors.

**Superstation**

A station that provides satellite transmission of its signal to cable systems throughout the country. The extended coverage allows the superstation to claim increased viewership.

**Sweeps**

Ratings surveys in which local markets are simultaneously measured by a rating service (see page 46).

**Syndicated Program**

A program that is produced for national distribution, but which is shown on individual local stations rather than on a national network is called a syndicated program. These programs may be sponsored either locally or nationally.

**T****Target Audience**

The audience most desired by advertisers in terms of potential product/service usage and revenue potential.

**Television Households**

An estimate of the number of households that have one or more television sets.

**Total Audience**

Percent of households tuning to all or to any portion of a program for at least 6 minutes.

**Total Survey Area (TSA)**

A geographic area term; includes metro area and any additional counties where a statistically significant amount of viewing can be attributed to stations originating in the metro area. These outlying counties may well be a part of an adjacent metro area or DMA.

**U****Ultra High Frequency (UHF)**

An area of the broadcast spectrum that carries television signals for stations with channels 14 through 83.

**Universe Estimate (UE)**

The population chosen for a research study. The estimated number of actual households or people from which the sample will be taken and to which data will be projected.

**Upfront**

The first selling wave for the broadcast or cable networks, and syndication. It usually occurs in the spring after the new fall schedules have been announced and presented to major advertisers. The commercial time not sold in the upfront is sold later in the season in the scatter market.

**U****Very High Frequency (VHF)**

An area of the broadcast spectrum that carries television signals for stations with channels 2 through 13.

**Video On-Demand (VOD)**

Allows VCR-type control of broadcast or cable programs, or video and movies offered on a PPV basis.

**Viewers Per Viewing Household (VPUH)**

The number of viewing persons per tuning household; usually reported as “per 1000 viewing households.”

**ViP (Viewers in Profile)**

The local television ratings book from The Nielsen Company, issued after sweeps periods for each of the 210 television markets in the U.S. (see page 46).

**W****Weighted Average**

A statistical quantity calculated by multiplying each value in a group by an assigned weight, summing these products and dividing the total by the sum of the weights.

**Wraparound Commercial**

A commercial with noncommercial material wrapped around it, such as a question about a past sports event at the beginning and the answer at the end; sometimes called an insert, as when it is inserted within a movie surrounded by questions about the movie.

## Glossary of Multiplatform Terms

### A

#### Ad Server

A system used to determine which ads to serve based on the priority of an ad. It is also responsible for pacing the campaign, tracking and reporting on impression delivery and click-thru rates.

#### Atlas

An ad server used by advertisers and agencies to create and track ads.

### B

#### Banner

In the ad industry, this is generally associated with the 468x60 size ad.

#### Blog

Blog is short for weblog. A journal (or newsletter) that is frequently updated and intended for general public consumption. Generally representative of the personality of the author or the website.

#### Bluetooth

Bluetooth is a computing and telecommunications industry specification that describes how mobile phones, computers and PDAs can easily interconnect with each other and with home and business phones and computers using a short wireless connection.

### C

#### Click Command

A unique URL placed in front of a "raw" URL, which enables the system that created it to track the click activity.

#### Compression

The process of reducing the size of a media file by eliminating data. Higher compression means that the compression utility defines greater amounts of data as redundant. This can lead to loss of image quality, but highly compressed images can be delivered more efficiently over a network.

#### Converter Box

An electronic device that hooks up to an analog television set and its over-the-air antenna. The box converts the digital TV signal into analog, making the signal viewable on an analog TV. Any analog TV set that currently receives free OTA programming via an antenna will need a DTV converter box to continue to receive television service after February 17, 2009.

#### Cost Per Action (CPA)

A cost model incurred based on a user taking some specifically defined action in response to an ad. Examples of actions include sales transaction, customer acquisition or registration.

#### Cost Per Click (CPC)

A cost model incurred every time a user clicks on an ad.

#### Cost Per Lead (CPL)

A cost model incurred every time a user provides specific data to be used by the advertiser as a sales lead.

#### Click-Thru Rate (CTR)

The ratio of ad clicks to ad impressions.

### D

#### Deck

The portal screen on a wireless phone where the wireless carrier places links to content.

### E

#### Event

Any logged or recorded action that has a specific date and time assigned to it by either the browser or server. The occurrence of an event can be counted in three ways:

Event: Each occurrence of the event is counted; Visit: Each visit where the event occurs at least once is counted; Visitor: Each unique visitor that executed the event at least once is counted.

### F

#### Floating Ads

An ad that appears within the main browser window on top of the web page's normal content, appearing to "float" over the top of the page.

