



CABLE NATION: Cable Leading Viewership: 2013 First Half Review

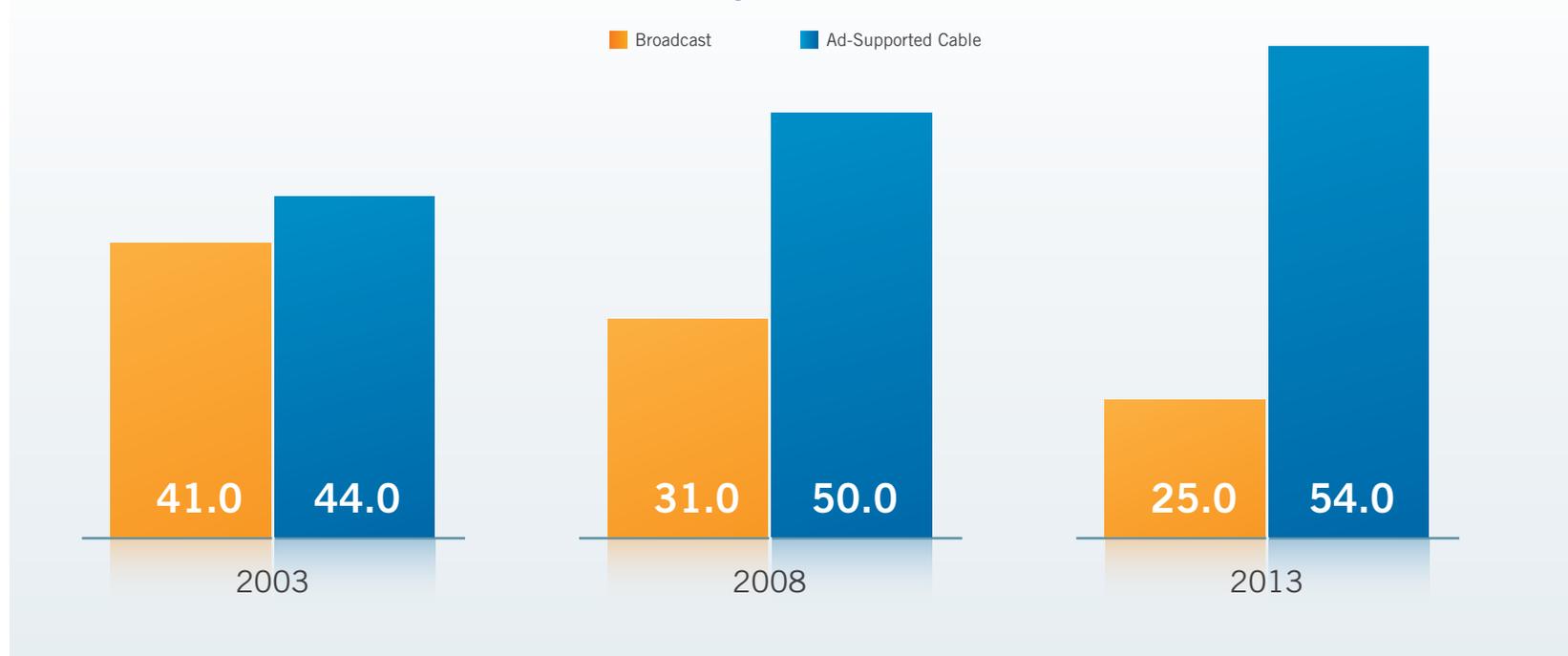
Ad-Supported Cable Leads Television Viewership in 2013:

- Cable's share reached record highs; Broadcast record lows
- Viewers spent double the time watching Cable than Broadcast
- Cable ratings grew in the first half of 2013; Broadcast lost over half a million viewers (A25-54)
- Cable's audience was up/flat 6 of the 7 days of the week, including key retail time periods; Broadcast lost viewers every day
- During key retail days, Cable's viewership is up; Broadcast is down significantly
- Cable aired constant, original, quality, programming throughout the week

