

In the Matter of  
1990, 1991 and 1992 Cable  
Royalty Distribution  
Proceeding

- Paul I. Bortz,  
Bortz & Company, Inc. (Tab A)
- Dr. Joel N. Axelrod,  
BRX Global, Inc. (Tab B)
- Dr. Robert W. Crandall,  
Brookings Institution (Tab C)
- Dr. Peter V. Miller,  
Northwestern University (Tab D)
- Dr. Peter H. Lemieux,  
Information Architects (Tab E)

-- Thomas A. Larson,  
Cable Data Corporation (Tab F)

Mr. Larson will sponsor JSC Exhibits 1R-8R. He also will sponsor the following exhibits which were introduced during cross-examination of MPAA witnesses: JSC Exhibits 3X, 36X-41X and 45X. Certain of these cross-examination exhibits have already been received into evidence. However, given the divided nature of the Panel's vote on the admission of these exhibits, JSC will make Mr. Larson available to answer any questions concerning their preparation.

Respectfully submitted,

JOINT SPORTS CLAIMANTS

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February 15, 1996

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In the Matter of  
1990, 1991 and 1992 Cable  
Royalty Distribution  
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Docket No. 94-3 CARP-90CD

**REBUTTAL CASE OF THE  
JOINT SPORTS CLAIMANTS**

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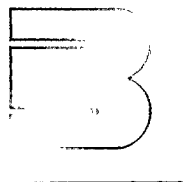
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February 15, 1996





A

## REBUTTAL TESTIMONY OF PAUL I. BORTZ

MPAA witness Dr. Stanley Besen offered certain criticisms of the cable operator surveys conducted for the cable royalty distribution proceedings. This testimony responds to his criticisms.

Besen characterized the survey results as "simply answers to questions." (Tr. 6343). According to Besen, cable operators "could give any answer to any question they like." (Tr. 6376). He testified that their answers "may nonetheless fail to reflect the true value they place on those programs," (Tr. 6367) because those answers are quite different from the values Besen derives from his statistical analysis. (Tr. 6377). Besen therefore urged the Panel not to rely upon the survey results to determine relative program values.

Based on my experience in the cable and broadcast industry over the past 20 years, I believe the responses that the cable operators gave to the surveys accurately reflect the relative values they placed on the different categories of distant signal programming they actually carried. I acknowledge that there is imprecision in survey responses. All survey research, by its nature, is imperfect. However, the survey research that has been presented to the Panel is the type of market research upon which those in the cable and broadcast industry routinely rely to make important business decisions, involving substantial amounts of money.

It is particularly reasonable to believe that the responses cable operators gave to the surveys here reflect the value they placed on the various categories of distant signal programming. The respondents were knowledgeable, randomly-selected cable industry executives. In the course of their daily business activities, the respondents must regularly weight the relative value of various types of programming, given budget and channel capacity constraints. Their jobs require them, on an on-going basis, to determine the value of programming in terms of its ability to attract and to retain subscribers. The respondents were asked to value programming they had already purchased and carried during the prior year. Thus, the surveys simply required the respondents to articulate the bases underlying decisions they had already made.

Furthermore, cable operators in the years 1990-92 were particularly attuned to the relative values of different kinds of programs on distant signals. With the imposition of the syndex rules in 1990, cable operators were required to scrutinize their distant signal carriage and make decisions about which distant signals were worth keeping. This analysis entailed the identification of syndicated programming that was likely to be blacked out as well as an assessment of the worth of the programming that would not be blacked out.

I make no claim that the bottom line results of the surveys show precisely, to the decimal point, the relative amounts that the cable industry would have spent for the

different types of distant signal programming. But I do believe that the results -- which have been consistent over the years -- provide a reasonable approximation of these amounts. The surveys demonstrate that cable operators valued sports programming more highly than any other form of distant signal programming. They also demonstrate that there is no marketplace basis for the substantial disparity in the CRT's past awards to MPAA and sports.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Dated: February 14, 1996

Paul I. Bortz  
Paul I. Bortz

REBUTTAL TESTIMONY OF JOEL N. AXELROD

I have been asked by the Joint Sports Claimants to respond to testimony of Dr. Stanley Besen, a witness for the Motion Picture Association of America in the 1990-92 cable royalty distribution proceeding. Dr. Besen criticized certain market research (specifically, constant sum surveys of cable operators) conducted by Bortz & Company. For the reasons I will discuss, I do not believe that Dr. Besen's criticisms are justified.

1. Qualifications

I am President of BRX/Global, Inc., an international market research and consulting firm. Founded in 1972, BRX/Global, Inc. conducts market research, primarily for Fortune 500 companies. Approximately 75% of its research is international in scope. BRX has frequently utilized the constant sum methodology to aid a variety of clients in making various business decisions, including pricing decisions.

I graduated from Brown University in 1954 with Honors in Psychology and in 1958 earned a Ph.D. in Social Psychology from the University of Rochester. From 1958 to 1963, I worked in advertising research for several major advertising agencies. I then became Manager of Advertising Research at Lever Brothers with responsibility for the development of improved techniques for measuring advertising effectiveness.

While at Lever Brothers, I conducted what has become a seminal study validating use of the "Constant Sum Scale" to predict purchase behavior ("Attitude

Measures That Predict Purchase", Journal of Advertising Research, March 1968). The results of my study were later confirmed in research done under the auspices of the Advertising Research Foundation (Russell I. Haley and Peter B. Case, "Testing Thirteen Attitude Scales for Agreement and Brand Discrimination", Journal of Marketing (1979)).

In 1966 I joined the Xerox Corporation as Director of Marketing Research. For the next six years, I held a variety of positions including Corporate Planning Manager, Manager of Business Development and a Group Program Manager with P&L responsibility.

I was elected to the Conference Board Council on Marketing Research, and served as Chairman of the Association of National Advertisers Planning and Evaluation Committee. I have frequently spoken at meetings sponsored by the advertising Research Foundation, the American Marketing Association and the Canadian Professional Market Research Society. I have authored one book entitled, "Choosing the Best Advertising Alternative". I have a second book entitled "Brand Equity Systems<sup>(SM)</sup>: The Warrior's Weapon" which will be published later this year.

## 2. Testimony

The purpose of the Bortz surveys was to determine the relative values that cable operators placed upon certain categories of "distant signal" programming they had carried during the preceding year. With the assistance of others both inside and outside his firm, Bortz designed a survey which utilized the constant sum scale; cable operators were asked to allocate a distant signal program budget among the different

program categories. Burke Marketing Research administered the survey over the telephone to nearly 200 cable operators each year.

Besen took the position that the responses to the Bortz surveys do not accurately reflect the relative values that cable operators attached to the program categories measured. He criticized the responses as "simply answers to questions". (Tr. 6343) He suggested that one could not expect to receive accurate answers in a short telephone interview which posed a "hypothetical" question. (Tr. 6376, 6381)

I do not agree with Besen's criticisms of the Bortz surveys. Short telephone interviews are widely used in business to business research. Often they are the only way to obtain information from a representative sample of busy executives.

Moreover, the respondents to the Bortz survey were not simply answering any sort of questions. They were responding to a constant sum question. The constant sum technique is widely used and its predictive validity for purchase behavior has been amply documented in my published research as well as research reported by Haley and Case.

The unique contribution of the constant sum scale is that it forces the respondent to think in terms of relative value, which precisely parallels the decision process that the business executive faces. Constant Sum questions are particularly appropriate when, as here, one seeks information about relative values. Use of the constant sum scale here was within accepted business practice.

Survey research is imperfect, and therefore it is invariably open to the type of criticism advanced by Besen. Nevertheless, survey research (including research using

constant sum scales) is routinely relied upon by the business world to make a variety of decisions involving substantial amounts of money. When conducted properly, surveys provide decision makers with useful information on which important decisions can be based.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

Dated: 13 February 1996 Joel N. Axelrod  
Joel N. Axelrod

C

**REBUTTAL TESTIMONY OF ROBERT W. CRANDALL**

**February 15, 1996**

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## I. QUALIFICATIONS

I have been a Senior Fellow in Economic Studies at the Brookings Institution since 1978.<sup>1</sup> Prior to that I was the Acting Director, Deputy Director, and Assistant Director of the Council of Wage and Price Stability in the Executive Office of the President, and in 1974-75 I was an adviser to Commissioner Glen Robinson of the Federal Communications Commission. I was an Assistant Professor and Associate Professor of Economics at MIT between 1966 and 1974. I have written widely on telecommunications policy, the economics of broadcasting, and the economics of cable television. I am the co-author of two books to be released early this year by the Brookings Institution: Talk is Cheap: The Promise of Telecommunications Reform in North America (with Professor Leonard Waverman) and Cable Television: Regulation or Competition? (with Harold Furchtgott-Roth). A copy of my curriculum vitae is attached.

I testified before the Copyright Royalty Tribunal on behalf of the Joint Sports claimants in the 1989 cable royalty distribution proceeding. In that proceeding, I addressed Dr. Stanley Besen's criticism that a study by Bortz and Company did not provide a valid measure of the marginal value of programming to cable operators. I also discussed the applicability of those criticisms to the cable-viewing study submitted by the Motion Picture Association of America (MPAA).

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<sup>1</sup> The views expressed in this testimony are my own and should not be taken to reflect the views of the Brookings Institution, its Trustees, or its other staff members.

## II. SUMMARY

I have been asked by the Joint Sports claimants to evaluate the new study provided by Dr. Besen in this 1990-92 proceeding. Dr. Besen studies the relationship between changes in royalty payments and changes in viewing hours for various categories of programming – as those viewing hours are affected by changes in the distant signals carried by the cable system operator. Dr. Besen contends that his new study conveys estimates of actual cable-operator valuations of the different kinds of distant-signal programming. He also argues that his estimates are superior to those provided by the Bortz study because his study is based on data on actual cable-operator market behavior while the Bortz study relies on a survey of cable operators. While I agree with Dr. Besen that it is generally desirable to study actual market behavior, his methodology is so flawed that it provides no reliable information about relative program values. Moreover, I show that by simply replicating Besen's estimated equation for various partitions of his own sample, one gets very different results that are often totally implausible. As a result, I am forced to conclude that his approach provides no useful information on the relative value of various types of distant-signal programming. In the absence of convincing estimates of these values based on cable-operator market activities, I continue to believe that the best evidence on such relative values are the results of the Bortz survey of cable-operator valuations of the various programming categories.

## III. THE BESEN STUDY

In testimony submitted in this proceeding, dated August 15, 1995, Stanley Besen has provided estimates of the "value" of distant-signal programming imported by cable operators in

the period 1988-92. These estimates are derived from a regression analysis of the changes in royalty payments made by certain cable operators who changed their distant-signal complements during any accounting period between 1988-I and 1992-II.

Besen limits his analysis to changes in royalty payments for systems as they relate to changes in distant signals carried by the cable system operator. Therefore, he does not analyze the behavior of cable systems that do not adjust their distant-signal imports during an accounting period. Instead, he estimates a simple regression equation (his "basic" equation):

$$(1) \quad R' = aS' + bM' + cL' + dD'$$

where  $R'$  is the percentage change in royalty payments in each accounting period, and  $S'$ ,  $M'$ ,  $L'$ , and  $D'$  are the percentage changes in the hours of sports, movies/syndicated series, local programming, and devotional programming, respectively, on the imported distant signals. Besen acknowledges that all hours in each category are not equal; therefore, he weights the hours of each programming type by its share of total cable household viewing hours of that program type as estimated by A.C. Nielsen in a study performed for the Motion Picture Association of America. Besen suggests that the estimated coefficients –  $a$ ,  $b$ ,  $c$ , and  $d$  – from this equation provide reasonable estimates of the "value" of each type of programming to cable operators since the estimates reflect the outcome of cable-system operators' decisions to pay additional copyright fees to obtain additional (weighted) hours of each type of programming. The basic results show that each 1 percentage point change in movies/syndicated series result in a 0.82 to 0.92 percent change in royalties while a 1 percentage change in sports results in only a 0.05 to 0.11 percent change in royalties. Local and devotional programs are worthless – indeed, they have negative value according to Besen's results – but he utilizes arbitrary adjustments to assign them value despite the fact that their coefficients are never significantly different from zero.

#### IV. ANALYSIS OF THE BESEN APPROACH

Any quantitative economic study must satisfy a number of criteria for it to provide valid estimates of the variables in question: (1) it must be based on a consistent theory or model of the economic agents' behavior; (2) it must include the most important variables that affect this behavior; (3) these variables must be measured correctly; and (4) it must provide consistent results when estimated over different data or various subsets of the same data. Besen's study fails all of these tests.

First, Besen's study is not based on any cogent theoretical model of cable-operator behavior and therefore cannot be said to produce estimates of cable operators' valuation of the various program categories on imported distant signals. Second, there are a number of variables that are omitted from the model that are crucial to any estimate of cable-operator's demand for programming. Third, his explanatory variables are not properly measured because his weighting scheme utilizes total cable viewing hours. And, finally, his basic equation provides wildly different estimates of the "value" of distant-signal programming from different subsamples of his own final sample of cable-operator changes in distant signal imports. Thus, one cannot even replicate his results for different groups within his own sample, a critical failing for any scientific methodology.

Before delving into these problems with Besen's conceptual approach, it is useful to compare his results with the actual behavior of the cable operators in his study. During the 1988-92 period, these cable operators were reducing their reliance on imported distant signals. However, as they did so they dropped signals that were relatively heavily weighted with movies

and syndicated series and tended to add signals, such as WGN, that had a relatively large proportion of sports programming. Table 1 lists the stations that appear as dropped or added distant signals in Besen's sample. Note the large number of stations that appear as dropped signals only. In fact, there are 207 instances of a cable system dropping a signal, but only 69 cases of a signal being added. Of these 69 added signals, 33 are instances of the addition of WGN, a signal with a relatively large amount of sports programming. Another 9 are instances in which WTBS, another superstation with a relatively large amount of sports, is added. Thus, 61 percent of the added signals are these two relatively sports-intensive stations. In fact, as Table 2 shows, the share of the weighted sports hours on signals that were added was 17.0 percent of the total weighted hours; the share of sports on those signals that were dropped was only 7.2 percent. Most of the cable systems that Besen studies were reducing their reliance on imported distant signals in the study period. Besen's results are therefore based largely on cable operators that were deciding to drop signals, and the signals dropped had a relatively high concentration of movies and syndicated series.

Further evidence of the importance of sports programming to cable operators may be deduced from a closer look at those instances in which the cable operators in Besen's study were adding, dropping, or simply swapping signals. Of the 189 instances in which cable operators chose to drop a signal, and for which Besen has provided sufficient data to make the comparison, 136 (or 72 percent) were occasions in which the cable operator chose to drop the signal that had the least sports of any imported distant signal in his line-up.<sup>2</sup> Of the 69 instances in which a signal was added, 57 (or 83 percent) had more hours of sports than the average of all imported distant signals in Besen's sample. Finally, in those 34 cases in which one distant signal was swapped for another, 30 reflect instances in which the cable operator added a signal with more sports than on the one that it replaced. Thus, Besen's own sample suggests that cable operators were adjusting

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<sup>2</sup>

Besen has not provided the raw hours data for all of the signals carried by the cable systems in his study.

**Table 1**

**Distant Signals in Besen's Sample That Are Added, Dropped, Or Both**

<b>Signals Added Only</b>	<b>No. of Adds</b>
KSBW	1
KTLA	1
WGBS	1
WJBK	1
WTOV	1

<b>Signals Added and Dropped</b>	<b>No. of Adds</b>	<b>No. of Drops</b>
WGN	33	14
WTBS	9	5
WWOR	5	36
WPHL	4	4
WSBK	3	8
KUSA	2	1
WTFX	2	8
KCNC	1	1
KCRA	1	3
KSDK	1	1
KTXL	1	8
KXTX	1	2
WPIX	1	10

<b>Signals Dropped Only</b>	<b>No. of Drops</b>
KUTV	7
KSL	6
KTVX	6
WDCA	6
WTTG	6
WKBD	5
KGO	3
KGW	3
KTTV	3
KTVT	3
KWGN	3
WBAL	3
WBFF	3
WJZ	3
WLVI	3
WMAR	3
KBHK	2
KICU	2
KOIN	2
KSHB	2
KTVU	2
WFLD	2
WNYW	2
WPGH	2
KATU	1
KCOP	1
KFMB	1
KGTV	1
KHJ	1
KMEX	1
KMSP	1
KXAS	1
WABC	1
WCAU	1
WGNO	1
WGNX	1
WGRZ	1
WJAR	1
WPRI	1
WPVI	1
WRAL	1
WSTM	1
WTIC	1
WTTV	1
WUAB	1
WVTM	1
WWSB	1
WYTV	1

**Table 2**  
**Percentage Shares of Weighted Program**  
**Hours for Dropped and Added Signals**  
**(based on four-cycle data)**

<b>Signal Groups</b>	<b>Movies/Series</b>	<b>Sports</b>	<b>Devotional</b>	<b>Local</b>
Dropped Signals (N=207)	84.1	7.2	0.4	8.2
Added Signals (N=69)	76.1	17.0	0.3	6.5

their menus of distant signals to increase the amount of sports offered to subscribers, a result at odds with the low "value" that Besen ascribes to sports in his analysis.

### **1. Inadequacy of the Besen Model**

Any attempt to estimate cable-operator valuations of distant signal programming from actual market data must begin with a valid theory of cable-operator demand for such programming. Cable operators realize most of their revenues from the sale of subscriptions; the value of another program channel is therefore directly related to its ability to attract subscriptions, not to total viewing hours. But Besen proceeds to construct his model on the assumption that cable operators value programs in proportion to the viewing hours that these programs attract.

Furthermore, Besen assumes that cable operators adjust their imported signals so that the value of the additional programs imported is just equal to the additional cost of royalty payments. But this supposes that each cable system can find distant signals with precisely the mix of programming the cable operator desires to meet his or her subscribers' demands. In fact, the cable operator cannot "mix" the programming of several different stations to obtain the optimal mix for his system. As a result, when a cable operator adds a distant signal, the value of the programming on that distant signal is likely to be substantially greater than the additional royalty payment incurred. Besen's analysis, however, treats the value of the additional programming as equal to the additional royalty payment incurred. Besen's analysis, therefore, undervalues the distant signals added by cable operators.

For example, a cable system may want to import WGN (Chicago) because it offers, say, 25 Bulls games per year, but it cannot add to this offering of Bulls games by importing other



distant signals. Thus, the value of WGN to a cable operator might be as much as 5 percent of revenues or more; but the operator might only have to pay 0.6 percent of its basic revenues in copyright royalties for this signal. Were "another WGN" available that offered some of the other 57 Bulls games, the cable operator might import that one also even if its royalty payments rose to the maximum level of 3.75 percent of basic revenues. Unfortunately, the cable operator cannot find such a second station to import, and he or she might find that other distant signals are simply not worth even 0.6 percent of basic revenues.

If a cable operator desires more movies or syndicated programming, he or she may simply import another distant signal to obtain a different line-up of nationally-distributed programming of these types. However, the cable operator may simply not be able to add to the types of sports programs that his or her cable system's viewers would value highly. As a result, the "equilibrium" for the cable operator may be one in which the value of the imported programs on an added distant signal is far above their contribution to the cost of royalty payments, a result not allowed for in Besen's regression estimation. On the other hand, the value of programs on a signal that is dropped may be substantially less than the change in copyright royalties – after all, that is why it was dropped. To the extent that Besen's analysis provides any measure of the values of various types of programming to cable operators, it generates a biased estimate of these values because he assumes that the values of added or dropped signals are always precisely equal to the copyright royalties added or subtracted.

## **2. Omitted variables**

Even if Besen's basic equation were an approximation of a demand relationship, it would suffer from its omission of crucial explanatory variables. A cable operator's demand for this programming depends importantly on the channel capacity of his or her system, the other types of

programming available, the availability of local broadcast signals, the penetration of VCRs in his or her local market, the probability that additional cable subscribers will subscribe to other non-basic cable services, and the demographics of the local cable market. These variables are not in Besen's equation; therefore, Besen has not estimated a structural demand relationship, but rather is estimating an ad hoc equation whose coefficients are not likely to have much meaning and surely do not provide reliable estimates of cable operators' willingness to pay for such programming.

Besen defends his omission of these variables by pointing out that he is studying the effect of changes in imported distant signals on changes in copyright fees. Presumably, he is claiming that the other variables in the demand equation do not change in as short a period as six months. In a rapidly changing industry like cable television, such an assumption is simply not justified. The number of basic cable networks changes almost monthly. Channel capacity has increased dramatically on some systems, and these changes can easily occur within a six-month period. A local broadcast station may start up or cease operation in an accounting period. VCR ownership has grown rapidly over the past ten years. A local factory or military base may close, leaving hundreds or thousands of workers temporarily unemployed and less willing to subscribe to cable television. Because Besen controls for none of these influences, he cannot claim to have estimated a demand relationship. In fact, he may have simply estimated no more than the relationship between the average share of each program type on distant signals and the copyright royalty rate as it is specified in the statute. This relationship is not a demand relationship, and it confers no information on the relative values of various types of programming on these imported distant signals.

### 3. Improperly-Measured Variables

Besen admits that the value to cable operators of various programs within each category is likely to vary substantially. Unfortunately, he uses A.C. Nielsen estimates of total cable household viewing hours for each program category relative to total cable household viewing hours for all programming on the distant signal to "weight" program hours in each category for their relative values. As I explained in my testimony in the 1989 proceeding, the value of programming to cable operators is not reflected in total viewing hours, but rather in whether the programming induces households to subscribe to the cable service. Sports programming that attracts only a modest number of viewing hours may, nevertheless, be the reason that a substantial share of households subscribe to cable at all. Many cable operators might be willing to pay the entire royalty fee for a given distant signal just for one season's offering of a team's games because these games would induce a substantial increase in cable subscriptions. Besen's weighting scheme fails to account for such a possibility.

Even if viewing hours were somehow a measure of the relative value of various programs, Besen's use of total national viewing hours data cannot capture the appeal of any given type of programming in a given cable operator's franchise area. Robert Sieber, a WTBS executive, testified in this proceeding that the viewing audience for the Atlanta Braves and SEC football broadcasts on his station varies substantially across the country.<sup>3</sup> In such instances, Besen's weighting with national cable viewing shares will understate the value of the imported station in some markets and overstate it in others.

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<sup>3</sup> Written testimony, August 18, 1995, pp. 14-15.

In his oral testimony in this proceeding, Dr. Besen defended his use of national cable household viewing hours data to weight his program categories, arguing that viewing hours were intended to weight individual programming within each category, i.e., sports, movies/syndicated series, local programs, and devotional programs, but not to assign different weights across categories.<sup>4</sup> This is contrary to the description he provides in his written testimony in which he states that "When weighted hours are used in the analysis, a program category that attracts a disproportionately large amount of viewing will be specified as containing a larger proportion of programming 'inputs' than its proportion of program hours."<sup>5</sup> (emphasis supplied)

Using viewer weights to adjust the changes in program hours also creates an "errors in variables" problem in Besen's estimates of his basic equation. When a variable on the right-hand side of Besen's basic equation is measured imprecisely, the estimate of its coefficient is biased towards zero.<sup>6</sup> In Besen's case, the measurement errors in his weighted sports variables are greater than the measurement errors for movies and syndicated programming in the 1990-92 data. Therefore, the downward bias in the coefficient of sports is likely to be greater than the bias in the estimated coefficient of movies and syndicated programming.<sup>7</sup> Besen does not address this point, and absent the estimated standard errors for the 1988-89 data, it is not possible to determine the precise impact of measurement error on Dr. Besen's estimated coefficients.

