



CABLE TELEVISION ADVERTISING BUREAU

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**NEWS
RELEASE**

CAB RELEASES FINDINGS OF ITS MOST RECENT CONSUMER RESEARCH & RE-CONTACT STUDY

-- Television Remains Dominant Medium --

-- Consumers Say Television 'Sells' Down the Purchase Continuum --

New York, NY – May 19, 2008 – The Cabletelevision Advertising Bureau (CAB) recently completed new research entitled the '*The CAB Multi-Media Study*' which found that television remains the preferred medium among consumers.

This proprietary study commissioned by the CAB and conducted by Scarborough Research had a primary objective to answer questions regarding consumer attitudes and usage across all media types. As with other recent proprietary research from the advocacy group, '*The CAB Multi-Media Study*' was a response to requests from the marketplace for a survey instrument looking at the six major media including television, newspapers, radio, out-of-home, internet and magazines.

The data ascertained was focused on answering questions including:

- Which media is the primary source for information across product categories?
- Understanding which media are the best drivers of consumers to the internet?
- What do consumers think about different media?
- Which attributes best describe each media?
- Gauging how viewers distinguish between cable programs and broadcast network programs across many key attributes

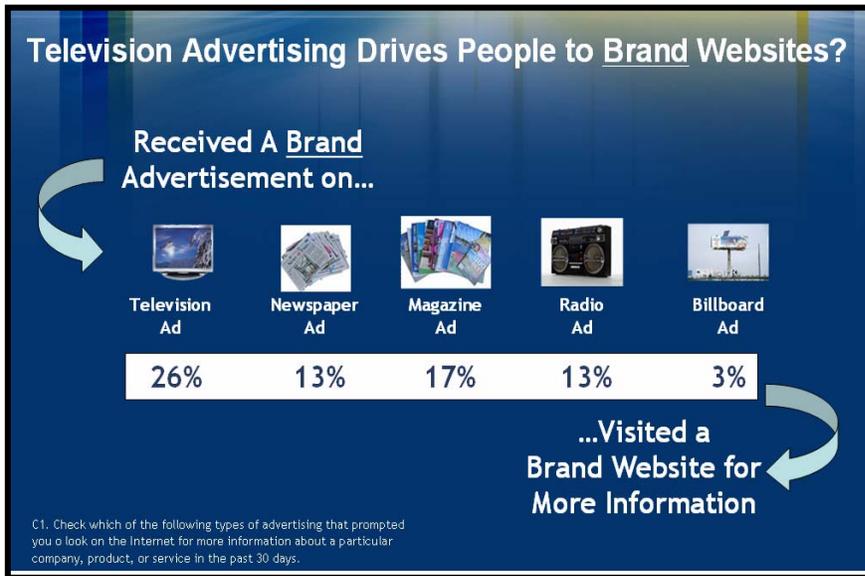
Research Methodology

The power of the custom survey conducted by Scarborough Research was in its unique methodology, which involved re-contacting 2,600 respondents already measured within the company's syndicated consumer study. This allowed the CAB custom questions to be tabbed against all the marketing and media information already measured by Scarborough Research. The result was first-time battery of attitudinal media based questions across multiple media. The new research works in conjunction with the general Scarborough data providing another set of proof points that television remains the premiere consumer marketing media at the national, regional, and local level.

Re-Contact Key Findings

Some key findings the new battery of questions gathered included:

- Consumers report that television advertising cues them to visit brand websites as much as 2:1 over newspaper and radio advertisements and as much as 50% higher than magazines
- 26% of those respondents who received a brand ad on television stated they sought out more information on the brand website within the past 30 days



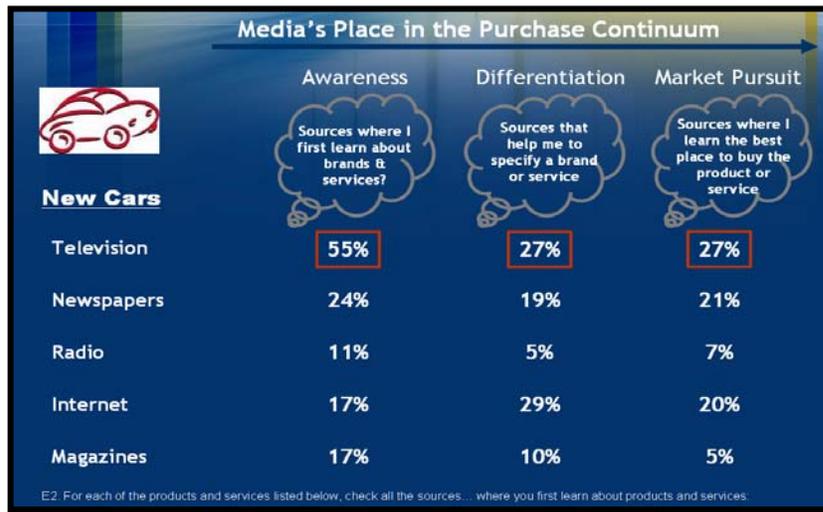
- Cable networks received between 14-300% higher agreement scores for the question: “Where consumers get their news and information” from political news and sports news to travel and destination or home and decorating information.

Where do consumers get their news & info?

	Broadcast Nets (Total HHs)	Cable Nets (Cable HHs)	% Diff.
Political news & info	28%	32%	+14%
Sports news & scores	26%	29%	+12%
Entertainment news	25%	34%	+36%
Health & Wellness news	11%	16%	+46%
Travel & Destination info	8%	18%	+125%
Cooking & Recipe info	8%	32%	+300%
Home & Decorating info	7%	34%	+386%

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- While television was once thought of as the best medium for developing awareness, the data shows television selling through the “purchase continuum” -- helping consumers differentiate between products to deciding which product to buy and where to buy it.



About the CAB

Founded in 1980, the Cabletelevision Advertising Bureau (www.onetvworld.org) is a television advertising advocacy group dedicated to providing advertisers and their agencies with the most current, complete and actionable media insights at the national, DMA and local levels.

About Scarborough Research

Scarborough Research (www.scarborough.com, info@scarborough.com) measures the lifestyle and shopping patterns, media behaviors and demographics of American consumers, and is considered the authority on local market research. Scarborough's core syndicated consumer insight studies in 81 Top-Tier Markets and its Multi-Market Study are Media Rating Council (MRC) accredited. Other products and services include Scarborough USA+ (a national database), Mid-Tier Local Market Studies, Hispanic Studies and Custom Research Solutions. Scarborough measures 2,000 consumer categories and serves a broad client base that includes marketers, advertising agencies, print and electronic media (broadcast and cable television, radio stations), sports teams and leagues and out-of-home media companies. Surveying more than 220,000 adults annually, Scarborough is a joint venture between Arbitron Inc. (www.arbitron.com) and The Nielsen Company (www.nielsen.com).

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