Cable's Share Reaches All Time High; Broadcast Record Lows

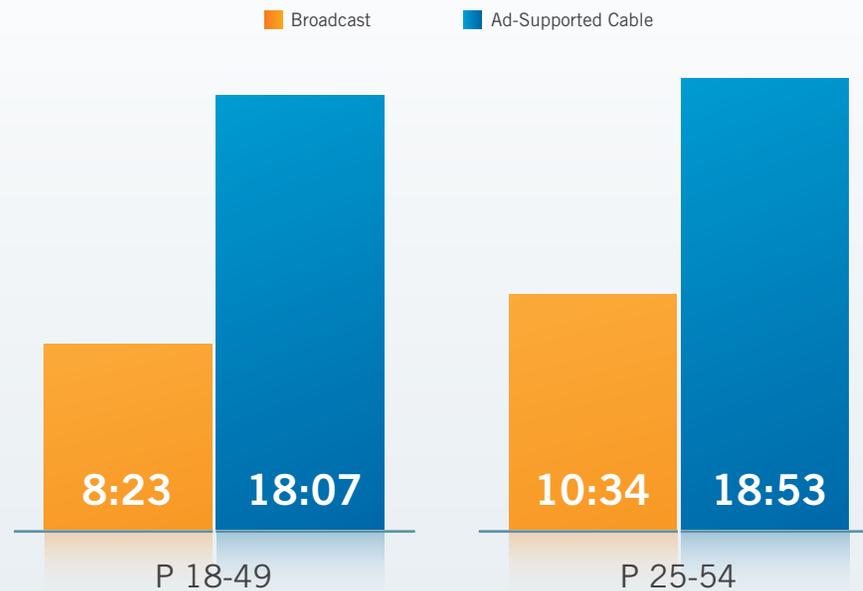
Cable captures more than half of all TV viewers; Broadcast only a quarter

A25-54 Total Day Share: First Half 2013



Viewers Spent Over 18 Hours A Week With Ad-Supported Cable; 2x More Than Broadcast

Time Spent Per Week (Hrs:Min)
Total Day: First Half 2013



Cable's Viewership Continued To Grow; Broadcast's Declined 7%

Total Day % Ratings Change First Half 2013 v. YAG

A25-54 Rating Change

Ad-Supported Cable	+1%
Broadcast	-7%

Cable's Viewership Grew or was Flat 6 out of 7 Days Of The Week; Broadcast was **Down** Every Day of the Week

A25-54 Total Day % Ratings Change By Day
First Half 2013 v. YAG

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Ad-Supported Cable	+1%	0%	+2%	+2%	+1%	0%	-1%
Broadcast	-7%	-12%	-9%	-13%	-9%	-4%	-5%

In The First Half of 2013, Broadcast Lost Over Half a Million Viewers 5 Out of 7 Days

Broadcast A25-54 Total Day Change By Day
First Half 2013 v. YAG

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
A25-54 Rating Change	-7%	-12%	-9%	-13%	-9%	-4%	-5%
Viewership Change	-813,745	-1,221,900	-845,787	-1,706,400	-1,087,170	-365,688	-319,682

During the Crucial Retail Days, Cable's Audience Was Up; Broadcast Lost Over a Million Viewers Each Day

Total Day A25-54 % Rtg Change
(First Half 2013 v. YAG)

	Ad-Supported Cable Ratings Change	Broadcast Ratings Change	Broadcast Audience Change
Wednesday	+2%	-13	-1,706,400
Thursday	+1%	-9	-1,087,170

Cable Airs Consistent, Original, Quality Programming Throughout The Week

	# of Originals	Share of Total Programs
Sunday	2,857	68%
Monday	2,616	69%
Tuesday	2,590	68%
Wednesday	2,547	67%
Thursday	2,708	68%
Friday	2,735	69%
Saturday	2,759	69%
TOTAL	18,812	68%



CableNation

If you would like additional video advertising information, insights or analysis please visit our website at www.thecab.tv or feel free to contact us directly:

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