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<sup>4</sup> Testimony on January 24, 1996, tr. 6260-66.

<sup>5</sup> Written testimony, August 15, 1995, p. 22.

<sup>6</sup> See Jan Kmenta, Elements of Econometrics, 2d. edition, New York: Macmillan, 1986, Chapter 9.

<sup>7</sup> A. C. Nielsen data for 1990-92 submitted by the MPAA in response to discovery in this proceeding show that the estimated standard errors are a larger percentage of the estimated viewing shares for sports than for movies and syndicated series.

Another source of measurement error in Besen's analysis is his inclusion of Form 2 systems in his analysis. For some reason, Besen includes both Form 2 and Form 3 systems in the sample he uses to estimate his basic equation. Of the 208 observations, 30 are for Form 2 systems. Besen's equation surely does not hold for Form 2 systems because the royalties paid by those systems are not tied to increases or decreases in the number of signals. The effects of including Form 2 systems therefore is simply to add noise to the data and to reduce the precision of the estimated coefficients. Thus, adding these systems creates another errors-in-variables problem that is likely to bias the estimated coefficients downward.

#### **4. Instability of the Resulting Estimates**

A key test of any regression analysis is whether the results are consistent across various subsamples of the data. The results presented by Besen do not pass that test. His approach derives substantial differences in the results for dropped signals versus added signals, as well as for various other subsamples. Those differences in the results have important implications regarding the validity of the Besen approach.

#### **Dropped versus Added Signals**

As noted, to the extent that Besen's equation estimates cable-operator value of imported signals at all, it under-estimates the value of added programming and over-estimates the value of dropped programming. To demonstrate the effect of allowing for possible differences in coefficient values of added or dropped signals, I have re-estimated Besen's equation, dividing the 208-unit sample into three separate samples – the 33 instances in which there was a net addition to

imported distant signals; the 141 cases in which there was a net reduction in distant signals; and the 34 cases in which there was no change. The results are shown in Table 3.

The most obvious outcome of this trifurcation of the Besen sample is that the results are vastly different across the three samples, suggesting that his basic equation is unreliable as an explanation of cable-operator behavior. The estimated "value" of sports is much larger in the systems adding signals than in those reducing them or making no net changes. In systems adding to their total number of signals, sports is "valued" at 55 percent of the additional royalty payments while movies and syndicated programs are "valued" at minus 22 percent of the additional royalties. In systems dropping signals, movies and syndicated series have an apparent value of 44 percent of the additional royalty payments while sports have an apparent value of minus 4 percent. In systems that are making no net change to the number of imported distant signals, movies/syndicated series are apparently "valued" at 102 percent of the additional royalty payments and sports at only 4 percent. This wide range in coefficient estimates across the three samples demonstrates that one cannot assume – as Besen does – that his equation holds equally for systems adding and dropping signals. Indeed, given these results, one must to reject the hypothesis that the three estimated equations are the same.<sup>8</sup> To the extent that these equations represent a demand relationship, they obviously cannot be lumped together and estimated as a single, homogeneous relationship as Besen does in estimating his single "basic" equation.

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<sup>8</sup> The standard test for determining whether estimated equations across different subsets of a sample are the same is the Chow test. The critical value of the F-statistic for rejecting the hypothesis that the three subsamples are drawn from a population in which the overall regression holds is 2.41 at the 99-percent confidence level. The Chow test provides an F-statistic of 4.00 in this instance, requiring us to reject the theory that the three estimated equations are the same.

**Table 3**

**Estimates of Besen's Equation for Those Cable Systems  
Adding Signals and for Those Dropping Signals**

<b>Sample</b>	<b>Constant</b>	<b>M'</b>	<b>S'</b>	<b>D'</b>	<b>L'</b>	<b>Adj. R Sq.</b>
Full Sample (N=208)	0.0394 (t=0.861)	0.8628 (t=6.453)	0.0774 (t=1.672)	-0.0025 (t=-0.236)	-0.0138 (t=-0.418)	0.2997
Net Adds Only (N=33)	0.5218 (t=1.495)	-0.2168 (t=-0.341)	0.5483 (t=2.148)	-0.0522 (t=-0.532)	0.0395 (t=0.449)	0.0384
Net Drops Only (N=141)	-0.1014 (t=-1.623)	0.4453 (t=2.533)	-0.0399 (t=-0.726)	0.0052 (t=0.331)	0.0814 (t=0.906)	0.0484
No Net Change (N=34)	-0.0541 (t=-1.503)	1.0216 (t=2.707)	0.0425 (t=1.728)	0.0013 (t=0.368)	0.0123 (t=0.422)	0.1223

To account for the difference in coefficient values for sports that are added versus those that are dropped, I re-estimated Besen's basic equation with one slight modification. I allowed the coefficient for the sports programming variable to vary for systems adding signals, dropping signals, or making no net change in the number of imported distant signals. The results are reported in Table 4. In this variant, the coefficient for sports in those systems adding signals is virtually identical to the movies/syndication coefficient, 54 percent versus 56 percent. However, the coefficient for sports in those cases where the number of signals is being reduced is not significantly different from zero. According to Besen's methodology, this suggests that the value of sports in systems adding signals is far greater than sports' estimated value when signals are being reduced.<sup>9</sup> The result shows once again that even if one accepts the premises of Besen's analysis, the coefficients of his "basic" equation are simply not stable or "robust" in the statistician's parlance, i.e., they are not reliable.

I also re-estimated Besen's equation allowing the coefficients of all four of the distant-signal programming categories – movies/series, sports, local, and devotional – to vary across systems dropping signals, adding signals, or maintaining the same number of imported distant signals. The estimated equation has only two significant coefficients – sports for systems adding signals and movies/syndicated series for systems dropping signals. All other weighted program-hours variables are statistically insignificant. Thus, to the extent that Dr. Besen's methodology captures value to the cable system, this result suggests that value is related most importantly to adding sports programming and to dropping motion pictures and syndicated series. It also shows that Besen's basic equation does not provide consistent estimates of the value of program categories across all observations in his sample.

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<sup>9</sup> The improvement in the statistical fit to Besen's equation from adding the three dummy variables is statistically significant. The F-statistic for testing this improvement is 11.38, compared to a critical value of 4.71 at the 99-percent confidence level. One must reject the theory that the coefficients of the sports variables are equal.



**Table 4**

**Estimates of Besen's Equation with Interaction Terms for Sports  
Programming Reflecting Systems Adding (A), Dropping (R),  
or Maintaining Same Number (M) of Distant Signals**

Sample	Constant	M'	S'	S'*A	S'*R	S'*M	D'	L'	Adj. R Sq.
Full (N=208)	0.0394 (t=0.861)	0.8628 (t=6.453)	0.0774 (t=1.672)				-0.0025 (t=-0.236)	-0.0138 (t=-0.418)	0.2997
Full (N=208)	-0.0625 (t=-1.279)	0.5643 (t=3.848)		0.5364 (t=5.021)	-0.0300 (t=-0.334)	0.0292 (t=0.522)	0.0004 (t=0.037)	0.0010 (t=0.033)	0.3647

Note: S'\*A is equal to S' times A, a dummy variable equal to one if the system is adding distant signals and zero otherwise; S'\*R is equal to S' times R, a dummy variable equal to one if the system is reducing distant signals and zero otherwise; and S'\*M is equal to S' times M, a dummy variable equal to one if the system is maintaining the same number of distant signals and zero otherwise.

### Form 2 versus Form 3

When Besen's basic equation is estimated for Form 2 and Form 3 systems separately, the results are again dramatically different. As Table 5 shows, the estimated coefficients for the equation estimated with Form 2 systems only are all statistically insignificant. The programming variables contribute nothing to explaining changes in royalty payments. For the sample of Form 3 systems, the coefficients of movies/syndicated series and sports rise as expected. However, these coefficients now sum to far more than unity. The size of the movies/syndicated programming coefficient implies that this programming alone is "worth" 150 percent of the additional royalty payments, clearly an implausible result. According to Besen, any value greater than 100 percent would mean that cable operators could gain more in value than the cost of the added royalty payments by continuing to import additional distant signals that are predominantly movies and syndicated series.<sup>10</sup> But cable operators were not adding such distant signals during this period; on balance, they were dropping them. Indeed, Table 2 shows that movies and syndicated programming comprised 84.1 percent of weighted hours on the dropped signals, surely a curious fact if adding such programming generally contributed 150 percent of the additional cost of royalty payments as Besen's results imply. In short, Besen's results run contrary to the actual behavior of cable operators.

Indeed, Besen argued in his 1993 testimony and again in oral testimony in this proceeding that each of the coefficients for the four program types should be less than 1.0.<sup>11</sup> But clearly the results for Form 3 systems alone – the only category of cable systems for which cable royalty

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<sup>10</sup> Testimony on January 24, 1996, Tr. 6240-43.

<sup>11</sup> Testimony on January 24, 1996, Tr. 6240-43.

**Table 5****Estimates of Besen's Equation for Form 2 and Form 3 Systems Separately**

<b>Sample</b>	<b>Constant</b>	<b>M'</b>	<b>S'</b>	<b>D'</b>	<b>L'</b>	<b>Adj. R Sq.</b>
Full Sample (N=208)	0.0394 (t=0.861)	0.8628 (t=6.453)	0.0774 (t=1.672)	-0.0025 (t=-0.236)	-0.0138 (t=-0.418)	0.2997
Form 2 Systems (N=30)	0.1164 (t=2.358)	0.0549 (t=0.225)	-0.1026 (t=-1.001)	-0.0172 (t=-0.461)	0.0242 (t=0.306)	-0.0471
Form 3 Systems (N=178)	0.1426 (t=2.886)	1.5000 (t=9.902)	0.1014 (t=2.289)	-0.0080 (t=-0.815)	-0.0730 (t=-2.286)	0.4836

payments rise with additional imported signals – provide an estimated coefficient for movies/syndicated series of 1.5, an estimate that is more than three standard errors above 1.0. This result starkly demonstrates that Besen's methodology is fatally flawed, even by his own criterion.

### **Superstations versus Non-Superstations**

Imported "superstations" account for approximately 80 percent of all copyright royalties paid, but Besen's sample includes a preponderance of observations that do not involve any of the major superstations. Of the 208 observations, there are 119 that do not involve the three most important superstations – WGN, WTBS, and WWOR. Nearly half of the observations (98) do not involve any of the seven stations normally classed as superstations. Once again, the estimated coefficients vary widely when one estimates the equation for subsamples involving changes in the three major superstations or the seven large superstations. (See Table 6.) For instance, when the sample is confined solely to those instances in which systems add or delete only the three major superstations, the movies/series coefficient is equivalent to 59 percent of additional copyright payments and the sports coefficient is equivalent to 28 percent. When the sample is expanded to the seven major superstations, the coefficients are equivalent to 72 and 21 percent of additional royalty payments, respectively. These results contrast with the estimated coefficients from the entire sample (Besen's basic equation) of 86 and 8 percent, respectively. Once again Besen's estimates vary across subsamples of his entire sample, this time between superstations and non-superstations.

**Table 6****Estimates of Besen's Equation for Samples Involving Major Superstations Only**

<b>Sample</b>	<b>Constant</b>	<b>M'</b>	<b>S'</b>	<b>D'</b>	<b>L'</b>	<b>Adj. R Sq.</b>
Full Sample (N=208)	0.0394 (t=0.861)	0.8628 (t=6.453)	0.0774 (t=1.672)	-0.0025 (t=-0.236)	-0.0138 (t=-0.418)	0.2997
Changes of Three Major Superstations (N=67)	0.1322 (t=1.060)	0.5908 (t=1.595)	0.2754 (t=1.601)	-0.0309 (t=-0.698)	0.0338 (t=0.459)	0.2511
Changes of Seven Major Superstations (N=89)	0.0760 (t=0.799)	0.7230 (t=2.640)	0.2122 (t=1.709)	-0.0165 (t=-0.442)	0.0181 (t=0.306)	0.2884

Note: Rows 2 and 3 include only those observations in which changes were made in major superstations only.

## V. CONCLUSION

Dr. Besen's statistical approach to measuring the "value" of the various types of programming on imported distant signals is seriously flawed. It is not supported by a complete theoretical model. His basic equation omits a variety of important variables. Most important, his results are extremely unstable with the values of various program types varying from negative numbers to more than 100 percent of the cost of additional royalty payments, depending upon the subsample being studied. Given the imprecision and instability of his results, one simply must conclude that he has been unable to measure the relative values of the various types of programming.

I declare under the penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

A handwritten signature in dark ink, appearing to read "Robert W. Crandall", followed by the date "2/15/88". The signature is written in a cursive, flowing style.

Robert W. Crandall

## CURRICULUM VITÆ

### Robert W. Crandall

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<b>Professional Experience</b>	Senior Fellow, The Brookings Institution, 1978-Present  Adjunct Professor, School of Public Affairs, University of Maryland, 1987  Deputy Director, Council on Wage and Price Stability, 1977-78  Acting Director, Council on Wage and Price Stability, 1977  Adjunct Associate Professor of Economics, George Washington University, 1975-77  Assistant Director, Council on Wage and Price Stability, 1975-77  Associate Professor of Economics, M.I.T., 1972-74  Assistant Professor of Economics, M.I.T., 1966-72  Johnson Research Fellow, The Brookings Institution, 1965-1966  Instructor, Northwestern University, 1964-65  Consultant to Environmental Protection Agency, Antitrust Division Federal Trade Commission, Treasury Department, various years

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**Memberships**

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Board of Directors, Baltimore Life Insurance  
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Board of Directors, Home Owners Warranty  
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Board of Directors, Economists Incorporated

**Publications**

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**Rebuttal Testimony of Dr. Peter H. Lemieux**

In this proceeding, I sponsored JSC Exhibit 2, *Analysis of the Cable Copyright Royalty Funds: 1989-1992*. That exhibit provides data on the distribution by type of distant signal of instances of carriage and basic royalties for the second accounting periods of 1989 ("1989-2") and 1992 and, for 1983-2 and 1992-2, on the distribution of 3.75% royalties. Witnesses for other parties, including NAB witness Richard Ducey, Public Television witness William Fairley, and Canadian Claimants witness David Bennett introduced information about the distribution of instances of carriage for 1990 and 1991. To provide the panel with a more complete picture of the makeup of the funds for 1990 and 1991, I am submitting herewith three tables.

Table R-1 supplements Table 5-1 of my original report and shows the distribution of instances of carriage by type of signal for 1989-2, 1990-2, 1991-2, and 1992-2. Table R-2 supplements Table 6-1 of my original report and presents the distribution of basic royalties by type of distant signal for 1989-2, 1990-2, 1991-2 and 1992-2. Table R-3 supplements Table 7-1 of my original report and provides the distribution of 3.75% royalties by type of distant signal for 1990-2, 1991-2 and 1992-2.

All data were derived and calculated in the same manner as the data presented in my original report.

I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.

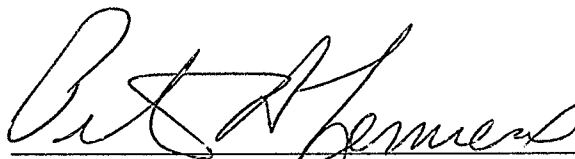
 2/12/96  
Dr. Peter H. Lemieux Date

Table R-1: Instances of Carriage by Type of Signal, 1989-2 to 1992-2

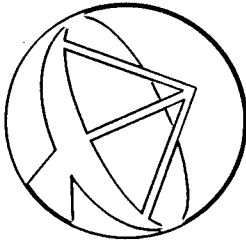
	Instances of Carriage							
	1989-2		1990-2		1991-2		1992-2	
	Number	%	Number	%	Number	%	Number	%
Original Superstations	3,413	47.0%	3,533	49.4%	3,712	51.5%	3,787	51.3%
WTBS	1,874	25.8	1,941	27.1	2,036	28.3	2,086	28.3
WGN	1,006	13.9	1,089	15.2	1,174	16.3	1,234	16.7
WWOR	533	7.3	503	7.0	502	7.0	467	6.3
Other Superstations	349	4.8%	294	4.1%	295	4.1%	276	3.7%
WPIX	190	2.6	149	2.1	144	2.0	133	1.8
WSBK	88	1.2	79	1.1	86	1.2	84	1.1
KTLA	35	0.5	35	0.5	39	0.5	32	0.4
KTVT	36	0.5	31	0.4	26	0.4	27	0.4
All Superstations	3,762	51.8%	3,827	53.5%	4,007	55.6%	4,063	55.1%
Other Independents	1,238	17.1%	1,147	16.0%	1,106	15.3%	1,131	15.3%
Network Affiliates	1,654	22.8	1,568	21.9	1,499	20.8	1,559	21.1
Educational	497	6.8	517	7.2	511	7.1	533	7.2
Canadian	102	1.4	88	1.2	82	1.1	89	1.2
Mexican	3	0.0	3	0.0	2	0.0	2	0.0
All other signals	3,494	48.2%	3,323	46.5%	3,200	44.4%	3,314	44.9%
Total	7,256	100.0%	7,150	100.0%	7,207	100.0%	7,377	100.0%
Number of Systems	2,061		2,117		2,200		2,242	
Signals per System	3.52		3.38		3.28		3.29	

Table R-2: Basic Royalties by Type of Signal, 1989-2 to 1992-2

	Basic Royalties							
	1989-2		1990-2		1991-2		1992-2	
	Amount	%	Amount	%	Amount	%	Amount	%
Original Superstations	\$39,003,510	67.0%	\$42,946,722	70.3%	\$48,419,532	72.7%	\$50,893,371	75.0%
WTBS	22,794,321	39.2	25,599,883	41.9	28,820,015	43.3	30,501,138	45.0
WGN	10,141,793	17.4	11,196,192	18.3	12,775,169	19.2	13,872,980	20.4
WWOR	6,067,396	10.4	6,150,647	10.1	6,824,348	10.2	6,519,253	9.6
Other Superstations	5,283,485	9.1%	3,977,070	6.5%	4,315,104	6.5%	3,431,850	5.1%
WPIX	2,258,570	3.9	1,763,062	2.9	1,904,288	2.9	1,669,761	2.5
WSBK	1,448,474	2.5	1,125,681	1.8	1,305,158	2.0	1,218,855	1.8
KTLA	872,385	1.5	809,252	1.3	798,566	1.2	386,867	0.6
KTVT	704,056	1.2	279,075	0.5	307,092	0.5	156,367	0.2
All Superstations	\$44,286,995	76.1%	\$46,923,792	76.8%	\$52,734,636	79.2%	\$54,325,221	80.1%
Other Independents	8,698,931	14.9%	8,850,710	14.5%	8,416,095	12.6%	8,137,902	12.0%
Network Affiliates	2,846,926	4.9	2,812,115	4.6	2,781,768	4.2	2,615,204	3.9
Educational	1,183,328	2.0	1,309,450	2.1	1,399,085	2.1	1,423,933	2.1
Canadian	1,177,454	2.0	1,206,393	2.0	1,262,401	1.9	1,337,176	2.0
Mexican	9,443	0.0	10,561	0.0	8,750	0.0	3,169	0.0
All other signals	\$13,916,082	23.9%	\$14,189,229	23.2%	\$13,868,099	20.8%	\$13,517,384	19.9%
Total	\$58,203,077	100.0%	\$61,113,021	100.0%	\$66,602,735	100.0%	\$67,842,605	100.0%

Table R-3: 3.75% Royalties by Type of Signal, 1990-2 to 1992-2

	3.75% Royalties					
	1990-2		1991-2		1992-2	
	Amount	%	Amount	%	Amount	%
Original Superstations	17,150,817	81.4%	18,322,992	83.0%	18,143,764	81.2%
WTBS	8,973,327	42.6	9,368,581	42.4	9,504,186	42.5
WGN	5,540,009	26.3	6,049,070	27.4	5,706,775	25.5
WWOR	2,637,481	12.5	2,905,341	13.2	2,932,802	13.1
Other Superstations	663,694	3.2%	645,085	2.9%	678,406	3.0%
WPIX	289,729	1.4	260,224	1.2	197,389	0.9
WSBK	200,120	1.0	210,326	1.0	240,275	1.1
KTLA	15,381	0.1	14,523	0.1	64,761	0.3
KTVT	158,464	0.8	160,012	0.7	175,981	0.8
All Superstations	\$17,814,512	84.6%	\$18,968,077	85.9%	\$18,822,170	84.2%
Other Independents	1,910,775	9.1%	1,682,707	7.6%	2,186,276	9.8%
Network Affiliates	1,300,124	6.2	1,367,699	6.2	1,286,681	5.8
Canadian	33,018	0.2	67,753	0.3	47,767	0.2
Mexican	0	0.2	0	0.3	0	0.0
Educational	Not applicable		Not applicable		Not applicable	
All other signals	\$3,243,917	15.4%	\$3,118,159	14.1%	\$3,520,724	15.8%
Total	\$21,058,429	100.0%	\$22,086,236	100.0%	\$22,342,894	100.0%



F

# CABLE DATA

C O R P O R A T I O N

6704 Rannoch Road  
Bethesda, MD 20817-5428  
301/229-4400

## REBUTTAL TESTIMONY OF THOMAS A. LARSON CABLE DATA CORPORATION

I am submitting this rebuttal testimony on behalf of the Joint Sports Claimants (JSC) in the 1990-92 cable royalty distribution proceeding. My qualifications are included in my prior testimony in this proceeding and in my Affidavit dated January 1, 1996 (which is hereby incorporated by reference). As explained in that Affidavit, JSC requested that I analyze the database underlying the 1990, 1991 and 1992 MPAA/Nielsen peoplemeter viewing studies. I also have been responsible for compiling and analyzing, on behalf of MPAA, all of the MPAA/Nielsen diary-based viewing studies since the 1979 royalty distribution proceeding.

I am sponsoring the following JSC exhibits, which are attached to this testimony. Unless otherwise noted, all of these exhibits are based upon my analysis of the database underlying the 1990-92 MPAA/Nielsen peoplemeter studies.

### 1. Bottom-Line Results (JSC Exs. 36X, 37X & 38X)

JSC Exhibits 36X, 37X and 38X, which were prepared by me, contain the bottom-line results of the 1990, 1991 and 1992 peoplemeter viewing studies, respectively. They also show the results on a station-by-station basis. These exhibits were admitted into the record during Mr. Lindstrom's testimony. (Tr. 8367).

Please note that the bottom-line numbers in these exhibits are close to, but do not match, the bottom-line numbers on pages 10-14 of Lindstrom's testimony. I am aware that Lindstrom made certain revisions in those numbers when he testified on February 2, 1996 to account for (1) the omission of certain viewing during the last

three days of 1991; and (2) problems in measuring viewing to the satellite feeds of WGN and WWOR (occasioned by the syndex rules). (Tr. 8108-11). I have not received from Nielsen the information necessary to determine whether or how those satellite problems have been resolved; nor have I received the data for any of the missing days. I also discovered additional problems during the last few days, e.g., that certain stations in the 1991 study had viewing data only for the sweep periods. Given the timing of when the peoplemeter database was turned over to me, it has not been possible to resolve the discrepancies between the database I have analyzed and the Lindstrom results.

