



CableNation

Local Cable Myths

CAB Response to Myths about Local Cable

There are 3 Common Myths Spread About Local Cable

1. Cable penetration is in freefall
2. A significant number of TV households are missed in a market by local Cable
3. Cable programs are less important to viewers & advertisers because they don't dominant the Top 200 ranked shows

The purpose of this document is to lay to rest these antiquated notions with facts

Myth #1:

Cable penetration is in freefall...

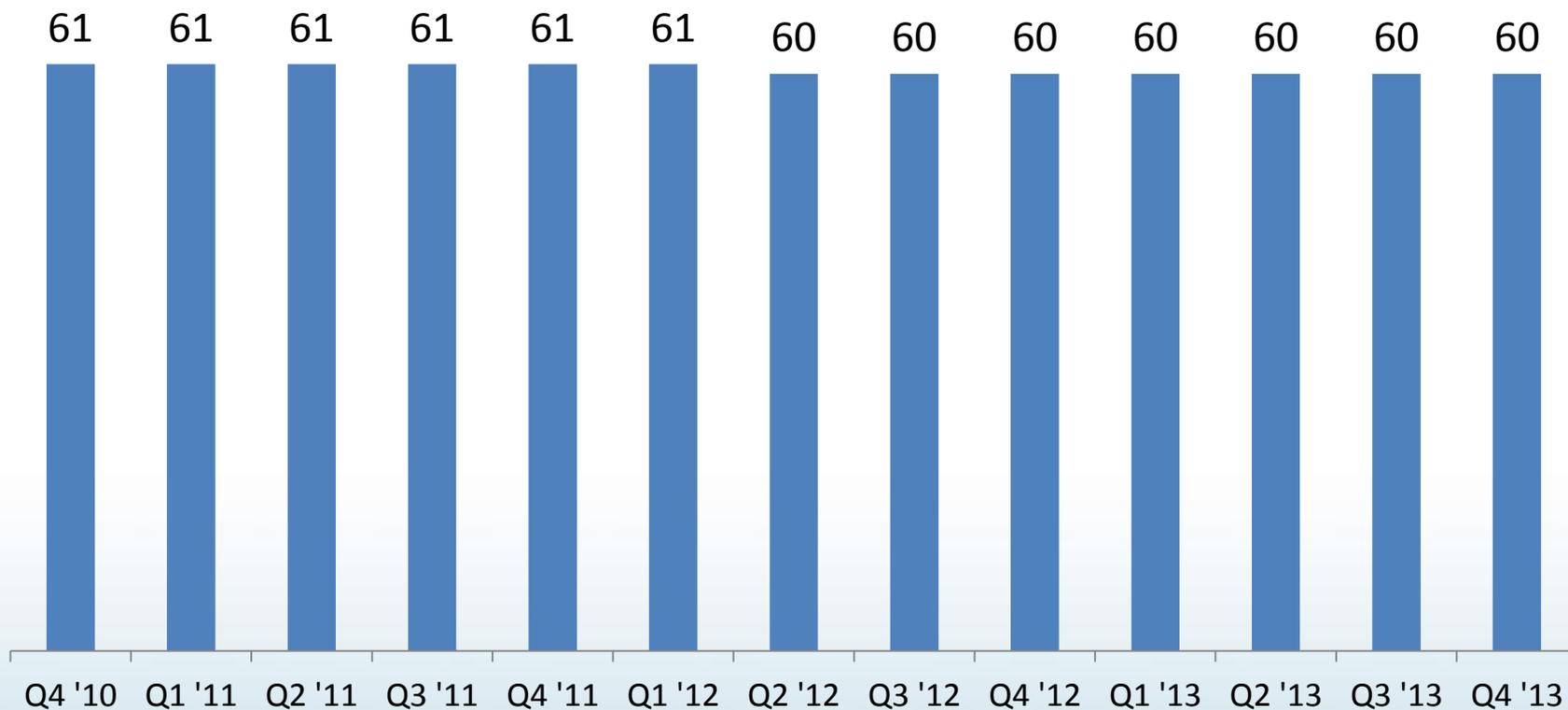
Current Number of Cable Subscribers is Only 1% Less Than All-Time High