#### Fold

A term to describe content placement on a page. The fold is the part of the screen that divides what can be seen initially (above the fold) from the content that is only visible by scrolling down (below the fold).

### H

#### Hyperlink

A text or graphic link which redirects the user to a new URL or web page when the individual clicks on the link.

### I

#### IPTV (Internet Protocol Television)

Television and/or video signals are distributed to subscribers or viewers using a broadband connection over Internet Protocol.

### L

#### Landing Page

A web page where a user is taken upon clicking an ad.

#### Leaderboard

A horizontal ad unit that measures 728x90 pixels.

### M

#### Message Unit

An ad unit that measures 300x250 pixels.

#### Microsite

A custom website designed specifically for an advertiser.

#### Mobisode

Mobisode is a media industry term for a broadcast television episode specially made for viewing on a mobile telephone screen and usually of short duration.



## O

**Opt in**

A direct, pro-active request by an individual recipient to have their email address or mobile phone number added to a specific mailing list. Advertisers are offering opt-in mobile updates such as coupons, entertainment options and restaurant reservations for mobile phone users.

## P

**Page-takeover**

An ad that prohibits a user from viewing content on web page until the ad is complete or closed.

**Page Views**

A statistic used to count web pages seen by users.

**Portal**

A website that often serves as a starting point for a web user's session. It typically provides services such as search, directory of websites and others such as stock quotes, email or message boards.

**Pull**

Term used to describe how a wireless subscriber obtains content when they ask (i.e., pull) content to themselves.

**Push**

Term used to describe how a wireless subscriber obtains content when they don't specifically ask for it each time.

## R

**Rich Media**

A type of ad that incorporates animation, sound, video and/or interactivity. It can be used either singularly or in combination with technologies like streaming media, sound and Flash. It is deployed via standard web and wireless applications.

## S

**Skyscraper**

A vertical ad unit that measures 160x600 or 120x600 pixels.

**Share-of-Voice (SOV)**

A ratio of impressions bought to the total impressions available on a website.

**Social Networking**

Web sites that allow people to link to others to share opinions, insights experiences and perspectives, whether it's music fans on MySpace, business contacts on LinkedIn, or classmates on Facebook. Many media sites have adopted social networking features such as blogs, message boards, podcasts and wikis to help build online communities around their content.

## U

**Unique Visitor**

A unique individual or browser who visits a website at least once for a specific time period. If that individual visits more than once during that time period, he/she is counted as one unique visitor. Unique visitors can be identified by user registration or cookies.

**2011 Survey Dates**

Survey	Survey Dates	Markets
<b>January</b>	January 6 – February 2	28 Markets ( 4 wks)
<b>February</b>	February 3 – March 2	210 Markets (4 wks)
<b>March</b>	March 3 – March 30	LPM Markets Only (4 wks)
<b>April</b>	March 31 – April 27	LPM Markets Only (4 wks)
<b>May</b>	April 28 – May 25	210 Markets (4 wks)
<b>June</b>	June 2 – June 29	LPM Markets Only (4 wks)
<b>July</b>	June 30 – July 27	207 Markets (4 wks)
<b>August</b>	July 28 – August 24	LPM Markets Only (4 wks)
<b>September</b>	August 25 – September 21	LPM Markets Only (4 wks)
<b>October</b>	September 29 – October 26	30 Markets (4 wks)
<b>November</b>	October 27 – November 23	210 Markets (4 wks)
<b>December</b>	December 1 – December 28	LPM Markets Only (4 wks)

Source: The Nielsen Company



## Broadcast Calendar

This standard broadcast calendar, created in the 1960s, is designed to conform to the uniform billing period adopted by broadcasters, agencies and advertisers for billing and planning functions. Under this system, the standard week starts on Monday and ends on Sunday. The standard broadcast billing month always ends on the last Sunday of the calendar month.