**2. Viewing Attributable to Bulls Telecasts and Paid Programs (JSC Ex. 39X)**

JSC Exhibit 39X consists of a letter dated January 29, 1996 from me to JSC counsel. It shows the number of viewing minutes attributed by the 1990, 1991 and 1992 peoplemeter viewing studies to (1) the telecasts of the Chicago Bulls and (2) those infomercials grouped under the name "Paid Programs."

**3. Top 50 Syndicated Series (JSC Exs. 3X & 1R)**

JSC Exhibit 1R identifies the 50 syndicated series which were credited with the most viewing minutes in the 1991 and 1992 peoplemeter viewing studies. The exhibit shows the number of viewing minutes attributed to each such series (and the percentage that number represents of the total viewing minutes attributable to all program categories in each study). A similar exhibit (JSC Exhibit 3X) was limited to the top 25 syndicated programs in the 1991 study and was based upon a preliminary analysis that I had performed of the database. That exhibit was admitted into the record. (Tr. 8366).

JSC Exhibit 1R shows that, for example, in the 1991 study, "Tom and Jerry" was credited with 791,824 viewing minutes and the "Andy Griffith Show" was credited with 630,502 viewing minutes. The viewing minutes of these two syndicated series alone accounted for 4.975 percent of the total viewing minutes in the 1991 viewing study.

4. Movies vs. Syndicated Series (JSC Ex. 2R)

The database treats movies and syndicated series as a single category. I have separated the viewing to movies and the viewing to syndicated series for the 1991 and 1992 studies. The results are contained in JSC Exhibit 2R. The exhibit shows that, for example, movies were credited with 30.49 percent of the total viewing minutes in the 1991 study and that syndicated series were credited with 52.31 percent of those minutes.

5. Number of Different Households Viewing Each Sample Station -- 1991 (JSC Ex. 3R)

There were a total of 180 stations in the 1990 peoplemeter study. JSC Exhibit 3R shows how many different peoplemeter households were credited with viewing each of those stations. It also shows the average number of Form 3 subscribers that received each of these stations on a full-time basis in 1991. The exhibit demonstrates that, for example, (1) zero households viewed 37 of the 180 stations in the 1991 study; (2) five or fewer households viewed 90 of the 180 stations in the 1991 study; and (3) only five stations in the 1991 study were viewed by more than 145 households.

6. Individual Household Viewing (JSC Exs. 40X & 41X )

The Panel has admitted into evidence JSC Exhibits 40X and 41X (Tr. 8369-70). JSC Exhibit 40X, which was prepared by me, shows the 1991 distant signal viewing in Household 749867 (located in Sheboygan County, WI). JSC Exhibit 41X, which I have reviewed and verified, identifies only the distant signal sports viewing in that household. These exhibits show that the household had a total of 13,486 viewing minutes. Of that amount 1306 minutes (or approximately 9.7 percent) were credited to sports (category 4); 11,861 (or approximately 87.9 percent) were credited to movies and syndicated series (category 2).

7. Continuous Viewing (JSC Ex. 45X)

JSC Exhibit 45X, which consists of 5 pages of a 200-page printout that I generated, shows a portion of

the viewing in Household 753308 (Alachua County, FL) in 1991. That household repeatedly was credited with long periods of viewing the same distant signal. JSC 45X has been admitted into the record. (Tr. 8372-73).

**8. Viewing Minutes Attributable To Those  
Peoplemeter Households With The Heaviest  
Viewing -- 1991 (JSC Ex. 4R)**

JSC Exhibit 4R identifies the viewing minutes attributed to movies/series and sports in the top 10, top 25 and top 50 peoplemeter households in the 1991 study (ranked according to the total number of minutes of viewing). For example, the exhibit shows that the top 10 peoplemeter households alone generated 1,440,350 minutes of viewing for the movies/series category (or 5.04% of the total viewing minutes in the 1991 study). The same 10 households generated 26,731 viewing minutes for sports (0.09% of the total viewing minutes).

**9. Number of Different Households That Viewed  
Each Program Category -- 1991 (JSC Ex. 5R)**

In his written testimony at page 36, Mr. Lindstrom provides data on the number of unique households that viewed each of the program categories during the full year of 1991. JSC Exhibit 5R breaks down that data according to the number of months that each household reported viewing during these periods. The exhibit shows that, for example, there were 697 peoplemeter households that reported viewing during each of the 12 months in 1991. Of these 697 households, 696 households reported viewing to movies and series, while 689 reported viewing to sports.

**10. Number of Households That Reported Viewing  
During Each Month -- 1991 (JSC Ex. 6R)**

JSC Exhibit 6R identifies the number of households that reported viewing during each month in the 1991 study. The exhibit shows that, for example, there were 2,354 unique peoplemeter households that reported viewing one or more of the sample distant signals during the month of January 1991.



11. Average Viewing Minutes -- 1991 (JSC Ex. 7R)

JSC Exhibit 7R identifies the average number of viewing minutes attributable to all peoplemeter households in the 1991 study, broken down by the number of months that those households reported viewing. The exhibit also identifies the average number of minutes credited to each program category. The exhibit shows that, for example, those households that reported viewing for all 12 months during 1991, on average, were credited with (1) 14,789 minutes of total viewing and (2) 1,101 minutes of sports viewing.

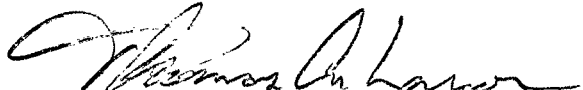
12. Distant Signal Viewing

I was unable to verify that all of the viewing minutes in the peoplemeter studies were attributable to distant signal (as opposed to local) viewing. However, in the course of my work, I determined that the 1991 study treated all of the Baltimore signals (WMAR, WJZ, WBAL, WBFF and WNUV) as distant in Prince Georges County, MD. The Form 3 cable operators that served Prince Georges County MD reported all of these Baltimore signals as local (and thus did not pay any royalty for them). The movies and syndicated series on these signals were credited with a total of 140,778 viewing minutes in Prince Georges County. The comparable percentage for sports was 531 viewing minutes.

13. Telecasts on Fox Stations (JSC Ex. 8R)

JSC Ex. 8R shows the number of viewing minutes attributable to the Fox-affiliated stations in the 1990-92 studies, as well as the number of viewing minutes attributable to the syndicated series on those stations. My database of statement of account filings shows that all Fox-affiliated stations generated \$5.2 million in royalties for the 1990-2 accounting period; \$4.8 million for the 1991-2 accounting period; and \$4.7 million for the 1992-2 accounting period.

I declare under the penalty of perjury that the above testimony is true and correct to the best of my knowledge and belief.

  
Thomas A. Larson

February 15, 1996

JAN 03 1996  
NLHZCL12P

1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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Page 1

JSC EXHIBIT NO. 36X

NO. 318 P.2

CABLE DATA CORP

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JAN. 4, 1996

CALL  
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CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

KAET E PHOENIX

qhrs

10,294

0

0

0

0

0

0

10,294

%

100.000

.000

.000

.000

.000

.000

.000

100.000

vwg

80,714

0

0

0

0

0

0

80,714

%

100.000

.000

.000

.000

.000

.000

.000

100.000

KATV N A LITTLE ROCK

qhrs

4,704

1,230

3,164

160

144

6

0

%

100.000

26.146

87.262

3.401

3.081

.128

.000

vwg

29,457

4,370

21,168

696

3,223

0

0

0

%

100.000

14.835

71.861

2.363

10.941

.000

.000

.000

KBCI N C BOISE

qhrs

4,137

668

2,557

16

0

896

0

%

100.000

16.147

61.808

.387

.000

21.658

.000

vwg

3,959

1,680

2,279

0

0

0

0

0

%

100.000

42.435

57.565

.000

.000

.000

.000

.000

KBHK I SAN FRANCISCO

qhrs

10,752

140

10,366

100

0

146

0

%

100.000

1.302

96.410

.930

.000

1.358

.000

vwg

44,004

65

43,559

122

0

248

0

0

%

100.000

.148

99.011

.277

.000

.554

.000

.000

KBVO I F AUSTIN

qhrs

9,227

122

7,947

150

112

896

0

%

100.000

1.322

86.128

1.626

1.214

9.711

.000

.000

vwg

0

0

0

0

0

0

0

0

%

100.000

.000

.000

.000

.000

.000

.000

.000

KBVU E PROVO

qhrs

9,101

0

0

0

0

0

0

9,101

%

100.000

.000

.000

.000

.000

.000

.000

100.000

vwg

16,172

0

0

0

0

0

0

16,172

%

100.000

.000

.000

.000

.000

.000

.000

100.000

KCAL I LOS ANGELES

qhrs

10,572

2,240

7,908

348

80

2

0

%

100.000

21.188

74.801

3.235

.757

.019

.000

vwg

25,924

3,119

22,383

105

317

0

0

0

%

100.000

12.031

86.341

.405

1.223

.000

.000

.000

KCAU N A SIOUX CITY

qhrs

3,910

613

1,997

355

49

896

0

%

100.000

15.678

51.074

9.079

1.253

22.916

.000

.000

vwg

1,534

5

1,529

0

0

0

0

0

%

100.000

.326

99.674

.000

.000

.000

.000

.000

KCET E LOS ANGE

JAN 03 1996  
NLMZCL12P

1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
(c) Cable Data Corporation

Page 2

P.3

NO.318

CABLE WITH CUP

0.0001

0.0001

0.0001

0.0001

0.0001

CALL  
SIGN

T  
Y

S  
T

CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

KCOP I LOS ANGELES

qhrs

10,547

444

10,013

90

0

0

0

%

100.000

4.210

94.937

853

0.000

0.000

0.000

vwg

179,083

4,811

173,727

545

0.000

0.000

0.000

%

100.000

2.686

97.009

304

0.000

0.000

0.000

KCPQ I F TACOMA

qhrs

10,442

130

10,190

96

26

0

0

%

100.000

1.245

97.587

919

249

0.000

0.000

vwg

8,528

0

8,517

11

0

0.000

0.000

%

100.000

0.000

99.871

129

0.000

0.000

0.000

KCRA N N SACRAMENTO

qhrs

5,672

3,792

1,692

0

188

0

0

%

100.000

66.855

29.831

0.000

3.315

0.000

0.000

vwg

36,653

21,909

13,714

0

1,130

0

0

%

100.000

59.501

37.416

0.000

3.083

0.000

0.000

KCSM E SAN MATEO

qhrs

8,260

0

0

0

0

0

8,260

%

100.000

0.000

0.000

0.000

0.000

0.000

100.000

vwg

1,890

0

0

0

0

0

1,890

%

100.000

0.000

0.000

0.000

0.000

0.000

100.000

KDFI I DALLAS

qhrs

10,114

730

7,616

1,768

0

0

0

%

100.000

7.218

75.302

17.481

0.000

0.000

0.000

vwg

0

0

0

0

0

0

0

%

0.000

0.000

0.000

0.000

0.000

0.000

0.000

KDFW N C DALLAS

qhrs

3,311

1,599

1,586

118

0

8

0

%

100.000

48.294

47.901

3.564

0.000

242

0.000

vwg

11,339

6,217

5,107

0

0

15

0

%

100.000

54.828

45.039

0.000

0.000

132

0.000

KDNL I F ST LOUIS

qhrs

10,590

50

10,124

416

0

0

0

%

100.000

.472

95.600

3.928

0.000

0.000

0.000

vwg

126,270

0

126,249

21

0

0

0

%

100.000

0.000

99.983

0.017

0.000

0.000

0.000

KDTN E DENTON

qhrs

7,025

0

0

0

0

0

7,025

%

100.000

0.000

0.000

0.000

0.000

0.000

100.000

vwg

0

0

0

0

0

0

0

%

0.000

0.000

0.000

0.000

0.000

0.000

0.000

KEDT E CORPUS CHRISTI

qhrs

8,546

0

0

0

0

0

8,546

%

100.000

0.000

0.000

0.000

0.000

0.000

100.000

JAN 03 1996  
NLHZCL12P

1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
(c) Cable Data Corporation

Page 3

CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KETA	E		OKLAHOMA CITY	qhrs	7,904	0	0	0	0	0	7,904
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	74,072	0	0	0	0	0	74,072
KFCB	I	R	CONCORD	qhrs	8,610	3,732	1,164	3,666	36	12	0
				%	100.000	43.345	13.519	42.578	.418	.139	.000
				vwg	835	87	14	133	1	0	0
KFOR	N	N	OKLAHOMA CITY	qhrs	3,278	993	2,237	48	0	0	0
				%	100.000	30.293	68.243	1.464	.000	.000	.000
				vwg	14,427	6,086	8,341	0	0	0	0
KFTY	I		SANTA ROSA	qhrs	10,424	674	9,294	456	0	0	0
				%	100.000	6.466	89.160	4.375	.000	.000	.000
				vwg	0	0	0	0	0	0	0
KCAN	N	C	CEDAR RAPIDS	qhrs	3,728	704	2,788	112	120	4	0
				%	100.000	18.884	74.785	3.004	3.219	.107	.000
				vwg	1,045	151	894	0	0	0	0
KGO	N	A	SAN FRANCISCO	qhrs	5,116	1,298	3,810	0	0	8	0
				%	100.000	25.371	74.472	.000	.000	.156	.000
				vwg	11,955	4,619	7,336	0	0	0	0
KHET	E		HONOLULU	qhrs	8,105	0	0	0	0	0	8,105
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
KHQ	N	N	SPOKANE	qhrs	4,441	1,905	2,260	180	0	96	0
				%	100.000	42.896	50.889	4.053	.000	2.162	.000
				vwg	58	27	31	0	0	0	0
KICU	I		SAN JOSE	qhrs	10,752	826	8,558	408	184	778	0
				%	100.000	7.682	79.594	3.795	1.711	7.217	.000
				vwg	14,501	427	13,079	305	567	123	0
KITN	I	F	MINNEAPOLIS	qhrs	10,462	94	9,758	430	176	4	0
				%	100.000	.898	93.271	4.110	1.682	.038	.000
				vwg	155,835	976	147,964	889	6,006	0	0
				%	100.000	.626	94.949	.570	3.854	.000	.000

P.4  
NO.318

CABLE DATA CORP

JAN. 4, 1996 8:04AM

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1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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Page 4

NO.318 P.5

CABLE DATA CORP

8:05PM

JAN. 4.1996

CALL SIGN	T Y	S T	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
--------------	--------	--------	------	-------	-------	-------------------	-----------	-----------------	-------	------------------

KLTV	N	A	TYLER	qhrs 4,795	1,247	2,530	110	12	896	0
				% 100.000	26.000	52.763	2.294	.250	18.686	.000
				% 100.000	100.000	.000	.000	.000	.000	.000
KMEX	I	S	LOS ANGELES	qhrs 8,538	1,072	7,106	358	0	2	0
				% 100.000	12.556	83.228	4.193	.000	.021	.000
				% 100.000	11.064	88.971	.365	.000	.000	.000
KMGH	N	C	DENVER	qhrs 3,956	530	2,954	108	64	0	0
				% 100.000	20.981	74.671	2.730	1.618	.000	.000
				% 100.000	10.876	32.515	1.388	.267	.000	.000
KMTV	N	C	OMAHA	qhrs 3,335	905	2,306	40	48	36	0
				% 100.000	27.136	69.145	1.197	1.439	1.079	.000
				% 100.000	100.000	.000	.000	.000	.000	.000
KNSD	N	N	SAN DIEGO	qhrs 4,194	892	3,290	12	0	0	0
				% 100.000	21.269	78.445	.286	.000	.000	.000
				% 100.000	66.051	33.949	.000	.000	.000	.000
KOCO	N	A	OKLAHOMA CITY	qhrs 4,324	1,855	2,175	232	0	62	0
				% 100.000	42.900	50.301	5.365	.000	1.434	.000
				% 100.000	41.965	57.457	.578	.000	.000	.000
KOLN	N	C	LINCOLN	qhrs 3,792	722	1,997	94	83	896	0
				% 100.000	19.040	52.664	2.479	2.189	23.629	.000
				% 100.000	17.361	80.015	2.561	.000	.063	.000
KORO	I	S	CORPUS CHRISTI	qhrs 8,445	1,020	6,191	338	0	896	0
				% 100.000	12.078	73.310	4.002	.000	10.610	.000
				% 100.000	.000	.000	.000	.000	.000	.000
KPBS	E		SAN DIEGO	qhrs 7,897	0	0	0	0	0	0
				% 100.000	.000	.000	.000	.000	.000	.000
				% 100.000	.000	.000	.000	.000	.000	.000
KPIX	N	C	SAN FRANCISCO	qhrs 4,319	1,780	2,247	32	248	12	0
				% 100.000	41.213	52.026	.741	5.742	.278	.000
				% 100.000	45.641	44.802	.000	9.783	.374	.000

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1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KPNX	N	N	PHOENIX	qhrs	4,018	1,308	2,706	0	0	10	0
				%	100.000	32.404	67.347	0.000	0.000	249	0.000
				vwg	0	0	0	0	0	0	0
				%	0.000	0.000	0.000	0.000	0.000	0.000	0.000
KRIV	I	F	HOUSTON	qhrs	10,448	650	9,433	228	0	137	0
				%	100.000	6.221	90.285	2.182	0.000	1.311	0.000
				vwg	110,544	1,991	108,409	2,112	0	32	0
				%	100.000	1.801	98.069	1.01	0.000	0.029	0.000
KRON	N	N	SAN FRANCISCO	qhrs	5,258	1,756	3,482	0	0	20	0
				%	100.000	33.397	66.223	0.000	0.000	380	0.000
				vwg	9,623	3,473	6,145	0	0	5	0
				%	100.000	36.091	63.857	0.000	0.000	0.052	0.000
KRRT	I	F	KERRVILLE	qhrs	5,216	4	5,018	184	0	10	0
				%	100.000	0.077	96.204	3.528	0.000	1.92	0.000
				vwg	0	0	0	0	0	0	0
				%	0.000	0.000	0.000	0.000	0.000	0.000	0.000
KSAT	N	A	SAN ANTONIO	qhrs	1,895	612	1,120	78	78	7	0
				%	100.000	32.296	59.103	4.116	4.116	369	0.000
				vwg	0	0	0	0	0	0	0
				%	0.000	0.000	0.000	0.000	0.000	0.000	0.000
KBAX	N	A	ALEXANDRIA	qhrs	5,275	1,679	2,597	82	21	896	0
				%	100.000	31.829	49.232	1.555	3.98	16.986	0.000
				vwg	5,647	2,488	3,056	0	103	0	0
				%	100.000	44.059	54.117	0.000	1.824	0.000	0.000
KSIN	E		SIOUX CITY	qhrs	8,798	0	0	0	0	0	8,798
				%	100.000	0.000	0.000	0.000	0.000	0.000	100.000
				vwg	0	0	0	0	0	0	0
				%	0.000	0.000	0.000	0.000	0.000	0.000	0.000
KSNW	N	N	WICHITA	qhrs	3,819	1,103	1,545	202	73	896	0
				%	100.000	28.882	40.456	5.289	1.911	23.462	0.000
				vwg	3,757	1,368	2,334	44	11	0	0
				%	100.000	36.412	62.124	1.171	2.93	0.000	0.000
KSTW	I		TACOMA	qhrs	10,544	1,070	8,656	588	230	6	0
				%	100.000	10.148	82.094	5.520	2.181	0.057	0.000
				vwg	15,689	2,623	11,978	694	374	0	0
				%	100.000	16.719	76.346	4.423	2.511	0.000	0.000
KTAJ	I	R	ST JOSEPH	qhrs	9,819	3,467	2,270	3,186	0	896	0
				%	100.000	35.309	23.118	32.447	0.000	9.125	0.000
				vwg	0	0	0	0	0	0	0
				%	0.000	0.000	0.000	0.000	0.000	0.000	0.000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KTBO	I	R	OKLAHOMA CITY	qhrs	9,840	800	632	792	0	7,616	0
				%	100.000	8.130	6.423	8.049	.000	77.398	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTIV	N	N	SIOUX CITY	qhrs	3,495	830	1,435	108	226	896	0
				%	100.000	23.748	41.059	3.090	6.466	25.637	.000
				vwg	346	0	216	0	130	0	0
				%	100.000	.000	62.428	.000	37.572	.000	.000
KTLC	I		LOS ANGELES	qhrs	10,740	808	9,368	320	244	0	0
				%	100.000	7.523	87.225	2.980	2.272	.000	.000
				vwg	57,270	1,934	52,672	247	2,417	0	0
				%	100.000	3.377	91.971	.431	4.220	.000	.000
KTSP	I	Q	SAN FRANCISCO	qhrs	10,836	4,838	2,474	2,828	0	96	0
				%	100.000	47.265	24.170	27.628	.000	.938	.000
				vwg	258	135	99	80	0	4	0
				%	100.000	52.326	38.372	7.752	.000	1.550	.000
KTTV	I	F	LOS ANGELES	qhrs	10,702	1,014	9,196	292	200	0	0
				%	100.000	9.475	85.928	2.728	1.869	.000	.000
				vwg	86,271	5,212	75,340	163	5,550	0	0
				%	100.000	6.041	87.329	.196	6.433	.000	.000
KTUU	N	N	ANCHORAGE	qhrs	3,674	628	2,166	0	0	880	0
				%	100.000	17.093	58.955	.000	.000	23.952	.000
				vwg	7,474	2,265	5,209	0	0	0	0
				%	100.000	30.305	69.695	.000	.000	.000	.000
KTVD	I		DENVER	qhrs	10,368	1,430	8,302	518	112	0	0
				%	100.000	13.792	80.073	4.996	1.080	.058	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTVT	I		FT WORTH	qhrs	10,752	688	9,106	548	408	2	0
				%	100.000	6.399	84.691	5.097	3.795	.019	.000
				vwg	69,463	1,609	64,937	559	2,320	38	0
				%	100.000	2.310	93.484	.805	3.340	.055	.000
KTUU	I	F	OAKLAND	qhrs	10,724	968	9,046	480	830	0	0
				%	100.000	9.026	84.353	4.476	8.145	.000	.000
				vwg	85,780	13,438	64,512	433	7,397	0	0
				%	100.000	15.666	75.206	.505	8.623	.000	.000
KTWO	N	N	CASPER	qhrs	2,539	608	1,851	0	78	2	0
				%	100.000	23.946	72.903	.000	3.078	.078	.000
				vwg	20,655	2,937	16,205	0	1,513	0	0
				%	100.000	14.219	78.456	.000	7.325	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KTUU	E		TOPEKA	qhrs	8,600	0	0	0	0	0	8,600
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	5,336	0	0	0	0	0	5,336
				%	100.000	.000	.000	.000	.000	.000	100.000
KTXL	I	F	SACRAMENTO	qhrs	10,540	550	9,702	888	0	0	0
				%	100.000	5.218	92.049	8.732	.000	.000	.000
				vwg	80,095	2,070	76,628	1,397	0	0	0
				%	100.000	2.584	95.671	1.744	.000	.000	.000
KUHT	E		HOUSTON	qhrs	8,661	0	0	0	0	0	8,661
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	21,730	0	0	0	0	0	21,730
				%	100.000	.000	.000	.000	.000	.000	100.000
KUSI	I		SAN DIEGO	qhrs	3,733	162	3,495	0	72	4	0
				%	100.000	4.340	91.624	.000	1.929	.107	.000
				vwg	156	0	156	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
KUTP	I		PHOENIX	qhrs	10,230	368	8,686	0	206	970	0
				%	100.000	3.597	84.907	.000	2.014	9.482	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KVCT	N	A	VICTORIA	qhrs	2,887	301	1,648	0	41	897	0
				%	100.000	10.426	57.083	.000	1.420	31.070	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KVOA	N	N	TUCSON	qhrs	3,854	1,016	1,938	4	0	896	0
				%	100.000	26.362	50.285	.104	.000	23.249	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KVOS	I	C	BELLINGHAM	qhrs	10,732	394	10,023	298	0	17	0
				%	100.000	3.671	93.394	2.777	.000	.158	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KWET	E		CHEYENNE	qhrs	8,736	0	0	0	0	0	8,736
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	2,981	0	0	0	0	0	2,981
				%	100.000	.000	.000	.000	.000	.000	100.000
KWGN	I		DENVER	qhrs	10,688	567	9,711	376	30	4	0
				%	100.000	5.305	90.859	3.518	.281	.037	.000
				vwg	61,009	2,852	57,373	643	189	6	0
				%	100.000	4.685	94.040	1.054	.211	.010	.000

