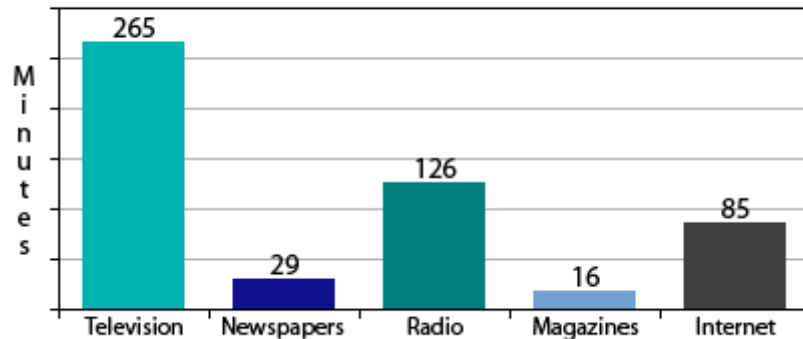


Time Spent & Daily Reach by Major Media

Research documents the extraordinary advantage TV enjoys both in the number of adults reached and the amount of time spent with that medium every day. In fact, adults spend more time with TV than with newspapers, radio, magazines and the Internet combined. And TV has the broadest daily reach with 90%.

Time Spent Yesterday

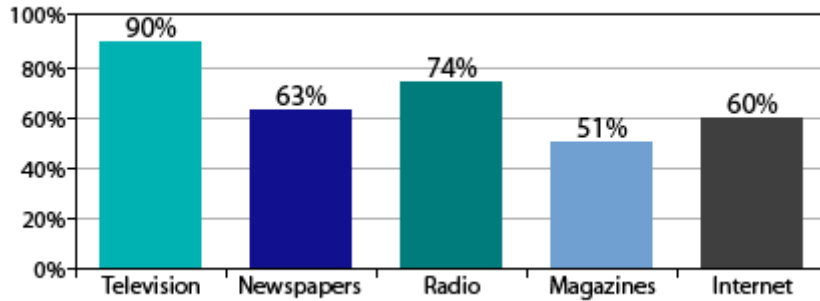


Source: TVB, Nielsen Media Research Custom Survey 2006

Adults	Television	Newspapers	Radio	Magazines	Internet
Age					
18+	264.8	29.0	125.5	16.3	85.0
18-34	246.7	18.0	135.8	17.9	109.3
18-49	247.1	21.0	146.6	15.7	104.5
25-49	248.2	21.4	145.1	15.1	101.3
25-54	256.0	22.6	144.0	14.7	98.2
35-64	273.2	28.4	137.4	16.0	90.7
65+	271.7	51.2	67.5	14.1	21.1
Household Income					
Under \$25K	305.3	23.3	142.6	14.7	56.1
\$25-50K	291.4	25.6	118.8	15.0	60.9
\$50-75K	239.5	30.9	150.3	14.4	83.2
\$75K+	229.1	31.9	117.5	16.6	126.3
\$100K+	214.7	32.5	109.8	19.8	143.0
Education					
HS Grad	307.9	24.1	140.6	14.3	60.3
Some College	276.7	31.1	138.8	14.1	87.7
College Grad+	219.3	31.7	107.3	19.8	109.5
Occupation					
Prof/Tech/Mgr/Owner	214.3	25.7	126.2	16.3	115.6
Admin/Clerical/Sales	272.1	25.6	183.9	15.7	118.2
Trade/Service	248.3	25.8	160.6	14.5	49.3

Source: TVB, Nielsen Media Research Custom Survey 2006

Reached Yesterday



Source: TVB, Nielsen Media Research Custom Survey 2006

Adults	Television	Newspapers	Radio	Magazines	Internet
Age					
18+	89.9	62.6	74.2	51.0	59.8
18-34	87.5	52.9	74.7	54.2	69.0
18-49	88.7	55.8	79.6	50.7	69.1
25-49	90.6	56.6	82.3	50.2	69.4
25-54	91.5	58.6	82.5	49.9	67.8
35-64	91.6	63.5	80.4	50.3	64.3
65+	88.6	77.7	53.3	47.3	28.0
Household Income					
Under \$25K	85.5	47.3	53.8	35.5	36.3
\$25-50K	90.9	59.6	72.4	48.4	50.0
\$50-75K	92.0	65.7	85.0	53.4	68.3
\$75K+	90.9	70.7	85.1	59.6	80.4
\$100K+	92.2	72.6	87.1	62.7	82.9
Education					
HS Grad	91.1	55.1	69.7	42.7	40.9
Some College	91.4	67.6	75.1	51.0	65.4
College Grad+	89.4	66.4	80.5	60.7	78.8
Occupation					
Prof/Tech/Mgr/Owner	89.9	63.0	83.3	57.3	79.6
Admin/Clerical/Sales	94.8	67.1	84.8	51.0	68.8
Trade/Service	92.1	60.3	79.0	44.0	46.6

Source: TVB, Nielsen Media Research Custom Survey 2006