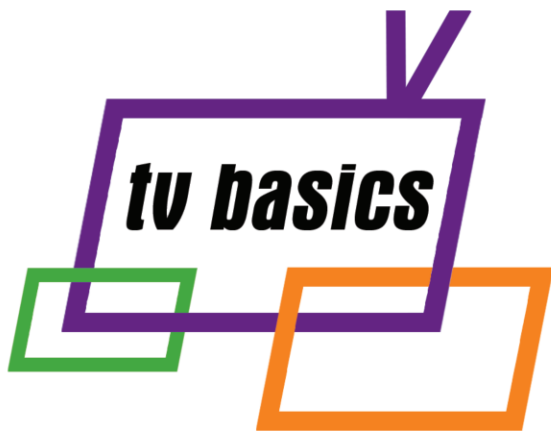
### 2010

M	T	W	T	F	S	S		M	T	W	T	F	S	S
28	29	30	31	①	2	3	JUL	28	29	30	1	2	3	④
4	5	6	7	8	9	10		⑤	6	7	8	9	10	11
11	12	13	14	15	16	17		12	13	14	15	16	17	18
⑮	18	19	20	21	22	23		19	20	21	22	23	24	25
25	26	27	28	29	30	31								
M	T	W	T	F	S	S		M	T	W	T	F	S	S
1	2	3	4	5	6	7	AUG	26	27	28	29	30	31	1
8	9	10	11	12	13	14		2	3	4	5	6	7	8
⑮	16	17	18	19	20	21		9	10	11	12	13	14	15
22	23	24	25	26	27	28		16	17	18	19	20	21	22
								23	24	25	26	27	28	29
M	T	W	T	F	S	S		M	T	W	T	F	S	S
1	2	3	4	5	6	7	SEPT	30	31	1	2	3	4	5
8	9	10	11	12	13	14		⑥	7	8	9	10	11	12
15	16	17	18	19	20	21		13	14	15	16	17	18	19
22	23	24	25	26	27	28		20	21	22	23	24	25	26
M	T	W	T	F	S	S		M	T	W	T	F	S	S
29	30	31	1	2	3	4	OCT	27	28	29	30	1	2	3
5	6	7	8	9	10	11		4	5	6	7	8	9	10
12	13	14	15	16	17	18		⑪	12	13	14	15	16	17
19	20	21	22	23	24	25		18	19	20	21	22	23	24
								25	26	27	28	29	30	31
M	T	W	T	F	S	S		M	T	W	T	F	S	S
26	27	28	29	30	1	2	NOV	1	2	3	4	5	6	7
3	4	5	6	7	8	9		8	9	10	⑪	12	13	14
10	11	12	13	14	15	16		15	16	17	18	19	20	21
17	18	19	20	21	22	23		22	23	24	⑮	26	27	28
24	25	26	27	28	29	30								
M	T	W	T	F	S	S		M	T	W	T	F	S	S
⑮	1	2	3	4	5	6	DEC	29	30	1	2	3	4	5
7	8	9	10	11	12	13		6	7	8	9	10	11	12
14	15	16	17	18	19	20		13	14	15	16	17	18	19
21	22	23	24	25	26	27		20	21	22	23	24	⑮	26

### 2011

M	T	W	T	F	S	S		M	T	W	T	F	S	S
27	28	29	30	31	①	2	JAN	27	28	29	30	1	2	3
3	4	5	6	7	8	9		④	5	6	7	8	9	10
10	11	12	13	14	15	16		11	12	13	14	15	16	17
⑮	17	18	19	20	21	22		18	19	20	21	22	23	24
24	25	26	27	28	29	30		25	26	27	28	29	30	31
M	T	W	T	F	S	S		M	T	W	T	F	S	S
31	1	2	3	4	5	6	FEB	1	2	3	4	5	6	7
7	8	9	10	11	12	13		8	9	10	11	12	13	14
14	15	16	17	18	19	20		⑮	16	17	18	19	20	21
⑮	21	22	23	24	25	26		22	23	24	25	26	27	28
M	T	W	T	F	S	S		M	T	W	T	F	S	S
28	1	2	3	4	5	6	MAR	29	30	31	1	2	3	4
7	8	9	10	11	12	13		⑤	6	7	8	9	10	11
14	15	16	17	18	19	20		12	13	14	15	16	17	18
21	22	23	24	25	26	27		19	20	21	22	23	24	25
M	T	W	T	F	S	S		M	T	W	T	F	S	S
28	29	30	31	1	2	3	APR	26	27	28	29	30	1	2
4	5	6	7	8	9	10		3	4	5	6	7	8	9
11	12	13	14	15	16	17		⑩	11	12	13	14	15	16
18	19	20	21	22	23	24		17	18	19	20	21	22	23
								24	25	26	27	28	29	30
M	T	W	T	F	S	S		M	T	W	T	F	S	S
25	26	27	28	29	30	1	MAY	31	1	2	3	4	5	6
2	3	4	5	6	7	8		7	8	9	10	⑪	12	13
9	10	11	12	13	14	15		14	15	16	17	18	19	20
16	17	18	19	20	21	22		21	22	23	⑮	25	26	27
23	24	25	26	27	28	29								
M	T	W	T	F	S	S		M	T	W	T	F	S	S
⑮	30	31	1	2	3	4	JUN	28	29	30	1	2	3	4
6	7	8	9	10	11	12		5	6	7	8	9	10	11
13	14	15	16	17	18	19		12	13	14	15	16	17	18
20	21	22	23	24	25	26		19	20	21	22	23	24	⑮

Note: Circled dates designate holidays.



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