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CABLE DATA CORP

8:00PM

JAN. 4.1996

CALL  
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CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

KWQC N N DAVENPORT

qhrs

3,574

1,078

2,860

30

204

2

0

%

100.000

30.162

63.234

.639

5.708

.056

.000

vwg

1.560

9.615

86.218

.000

4.167

.000

.000

KWTX N C WACO

qhrs

3,571

1,179

1,458

38

0

896

0

%

100.000

33.016

40.829

1.064

.000

25.091

.000

vwg

0

0

0

0

0

0

0

KXAS N N FORT WORTH

qhrs

4,314

1,670

2,568

64

12

0

0

%

100.000

38.711

59.527

1.484

.278

.000

.000

vwg

21.012

13.069

6.992

0

951

0

0

KXLN I S ROSENBERG

qhrs

10,529

972

9,281

242

0

34

0

%

100.000

9.232

88.147

2.298

.000

323

.000

vwg

0

0

0

0

0

0

0

KXTX I DALLAS

qhrs

10,422

226

8,488

1,606

0

102

0

%

100.000

2.168

81.443

15.410

.000

.979

.000

vwg

147.152

329

139.193

7.215

0

421

0

KYMA N N YUMA

qhrs

3,474

630

2,832

0

0

12

0

%

100.000

18.135

81.520

.000

.000

.345

.000

vwg

0

0

0

0

0

0

0

KYIV N N SPRINGFIELD

qhrs

3,395

858

2,329

160

48

0

0

%

100.000

25.272

68.601

4.713

1.414

.000

.000

vwg

20.843

836

20.007

0

0

0

0

WABC N A NEW YORK

qhrs

5,487

1,717

3,598

128

44

0

0

%

100.000

31.292

65.573

2.333

.802

.000

.000

vwg

919

294

607

18

0

0

0

WAFB N C BATON ROUGE

qhrs

4,054

1,348

2,226

460

0

20

0

%

100.000

33.251

54.909

14.347

.000

.493

.000

vwg

4,346

1,602

2,663

81

0

0

0

WALA N N MOBILE

qhrs

4,132

970

2,266

0

0

896

0

%

100.000

23.475

54.840

.000

.000

21.684

.000

vwg

31,992

5,338

25,713

0

0

941

0

%

100.000

16.685

80.373

.000

.000

2.941

.000

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CABLE DATA CORP

B: 08PM

JAN. 4. 1996

CALL SIGN	T Y	S T	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
--------------	--------	--------	------	-------	-------	-------------------	-----------	-----------------	-------	------------------

WAOW	N	A	WAUSAU	qhrs 4,894 % 100.000	776 15.856	3,029 61.898	144 2.942	49 1.001	896 18.308	0 .000
				vwg 0 % .000	0 .000	0 .000	0 .000	0 .000	0 .000	0 .000
WATE	N	A	KNOXVILLE	qhrs 3,824 % 100.000	996 26.046	2,698 70.554	128 3.347	0 .000	2 .052	0 .000
				vwg 3,539 % 100.000	60 1.695	2,847 80.446	532 17.858	0 .000	0 .000	0 .000
WATL	I	F	ATLANTA	qhrs 10,230 % 100.000	68 .665	9,580 93.646	582 5.689	0 .000	0 .000	0 .000
				vwg 0 % .000	0 .000	0 .000	0 .000	0 .000	0 .000	0 .000
WBAL	N	C	BALTIMORE	qhrs 4,044 % 100.000	1,608 39.763	2,384 58.958	48 1.187	0 .000	4 .099	0 .000
				vwg 6,656 % 100.000	1,430 21.484	5,184 77.885	30 .451	0 .000	12 .180	0 .000
WBBM	N	C	CHICAGO	qhrs 3,481 % 100.000	1,260 36.196	2,203 63.286	10 .287	0 .000	8 .230	0 .000
				vwg 96 % 100.000	21 21.875	75 78.125	0 .000	0 .000	0 .000	0 .000
WBFF	I	F	BALTIMORE	qhrs 10,504 % 100.000	300 2.856	9,714 92.479	398 3.789	90 .857	2 .019	0 .000
				vwg 22,432 % 100.000	375 1.672	21,896 97.611	71 .317	90 .401	0 .000	0 .000
WBNG	N	C	BINGHAMTON	qhrs 3,751 % 100.000	878 23.407	1,935 51.586	58 1.546	0 .000	880 23.460	0 .000
				vwg 331 % 100.000	11 3.323	304 91.843	0 .000	0 .000	16 4.834	0 .000
WBOY	N	N	CLARKSBURG	qhrs 2,320 % 100.000	554 23.879	1,510 65.086	156 6.724	94 4.052	6 .259	0 .000
				vwg 9,333 % 100.000	1,202 12.879	7,936 85.032	195 2.089	0 .000	0 .000	0 .000
WCAU	N	C	PHILADELPHIA	qhrs 3,309 % 100.000	1,096 33.122	2,203 66.757	0 .000	0 .000	4 .121	0 .000
				vwg 2,150 % 100.000	753 35.023	1,396 64.930	0 .000	0 .000	1 .047	0 .000
WCBS	N	C	NEW YORK	qhrs 3,415 % 100.000	1,160 33.968	2,225 65.154	0 .000	0 .000	30 .878	0 .000
				vwg 7,105 % 100.000	3,021 42.519	4,084 57.481	0 .000	0 .000	0 .000	0 .000

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CABLE DATA CORP

8:10PM

JAN. 4.1996

CALL  
SIGN

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S  
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CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

WCDC N A ADAMS

qhrs

4,526

959

2,593

94

0

880

0

%

100.000

21.189

57.291

2.077

.000

19.443

.000

vwg

13,991

9,889

4,102

.000

.000

.000

.000

WCIU I CHICAGO

qhrs

10,396

3,782

4,324

2,174

0

116

0

%

100.000

36.379

41.593

20.912

.000

1.116

.000

vwg

254

48

206

.000

.000

.000

.000

WCLF I R CLEARWATER

qhrs

10,752

2,436

558

7,756

0

2

0

%

100.000

22.656

5.190

72.135

.000

.019

.000

vwg

0

0

0

.000

.000

.000

.000

WCNY E SYRACUSE

qhrs

8,958

0

0

0

0

0

8,958

%

100.000

.000

.000

.000

.000

.000

100.000

vwg

0

0

0

.000

.000

.000

.000

WCTI N A NEW BERN

qhrs

5,086

806

3,168

92

140

880

0

%

100.000

15.847

62.289

1.809

2.753

17.302

.000

vwg

0

0

0

.000

.000

.000

.000

WCVB N A BOSTON

qhrs

6,349

2,896

3,291

94

42

26

0

%

100.000

45.613

51.835

1.481

.662

.410

.000

vwg

8,502

2,515

5,976

11

0

0

.000

WDBD I F JACKSON

qhrs

9,525

238

7,581

640

170

896

0

%

100.000

2.499

79.591

6.719

1.785

9.407

.000

vwg

2,613

281

2,207

22

103

0

.000

WDBJ N C ROANOKE

qhrs

2,473

641

1,780

48

0

4

0

%

100.000

25.920

71.977

1.941

.000

.162

.000

vwg

15,562

4,005

11,492

65

.000

.000

.000

WDCA I WASHINGTON

qhrs

10,566

78

8,000

1,156

322

10

0

%

100.000

.739

85.179

10.941

3.048

.095

.000

vwg

27,825

23

25,917

466

1,419

0

.000

WDTN N A DAYTON

qhrs

4,346

1,178

2,984

128

50

6

0

%

100.000

27.105

68.661

2.945

1.150

.138

.000

vwg

32,762

4,010

28,574

81

97

0

.000

%

100.000

12.240

87.217

.247

.296

.000

.000

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CABLE DATA CORP

JAN. 4. 1996 8:11PM

CALL SIGN	T Y	S T	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
--------------	--------	--------	------	-------	-------	-------------------	-----------	-----------------	-------	------------------

WEAO	E		AKRON	qhrs 9,809 % 100.000 vwg 0.000	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	9,809 100.000 0.000
WEDU	E		TAMPA	qhrs 7,270 % 100.000 vwg 11	0 .000 .000	4 .055 .000	0 .000 .000	0 .000 .000	0 .000 .000	7,266 99.945 11
WENH	E		DURHAM	qhrs 8,336 % 100.000 vwg 22,817	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	8,336 100.000 22,817
WENY	N	A	ELMIRA	qhrs 3,326 % 100.000 vwg 0	528 15.875 0	2,556 76.849 0	198 5.953 0	14 .421 0	30 .902 0	0 0 0
WESH	N	N	DAYTONA BEACH	qhrs 4,368 % 100.000 vwg 3,381	1,200 27.473 637	3,112 71.245 2,714	48 1.099 0	0 .000 0	8 .183 0	0 0 0
WFFT	I	F	FT WAYNE	qhrs 10,752 % 100.000 vwg 595	1,100 10.231 281	8,746 81.343 314	640 5.952 0	264 2.455 0	2 .019 0	0 0 0
WFLA	N	N	TAMPA	qhrs 4,369 % 100.000 vwg 0	1,780 40.742 0	2,405 55.047 0	184 4.211 0	0 .000 0	0 .000 0	0 0 0
WFLD	I	F	CHICAGO	qhrs 9,761 % 100.000 vwg 37,727	672 6.885 766	9,029 92.501 36,958	60 .615 3	0 .000 0	0 .000 0	0 0 0
WFSU	E		TALLAHASSEE	qhrs 8,309 % 100.000 vwg 0	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	0 .000 .000	8,309 100.000 0
WFXR	I		ROANOKE	qhrs 9,423 % 100.000 vwg 17,820	265 2.812 555	7,981 84.697 17,139	286 3.035 76	10 .106 0	881 9.349 0	0 0 0

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1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CABLE DATA CORP

8:12PM

JAN. 4.1996

CALL SIGN	T Y	S T	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
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WFXT	I	F	BOSTON	qhrs 8,830 % 100.000 vwg 112,935 % 100.000	240 2,718 1,470 1.302	8,168 92,480 108,423 96.005	392 4,439 38 .034	32 .362 3,004 2.660	0 0 0 .000	0 0 0 .000
WGSS	I		PHILADELPHIA	qhrs 10,560 % 100.000 vwg 7,985 % 100.000	48 .455 0 .000	9,628 91,174 7,738 96.907	692 6,553 114 1.428	188 1,780 133 1.666	4 .038 0 .000	0 0 0 .000
WGGB	N	A	SPRINGFIELD	qhrs 3,528 % 100.000 vwg 5,796 % 100.000	956 27,098 1,140 19.669	2,332 66,100 4,299 74.172	160 4,535 49 .845	80 2,268 308 5.314	0 .000 0 .000	0 0 0 .000
WGGS	I	R	GREENVILLE	qhrs 9,352 % 100.000 vwg 0 % 0.000	2,046 21,878 0 .000	2,028 21,685 0 .000	2,158 23,075 0 .000	0 .000 0 .000	3,120 33,362 0 .000	0 0 0 .000
WGN	I		CHICAGO	qhrs 10,752 % 100.000 vwg 1,309,482 % 100.000	946 8,798 89,803 6.858	8,624 80,208 93,542 71,749	312 2,902 8,299 6.34	870 8,092 271,838 20,759	0 .000 0 .000	0 0 0 .000
WGNT	I		PORTSMOUTH	qhrs 9,532 % 100.000 vwg 14,561 % 100.000	484 5,078 800 5.494	6,934 72,744 11,735 80.592	1,234 12,946 1,999 13.728	0 .000 0 .000	.880 9,232 27 .185	0 0 0 .000
WGNX	I		ATLANTA	qhrs 10,438 % 100.000 vwg 30,908 % 100.000	498 4,755 795 2.573	9,216 89,302 29,944 96.900	554 5,311 96 .311	60 .575 67 .217	6 .058 0 .000	0 0 0 .000
WGTE	E		TOLEDO	qhrs 7,802 % 100.000 vwg 14,628 % 100.000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	7,802 100.000 14,628 100.000
WHA	E		MADISON	qhrs 4,082 % 100.000 vwg 2,240 % 100.000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	4,082 100.000 2,240 100.000
WHIO	N	C	DAYTON	qhrs 4,146 % 100.000 vwg 9,626 % 100.000	1,765 42,571 1,501 15.593	2,300 55,475 7,703 80.023	10 .241 0 .000	65 1,568 422 4.384	6 .145 0 .000	0 0 0 .000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WHRO	E		HAMPTON	qhrrs	8,874	0	0	0	0	0	8,874
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WIS	N	N	COLUMBIA	qhrrs	3,896	1,046	1,746	160	64	880	0
				%	100.000	26.843	44.815	4.107	1.643	22.587	0.000
				vwg	1,410	966	384	60	0	0	0
				%	100.000	68.511	27.234	4.855	.000	.000	.000
WJAC	N	N	JOHNSTOWN	qhrrs	3,012	887	1,957	168	0	0	0
				%	100.000	29.449	64.973	5.578	.000	.000	.000
				vwg	5,770	2,332	3,433	5	0	0	0
				%	100.000	40.416	59.497	.087	.000	.000	.000
WJAR	N	N	PROVIDENCE	qhrrs	3,604	1,254	2,300	36	0	0	0
				%	100.000	34.795	63.818	.999	.000	.000	.000
				vwg	13,556	2,904	10,457	0	0	0	0
				%	100.000	21.422	77.139	.000	.000	.000	.000
WJBK	N	C	DETROIT	qhrrs	6,006	1,220	4,584	148	44	10	0
				%	100.000	20.313	76.324	2.464	.733	.167	.000
				vwg	9,843	2,272	7,880	16	0	0	0
				%	100.000	23.024	76.814	.162	.000	.000	.000
WJCT	E		JACKSONVILLE	qhrrs	8,794	0	0	0	0	0	8,794
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	9,858	0	0	0	0	0	9,858
				%	100.000	.000	.000	.000	.000	.000	100.000
WJZ	N	A	BALTIMORE	qhrrs	5,623	1,388	4,046	167	14	8	0
				%	100.000	24.684	71.954	2.970	.249	.142	.000
				vwg	10,910	1,403	9,447	4	56	0	0
				%	100.000	12.860	86.590	.037	.513	.000	.000
WKBO	I	F	DETROIT	qhrrs	10,494	750	9,144	400	200	0	0
				%	100.000	7.147	87.136	3.812	1.906	.000	.000
				vwg	64,568	2,763	56,326	500	4,979	0	0
				%	100.000	4.272	87.835	.774	7.711	.000	.000
WKPC	E		LOUISVILLE	qhrrs	8,186	0	0	0	0	0	8,186
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WKZX	I		COOKEVILLE	qhrrs	9,856	0	0	0	0	9,856	0
				%	100.000	.000	.000	.000	.000	100.000	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

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CALL SIGN	T Y P	S T P	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WLEF	E		PARK FALLS	qhrs 8,977 % 100.000 vwg 0 % 0.000	0 0.000	0 0.000	0 0.000	0 0.000	0 0.000	8,977 100.000
WLEX	N	N	LEXINGTON	qhrs 3,222 % 100.000 vwg 28,786 % 100.000	1,486 46.120 13,867 48.173	1,568 48.665 14,838 51.546	148 4.593 5 0.017	0 0.000 0 0.000	20 621 76 264	0 0.000 0 0.000
WLFI	N	C	LAFAYETTE	qhrs 3,830 % 100.000 vwg 0 % 0.000	679 17.728 0 0.000	2,161 56.423 0 0.000	0 0.000 0 0.000	102 2.663 0 0.000	888 23.185 0 0.000	0 0.000 0 0.000
WLIS	I		RIVERHEAD	qhrs 9,466 % 100.000 vwg 0 % 0.000	606 6.402 0 0.000	7,246 76.548 0 0.000	734 7.754 0 0.000	0 0.000 0 0.000	880 9.296 0 0.000	0 0.000 0 0.000
WLVI	I		CAMBRIDGE	qhrs 9,392 % 100.000 vwg 37,351 % 100.000	698 7.432 1,796 4.808	8,596 91.525 34,556 92.517	6 0.64 31 0.83	86 9.16 913 2.444	6 0.64 55 1.47	0 0.000 0 0.000
WMAR	N	N	BALTIMORE	qhrs 5,394 % 100.000 vwg 5,069 % 100.000	1,498 27.660 1,255 24.758	3,584 66.073 3,274 64.589	32 .593 6 .118	222 4.116 439 8.660	84 1.557 95 1.874	0 0.000 0 0.000
WNEP	N	A	SCRANTON	qhrs 3,818 % 100.000 vwg 15,726 % 100.000	1,398 36.616 7,225 45.943	2,278 59.665 8,370 53.224	142 3.719 131 .833	0 0.000 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000
WNET	E		NYC-NEWARK	qhrs 10,620 % 100.000 vwg 11,704 % 100.000	0 0.000 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000	10,620 100.000 11,704 100.000
WNRW	I	F	WINSTON-SALEM	qhrs 9,354 % 100.000 vwg 0 % 0.000	138 1.475 0 0.000	7,735 82.692 0 0.000	521 5.570 0 0.000	70 .748 0 0.000	890 9.518 0 0.000	0 0.000 0 0.000
WNVC	E		FAIRFAX	qhrs 5,714 % 100.000 vwg 0 % 0.000	0 0.000 0 0.000	8 .140 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000	0 0.000 0 0.000	5,714 99.950 0 0.000

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CABLE DATA CORP

8:14PM

JAN. 4.1996

CALL  
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T  
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CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

WNWO N A TOLEDO

qhrs

3,252

350

2,672

216

0

14

0

%

100.000

10.763

82.165

6.642

0.000

.431

.000

vwg

10.613

2.535

96.608

.810

.000

.047

.000

WNYC E NEW YORK

qhrs

7,880

0

0

0

0

0

7,880

%

100.000

.000

.000

.000

.000

.000

100.000

vwg

4.490

.000

.000

.000

.000

.000

100.000

WNYW I F NEW YORK

qhrs

10,751

1,741

8,722

286

0

2

0

%

100.000

16.194

81.127

2.660

.000

.019

.000

vwg

55,744

3,110

52,537

97

.000

.000

.000

WOLF I F SCRANTON

qhrs

9,787

350

8,155

394

18

880

0

%

100.000

3.576

83.325

3.924

.184

8.992

.000

vwg

723

22

701

0

.000

.000

.000

WOLO N A COLUMBIA

qhrs

4,598

334

3,276

94

14

880

0

%

100.000

7.264

71.248

2.044

.304

19.139

.000

vwg

0

.000

.000

.000

.000

.000

.000

WPBY E HUNTINGTON

qhrs

7,287

0

0

0

0

0

7,287

%

100.000

.000

.000

.000

.000

.000

100.000

vwg

0

.000

.000

.000

.000

.000

.000

WPHL I PHILADELPHIA

qhrs

10,348

1,524

7,422

1,236

166

0

0

%

100.000

14.727

71.724

11.944

1.604

.000

.000

vwg

20,727

759

19,210

218

540

.000

.000

WPIX I NEW YORK

qhrs

10,752

732

9,622

146

252

0

0

%

100.000

6.808

89.490

1.358

2.344

.000

.000

vwg

228,432

11,672

207,492

673

3,595

.000

.000

WPNE E GREEN BAY

qhrs

8,977

0

0

0

0

0

8,977

%

100.000

.000

.000

.000

.000

.000

100.000

vwg

298

.000

.000

.000

.000

.000

100.000

WPSD N A PADUCAH

qhrs

3,606

1,164

1,365

124

57

896

0

%

100.000

32.280

37.854

3.439

1.581

24.847

.000

vwg

0

.000

.000

.000

.000

.000

.000



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1990 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WPTO	E		OXFORD	qhrs	9,162	0	0	0	0	0	9,162
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	16,555	0	0	0	0	0	16,555
				%	100.000	.000	.000	.000	.000	.000	100.000
WPVI	N	A	PHILADELPHIA	qhrs	5,258	2,406	2,836	0	14	2	0
				%	100.000	45.759	53.937	.000	.266	.038	.000
				vwg	2,309	433	1,779	0	97	0	0
				%	100.000	18.753	77.046	.000	4.201	.000	.000
WSBK	I		BOSTON	qhrs	10,568	376	9,656	98	438	0	0
				%	100.000	3.558	91.370	.927	4.145	.000	.000
				vwg	105,006	1,830	93,808	164	9,204	0	0
				%	100.000	1.743	89.336	.156	8.765	.000	.000
WSPA	N	C	SPARTANBURG	qhrs	4,061	1,276	1,803	32	10	880	0
				%	100.000	31.421	45.875	.788	.246	84.670	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTBS	I		ATLANTA	qhrs	10,745	1,360	8,806	132	447	0	0
				%	100.000	12.657	81.954	1.228	4.160	.000	.000
				vwg	4,688,438	234,260	4,204,664	32,482	217,032	0	0
				%	100.000	4.997	89.682	.693	4.629	.000	.000
WTJC	I		SPRINGFIELD	qhrs	5,414	1,078	2,758	1,502	0	76	0
				%	100.000	19.911	50.942	27.743	.000	1.404	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTTG	I	F	WASHINGTON	qhrs	10,714	1,078	8,812	152	70	2	0
				%	100.000	15.652	82.248	1.419	.653	.019	.000
				vwg	38,976	2,724	36,150	8	84	0	0
				%	100.000	6.989	92.775	.021	.216	.000	.000
WTTW	E		CHICAGO	qhrs	8,802	0	0	0	0	0	8,802
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	19,594	0	0	0	0	0	19,594
				%	100.000	.000	.000	.000	.000	.000	100.000
WTVB	N	C	DURHAM-RALEIGH-FA	qhrs	4,666	1,127	2,650	0	9	880	0
				%	100.000	24.153	56.794	.000	.193	18.860	.000
				vwg	97	0	97	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
WTVF	E		PEORIA	qhrs	6,969	0	0	0	0	0	6,969
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	1,980	0	0	0	0	0	1,980
				%	100.000	.000	.000	.000	.000	.000	100.000

