
Cable's Rating Advantage

11/12 Season To Date C3 Primetime Review

Among Key Advertiser Targets, Ad-Supported Cable's Viewership Grows

STD Ratings In Primetime 11/12 v. 10/11

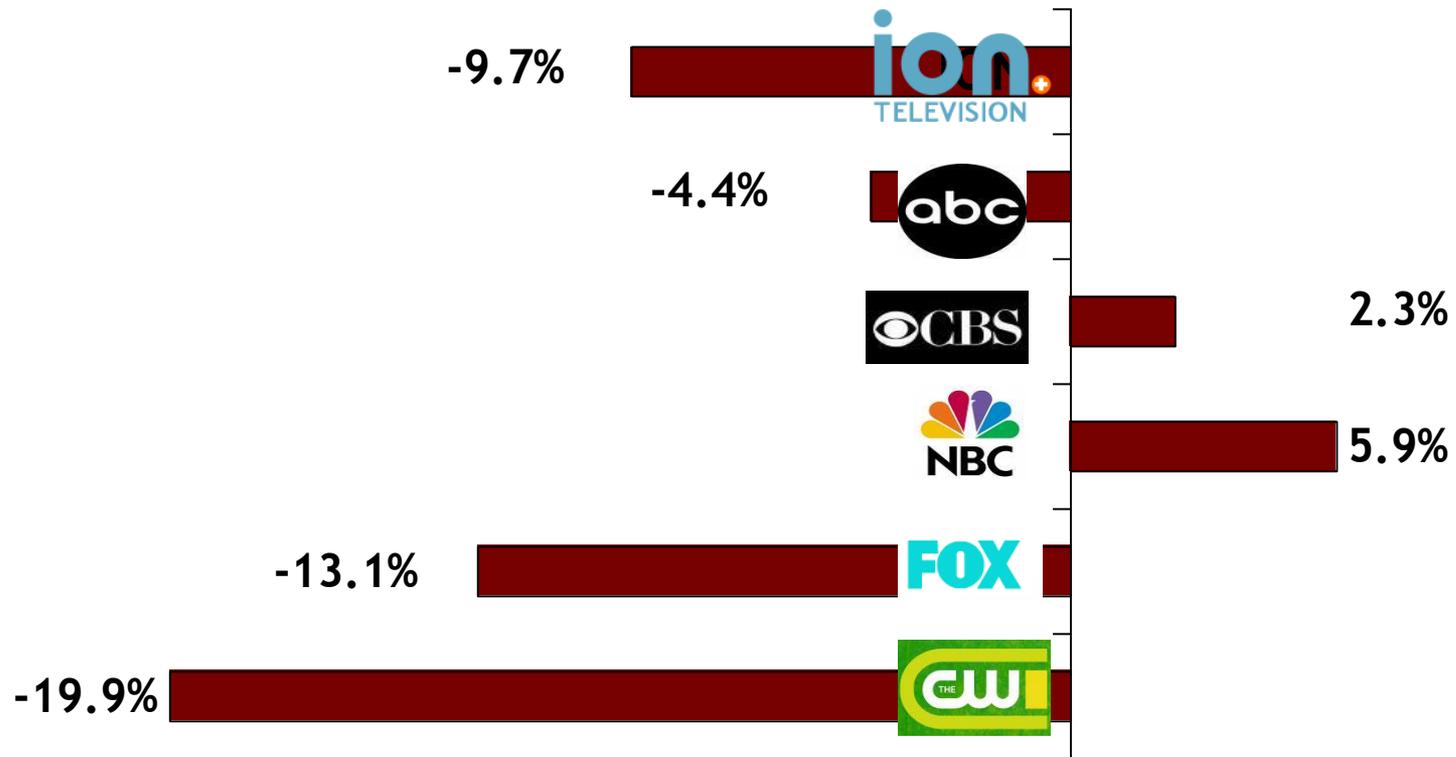
	Ad-Supp Cable's % Diff v. YAG	Broadcasts' 6 % Diff v. YAG
P18-49	+2.0%	-4.6%
P18-34	+1.6%	-7.4%
P25-54	+2.6%	-3.5%



