



Nielsen
Media Research

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109,600,000 TV Homes in U.S.

- 99%** have color television
- 79%** have two or more TV sets
- 42%** have three or more TV sets
- 90%** have a VCR
- 67%** receive wired cable
- 32%** receive wired pay cable
- 85%** receive wired cable and/or ADS*

Source: Nielsen Media Research *ADS-Alternative Delivery System
Effective 9/20/04 - National Universe Estimate 109,600,000

Persons Viewing Primetime*

Monday	117,259,000
Tuesday	113,282,000
Wednesday	112,204,000
Thursday	114,374,000
Friday	101,343,000
Saturday	97,654,000
Sunday	123,313,000

Source: Nielsen Galaxy Explorer (1/31/05-2/27/05)
*Mon-Sat 8-11pm, Sun 7-11pm

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TELEVISION AT A GLANCE SPRING 2005

Average Daily Viewing

	Total U.S.*	African-Americans	Hispanic-Americans
Total Households	8 hrs. 25 min.	11 hrs. 28 min.	8 hrs. 43 min.
Total Persons	4 hrs. 44 min.	6 hrs. 27 min.	4 hrs. 09 min.
Women 18 +	5 hrs. 33 min.	7 hrs. 42 min.	4 hrs. 55 min.
Men 18+	4 hrs. 44 min.	6 hrs. 37 min.	4 hrs. 00 min.
Teens 12-17	3 hrs. 16 min.	4 hrs. 47 min.	3 hrs. 23 min.
Children 2-11	3 hrs. 24 min.	4 hrs. 25 min.	3 hrs. 27 min.

Source: February 2005 MarketBreaks & Galaxy Explorer; * includes Hawaii, Alaska and the continental U.S.

2004 Top TV Advertisers

Parent Company	2004 \$ in millions	Parent Company	2004 \$ in millions
1. Procter Gamble Co	\$2,433	6. Johnson & Johnson	\$1,006
2. General Motors Corp	\$1,863	7. Walt Disney Co	\$ 986
3. DaimlerChrysler Ag	\$1,391	8. SBC Communications Inc	\$ 917
4. Ford Motor Co	\$1,081	9. Pfizer Inc	\$ 825
5. Time Warner Inc	\$1,028	10. Nissan Motor Co Ltd	\$ 807

2004 Top TV Advertisers: January - December 2004
Source: Nielsen Monitor-Plus



56 LOCAL METERED MARKETS AS OF FEB. 2005

Rank	Designated Market Area	# of TV Households	Rank	Designated Market Area	# of TV Households
1	New York *	7,355,710	30	Nashville	916,170
2	Los Angeles*	5,431,140	31	Kansas City	894,580
3	Chicago*	3,417,330	32	Milwaukee	886,770
4	Philadelphia	2,919,410	33	Cincinnati	883,230
5	Boston (Manchester)*	2,391,840	34	Columbus, OH	867,490
6	San Francisco-Oakland-San Jose*	2,359,870	35	Greenville-Spartanburg, SC-Asheville, NC-Anderson, SC	813,210
7	Dallas-Ft. Worth	2,292,760	36	Salt Lake City	800,000
8	Washington, DC (Hagerstown)	2,241,610	37	San Antonio	748,950
9	Atlanta	2,059,450	39	West Palm Beach-Ft. Pierce	729,010
10	Detroit	1,943,930	40	Birmingham (Anniston and Tuscaloosa)	717,300
11	Houston	1,902,810	41	Norfolk-Portsmouth-Newport News	707,750
12	Seattle-Tacoma	1,690,640	43	New Orleans	675,760
13	Tampa-St. Petersburg (Sarasota)	1,671,040	44	Memphis	658,250
14	Minneapolis-St. Paul	1,665,540	45	Oklahoma City	655,250
15	Phoenix (Prescott)	1,596,280	46	Buffalo	651,970
16	Cleveland-Akron (Canton)	1,556,670	47	Albuquerque-Sante Fe	650,350
17	Miami-Ft. Lauderdale	1,496,810	48	Greensboro-High Point-Winston Salem	648,860
18	Denver	1,401,760	49	Providence-New Bedford	644,980
19	Sacramento-Stockton-Modesto	1,315,030	50	Louisville	637,680
20	Orlando-Daytona Beach-Melbourne	1,303,150	51	Las Vegas	614,150
21	St. Louis	1,216,700	52	Jacksonville, Brunswick	613,000
22	Pittsburgh	1,186,010	54	Austin	567,870
23	Baltimore	1,087,730	56	Dayton	537,710
24	Portland, OR	1,086,900	59	Knoxville	513,630
25	Indianapolis	1,053,020	60	Tulsa	510,960
26	San Diego	1,025,730	61	Richmond-Petersburg	509,860
27	Hartford & New Haven	1,017,530	68	Ft. Myers-Naples	444,130
28	Charlotte	1,004,440			
29	Raleigh-Durham (Fayetteville)	966,720			

* Measured by People Meters

Total Number of TV Households in 56 Metered Markets: 76,156,430