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CABLE DATA CORP

8:16PM

JAN. 4. 1996

CALL  
SIGN

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CITY

Total

Local

Series/  
Movies

Religious

Major  
Sports

Other

Edu-  
cational

WTVI N C TAMPA

qhrs

4,208

1,844

2,312

48

0

4

0

%

100.000

43.821

54.943

1.141

0.000

.095

.000

vwg

0.000

0.000

0.000

0.000

0.000

0.000

0.000

WTVU N A EVANSVILLE

qhrs

4,488

601

2,778

160

53

896

0

%

100.000

13.391

61.898

3.565

1.181

19.964

0.000

vwg

0.000

0.000

0.000

0.000

0.000

0.000

0.000

WTVZ I F NORFOLK

qhrs

10,574

182

9,536

772

76

8

0

%

100.000

1.721

90.183

7.301

.719

.076

.000

vwg

103.325

465

101.744

1.084

.32

.000

.000

WTFX I F PHILADELPHIA

qhrs

10,552

550

9,102

426

474

0

0

%

100.000

5.212

86.259

4.037

4.492

0.000

0.000

vwg

39.638

1.624

34.949

38.1

2.684

0.000

0.000

WTZA I KINGSTON

qhrs

8,379

1,343

6,862

76

98

0

0

%

100.000

16.028

81.895

.907

1.170

0.000

0.000

vwg

7.931

993

6.938

0.000

0.000

0.000

0.000

WUAB I LORAIN

qhrs

9,282

521

8,867

288

204

2

0

%

100.000

5.613

89.065

3.103

2.198

.022

0.000

vwg

87.291

20.544

78.269

1.075

5.403

0.000

0.000

WUNG E CONCORD

qhrs

8,580

0

0

0

0

0

8,580

%

100.000

0.000

0.000

0.000

0.000

0.000

100.000

vwg

0.000

0.000

0.000

0.000

0.000

0.000

0.000

WUSA N C WASHINGTON

qhrs

3,816

2,026

1,666

120

0

4

0

%

100.000

53.092

43.658

3.145

0.000

.105

0.000

vwg

16,920

14,964

1,956

0

0.000

0

0.000

WVCY I MILWAUKEE

qhrs

5,440

2,532

338

2,566

0

4

0

%

100.000

46.544

6.213

47.169

0.000

.074

0.000

vwg

0.000

0.000

0.000

0.000

0.000

0.000

0.000

WVEU I ATLANTA

qhrs

10,752

1,239

8,107

1,340

48

18

0

%

100.000

11.523

75.400

12.463

.446

.167

0.000

vwg

0.000

0.000

0.000

0.000

0.000

0.000

0.000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WVIA	E		SCRANTON	qhrs	9,176	0	0	0	0	0	9,176
				%	100.000	.000	.000	.000	.000	.000	100.000
				vvg	8,767	0	0	0	0	0	8,767
				%	100.000	.000	.000	.000	.000	.000	100.000
WUL	N	C	NEW ORLEANS	qhrs	4,752	2,118	2,526	96	0	12	0
				%	100.000	44.571	53.157	2.020	.000	.253	.000
				vvg	1,266	828	573	65	0	0	0
				%	100.000	49.603	45.261	5.134	.000	.000	.000
WUOR	I		NEW YORK	qhrs	10,752	1,842	8,540	32	336	2	0
				%	100.000	17.132	79.427	.298	3.125	.019	.000
				vvg	529,481	64,868	421,667	283	42,513	150	0
				%	100.000	12.251	79.638	.053	8.029	.028	.000
WWSB	N	A	SARASOTA	qhrs	4,122	776	2,364	54	0	928	0
				%	100.000	18.826	57.351	1.310	.000	22.513	.000
				vvg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WXIA	N	N	ATLANTA	qhrs	5,378	1,706	3,500	96	70	6	0
				%	100.000	31.722	65.080	1.785	1.302	.112	.000
				vvg	11,949	7,113	4,785	46	5	0	0
				%	100.000	59.528	40.045	.385	.042	.000	.000
WXIX	I	F	CINCINNATI	qhrs	10,464	94	10,186	100	84	0	0
				%	100.000	.898	97.343	.956	.803	.000	.000
				vvg	68,769	326	68,078	152	213	0	0
				%	100.000	.474	98.995	.221	.310	.000	.000
WXTX	I	P	COLUMBUS	qhrs	9,292	422	7,278	678	40	880	0
				%	100.000	4.542	78.325	7.232	.430	9.471	.000
				vvg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WYLE	I		FLORENCE	qhrs	9,401	1,296	7,104	32	61	908	0
				%	100.000	13.786	75.566	.340	.649	9.659	.000
				vvg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WZTV	I		NASHVILLE	qhrs	7,808	236	6,858	648	60	6	0
				%	100.000	3.023	87.833	8.299	.768	.077	.000
				vvg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
TOTAL QUARTER-HOURS					1,287,468	153,031	714,867	60,531	10,660	58,887	292,492
					%	100.000	11.886	55.525	4.702	.828	22.718
TOTAL VIEWING					9,917,315	661,385	8,234,536	66,145	604,331	2,530	148,388
					%	100.000	6.669	83.032	.667	6.094	3.513

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KAAL	N	A	AUSTIN	qhrs	10,826	1,939	7,645	326	4	912	0
				%	100.000	17.911	70.617	3.011	.037	8.424	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KAID	E		BOISE	qhrs	8,139	0	0	0	0	0	8,139
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KASN	I		PINE BLUFF	qhrs	27,500	276	24,682	958	810	774	0
				%	100.000	1.004	89.753	3.484	2.945	2.815	.000
				vwg	87,432	920	84,641	79	978	814	.000
				%	100.000	1.052	96.808	.090	1.119	.931	.000
KATV	N	A	LITTLE ROCK	qhrs	17,717	6,110	10,342	624	303	338	0
				%	100.000	34.487	58.373	3.522	1.710	1.908	.000
				vwg	112,281	27,159	77,980	1,767	4,877	498	.000
				%	100.000	24.188	69.451	1.574	4.344	.444	.000
KBHK	I		SAN FRANCISCO	qhrs	34,364	600	32,860	866	28	10	0
				%	100.000	1.746	95.623	2.520	.081	.029	.000
				vwg	126,087	1,246	124,003	578	196	64	.000
				%	100.000	.988	98.347	.458	.155	.051	.000
KBSI	I	F	CAPE GIRARDEAU	qhrs	9,537	82	7,688	688	183	896	0
				%	100.000	.860	80.612	7.214	1.919	9.395	.000
				vwg	0	0	0	0	0	0	.000
				%	.000	.000	.000	.000	.000	.000	.000
KCAL	I		LOS ANGELES	qhrs	33,806	8,296	24,009	856	577	68	0
				%	100.000	24.540	71.020	2.532	1.707	.201	.000
				vwg	58,413	9,705	43,929	244	4,432	103	.000
				%	100.000	16.614	75.204	.418	7.587	.176	.000
KCAU	N	A	SIOUX CITY	qhrs	3,623	513	1,947	133	134	896	0
				%	100.000	14.160	53.740	3.671	3.699	24.731	.000
				vwg	880	79	746	0	55	0	.000
				%	100.000	8.977	84.773	.000	6.250	.000	.000
KCET	E		LOS ANGELES	qhrs	28,119	0	52	0	0	0	28,067
				%	100.000	.000	.185	.000	.000	.000	99.815
				vwg	30,197	0	300	0	0	0	29,897
				%	100.000	.000	.993	.000	.000	.000	99.007
KCIT	I	F	AMARILLO	qhrs	9,509	168	7,551	830	64	896	0
				%	100.000	1.767	79.409	8.729	.673	9.423	.000
				vwg	56,975	6	55,482	959	455	133	.000
				%	100.000	.011	97.274	1.683	.799	.233	.000

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CALL SIGN	T Y	S T	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KCPT	E		KANSAS CITY	qhrs 8,567 % 100.000 vwg 11,072 % 100.000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	8,567 100.000 11,072 100.000
KCRA	N	N	SACRAMENTO	qhrs 18,454 % 100.000 vwg 56,316 % 100.000	11,219 60,794 28,874 51,271	6,685 26,225 24,230 43,025	0 .000 0 .000	534 2,210 5,700	16 .087 2 .004	0 .000 0 .000
KCSM	E		SAN MATEO	qhrs 26,675 % 100.000 vwg 4,393 % 100.000	0 .000 0 .000	14 .052 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	26,661 99,948 4,393 100.000
KDNL	I	F	ST LOUIS	qhrs 33,885 % 100.000 vwg 603,712 % 100.000	262 .773 650 1,108	32,241 95,148 601,768 99,678	1,338 3,949 573 .095	12 .035 416 .069	32 .094 305 .051	0 .000 0 .000
KEET	E		EUREKA	qhrs 7,714 % 100.000 vwg 0 % 100.000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	7,714 100.000 0 .000
KERA	E		DALLAS	qhrs 29,966 % 100.000 vwg 27,318 % 100.000	0 .000 0 .000	38 .127 4 .015	0 .000 0 .000	0 .000 0 .000	0 .000 0 .000	29,928 99,873 27,314 99,985
KETK	N	N	JACKSONVILLE	qhrs 11,401 % 100.000 vwg 1,797 % 100.000	3,469 30,427 322 17,919	6,398 56,118 134 7,457	272 2,386 189 10,518	388 3,403 1,152 64,107	874 7,666 0 .000	0 .000 0 .000
KFCB	I	R	CONCORD	qhrs 28,500 % 100.000 vwg 2,374 % 100.000	8,230 28,877 815 34,330	4,562 16,007 584 24,600	14,620 51,298 923 38,880	138 .484 2 .084	950 3,333 50 2,106	0 .000 0 .000
KFVS	N	C	CAPE GIRARDEAU	qhrs 10,658 % 100.000 vwg 53,737 % 100.000	3,698 34,697 2,146 3,994	5,801 54,429 51,401 95,653	288 2,702 79 .147	36 .338 17 .032	835 7,834 94 .175	0 .000 0 .000
KGNS	N	N	LAREDO	qhrs 3,784 % 100.000 vwg 6 % 100.000	961 25,396 0 .000	1,927 50,925 6 100.000	0 .000 0 .000	0 .000 0 .000	896 23,679 0 .000	0 .000 0 .000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KGO	N	A	SAN FRANCISCO	qhrs	16,039	4,213	11,632	0	0	194	0
				%	100.000	26.267	72.523	.000	.000	1.210	.000
				vwg	55,401	15,066	40,301	0	0	34	0
				%	100.000	27.194	72.744	.000	.000	.061	.000
KGSW	I	F	ALBUQUERQUE	qhrs	9,848	97	8,235	564	56	896	0
				%	100.000	.985	83.621	5.727	.569	9.098	.000
				vwg	35,787	28	35,477	100	33	149	0
				%	100.000	.078	99.134	.279	.092	.416	.000
KHAI	I	S	HONOLULU	qhrs	15,876	10,685	4,053	238	0	900	0
				%	100.000	67.303	25.529	1.499	.000	5.669	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KHET	E		HONOLULU	qhrs	8,216	0	0	0	0	0	8,216
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	27,943	0	0	0	0	0	27,943
				%	100.000	.000	.000	.000	.000	.000	100.000
KHSH	I		ALVIN	qhrs	33,852	28,940	4,630	206	0	76	0
				%	100.000	85.490	13.677	.609	.000	.225	.000
				vwg	33	33	0	0	0	0	0
				%	100.000	100.000	.000	.000	.000	.000	.000
KHTV	I		HOUSTON	qhrs	33,647	2,016	27,177	3,372	382	700	0
				%	100.000	5.992	80.771	10.022	1.135	2.080	.000
				vwg	4,517	66	3,742	0	709	0	0
				%	100.000	1.461	82.843	.000	15.696	.000	.000
KICU	I		SAN JOSE	qhrs	34,364	1,720	30,364	1,372	894	14	0
				%	100.000	5.005	88.360	3.993	2.602	.041	.000
				vwg	50,697	2,067	42,126	57	6,433	14	0
				%	100.000	4.077	83.094	.112	12.689	.028	.000
KIXE	E		REDDING	qhrs	8,081	0	0	0	0	0	8,081
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KKTV	N	C	COLORADO SPRINGS	qhrs	14,291	3,387	9,973	365	26	540	0
				%	100.000	23.700	69.785	2.554	.182	3.779	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KMBC	N	A	KANSAS CITY	qhrs	15,351	6,011	8,303	216	167	654	0
				%	100.000	39.157	54.088	1.407	1.088	4.260	.000
				vwg	45,317	7,082	36,567	68	1,522	78	0
				%	100.000	15.628	80.692	.150	3.359	.172	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KMEB	E		WAILUKU	qhrs	8,216	0	0	0	0	0	8,216
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	1,082	0	0	0	0	0	1,082
				%	100.000	.000	.000	.000	.000	.000	100.000
KMSB	I	F	TUCSON	qhrs	9,600	78	7,844	708	74	896	0
				%	100.000	.813	81.708	7.375	.771	9.333	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KOB	N	N	ALBUQUERQUE	qhrs	4,317	1,007	2,378	36	0	896	0
				%	100.000	23.326	55.085	.834	.000	20.755	.000
				vwg	67,961	34,756	32,561	0	0	644	0
				%	100.000	51.141	47.911	.000	.000	.948	.000
KOKH	I		OKLAHOMA CITY	qhrs	30,376	1,244	27,098	1,166	80	788	0
				%	100.000	4.095	89.209	3.839	.263	2.594	.000
				vwg	13,118	266	12,841	11	0	0	0
				%	100.000	2.028	97.888	.084	.000	.000	.000
KOLN	N	C	LINCOLN	qhrs	3,886	702	2,096	113	79	896	0
				%	100.000	18.065	53.937	2.908	2.033	23.057	.000
				vwg	10,837	659	10,167	0	11	0	0
				%	100.000	6.081	93.817	.000	.102	.000	.000
KPBS	E		SAN DIEGO	qhrs	26,157	0	30	0	0	0	26,127
				%	100.000	.000	.115	.000	.000	.000	99.885
				vwg	9,324	0	0	0	0	0	9,324
				%	100.000	.000	.000	.000	.000	.000	100.000
KPIX	N	C	SAN FRANCISCO	qhrs	16,421	4,333	10,978	232	773	105	0
				%	100.000	26.387	66.853	1.413	4.707	.639	.000
				vwg	39,350	13,290	21,140	75	4,330	515	0
				%	100.000	33.774	53.723	.191	11.004	1.309	.000
KQED	E		SAN FRANCISCO	qhrs	31,929	0	72	0	0	0	31,857
				%	100.000	.000	.226	.000	.000	.000	99.774
				vwg	205,259	0	466	0	0	0	204,793
				%	100.000	.000	.227	.000	.000	.000	99.773
KREG	I		GLENWOOD SPRINGS	qhrs	6,583	1,867	3,503	154	0	1,059	0
				%	100.000	28.361	53.213	2.339	.000	16.087	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KRIV	I	F	HOUSTON	qhrs	33,452	2,036	30,250	1,022	0	144	0
				%	100.000	6.086	90.428	3.055	.000	.430	.000
				vwg	122,193	5,298	116,567	328	0	0	0
				%	100.000	4.336	95.396	.268	.000	.000	.000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KRON	N	N	SAN FRANCISCO	qhrs	17,377	6,394	10,678	21	4	280	0
				%	100.000	36.796	61.449	.121	.023	1.611	.000
				vwg	8,943	2,020	6,923	0	0	0	0
				%	100.000	22.587	77.413	.000	.000	.000	.000
KRWG	E		LAS CRUCES	qhrs	21,836	0	34	0	0	0	21,802
				%	100.000	.000	.156	.000	.000	.000	99.844
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KSCI	I	S	SAN BERNARDINO	qhrs	34,316	17,910	11,306	5,196	0	4	0
				%	100.000	51.900	32.947	15.142	.000	.012	.000
				vwg	9,721	5,451	4,146	124	0	0	0
				%	100.000	56.074	42.650	1.276	.000	.000	.000
KSDK	N	N	ST LOUIS	qhrs	16,408	4,707	10,485	660	155	401	0
				%	100.000	28.687	63.902	4.022	.945	2.444	.000
				vwg	41,203	6,050	34,543	239	17	354	0
				%	100.000	14.683	83.836	.580	.041	.859	.000
KSMO	I		KANSAS CITY	qhrs	30,200	824	26,359	2,070	308	639	0
				%	100.000	2.728	87.281	6.854	1.020	2.116	.000
				vwg	41,985	5,111	41,202	0	28	244	0
				%	100.000	1.217	98.135	.000	.067	.581	.000
KSTU	I	F	SALT LAKE CITY	qhrs	9,850	14	8,739	28	173	896	0
				%	100.000	.142	88.721	.284	1.756	9.096	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KSTW	I		TACOMA	qhrs	33,754	3,874	26,744	2,314	770	52	0
				%	100.000	11.477	79.232	6.855	2.281	.154	.000
				vwg	38,488	11,713	24,257	1,859	636	23	0
				%	100.000	30.433	63.025	4.830	1.652	.060	.000
KTAB	N	C	ABILENE	qhrs	3,601	688	1,831	100	86	896	0
				%	100.000	19.106	50.847	2.777	2.388	24.882	.000
				vwg	1,813	227	1,586	0	0	0	0
				%	100.000	12.521	87.479	.000	.000	.000	.000
KTBN	I	R	SANTA ANA	qhrs	33,832	6,139	4,304	23,313	0	76	0
				%	100.000	18.146	12.722	68.908	.000	.225	.000
				vwg	861	238	0	623	0	0	0
				%	100.000	27.642	.000	72.358	.000	.000	.000
KTBO	I	R	OKLAHOMA CITY	qhrs	9,856	0	0	0	0	9,856	0
				%	100.000	.000	.000	.000	.000	100.000	.000



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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KTIN	E		FORT DODGE	qhrs	8,518	0	0	0	0	0	8,518
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	28,067	0	0	0	0	0	28,067
				%	100.000	.000	.000	.000	.000	.000	100.000
KTLA	I		LOS ANGELES	qhrs	34,247	4,548	27,767	1,062	868	2	0
				%	100.000	13.280	81.079	3.101	2.535	.006	.000
				vwg	123,946	6,573	113,944	414	3,015	0	0
				%	100.000	5.303	91.930	.334	2.433	.000	.000
KTRV	I	F	NAMPA	qhrs	9,645	98	8,449	142	60	896	0
				%	100.000	1.016	87.600	1.472	.622	9.290	.000
				vwg	8,402	166	8,236	0	0	0	0
				%	100.000	1.976	98.024	.000	.000	.000	.000
KTSP	I	Q	SAN FRANCISCO	qhrs	32,962	18,202	5,956	8,556	4	244	0
				%	100.000	55.221	18.069	25.957	.012	.740	.000
				vwg	3,357	1,140	943	1,212	0	62	0
				%	100.000	33.959	28.091	36.104	.000	1.847	.000
KTTV	I	F	LOS ANGELES	qhrs	34,220	2,192	29,912	1,514	577	25	0
				%	100.000	6.406	87.411	4.424	1.686	.073	.000
				vwg	147,401	7,415	130,393	718	8,831	44	0
				%	100.000	5.030	88.461	.487	5.991	.030	.000
KTVT	I		FT. WORTH	qhrs	34,364	2,489	28,243	2,384	1,189	59	0
				%	100.000	7.243	82.188	6.937	3.460	.172	.000
				vwg	168,489	4,949	153,213	2,467	7,709	151	0
				%	100.000	2.937	90.934	1.464	4.575	.090	.000
KTVU	I	F	OAKLAND	qhrs	34,356	4,509	27,626	1,584	635	2	0
				%	100.000	13.124	80.411	4.611	1.848	.006	.000
				vwg	161,975	17,951	138,104	1,117	4,802	1	0
				%	100.000	11.083	85.263	.690	2.965	.001	.000
KTVX	N	A	SALT LAKE CITY	qhrs	16,864	3,412	12,936	22	36	458	0
				%	100.000	20.232	76.708	.130	.213	2.716	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTXH	I		HOUSTON	qhrs	32,584	466	28,940	1,492	1,359	327	0
				%	100.000	1.430	88.817	4.579	4.171	1.004	.000
				vwg	111,565	610	70,353	378	40,207	12	0
				%	100.000	.547	63.065	.339	36.039	.011	.000
KTXL	I	F	SACRAMENTO	qhrs	33,680	1,904	30,204	1,466	0	106	0
				%	100.000	5.653	89.679	4.353	.000	.315	.000
				vwg	232,163	5,370	220,507	6,030	0	256	0
				%	100.000	2.313	94.979	2.597	.000	.110	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KTZZ	I		SEATTLE	qhrs	33,324	1,142	25,855	6,242	24	61	0
				%	100.000	3.427	77.587	18.731	.072	.183	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KUTP	I		PHOENIX	qhrs	32,016	847	28,666	302	478	1,723	0
				%	100.000	2.646	89.536	.943	1.493	5.382	.000
				vwg	20,143	46	16,357	0	3,712	28	0
				%	100.000	.228	81.204	.000	18.428	.139	.000
KUTV	N	N	SALT LAKE CITY	qhrs	14,717	5,173	7,876	1,024	128	516	0
				%	100.000	35.150	53.516	6.958	.870	3.506	.000
				vwg	23,316	4,579	17,754	611	6	366	0
				%	100.000	19.639	76.145	2.621	.026	1.570	.000
KVVT	I		BARSTOW	qhrs	9,818	702	7,806	318	96	896	0
				%	100.000	7.150	79.507	3.239	.978	9.126	.000
				vwg	20,728	1,374	19,331	17	6	0	0
				%	100.000	6.629	93.260	.082	.029	.000	.000
KWET	E		CHEYENNE	qhrs	8,778	0	0	0	0	0	8,778
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	3,194	0	0	0	0	0	3,194
				%	100.000	.000	.000	.000	.000	.000	100.000
KWGN	I		DENVER	qhrs	34,160	2,092	30,177	1,670	219	2	0
				%	100.000	6.124	88.340	4.889	.641	.006	.000
				vwg	213,185	12,859	197,526	1,609	1,159	32	0
				%	100.000	6.032	92.655	.755	.544	.015	.000
KWHY	I	S	LOS ANGELES	qhrs	28,914	18,043	9,916	262	180	513	0
				%	100.000	62.402	34.295	.906	.623	1.774	.000
				vwg	142,433	117,577	24,545	17	266	28	0
				%	100.000	82.549	17.233	.012	.187	.020	.000
KYW	N	N	PHILADELPHIA	qhrs	15,425	4,327	10,778	84	55	181	0
				%	100.000	28.052	69.874	.545	.357	1.173	.000
				vwg	136,367	37,578	96,880	23	1,525	361	0
				%	100.000	27.557	71.044	.017	1.118	.265	.000
WABC	N	A	NEW YORK	qhrs	17,287	5,567	11,210	412	78	20	0
				%	100.000	32.203	64.846	2.383	.451	.116	.000
				vwg	4,718	1,494	3,213	11	0	0	0
				%	100.000	31.666	68.101	.233	.000	.000	.000
WAKC	N	A	AKRON	qhrs	16,110	5,309	7,377	3,298	0	126	0
				%	100.000	32.955	45.791	20.472	.000	.782	.000
				vwg	11,649	2,670	8,384	595	0	0	0
				%	100.000	22.920	71.972	5.108	.000	.000	.000