Source: Nielsen NPower C3 Ratings; 9/19/11-6/24/12 v. 9/20/10-6/26/11; primetime

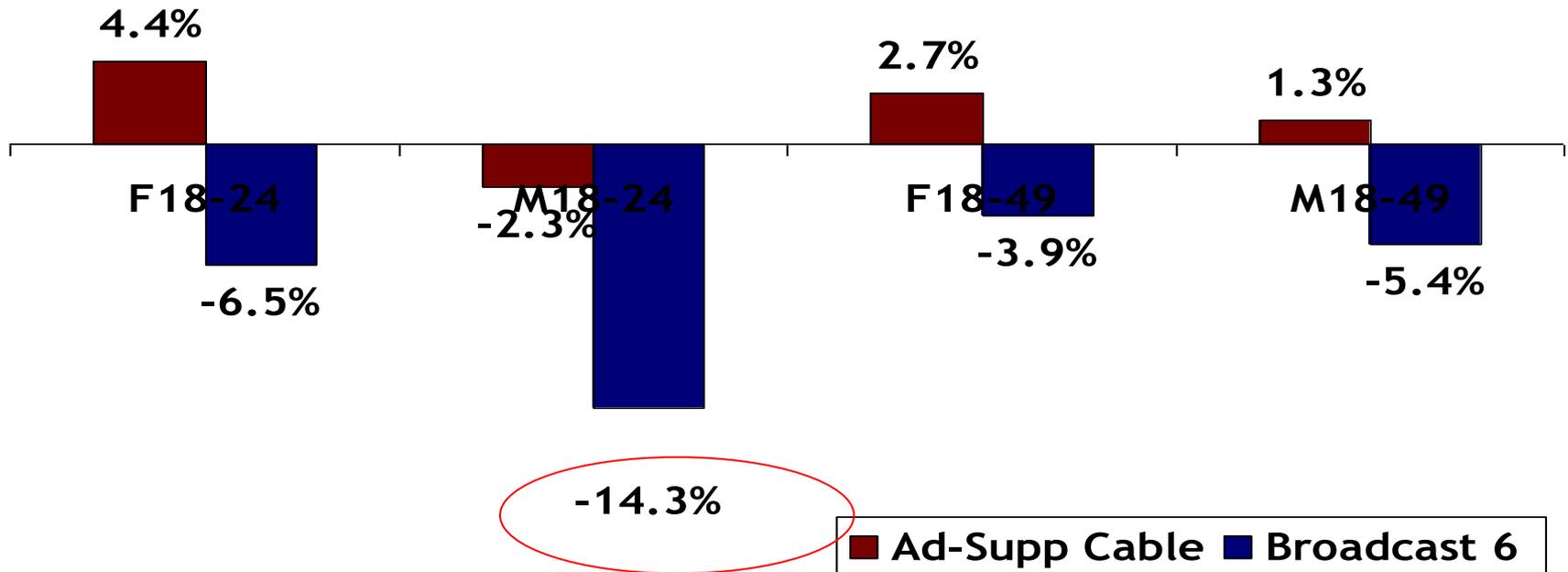
Broadcasts' P18-49 Loss Is Not Attributed To Just One Network

Broadcasts' Primetime A18-49 C3 Rating Percent Change By Network
11/12 v. 10/11



By Gender: Broadcast Loses Grasp Of Young Men

Primetime C3 Ratings % Change
STD 11/12 v. 10/11



With Cable's Rating Growth, Ad-Supported Cable's Advantage Rises Across The Board