Year (Oct.-Sept.)	Total TV Homes (000)	Cable Penetration (%)	Subscribers (000)	% Change Year over Year
2012/13	114,333	90.5	103,468	Flat
2011/12	114,658	90.5	103,817	-1%
2010/11	115,800	90.6	104,946	+1%
2009/10	114,983	90.6	104,128	Flat
2008/09	114,533	89.5	103,680	+4%
2007/08	112,942	88.6	100,023	+4%
2006/07	111,517	86.6	96,597	+3%
2005/06	110,300	85.1	93,816	+1%
2004/05	109,650	84.8	92,943	+2%
2003/04	108,500	84.3	91,454	+2%
2002/03	106,842	83.7	89,374	+1%
2001/02	105,600	83.7	88,424	+6%
2000/01	102,475	81.8	83,796	+4%
1999/00	100,917	79.6	80,335	+3%
1998/99	99,508	78.5	78,069	+3%
1997/98	98,117	77.3	75,821	+12%
1996/97	97,083	69.6	67,572	+3%
1995/96	95,992	68.1	65,398	+3%
1994/95	95,442	66.8	63,793	+3%

All time high in
Cable subscribers
'10/11 Season

Wired Cable Penetration Has Been Flat Quarter After Quarter

% Wired Cable Penetration



Myth #2:

A significant number of TV Households in a market are missed with local Cable

Local Cable Can Provide DMA Coverage or Precision Zone Targeting

DMA Coverage

I+ Partnerships with Satellite TV & Telco TV Providers Give Extended Local Market Coverage:

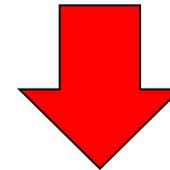


Local Cable's HH Coverage in the Top 25 DMAs Average 75% With I+ Partnerships*

Precise Geographic Targeting

Cable Allows Advertisers to Precisely Reach their Target - Limiting Waste & Maximizing Ad Dollars

Top 25 DMAs



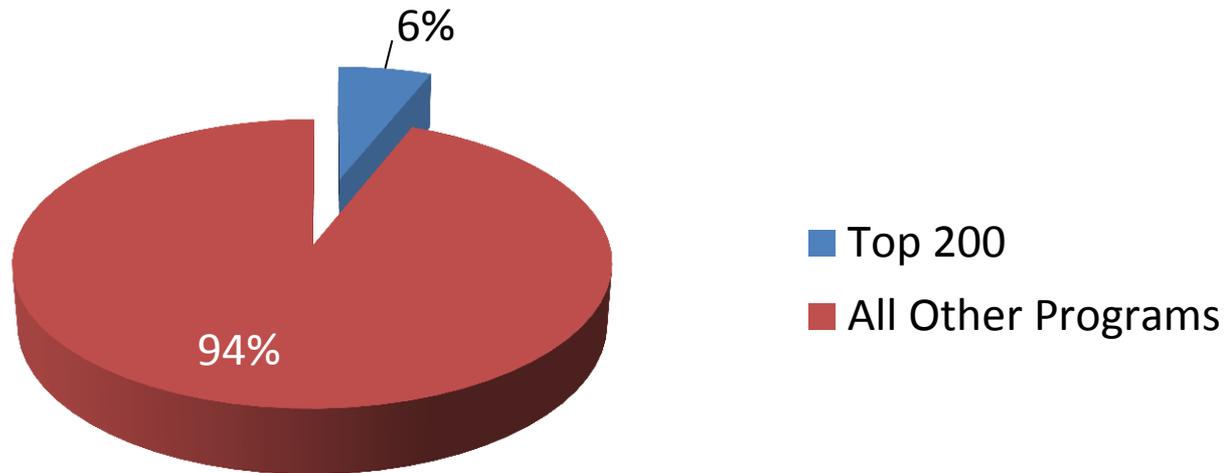
841 Discrete Zones
within the
Top 25 DMAs

Myth #3:

Cable programs are less important to viewers & advertisers because they don't dominant the top 200 ranked shows

The Top 200 Ranked Shows is an Antiquated Benchmark...
Top 200 Comprises Only 6% of all Programs in a Given Week

of Programs Per Week - Total Day
(Feb. '14)



3,447 programs air in an average week, therefore
viewers have **3,247** other programs to choose from

Viewers Have Migrated to Other Programs... Broadcast's Top 200 Have Lost Over Half their Audience

**Broadcast Top 200
Down 65%**

Prime: Adult 18-49 GRPs

**Top 200
Broadcast**

2014 TV Season:

668

2002 Season:

1099



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