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WBAL	N	C	BALTIMORE	qhrs	14,971	5,464	8,682	310	13	502	0
				%	100.000	36.497	57.992	2.071	.087	3.353	.000
				vwg	35,619	5,389	28,144	1,796	.11	279	0
				%	100.000	15.130	79.014	5.042	.031	.783	.000
WBBM	N	C	CHICAGO	qhrs	12,367	3,660	8,063	52	0	592	0
				%	100.000	29.595	65.198	.420	.000	4.787	.000
				vwg	14,981	7,877	6,476	38	0	590	0
				%	100.000	52.580	43.228	.254	.000	3.938	.000
WBFF	I	F	BALTIMORE	qhrs	33,672	1,946	29,602	1,696	328	96	4
				%	100.000	5.779	87.913	5.037	.974	.285	.012
				vwg	142,237	3,727	136,983	834	626	64	5
				%	100.000	2.620	96.306	.586	.440	.044	.004
WBGU	E		BOWLING GREEN	qhrs	8,776	0	0	0	0	0	8,776
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	3,111	0	0	0	0	0	3,111
				%	100.000	.000	.000	.000	.000	.000	100.000
WBSG	I		BRUNSWICK	qhrs	9,042	646	7,380	84	36	896	0
				%	100.000	7.144	81.619	.929	.398	9.909	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WCAU	N	C	PHILADELPHIA	qhrs	11,080	3,251	7,436	12	0	381	0
				%	100.000	29.341	67.112	.108	.000	3.439	.000
				vwg	7,680	2,107	5,092	5	0	476	0
				%	100.000	27.435	66.302	.065	.000	6.198	.000
WCAX	N	C	BURLINGTON	qhrs	11,005	2,376	7,693	86	16	834	0
				%	100.000	21.590	69.905	.781	.145	7.578	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WCCO	N	C	MINNEAPOLIS	qhrs	14,078	3,777	8,688	220	621	772	0
				%	100.000	26.829	61.713	1.563	4.411	5.484	.000
				vwg	206,949	71,186	97,727	405	29,171	8,460	0
				%	100.000	34.398	47.223	.196	14.096	4.088	.000
WCFC	I	R	CHICAGO	qhrs	33,260	11,032	7,990	14,044	0	194	0
				%	100.000	33.169	24.023	42.225	.000	.583	.000
				vwg	8,052	4,200	1,616	2,236	0	0	0
				%	100.000	52.161	20.070	27.769	.000	.000	.000
WCHS	N	A	CHARLESTON	qhrs	12,124	2,624	7,740	474	436	850	0
				%	100.000	21.643	63.840	3.910	3.596	7.011	.000
				vwg	188	33	155	0	0	0	0
				%	100.000	17.553	82.447	.000	.000	.000	.000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WCIA	N	C	CHAMPAIGN	qhrs	11,541	3,545	6,203	530	307	956	0
				%	100.000	30.717	53.748	4.592	2.660	8.284	.000
				vwg	23,817	8,134	15,511	172	0	0	0
				%	100.000	34.152	65.126	.722	.000	.000	.000
WCTI	N	A	NEW BERN	qhrs	5,136	841	3,161	99	139	896	0
				%	100.000	16.375	61.546	1.928	2.706	17.445	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WDCA	I		WASHINGTON	qhrs	33,864	154	29,225	3,306	1,175	4	0
				%	100.000	.455	86.301	9.763	3.470	.012	.000
				vwg	65,370	28	57,078	1,785	6,449	30	0
				%	100.000	.043	87.315	2.731	9.865	.046	.000
WDKY	I	F	DANVILLE	qhrs	9,775	108	7,956	668	147	896	0
				%	100.000	1.105	81.391	6.834	1.504	9.166	.000
				vwg	42,252	17	42,118	12	105	0	0
				%	100.000	.040	99.683	.028	.249	.000	.000
WDSI	I	F	CHATTANOOGA	qhrs	9,448	274	7,476	768	34	896	0
				%	100.000	2.900	79.128	8.129	.360	9.483	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WEYI	N	C	SAGINAW	qhrs	12,426	1,070	8,852	1,934	89	481	0
				%	100.000	8.611	71.238	15.564	.716	3.871	.000
				vwg	194,727	38,907	152,661	697	1,110	1,352	0
				%	100.000	19.980	78.397	.358	.570	.694	.000
WFLD	I	F	CHICAGO	qhrs	31,726	2,111	28,773	396	0	446	0
				%	100.000	6.654	90.692	1.248	.000	1.406	.000
				vwg	106,004	3,925	100,770	1,129	0	180	0
				%	100.000	3.703	95.062	1.065	.000	.170	.000
WGBS	I		PHILADELPHIA	qhrs	33,754	574	30,497	2,292	383	8	0
				%	100.000	1.701	90.351	6.790	1.135	.024	.000
				vwg	86,182	777	82,266	1,557	1,582	0	0
				%	100.000	.902	95.456	1.807	1.836	.000	.000
WGGB	N	A	SPRINGFIELD	qhrs	14,789	3,513	8,875	908	433	1,060	0
				%	100.000	23.754	60.011	6.140	2.928	7.167	.000
				vwg	6	0	6	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
WGGT	I		GREENSBORO	qhrs	9,534	479	7,191	856	110	898	0
				%	100.000	5.024	75.425	8.978	1.154	9.419	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WGN	I		CHICAGO	qhrs	26,806	3,572	19,310	1,268	2,602	54	0
				%	100.000	13.325	72.036	4.730	9.707	.201	.000
				vwg	3,500,383	299,003	2,387,862	32,102	774,474	6,942	0
				%	100.000	8.542	68.217	.917	22.125	.198	.000
WGNX	I		ATLANTA	qhrs	33,400	1,915	30,464	772	201	48	0
				%	100.000	5.734	91.210	2.311	.602	.144	.000
				vwg	71,189	3,446	67,024	451	232	36	0
				%	100.000	4.841	94.149	.634	.326	.051	.000
WHA	E		MADISON	qhrs	27,325	0	78	0	0	0	27,247
				%	100.000	.000	.285	.000	.000	.000	99.715
				vwg	8,577	0	70	0	0	0	8,507
				%	100.000	.000	.816	.000	.000	.000	99.184
WHBQ	N	A	MEMPHIS	qhrs	17,715	3,273	12,374	2,032	0	36	0
				%	100.000	18.476	69.850	11.471	.000	.203	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WHDH	N	C	BOSTON	qhrs	13,872	4,702	8,558	286	0	326	0
				%	100.000	33.896	61.693	2.062	.000	2.350	.000
				vwg	11,303	6,825	4,478	0	0	0	0
				%	100.000	60.382	39.618	.000	.000	.000	.000
WHEC	N	C	ROCHESTER	qhrs	14,246	3,667	9,176	988	68	347	0
				%	100.000	25.741	64.411	6.935	.477	2.436	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WHNS	I	F	ASHEVILLE	qhrs	9,713	42	8,557	218	0	896	0
				%	100.000	.432	88.098	2.244	.000	9.225	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WHNT	N	C	HUNTSVILLE	qhrs	10,462	3,199	6,031	314	0	918	0
				%	100.000	30.577	57.647	3.001	.000	8.775	.000
				vwg	7,144	573	6,571	0	0	0	0
				%	100.000	8.021	91.979	.000	.000	.000	.000
WHP	N	C	HARRISBURG	qhrs	3,804	707	2,051	126	24	896	0
				%	100.000	18.586	53.917	3.312	.631	23.554	.000
				vwg	6,503	4,444	1,505	189	0	365	0
				%	100.000	68.338	23.143	2.906	.000	5.613	.000
WIPB	E		MUNCIE	qhrs	25,089	0	30	0	0	0	25,059
				%	100.000	.000	.120	.000	.000	.000	99.880
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

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WIRB	I		MELBOURNE	qhrs	9,596	688	6,207	1,042	758	901	0
				%	100.000	7.170	64.683	10.859	7.899	9.389	.000
				vwg	52,937	1,480	27,376	310	23,260	1,511	0
				%	100.000	2.796	51.714	.586	42.050	2.854	.000
WISC	N	C	MADISON	qhrs	13,890	3,232	9,962	112	37	547	0
				%	100.000	23.269	71.721	.806	.266	3.938	.000
				vwg	65,038	10,221	53,692	194	0	931	0
				%	100.000	15.715	82.555	.298	.000	1.431	.000
WITI	N	C	MILWAUKEE	qhrs	16,516	4,359	10,980	590	154	433	0
				%	100.000	26.393	66.481	3.572	.932	2.622	.000
				vwg	1,500	107	1,382	0	0	11	0
				%	100.000	7.133	92.133	.000	.000	.733	.000
WJZ	N	A	BALTIMORE	qhrs	17,957	4,975	12,347	358	16	261	0
				%	100.000	27.705	68.759	1.994	.089	1.453	.000
				vwg	80,638	9,476	70,993	61	29	79	0
				%	100.000	11.751	88.039	.076	.036	.098	.000
WKAR	E		EAST LANSING	qhrs	8,544	0	0	0	0	0	8,544
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	15,747	0	0	0	0	0	15,747
				%	100.000	.000	.000	.000	.000	.000	100.000
WKBD	I	F	DETROIT	qhrs	34,154	2,142	30,606	500	880	26	0
				%	100.000	6.272	89.612	1.464	2.577	.076	.000
				vwg	178,871	7,348	155,351	2,431	13,580	161	0
				%	100.000	4.108	86.851	1.359	7.592	.090	.000
WKBS	I	R	ALTOONA	qhrs	9,736	2,566	3,488	2,786	0	896	0
				%	100.000	26.356	35.826	28.615	.000	9.203	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WKBT	N	C	LA CROSSE	qhrs	11,366	2,094	7,891	447	16	918	0
				%	100.000	18.423	69.426	3.933	.141	8.077	.000
				vwg	21,445	15,842	5,463	140	0	0	0
				%	100.000	73.873	25.474	.653	.000	.000	.000
WKCF	I		CLERMONT	qhrs	9,588	240	8,334	8	110	896	0
				%	100.000	2.503	86.921	.083	1.147	9.345	.000
				vwg	6,653	0	6,642	0	0	11	0
				%	100.000	.000	99.835	.000	.000	.165	.000
WKEF	N	N	DAYTON	qhrs	13,410	5,617	7,126	284	0	383	0
				%	100.000	41.887	53.139	2.118	.000	2.856	.000
				vwg	57,931	6,205	51,513	191	0	22	0
				%	100.000	10.711	88.921	.330	.000	.038	.000

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WKOI	I	R	RICHMOND	qhrs	33,648	6,290	4,348	22,926	0	84	0
				%	100.000	18.694	12.922	68.135	.000	.250	.000
				vwg	3,300	257	678	1,728	0	637	0
				%	100.000	7.788	20.545	52.364	.000	19.303	.000
WKPC	E		LOUISVILLE	qhrs	9,064	0	0	0	0	0	9,064
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	11	0	0	0	0	0	11
				%	100.000	.000	.000	.000	.000	.000	100.000
WKSO	E		SOMERSET	qhrs	24,964	0	54	0	0	0	24,910
				%	100.000	.000	.216	.000	.000	.000	99.784
				vwg	18,095	0	40	0	0	0	18,055
				%	100.000	.000	.221	.000	.000	.000	99.779
WLEX	N	N	LEXINGTON	qhrs	11,704	4,520	6,212	338	73	561	0
				%	100.000	38.619	53.076	2.888	.624	4.793	.000
				vwg	56,416	21,249	34,190	400	150	427	0
				%	100.000	37.665	60.603	.709	.266	.757	.000
WLIO	N	N	LIMA	qhrs	10,141	3,056	5,711	48	414	912	0
				%	100.000	30.135	56.316	.473	4.082	8.993	.000
				vwg	7,791	1,195	4,559	22	1,395	620	0
				%	100.000	15.338	58.516	.282	17.905	7.958	.000
WLIW	E		GARDEN CITY	qhrs	33,415	0	49	0	0	0	33,366
				%	100.000	.000	.147	.000	.000	.000	99.853
				vwg	63,907	0	11	0	0	0	63,896
				%	100.000	.000	.017	.000	.000	.000	99.983
WLMT	I		MEMPHIS	qhrs	9,766	437	8,224	114	95	896	0
				%	100.000	4.475	84.211	1.167	.973	9.175	.000
				vwg	14,756	39	14,700	6	0	11	0
				%	100.000	.264	99.620	.041	.000	.075	.000
WLTW	I	S	MIAMI	qhrs	29,964	8,745	19,280	1,120	319	500	0
				%	100.000	29.185	64.344	3.738	1.065	1.669	.000
				vwg	7,591	2,126	5,236	173	34	22	0
				%	100.000	28.007	68.976	2.279	.448	.290	.000
WLUC	N	Q	MARQUETTE	qhrs	3,140	882	1,352	10	0	896	0
				%	100.000	28.089	43.057	.318	.000	28.535	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WLVI	I		CAMBRIDGE	qhrs	29,664	2,149	27,138	26	24	327	0
				%	100.000	7.244	91.485	.088	.081	1.102	.000
				vwg	35,657	1,159	34,471	0	27	0	0
				%	100.000	3.250	96.674	.000	.076	.000	.000

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WLVT	E		ALLENTOWN	qhrs	25,943	0	28	0	0	0	25,915
				%	100.000	.000	.108	.000	.000	.000	99.892
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WMAE	E		BOONEVILLE	qhrs	7,885	0	0	0	0	0	7,885
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WMAQ	N	N	CHICAGO	qhrs	14,395	5,840	8,047	196	40	272	0
				%	100.000	40.570	55.901	1.362	.278	1.890	.000
				vwg	34,621	11,687	21,499	0	294	1,141	0
				%	100.000	33.757	62.098	.000	.849	3.296	.000
WMAR	N	N	BALTIMORE	qhrs	17,861	4,713	11,803	136	759	450	0
				%	100.000	26.387	66.083	.761	4.249	2.519	.000
				vwg	30,606	6,680	21,459	23	1,969	475	0
				%	100.000	21.826	70.114	.075	6.433	1.552	.000
WMAZ	N	C	MACON	qhrs	17,730	4,440	12,755	134	208	193	0
				%	100.000	25.042	71.940	.756	1.173	1.089	.000
				vwg	6,683	1,450	5,211	0	11	11	0
				%	100.000	21.697	77.974	.000	.165	.165	.000
WMCC	I		MARION	qhrs	33,944	2,347	29,143	1,590	800	64	0
				%	100.000	6.914	85.856	4.684	2.357	.189	.000
				vwg	10,904	152	9,147	106	1,455	44	0
				%	100.000	1.394	83.887	.972	13.344	.404	.000
WMCC	N	A	BINGHAMTON	qhrs	10,843	1,165	8,537	4	70	1,067	0
				%	100.000	10.744	78.733	.037	.646	9.840	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WMVS	E		MILWAUKEE	qhrs	26,624	0	30	0	0	0	26,594
				%	100.000	.000	.113	.000	.000	.000	99.887
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WNAL	I	F	GADSDEN	qhrs	9,812	376	8,237	262	40	897	0
				%	100.000	3.832	83.948	2.670	.408	9.142	.000
				vwg	637	0	637	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
WNCT	N	C	GREENVILLE	qhrs	11,021	4,062	5,607	498	24	830	0
				%	100.000	36.857	50.876	4.519	.218	7.531	.000
				vwg	46,398	33,874	12,229	50	0	245	0
				%	100.000	73.007	26.357	.108	.000	.528	.000



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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
1		P	P								
2	WNET	E	NYC-NEWARK	qhrs	32,988	0	48	0	0	0	32,940
3				%	100.000	.000	.146	.000	.000	.000	99.854
4				vwg	44,536	0	140	0	0	0	44,396
5				%	100.000	.000	.314	.000	.000	.000	99.686
6	WNJS	E	CAMDEN	qhrs	20,809	0	32	0	0	0	20,777
7				%	100.000	.000	.154	.000	.000	.000	99.846
8				vwg	0	0	0	0	0	0	0
9				%	.000	.000	.000	.000	.000	.000	.000
10	WNJU	I	S NYC-NEWARK	qhrs	29,428	8,008	13,646	7,158	32	584	0
11				%	100.000	27.212	46.371	24.324	.109	1.985	.000
12				vwg	54,458	16,314	36,972	1,043	14	115	0
13				%	100.000	29.957	67.891	1.915	.026	.211	.000
14	WNUV	I	BALTIMORE	qhrs	9,851	162	8,193	600	0	896	0
15				%	100.000	1.645	83.169	6.091	.000	9.096	.000
16				vwg	131,803	1,421	128,205	1,235	0	942	0
17				%	100.000	1.078	97.270	.937	.000	.715	.000
18	WNYW	I	F NEW YORK	qhrs	34,356	4,437	28,401	1,518	0	0	0
19				%	100.000	12.915	82.667	4.418	.000	.000	.000
20				vwg	66,755	3,401	62,962	392	0	0	0
21				%	100.000	5.095	94.318	.587	.000	.000	.000
22	WOLF	I	F SCRANTON	qhrs	9,787	310	8,406	66	108	897	0
23				%	100.000	3.167	85.889	.674	1.104	9.165	.000
24				vwg	18,358	0	18,325	0	0	33	0
25				%	100.000	.000	99.820	.000	.000	.180	.000
26	WOLO	N	A COLUMBIA	qhrs	6,171	640	4,384	183	132	832	0
27				%	100.000	10.371	71.042	2.965	2.139	13.482	.000
28				vwg	23	0	23	0	0	0	0
29				%	100.000	.000	100.000	.000	.000	.000	.000
30	WPBT	E	MIAMI	qhrs	30,141	0	67	0	0	0	30,074
31				%	100.000	.000	.222	.000	.000	.000	99.778
32				vwg	12,693	0	0	0	0	0	12,693
33				%	100.000	.000	.000	.000	.000	.000	100.000
34	WPCB	I	R GREENSBURG	qhrs	9,736	2,566	3,488	2,786	0	896	0
35				%	100.000	26.356	35.826	28.615	.000	9.203	.000
36				vwg	13,150	4,350	4,590	3,872	0	338	0
37				%	100.000	33.080	34.905	29.445	.000	2.570	.000
38	WPGH	I	F PITTSBURGH	qhrs	33,480	258	31,898	1,154	13	157	0
39				%	100.000	.771	95.275	3.447	.039	.469	.000
40				vwg	620,435	1,253	615,878	2,243	101	960	0
41				%	100.000	.202	99.266	.362	.016	.155	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WPHL	I		PHILADELPHIA	qhrs	33,782	2,630	26,247	4,300	605	0	0
				%	100.000	7.785	77.695	12.729	1.791	.000	.000
				vwg	68,537	2,014	62,434	1,759	2,330	0	0
				%	100.000	2.939	91.095	2.566	3.400	.000	.000
WPIX	I		NEW YORK	qhrs	34,360	3,276	29,933	434	683	34	0
				%	100.000	9.534	87.116	1.263	1.988	.099	.000
				vwg	652,651	52,509	571,601	3,906	24,267	368	0
				%	100.000	8.045	87.581	.598	3.718	.056	.000
WPRI	N-A		PROVIDENCE	qhrs	16,332	6,488	9,948	540	72	284	0
				%	100.000	39.726	54.788	3.306	.441	1.739	.000
				vwg	67,950	11,630	55,151	335	651	183	0
				%	100.000	17.116	81.164	.493	.958	.269	.000
WPTV	N N		PALM BEACH	qhrs	14,249	4,218	9,515	120	78	318	0
				%	100.000	29.602	66.777	.842	.547	2.232	.000
				vwg	1,527	822	705	0	0	0	0
				%	100.000	53.831	46.169	.000	.000	.000	.000
WPTY	I F		MEMPHIS	qhrs	9,848	108	8,111	640	92	897	0
				%	100.000	1.097	82.362	6.499	.934	9.108	.000
				vwg	45,787	6	44,714	1,015	40	12	0
				%	100.000	.013	97.657	2.217	.087	.026	.000
WPVI	N A		PHILADELPHIA	qhrs	17,122	7,619	9,171	102	84	146	0
				%	100.000	44.498	53.563	.596	.491	.853	.000
				vwg	4,232	884	3,183	12	36	117	0
				%	100.000	20.888	75.213	.284	.851	2.765	.000
WPXI	N N		PITTSBURGH	qhrs	17,855	6,573	10,150	706	145	281	0
				%	100.000	36.813	56.847	3.954	.812	1.574	.000
				vwg	136,154	28,302	96,899	1,776	7,304	1,873	0
				%	100.000	20.787	71.169	1.304	5.365	1.376	.000
WQOW	N A		EAU CLAIRE	qhrs	10,902	1,784	7,908	104	170	936	0
				%	100.000	16.364	72.537	.954	1.559	8.586	.000
				vwg	10,188	479	9,638	11	0	0	0
				%	100.000	4.702	95.190	.108	.000	.000	.000
WRC	N N		WASHINGTON	qhrs	13,485	4,390	8,755	182	4	154	0
				%	100.000	32.555	64.924	1.350	.030	1.142	.000
				vwg	48,212	16,319	31,654	205	28	6	0
				%	100.000	33.848	65.656	.425	.058	.012	.000
WRDC	N N		DURHAM-RALEIGH	qhrs	3,892	296	2,600	84	16	896	0
				%	100.000	7.605	66.804	2.158	.411	23.022	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WREG	N	C	MEMPHIS	qhrs	17,594	3,174	14,276	48	0	96	0
				%	100.000	18.040	81.141	.273	.000	.546	.000
				vwg	97,603	26,105	71,409	0	0	89	0
				%	100.000	26.746	73.163	.000	.000	.091	.000
WSAW	N	C	WAUSAU	qhrs	3,426	660	1,735	123	12	896	0
				%	100.000	19.264	50.642	3.590	.350	26.153	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WSBE	E		PROVIDENCE	qhrs	22,033	0	26	0	0	0	22,007
				%	100.000	.000	.118	.000	.000	.000	99.882
				vwg	16,049	0	0	0	0	0	16,049
				%	100.000	.000	.000	.000	.000	.000	100.000
WSBK	I		BOSTON	qhrs	33,414	528	30,764	468	1,539	115	0
				%	100.000	1.580	92.069	1.401	4.606	.344	.000
				vwg	319,592	2,984	284,410	1,977	29,692	529	0
				%	100.000	.934	88.992	.619	9.291	.166	.000
WSEE	N	C	ERIE	qhrs	12,782	2,625	9,111	50	34	962	0
				%	100.000	20.537	71.280	.391	.266	7.526	.000
				vwg	384,072	94,940	283,629	260	3,254	1,989	0
				%	100.000	24.719	73.848	.068	.847	.518	.000
WTBS	I		ATLANTA	qhrs	34,353	1,959	30,175	390	1,829	0	0
				%	100.000	5.703	87.838	1.135	5.324	.000	.000
				vwg	14,542,254	395,403	13,130,549	57,649	958,653	0	0
				%	100.000	2.719	90.292	.396	6.592	.000	.000
WTJC	I		SPRINGFIELD	qhrs	34,364	9,150	24,800	360	0	54	0
				%	100.000	26.627	72.169	1.048	.000	.157	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTOC	N	C	SAVANNAH	qhrs	5,045	1,471	2,500	142	36	896	0
				%	100.000	29.158	49.554	2.815	.714	17.760	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTSF	I		ASHLAND	qhrs	9,856	0	0	0	0	9,856	0
				%	100.000	.000	.000	.000	.000	100.000	.000
				vwg	40,968	0	0	0	0	40,968	0
				%	100.000	.000	.000	.000	.000	100.000	.000
WTSG	I	F	ALBANY	qhrs	9,856	463	8,226	240	31	896	0
				%	100.000	4.698	83.462	2.435	.315	9.091	.000
				vwg	48,206	1,745	45,497	609	0	355	0
				%	100.000	3.620	94.380	1.263	.000	.736	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WTTE	I	F	COLOMBUS	qhrs	33,604	186	31,168	1,586	548	116	0
				%	100.000	.554	92.751	4.720	1.631	.345	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTTG	I	F	WASHINGTON	qhrs	34,198	5,350	28,170	522	146	10	0
				%	100.000	15.644	82.373	1.526	.427	.029	.000
				vwg	48,109	5,662	41,768	214	465	0	0
				%	100.000	11.769	86.820	.445	.967	.000	.000
WTTW	E		CHICAGO	qhrs	29,066	0	52	0	0	0	29,014
				%	100.000	.000	.179	.000	.000	.000	99.821
				vwg	44,018	0	175	0	0	0	43,843
				%	100.000	.000	.398	.000	.000	.000	99.602
WTVE	I		READING	qhrs	34,364	12	33,840	512	0	0	0
				%	100.000	.035	98.475	1.490	.000	.000	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTVQ	N	A	LEXINGTON	qhrs	11,605	3,185	7,206	308	0	906	0
				%	100.000	27.445	62.094	2.654	.000	7.807	.000
				vwg	151,480	52,836	97,943	506	0	195	0
				%	100.000	34.880	64.657	.334	.000	.129	.000
WTWS	I	R	NEW LONDON	qhrs	32,376	555	29,904	1,102	734	81	0
				%	100.000	1.714	92.365	3.404	2.267	.250	.000
				vwg	22,423	332	20,702	68	1,319	2	0
				%	100.000	1.481	92.325	.303	5.882	.009	.000
WTXF	I	F	PHILADELPHIA	qhrs	33,889	2,109	28,710	1,686	1,344	40	0
				%	100.000	6.223	84.718	4.975	3.966	.118	.000
				vwg	105,100	4,134	95,131	1,785	4,050	0	0
				%	100.000	3.933	90.515	1.698	3.853	.000	.000
WUAB	I		LORAIN	qhrs	32,154	1,974	28,233	848	736	363	0
				%	100.000	6.139	87.806	2.637	2.289	1.129	.000
				vwg	258,819	9,455	231,221	569	17,291	283	0
				%	100.000	3.653	89.337	.220	6.681	.109	.000
WVEC	N	A	HAMPTON	qhrs	4,326	1,291	1,982	167	0	896	0
				%	100.000	29.612	45.816	3.860	.000	20.712	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WVIA	E		SCRANTON	qhrs	29,628	0	24	0	0	0	29,604
				%	100.000	.000	.081	.000	.000	.000	99.919
				vwg	22,430	0	49	0	0	0	22,381
				%	100.000	.000	.218	.000	.000	.000	99.782