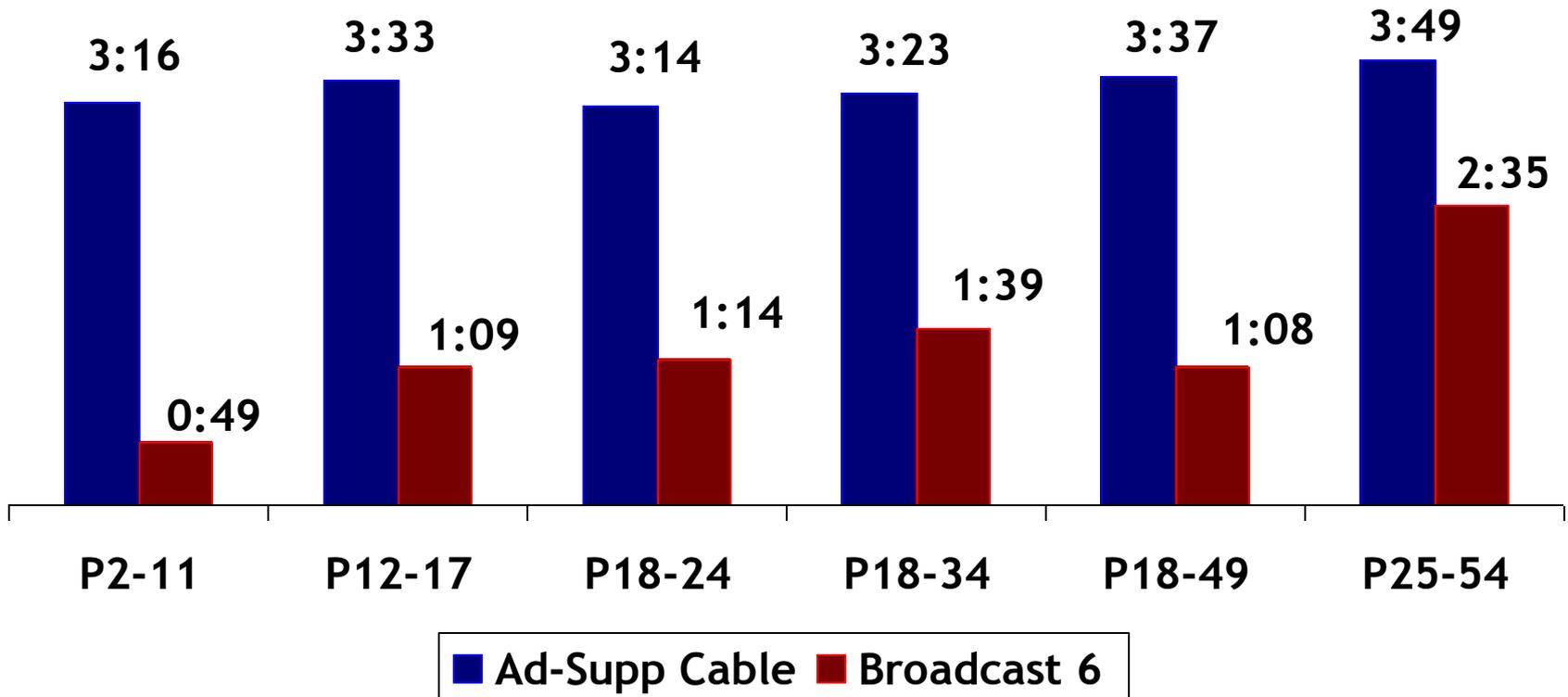
Primetime STD C3 AA%

	Household	Persons 18 - 49	Persons 18 - 34	Persons 25 - 54
	C3 AA %	C3 AA %	C3 AA %	C3 AA %
AD-SUPP CABLE	33.73	16.45	15.40	17.37
BDCST 6	20.28	9.67	7.51	11.74
Cable Advantage	13.45	6.78	7.89	5.63
	Persons 2 - 11	Persons 12 - 17	Persons 18 - 24	Persons 25 - 34
	C3 AA %	C3 AA %	C3 AA %	C3 AA %
AD-SUPP CABLE	14.80	16.13	14.74	15.88
BDCST 6	3.74	5.24	5.60	8.90
Cable Advantage	11.06	10.89	9.13	6.98
	Persons 35 - 49	Persons 50 - 64	Persons 65 - 99	
	C3 AA %	C3 AA %	C3 AA %	
AD-SUPP CABLE	17.64	20.00	21.23	
BDCST 6	12.10	16.99	19.07	
Cable Advantage	5.54	3.01	2.16	



Viewers Are Spending Significantly More Time With Ad-Supported Cable – Especially The Younger Audience

Time Spent In An Average Week (HRS:MIN)
Primetime



97% of Broadcast Prime Programs Are Earning Below a 4.0 Rating Among A18-49

Big-4 Networks Primetime Program Ratings

A18-49 Rating	STD 11/12 Season	% of Total Programs
15+	0	0%
10-14	0	0%
5-9	7	3%
0-4	200	97%
Total	207	100%

Not One Of Broadcasts' Top Programs Is Earning Above a 10 Rating

Top 15 Broadcast Programs: STD C3 A18-49 Primetime

Rank	Originator	Program	T/C	Persons 18 - 49 C3 Rating %
1	NBC	NBC SUNDAY NIGHT FOOTBALL	15	7.59
2	CBS	CBS NFL NATL POST GUN	8	6.63
3	NBC	SUNDAY NIGHT NFL PRE-KICK	15	5.64
4	NBC	VOICE	15	5.04
5	FOX	OT, THE	7	5.02
6	FOX	AMERICAN IDOL-WEDNESDAY	19	4.82
7	FOX	AMERICAN IDOL-THURSDAY	18	4.32
8	NBC	FOOTBALL NT AMERICA PT 3	15	4.02
9	CBS	BIG BANG THEORY, THE	37	3.83
10	CBS	TWO AND A HALF MEN	37	3.74
11	ABC	MODERN FAMILY	38	3.73
12	FOX	X-FACTOR-WED	10	3.54
13	FOX	X-FACTOR-THU	11	3.44
14	NBC	VOICE:RESULTS SHOW	6	3.41
15	CBS	2 BROKE GIRLS	36	3.24



Cable's Rating Advantage

Among key advertiser targets, Cable's ratings rise as Broadcasts' decline.

Broadcasts' loss is not attributed to just one network.

Broadcast continues to lose ground with young men.

Viewers are spending triple the amount of time with Cable in Primetime.

To date, 97% of Broadcasts' programming is earning below a 4.0 among A18-49.