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WVLA	N	N	BATON ROUGE	qhrs	4,540	332	3,192	108	12	896	0
				%	100.000	7.313	70.308	2.379	.264	19.736	.000
				vwg	26,840	202	26,422	28	0	188	0
				%	100.000	.753	98.443	.104	.000	.700	.000
WVTM	N	N	BIRMINGHAM	qhrs	13,654	4,545	7,735	278	2	1,094	0
				%	100.000	33.287	56.650	2.036	.015	8.012	.000
				vwg	1,148	520	628	0	0	0	0
				%	100.000	45.296	54.704	.000	.000	.000	.000
WWOR	I		NEW YORK	qhrs	22,015	4,859	15,771	198	1,117	70	0
				%	100.000	22.071	71.638	.899	5.074	.318	.000
				vwg	1,248,946	194,214	920,059	3,350	127,392	3,931	0
				%	100.000	15.550	73.667	.268	10.200	.315	.000
WWSB	N	A	SARASOTA	qhrs	4,034	714	2,262	74	0	984	0
				%	100.000	17.700	56.073	1.834	.000	24.393	.000
				vwg	6,786	886	5,778	0	0	122	0
				%	100.000	13.056	35.146	.000	.000	1.798	.000
WWUP	N	C	SAULT STE MARIE	qhrs	12,723	3,099	7,410	572	783	859	0
				%	100.000	24.357	58.241	4.496	6.154	6.752	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WXGZ	I		APPLETON	qhrs	9,241	278	8,043	24	0	896	0
				%	100.000	3.008	87.036	.260	.000	9.696	.000
				vwg	13,858	100	13,758	0	0	0	0
				%	100.000	.722	99.278	.000	.000	.000	.000
WXIA	N	N	ATLANTA	qhrs	17,159	5,173	11,016	512	238	220	0
				%	100.000	30.147	64.200	2.984	1.387	1.282	.000
				vwg	37,051	19,552	16,581	252	267	399	0
				%	100.000	52.771	44.752	.680	.721	1.077	.000
WXIX	I	F	CINCINNATI	qhrs	34,229	215	33,473	308	216	17	0
				%	100.000	.628	97.791	.900	.631	.050	.000
				vwg	155,241	271	152,928	293	1,749	0	0
				%	100.000	.175	98.510	.189	1.127	.000	.000
WYCC	E		CHICAGO	qhrs	26,692	0	14	0	0	0	26,678
				%	100.000	.000	.052	.000	.000	.000	99.948
				vwg	1,996	0	0	0	0	0	1,996
				%	100.000	.000	.000	.000	.000	.000	100.000
WYED	I		GOLDSBORO	qhrs	9,807	486	7,633	628	163	897	0
				%	100.000	4.956	77.832	6.404	1.662	9.147	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

TOTAL QUARTER-HOURS

TOTAL VIEWING

3,447,951	487,234	2,912,192	197,298	36,977	95,121	619,129	0
% 100.000	14.131	58.359	5.722	1.072	2.759	17.956	0
28,576,766	1,939,284	23,661,811	158,701	2,134,614	84,587	597,769	0
% 100.000	6.786	82.801	.555	7.470	.296	2.092	

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CALL SIGN	T Y	S T	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KAET	E		PHOENIX	qhrs	33,719	0	0	0	0	0	33,719
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	105,736	0	0	0	0	0	105,736
				%	100.000	.000	.000	.000	.000	.000	100.000
KARK	N	N	LITTLE ROCK	qhrs	12,240	4,160	6,523	623	14	920	0
				%	100.000	33.987	53.292	5.090	.114	7.516	.000
				vwg	92,309	30,908	57,745	1,639	.11	2,006	0
				%	100.000	33.483	62.556	1.776	.012	2.173	.000
KAVU	N	N	VICTORIA	qhrs	11,948	2,605	8,980	122	174	67	0
				%	100.000	21.803	75.159	1.021	1.456	.561	.000
				vwg	2,230	565	1,665	0	0	0	0
				%	100.000	25.336	74.664	.000	.000	.000	.000
KBHK	I		SAN FRANCISCO	qhrs	35,120	616	33,634	852	16	2	0
				%	100.000	1.754	95.769	2.426	.046	.006	.000
				vwg	109,664	972	108,112	511	58	11	0
				%	100.000	.886	98.585	.466	.053	.010	.000
KCAL	I		LOS ANGELES	qhrs	34,404	6,181	26,755	880	546	42	0
				%	100.000	17.966	77.767	2.558	1.587	.122	.000
				vwg	41,224	7,820	30,333	110	2,928	33	0
				%	100.000	18.970	73.581	.267	7.103	.080	.000
KCAU	N	A	SIOUX CITY	qhrs	11,584	1,706	8,777	832	269	0	0
				%	100.000	14.727	75.768	7.182	2.322	.000	.000
				vwg	8,258	1,121	6,913	0	224	0	0
				%	100.000	13.575	83.713	.000	2.713	.000	.000
KCET	E		LOS ANGELES	qhrs	28,725	0	0	0	0	0	28,725
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	39,607	0	0	0	0	0	39,607
				%	100.000	.000	.000	.000	.000	.000	100.000
KCOP	I		LOS ANGELES	qhrs	34,623	1,734	32,334	68	439	48	0
				%	100.000	5.008	93.389	.196	1.268	.139	.000
				vwg	59,441	1,428	56,656	74	1,283	0	0
				%	100.000	2.402	95.315	.124	2.158	.000	.000
KCPM	N	N	CHICO	qhrs	13,772	3,003	9,985	0	16	768	0
				%	100.000	21.805	72.502	.000	.116	5.577	.000
				vwg	55,099	7,997	46,058	0	0	1,044	0
				%	100.000	14.514	83.591	.000	.000	1.895	.000
KCRA	N	N	SACRAMENTO	qhrs	16,415	9,144	6,685	8	500	78	0
				%	100.000	55.705	40.725	.049	3.046	.475	.000
				vwg	44,059	26,660	14,692	0	2,390	317	0
				%	100.000	60.510	33.346	.000	5.425	.719	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KDFI	I		DALLAS	qhrs	33,304	1,020	28,316	3,716	8	244	0
				%	100.000	3.063	85.023	11.158	.024	.733	.000
				vwg	14,032	33	13,556	443	0	0	0
				%	100.000	.235	96.608	3.157	.000	.000	.000
KDOC	I		ANAHEIM	qhrs	32,670	7,309	23,225	1,872	78	186	0
				%	100.000	22.372	71.090	5.730	.239	.569	.000
				vwg	165,214	21,844	141,035	1,849	486	0	0
				%	100.000	13.222	85.365	1.119	.294	.000	.000
KDTV	I-S		SAN FRANCISCO	qhrs	29,733	2,622	25,116	1,311	236	448	0
				%	100.000	8.818	84.472	4.409	.794	1.507	.000
				vwg	544	0	477	56	11	0	0
				%	100.000	.000	87.684	10.294	.022	.000	.000
KERA	E		DALLAS	qhrs	30,581	0	0	0	0	0	30,581
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	28,462	0	0	0	0	0	28,462
				%	100.000	.000	.000	.000	.000	.000	100.000
KETK	N-N		JACKSONVILLE	qhrs	14,297	4,245	8,919	246	365	522	0
				%	100.000	29.692	62.384	1.721	2.553	3.651	.000
				vwg	413	0	413	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
KETS	E		LITTLE ROCK	qhrs	26,237	0	0	0	0	0	26,237
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	13,137	0	0	0	0	0	13,137
				%	100.000	.000	.000	.000	.000	.000	100.000
KEYT	N-A		SANTA BARBARA	qhrs	12,232	2,427	8,559	198	0	1,048	0
				%	100.000	19.841	69.972	1.619	.000	8.568	.000
				vwg	5,531	1,997	3,483	0	0	51	0
				%	100.000	36.106	62.972	.000	.000	.922	.000
KEZI	N-A		EUGENE	qhrs	12,395	2,727	7,249	1,684	0	735	0
				%	100.000	22.001	58.483	13.586	.000	5.930	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KFCB	I-R		CONCORD	qhrs	29,090	10,922	3,764	13,494	0	910	0
				%	100.000	37.546	12.939	46.387	.000	3.128	.000
				vwg	825	307	229	289	0	4	0
				%	100.000	37.212	27.273	35.030	.000	.485	.000
KGAN	N-C		CEDAR RAPIDS	qhrs	14,166	2,974	9,561	440	306	885	0
				%	100.000	20.994	67.493	3.106	2.160	6.247	.000



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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KGO	N	A	SAN FRANCISCO	qhrs	15,856	4,248	11,246	0	24	338	0
				%	100.000	26.791	70.926	.000	.151	2.132	.000
				vwg	90,655	24,250	66,141	0	10	254	0
				%	100.000	26.750	72.959	.000	.011	.280	.000
KHAI	I	S	HONOLULU	qhrs	19,510	13,450	4,792	354	0	914	0
				%	100.000	68.939	24.562	1.814	.000	4.685	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KICU	I		SAN JOSE	qhrs	35,102	1,957	30,651	1,312	1,181	1	0
				%	100.000	5.575	87.320	3.738	3.364	.003	.000
				vwg	51,327	1,098	43,955	361	5,913	0	0
				%	100.000	2.139	85.637	.703	11.520	.000	.000
KITN	I	F	MINNEAPOLIS	qhrs	34,208	487	32,083	1,090	436	112	0
				%	100.000	1.424	93.788	3.186	1.275	.327	.000
				vwg	596,647	4,082	571,442	2,361	18,689	67	0
				%	100.000	.685	95.776	.396	3.132	.011	.000
KLRU	E		AUSTIN	qhrs	24,310	0	0	0	0	0	24,310
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	28	0	0	0	0	0	28
				%	100.000	.000	.000	.000	.000	.000	100.000
KLST	N	C	SAN ANGELO	qhrs	15,048	5,280	9,127	104	213	324	0
				%	100.000	35.088	60.653	.691	1.415	2.153	.000
				vwg	12,366	2,515	8,624	0	1,227	0	0
				%	100.000	20.338	69.740	.000	9.922	.000	.000
KMBH	E		HARLINGEN	qhrs	23,093	0	0	0	0	0	23,093
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KMGH	N	C	DENVER	qhrs	14,535	3,529	9,834	396	11	765	0
				%	100.000	24.279	67.657	2.724	.076	5.263	.000
				vwg	206,117	56,779	144,753	1,598	605	2,382	0
				%	100.000	27.547	70.229	.775	.294	1.156	.000
KMSB	I	F	TUCSON	qhrs	27,932	256	25,384	2,012	242	38	0
				%	100.000	.917	90.878	7.203	.866	.136	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KOED	E		TULSA	qhrs	25,430	0	0	0	0	0	25,430
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	97,863	0	0	0	0	0	97,863
				%	100.000	.000	.000	.000	.000	.000	100.000

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CALL SIGN	T Y	S CITY	P	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KONO	N	A	SEATTLE	qhrs vwg	16,171 100.000 100.000	6,555 40,536 5,543	9,014 55,742 14,347	272 1,682 0	0 0 0	330 2,041 366
KPIX	N	C	SAN FRANCISCO	qhrs vwg	15,790 100.000 45,333 100.000	4,422 28,005 19,514 42,584	10,064 67,737 21,323 47,036	165 1,045 224 494	766 4,851 4,470 9,860	0 0 0 0
KOED	E		SAN FRANCISCO	qhrs vwg	34,571 100.000 72,127 100.000	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	34,571 100.000 72,127 100.000
KRNA	E		DENVER	qhrs vwg	30,398 100.000 129,884 100.000	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	30,398 100.000 129,884 100.000
KRON	N	N	SAN FRANCISCO	qhrs vwg	15,881 100.000 31,078 100.000	6,063 38,178 13,726 44,166	9,450 59,505 17,054 54,875	0 0 0 0	12 076 7 023	356 2,242 291 936
KSCI	I	S	SAN BERNARDINO	qhrs vwg	35,084 100.000 15,823 100.000	19,596 55,855 9,468 62,195	11,018 31,405 5,281 34,691	4,470 12,741 474 3,114	0 0 0 0	0 0 0 0
KSHB	I	F	KANSAS CITY	qhrs vwg	33,992 100.000 1,014,649 100.000	455 1,339 5,729 5,665	33,315 98,008 1,006,530 99,200	50 147 0 0	58 171 2,872 1,224	114 335 118 012
KSLA	N	C	SHREVEPORT	qhrs vwg	15,617 100.000 1,040 100.000	3,069 19,652 1,177 1,635	10,785 69,059 1,023 98,365	1,284 8,222 0 0	125 80 0 0	354 2,267 0 0
KSNT	N	N	TOPEKA	qhrs vwg	9,992 100.000 183,956 100.000	1,425 14,406 31,387 17,062	7,151 72,291 143,732 78,128	225 2,375 253 140	123 1,243 7,133 3,905	968 9,786 1,406 1,764
KSTW	I		TACOMA	qhrs vwg	34,584 100.000 12,778 100.000	3,302 3,548 3,631 28,416	28,826 83,751 8,759 68,548	2,042 5,904 7 055	359 1,038 2,388 2,567	55 159 57 415

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KTAB	N	C	ABILENE	qhrs	11,830	2,460	8,417	340	351	262	0
				%	100.000	20.795	71.150	2.874	2.967	2.215	.000
				vwg	4,748	1,027	3,146	0	575	0	0
				%	100.000	21.630	66.259	.000	12.110	.000	.000
KTBO	I	R	OKLAHOMA CITY	qhrs	33,518	1,180	1,702	26,156	0	4,480	0
				%	100.000	3.520	5.078	78.036	.000	13.366	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTFH	I	S	CONROE	qhrs	28,566	14,632	13,014	688	232	0	0
				%	100.000	51.222	45.558	2.408	.812	.000	.000
				vwg	29	6	23	0	0	0	0
				%	100.000	20.690	79.310	.000	.000	.000	.000
KTLA	I		LOS ANGELES	qhrs	34,989	5,836	27,294	1,082	773	4	0
				%	100.000	16.680	78.007	3.092	2.209	.011	.000
				vwg	142,723	8,989	130,795	854	2,079	6	0
				%	100.000	6.298	91.643	.598	1.457	.004	.000
KTRE	N	A	LUFKIN	qhrs	16,124	4,456	11,197	144	0	327	0
				%	100.000	27.636	69.443	.893	.000	2.028	.000
				vwg	16,963	1,823	15,106	6	0	28	0
				%	100.000	10.747	89.053	.035	.000	.165	.000
KTRV	I	F	NAMPA	qhrs	28,828	314	27,885	424	167	38	0
				%	100.000	1.089	96.729	1.471	.579	.132	.000
				vwg	32,183	0	31,876	0	0	307	0
				%	100.000	.000	99.046	.000	.000	.954	.000
KTSC	E		PUEBLO-COLORADO	Sqhrs	26,461	0	0	0	0	0	26,461
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTSF	I	Q	SAN FRANCISCO	qhrs	34,305	13,913	11,730	8,512	0	150	0
				%	100.000	40.557	34.193	24.813	.000	.437	.000
				vwg	29,075	3,806	7,182	18,087	0	0	0
				%	100.000	13.090	24.702	62.208	.000	.000	.000
KTTV	I	F	LOS ANGELES	qhrs	34,936	2,404	30,516	1,432	579	5	0
				%	100.000	6.881	87.348	4.099	1.657	.014	.000
				vwg	105,334	5,865	94,741	433	4,295	0	0
				%	100.000	5.568	89.943	.411	4.078	.000	.000
KTTW	I	F	SIOUX FALLS	qhrs	28,024	1,413	25,794	642	140	35	0
				%	100.000	5.042	92.043	2.291	.500	.125	.000
				vwg	45,153	723	44,184	201	45	0	0
				%	100.000	1.601	97.854	.445	.100	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KUUU	N	N	ANCHORAGE	qhrs	12,407	1,540	10,640	0	2	219	0
				%	100.000	12.412	85.758	.000	.064	1.765	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KTVT	I		FT WORTH	qhrs	35,124	2,428	28,899	2,272	1,380	145	0
				%	100.000	6.913	82.277	6.469	3.929	.413	.000
				vwg	118,837	5,141	107,242	1,921	4,172	361	0
				%	100.000	4.326	90.243	1.616	3.511	.304	.000
KTVU	I	F	OAKLAND	qhrs	35,100	4,491	28,620	1,326	650	13	0
				%	100.000	12.795	81.538	3.778	1.852	.037	.000
				vwg	173,553	21,256	144,872	2,142	5,271	12	0
				%	100.000	12.248	83.474	1.234	3.037	.007	.000
KTWO	N	N	CASPER	qhrs	11,088	2,375	8,023	0	66	624	0
				%	100.000	21.420	72.358	.000	.595	5.628	.000
				vwg	23,238	1,412	21,298	0	392	136	0
				%	100.000	6.076	91.652	.000	1.687	.585	.000
KTXL	I	F	SACRAMENTO	qhrs	34,452	1,422	31,426	1,564	0	40	0
				%	100.000	4.127	91.217	4.540	.000	.116	.000
				vwg	244,122	5,949	231,262	6,830	0	81	0
				%	100.000	2.437	94.732	2.798	.000	.033	.000
KUSA	N	A	DENVER	qhrs	16,289	5,481	9,419	668	12	709	0
				%	100.000	33.648	57.824	4.101	.074	4.353	.000
				vwg	452,343	228,613	218,116	2,737	1,577	1,300	0
				%	100.000	50.540	48.219	.605	.349	.287	.000
KVUE	N	A	AUSTIN	qhrs	13,774	3,263	9,170	724	0	617	0
				%	100.000	23.690	66.575	5.256	.000	4.479	.000
				vwg	548	23	525	0	0	0	0
				%	100.000	4.197	95.803	.000	.000	.000	.000
KWGN	I		DENVER	qhrs	34,916	2,270	30,550	1,792	298	6	0
				%	100.000	6.501	87.496	5.132	.853	.017	.000
				vwg	168,696	11,117	147,857	8,103	1,618	1	0
				%	100.000	6.590	87.647	4.803	.959	.001	.000
KWTX	N	C	WACO	qhrs	10,767	3,819	6,693	44	9	212	0
				%	100.000	35.469	62.069	.409	.084	1.969	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KXAN	N	N	AUSTIN	qhrs	16,506	5,285	10,424	194	60	543	0
				%	100.000	32.019	63.153	1.175	.364	3.290	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
KXII	N	R	ARDMORE	qhrs	11,190	2,221	8,894	0	9	66	0
				%	100.000	19.848	79.482	.000	.080	.590	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
KXTV	N	C	SACRAMENTO	qhrs	18,743	4,369	14,074	87	24	189	0
				%	100.000	23.310	75.089	.464	.128	1.008	.000
				vwg	6,645	697	5,887	11	50	0	0
				%	100.000	10.489	88.593	.166	.752	.000	.000
KZIA	I		LOS CRUCES	qhrs	31,201	3,539	20,660	5,823	1,072	107	0
				%	100.000	11.343	66.216	18.663	3.436	.343	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WABC	N	A	NEW YORK	qhrs	16,411	6,090	9,682	420	39	180	0
				%	100.000	37.109	58.997	2.559	.238	1.097	.000
				vwg	13,066	6,256	6,590	126	53	41	0
				%	100.000	47.880	50.436	.964	.406	.314	.000
WABU	I		BOSTON	qhrs	31,324	24,154	6,570	600	0	0	0
				%	100.000	77.110	20.974	1.915	.000	.000	.000
				vwg	16,933	14,166	2,767	0	0	0	0
				%	100.000	83.659	16.341	.000	.000	.000	.000
WACH	I	F	COLUMBIA	qhrs	31,044	24	29,346	1,622	16	36	0
				%	100.000	.077	94.530	5.225	.052	.116	.000
				vwg	54,135	0	53,973	162	0	0	0
				%	100.000	.000	99.701	.299	.000	.000	.000
WAFF	N	N	HUNTSVILLE-DECATU	qhrs	12,068	2,919	7,591	278	322	958	0
				%	100.000	24.188	62.902	2.304	2.668	7.938	.000
				vwg	15,326	1,218	13,443	643	0	22	0
				%	100.000	7.947	87.714	4.195	.000	.144	.000
WAPT	N	A	JACKSON	qhrs	15,223	2,273	11,792	596	14	548	0
				%	100.000	14.931	77.462	3.915	.092	3.600	.000
				vwg	49,124	6,361	42,042	0	0	721	0
				%	100.000	12.949	85.583	.000	.000	1.468	.000
WATE	N	A	KNOXVILLE	qhrs	16,445	3,978	11,354	618	0	495	0
				%	100.000	24.190	69.042	3.758	.000	3.010	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WAVY	N	N	PORTSMOUTH	qhrs	15,206	5,020	9,308	52	362	464	0
				%	100.000	33.013	61.213	.342	2.381	3.051	.000
				vwg	38,660	2,787	35,102	45	726	0	0
				%	100.000	7.209	90.797	.116	1.878	.000	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WAWS	I	F	JACKSONVILLE	qhrs	29,442	1,242	27,162	1,004	0	34	0
				%	100.000	4.218	92.256	3.410	.000	.115	.000
				vwg	113,325	2,148	111,071	106	0	0	0
				%	100.000	1.895	98.011	.094	.000	.000	.000
WBAL	N	C	BALTIMORE	qhrs	16,550	4,872	10,853	262	12	551	0
				%	100.000	29.438	65.577	1.583	.073	3.329	.000
				vwg	22,607	4,237	16,150	1,834	45	341	0
				%	100.000	18.742	71.438	8.113	.199	1.508	.000
WBAY	N	C	GREEN BAY	qhrs	12,069	3,708	7,169	266	48	878	0
				%	100.000	30.723	59.400	2.204	.398	7.275	.000
				vwg	12,949	4,430	11,742	749	0	28	0
				%	100.000	3.321	90.679	5.784	.000	.216	.000
WBFF	I	F	BALTIMORE	qhrs	34,496	2,814	29,656	1,684	286	56	0
				%	100.000	8.157	85.969	4.882	.829	.162	.000
				vwg	138,659	4,365	132,006	1,622	658	8	0
				%	100.000	3.148	95.202	1.170	.475	.006	.000
WBRA	E		ROANOKE	qhrs	26,241	0	0	0	0	0	26,241
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	201,320	0	0	0	0	0	201,320
				%	100.000	.000	.000	.000	.000	.000	100.000
WCAU	N	C	PHILADELPHIA	qhrs	11,594	3,085	8,122	32	12	343	0
				%	100.000	26.609	70.053	.276	.104	2.958	.000
				vwg	16,068	6,613	9,148	0	2	305	0
				%	100.000	41.156	56.933	.000	.012	1.898	.000
WCBS	N	C	NEW YORK	qhrs	12,343	4,149	7,770	0	38	386	0
				%	100.000	33.614	62.951	.000	.308	3.127	.000
				vwg	2,000	572	1,417	0	0	11	0
				%	100.000	28.600	70.850	.000	.000	.550	.000
WCHS	N	A	CHARLESTON	qhrs	13,707	2,611	9,201	510	542	843	0
				%	100.000	19.049	67.126	3.721	3.954	6.150	.000
				vwg	222	194	28	0	0	0	0
				%	100.000	87.387	12.613	.000	.000	.000	.000
WCTI	N	A	NEW BERN	qhrs	19,221	3,038	15,019	410	376	378	0
				%	100.000	15.806	78.138	2.133	1.956	1.967	.000
				vwg	2,275	11	2,264	0	0	0	0
				%	100.000	.484	99.516	.000	.000	.000	.000
WDBJ	N	C	ROANOKE	qhrs	12,343	3,249	8,047	144	0	903	0
				%	100.000	26.323	65.195	1.167	.000	7.316	.000
				vwg	22,346	2,528	19,762	28	0	28	0
				%	100.000	11.313	88.436	.125	.000	.125	.000

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WDCA	I		WASHINGTON	qhrs	34,622	145	30,266	2,912	1,294	5	0
				%	100.000	.419	87.418	8.411	3.738	.014	.000
				vwg	102,750	.43	89,815	2,530	10,327	.35	.000
				%	100.000	.042	87.411	2.462	10.051	.034	.000
WDEF	N	C	CHATTANOOGA	qhrs	13,399	2,827	9,473	454	154	491	0
				%	100.000	21.099	70.699	3.388	1.149	3.664	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WEAO	E		AKRON	qhrs	31,590	0	0	0	0	0	31,590
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	4,351	0	0	0	0	0	4,351
				%	100.000	.000	.000	.000	.000	.000	100.000
WEAR	N	A	PENSACOLA	qhrs	18,313	3,753	13,595	492	28	445	0
				%	100.000	20.494	74.237	2.687	.153	2.430	.000
				vwg	6,442	2,476	3,943	6	17	0	0
				%	100.000	38.435	61.208	.093	.264	.000	.000
WEEK	N	N	PEORIA	qhrs	12,345	3,416	6,802	673	314	1,140	0
				%	100.000	27.671	55.099	5.452	2.544	9.235	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WEHT	N	C	EVANSVILLE	qhrs	16,003	5,776	9,717	308	19	183	0
				%	100.000	36.093	60.720	1.925	.119	1.144	.000
				vwg	27,724	3,873	23,554	297	0	0	0
				%	100.000	13.970	84.959	1.071	.000	.000	.000
WEKW	E		KEENE	qhrs	27,244	0	0	0	0	0	27,244
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WENH	E		DURHAM	qhrs	27,714	0	0	0	0	0	27,714
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	15,657	0	0	0	0	0	15,657
				%	100.000	.000	.000	.000	.000	.000	100.000
WENY	N	A	ELMIRA	qhrs	12,052	1,547	9,127	408	0	970	0
				%	100.000	12.836	75.730	3.385	.000	8.048	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WETA	E		WASHINGTON	qhrs	27,463	0	0	0	0	0	27,463
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	51,739	0	0	0	0	0	51,739
				%	100.000	.000	.000	.000	.000	.000	100.000

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WFAA	N	A	DALLAS	qhrs	16,432	4,911	10,075	706	110	630	0
				%	100.000	29.887	61.313	4.296	.669	3.834	.000
				vwg	128,875	43,154	82,675	2,342	57	647	0
				%	100.000	33.485	64.151	1.817	.044	.502	.000
WFLA	N	N	TAMPA	qhrs	16,192	6,537	8,729	518	202	206	0
				%	100.000	40.372	53.909	3.199	1.248	1.272	.000
				vwg	219	213	6	0	0	0	0
				%	100.000	97.260	2.740	.000	.000	.000	.000
WFLD	I	F	CHICAGO	qhrs	33,701	1,876	30,993	506	0	326	0
				%	100.000	5.567	91.965	1.501	.000	.967	.000
				vwg	90,543	4,159	85,652	604	0	128	0
				%	100.000	4.593	94.598	.667	.000	.141	.000
WFLX	I	F	WEST PALM BEACH	qhrs	34,138	1,856	30,116	1,958	194	14	0
				%	100.000	5.437	88.218	5.736	.568	.041	.000
				vwg	654,241	43,343	599,794	9,566	1,213	325	0
				%	100.000	6.625	91.678	1.462	.185	.050	.000
WFSB	N	C	HARTFORD	qhrs	14,346	4,767	9,127	86	16	350	0
				%	100.000	33.229	63.621	.599	.112	2.440	.000
				vwg	339,399	129,677	202,698	1,383	464	5,177	0
				%	100.000	38.208	59.723	.407	.137	1.525	.000
WFSU	E		TALLAHASSEE	qhrs	26,784	0	0	0	0	0	26,784
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	1,685	0	0	0	0	0	1,685
				%	100.000	.000	.000	.000	.000	.000	100.000
WFTV	N	A	ORLANDO	qhrs	17,329	5,525	10,987	360	36	421	0
				%	100.000	31.883	63.402	2.077	.208	2.429	.000
				vwg	47,783	16,679	30,908	68	0	128	0
				%	100.000	34.906	64.684	.142	.000	.268	.000
WGN	I		CHICAGO	qhrs	35,128	4,869	26,103	1,390	2,760	1	5
				%	100.000	13.861	74.308	3.957	7.857	.003	.014
				vwg	3,649,803	486,653	2,411,548	41,064	710,330	15	193
				%	100.000	13.334	66.073	1.125	19.462	.000	.005
WGNX	I		ATLANTA	qhrs	34,296	2,790	30,280	1,068	158	0	0
				%	100.000	8.135	88.290	3.114	.461	.000	.000
				vwg	72,762	4,864	66,451	849	598	0	0
				%	100.000	6.685	91.327	1.167	.822	.000	.000
WGRB	I		CAMPBELLVILLE	qhrs	28,644	2,318	25,350	252	722	2	0
				%	100.000	8.092	88.500	.880	2.521	.007	.000
				vwg	649	17	632	0	0	0	0
				%	100.000	2.619	97.381	.000	.000	.000	.000



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WEVU	E GRAND RAPIDS	qhrs 100.000 vwg 100.000	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	28,061 100.000 66,396 100.000
WHA	E MADISON	qhrs 27,874 vwg 100.000	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	27,874 100.000 12,177 100.000
WHFT	I R MIAMI	qhrs 34,423 vwg 100.000	1,210 5,548 0	2,230 6,623 0	30,142 87,551 0	0 0 0	96 279 0	0 0 0
WHLT	N C HATTIESBURG	qhrs 11,910 vwg 100.000	3,123 26,213 0	7,398 62,116 0	1,864 0 0	20 168 0	1,148 9,639 0	0 0 0
WIFR	N C FREEPORT	qhrs 11,764 vwg 100.000	3,208 33,820 1,673	6,885 58,527 98,106	1,983 4,527 0	16 136 0	757 6,435 219	0 0 0
WIPB	E MUNCIE	qhrs 25,536 vwg 100.000	0 0 0	0 0 0	0 0 0	0 0 0	0 0 0	25,536 100.000 0 0
WISN	N A MILWAUKEE	qhrs 16,853 vwg 100.000	5,255 31,181 40,795	10,432 61,900 46,373	602 3,572 0	48 285 12,842	516 3,062 0	0 0 0
WJBK	N C DETROIT	qhrs 19,931 vwg 100.000	4,367 21,911 0	14,905 74,783 0	436 2,188 0	14 070 0	209 1,049 0	0 0 0
WJRT	N A FLINT	qhrs 15,195 vwg 100.000	8,883 18,973 6,895	10,263 67,542 55,492	684 4,501 0	568 3,738 4,246	797 5,245 582	0 0 0
WJW	N C CLEVELAND	qhrs 15,753 vwg 100.000	4,246 26,954 28,211	10,478 66,514 19,101	338 2,146 6	36 229 0	655 4,158 408	0 0 0

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CALL SIGN	TYPE	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WJZ	N A	BALTIMORE	qhrs 18,838 vwg 100.000 %	5,222 27,721 -9,478 20,729	12,948 68,733 35,979 78,689	2,409 2,171 63 164	10 057 148 324	249 1,323 473 094	0 000 0 000
WJZY	I	BELMONT	qhrs 34,152 vwg 100.000 %	360 1,054 100 137	72,218 94,337 72,668 99,492	1,364 3,994 63 086	162 474 285 285	48 141 0 000	0 000 0 000
WKBD	I F	DETROIT	qhrs 35,118 vwg 100.000 %	2,326 6,623 15,805 9,144	31,549 89,817 150,867 87,280	466 1,327 1,235 917	726 2,067 4,201 2,430	51 145 395 229	0 000 0 000
WKBT	N C	LA CROSSE	qhrs 13,148 vwg 100.000 %	2,057 15,645 18,308 59,472	9,511 72,332 12,208 39,657	870 6,313 268 871	0 000 0 000	750 5,704 0 000	0 000 0 000
WKPC	E	LOUISVILLE	qhrs 26,688 vwg 100.000 %	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	26,688 100.000 1 100.000
WLBS	N N	BANGOR	qhrs 13,725 vwg 100.000 %	3,027 22,057 0 000	9,730 70,897 0 000	0 0 0 000	2,782 2,783 0 000	526 4,270 0 000	0 000 0 000
WLEF	E	PARK FALLS	qhrs 26,162 vwg 100.000 %	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	26,162 100.000 0 000
WLIO	N N	LIMA	qhrs 11,546 vwg 100.000 %	3,357 29,075 1,256 37,039	6,802 58,912 2,034 59,982	50 433 0 000	559 4,842 51 1,504	778 6,738 50 1,474	0 000 0 000
WLKY	N A	LOUISVILLE	qhrs 11,137 vwg 100.000 %	2,925 26,264 13,097 29,137	7,155 64,245 29,121 70,142	134 1,207 17 041	0 0 0 000	923 8,288 679 000	0 000 0 000
WLPR	E	BATON ROUGE	qhrs 24,311 vwg 100.000 %	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	0 0 0 000	24,311 100.000 9,428 100.000

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CALL SIGN	T P	S P	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WLTU	I	S	MIAMI	31,259 100.000 100.000 100.000	4,506 14,415 130 5,049	24,917 79,711 2,428 94,291	1,210 3,871 0 0	178 569 17 660	448 1,453 0 0	0 0 0 0
WLTU	N	C	COLUMBIA	18,297 100.000 100.000 100.000	1,132 6,187 0 0	16,429 89,791 6 100.000	292 1,596 0 0	192 1,049 0 0	252 1,377 0 0	0 0 0 0
WLVJ	I		CAMBRIDGE	30,230 100.000 212,104 100.000	1,786 5,898 5,783 2,726	28,113 92,843 206,153 97,194	16 0 0 0	40 132 45 0	325 1,073 123 0	0 0 0 0
WMC	N	N	MEMPHIS	15,184 100.000 35,540 100.000	4,731 31,158 8,966 25,228	9,364 61,670 25,070 70,540	0 0 0 0	303 1,996 1,465 4,122	786 5,177 39 110	0 0 0 0
WMC	I		MARION	34,664 100.000 28,221 100.000	1,313 3,788 404 1,818	29,677 85,613 21,661 97,480	0 5,799 123 554	1,502 4,333 33 149	162 467 0 0	0 0 0 0
WMEA	E		BIDDEFORD	24,244 100.000 54,637 100.000	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	24,244 100.000 54,637 100.000
WMGM	N	N	WILDHOOD	11,566 100.000 15,717 100.000	1,920 16,600 1,132 7,202	9,416 72,765 14,434 91,837	590 5,101 33 210	28 242 0 0	612 5,291 118 751	0 0 0 0
WMVS	E		MILWAUKEE	27,299 100.000 0 0	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	27,299 100.000 0 0
WNET	N	C	GREENVILLE	11,163 100.000 37,788 100.000	4,396 39,380 28,561 75,582	5,410 48,464 8,958 23,706	504 4,515 84 222	12 107 0 0	841 7,534 185 490	0 0 0 0
WNED	E		BUFFALO	24,220 100.000 41,434 100.000	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	0 0 0 0	24,220 100.000 41,434 100.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WNET	E		NYC-NEWARK	qhrs	33,056	0	0	0	0	0	33,056
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	50,913	0	0	0	0	0	50,913
				%	100.000	.000	.000	.000	.000	.000	100.000
WNFT	I		JACKSONVILLE	qhrs	34,416	1,402	29,817	2,316	843	38	0
				%	100.000	4.074	86.637	6.729	2.449	.110	.000
				vwg	62,249	1,282	51,775	90	9,102	0	0
				%	100.000	2.059	83.174	.145	14.622	.000	.000
WNJU	I	S	NYC-NEWARK	qhrs	30,530	6,500	16,777	6,901	72	280	0
				%	100.000	21.291	54.953	22.604	.236	.917	.000
				vwg	84,982	11,587	71,870	1,219	303	3	0
				%	100.000	13.635	84.571	1.434	.357	.004	.000
WNMU	E		MARQUETTE	qhrs	24,682	0	0	0	0	0	24,682
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WNYB	I	R	BUFFALO	qhrs	34,020	5,714	4,088	24,192	0	26	0
				%	100.000	16.796	12.016	71.111	.000	.076	.000
				vwg	292	40	0	252	0	0	0
				%	100.000	13.699	.000	86.301	.000	.000	.000
WNYC	E		NEW YORK	qhrs	25,459	0	0	0	0	0	25,459
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	34,431	0	0	0	0	0	34,431
				%	100.000	.000	.000	.000	.000	.000	100.000
WNYW	I	F	NEW YORK	qhrs	35,116	5,535	27,915	1,624	0	42	0
				%	100.000	15.762	79.494	4.625	.000	.120	.000
				vwg	87,591	6,464	80,209	854	0	64	0
				%	100.000	7.380	91.572	.975	.000	.073	.000
WOIO	I	F	SHAKER HEIGHTS	qhrs	34,294	566	31,105	1,983	538	102	0
				%	100.000	1.650	90.701	5.782	1.569	.297	.000
				vwg	78,755	6	77,688	461	381	219	0
				%	100.000	.008	98.645	.585	.484	.278	.000
WPBT	E		MIAMI	qhrs	30,858	0	0	0	0	0	30,858
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	10,521	0	0	0	0	0	10,521
				%	100.000	.000	.000	.000	.000	.000	100.000
WPHL	I		PHILADELPHIA	qhrs	34,617	3,758	27,455	2,848	552	4	0
				%	100.000	10.856	79.311	8.227	1.595	.012	.000
				vwg	103,518	3,117	96,191	1,184	3,006	20	0
				%	100.000	3.011	92.922	1.144	2.904	.019	.000

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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WPIX	I		NEW YORK	qhrs	35,124	3,122	30,858	438	682	24	0
				%	100.000	8.889	87.854	1.247	1.942	.068	.000
				vwg	557,584	31,885	504,223	1,236	20,125	115	0
				%	100.000	5.718	90.430	.222	3.609	.021	.000
WPTA	N	A	FT WAYNE	qhrs	17,037	4,227	11,762	214	0	834	0
				%	100.000	24.811	69.038	1.256	.000	4.895	.000
				vwg	21,816	650	20,343	739	0	84	0
				%	100.000	2.979	93.248	3.387	.000	.385	.000
WPVI	N	A	PHILADELPHIA	qhrs	17,156	7,480	9,261	0	54	361	0
				%	100.000	43.600	53.981	.000	.315	2.104	.000
				vwg	4,092	884	3,197	0	0	11	0
				%	100.000	21.603	78.128	.000	.000	.269	.000
WPXI	N	N	PITTSBURGH	qhrs	17,092	7,460	8,743	504	157	228	0
				%	100.000	43.646	51.153	2.949	.919	1.334	.000
				vwg	113,590	58,239	46,081	3,516	3,583	2,171	0
				%	100.000	51.271	40.568	3.095	3.154	1.911	.000
WQPT	E		MOLINE	qhrs	22,867	0	0	0	0	0	22,867
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WQRF	I	F	ROCKFORD	qhrs	30,727	308	27,852	1,046	768	753	0
				%	100.000	1.002	90.643	3.404	2.499	2.451	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WRGT	I	F	DAYTON	qhrs	34,354	292	33,706	14	190	152	0
				%	100.000	.850	98.114	.041	.553	.442	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WRTV	N	A	INDIANAPOLIS	qhrs	14,493	4,033	9,039	736	12	673	0
				%	100.000	27.827	62.368	5.078	.083	4.644	.000
				vwg	1,932	241	1,608	11	0	72	0
				%	100.000	12.474	83.230	.569	.000	3.727	.000
WSB	N	A	ATLANTA	qhrs	18,316	5,127	12,255	443	193	298	0
				%	100.000	27.992	66.909	2.419	1.054	1.627	.000
				vwg	132,709	55,623	75,448	296	463	879	0
				%	100.000	41.914	56.852	.223	.349	.662	.000
WSBK	I		BOSTON	qhrs	34,101	525	31,540	384	1,640	12	0
				%	100.000	1.540	92.490	1.126	4.809	.035	.000
				vwg	382,599	3,514	345,229	1,695	32,032	129	0
				%	100.000	.918	90.233	.443	8.372	.034	.000

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NLNZCL12P1992 NIELSEN MEIER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CALL SIGN	T P	S Y	CITY	Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WSCV	I	S	FT LAUDERDALE	qhrs vwg%	29,597 100.000	3,766 12,724	24,900 84,130	393 1,328	84 284	454 1,534
					0	0	0	0	0	0
					0.00	0.00	0.00	0.00	0.00	0.00
WSIU	E		CARBONDALE	qhrs vwg%	27,899 100.000	0 0	0 0	0 0	0 0	27,899 100.000
					453	0	0	0	0	453
					100.000	0.00	0.00	0.00	0.00	100.000
WSMV	N	N	NASHVILLE	qhrs vwg%	13,887 100.000	3,442 24,786	8,696 62,620	652 4,695	305 2,196	792 5,703
					5,034	366	45	0	0	0
					100.000	7,271	91,836	894	0	0
WSOC	N	A	CHARLOTTE	qhrs vwg%	18,243 100.000	4,623 25,341	12,997 71,344	234 1,283	73 400	316 1,732
					11,509	3,333	7,974	202	0	0
					100.000	28,960	69,285	1,755	0	0
WSYX	N	A	COLUMBUS	qhrs vwg%	17,599 100.000	3,472 19,728	12,951 73,589	446 2,534	335 1,904	395 2,244
					212,329	34,074	175,161	1,504	655	0
					100.000	16,048	82,495	708	440	0
WTAJ	N	C	ALTOONA	qhrs vwg%	13,970 100.000	2,744 19,642	9,986 71,482	244 1,747	143 1,024	853 6,106
					43,368	4,275	38,759	123	83	0
					100.000	9,857	89,372	284	191	0
WTBS	I		ATLANTA	qhrs vwg%	35,121 100.000	1,389 3,955	31,491 89,664	366 1,042	1,875 5,339	0 0
					15,069	465,269	13,546,366	64,834	1,079,250	0
					100.000	3,070	89,382	427	7,121	0
WTHR	N	N	INDIANAPOLIS	qhrs vwg%	13,440 100.000	4,812 35,804	7,802 58,051	10 074	74 551	742 5,521
					7,435	1,191	5,953	106	0	0
					100.000	16,019	80,067	1,426	0	0
WTMJ	N	N	MILWAUKEE	qhrs vwg%	15,965 100.000	4,746 29,728	10,524 65,919	122 764	12 075	561 3,514
					6,102	2,157	3,906	0	39	0
					100.000	35,349	64,012	0	639	0
WTSF	I		ASHLAND	qhrs vwg%	34,988 100.000	8,554 24,448	2,222 6,351	15,188 43,409	0 0	9,024 25,792
					141,677	54,977	8,401	44,530	0	0
					100.000	38,804	1,695	31,431	0	0

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1992 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WTTO	I	F	BIRMINGHAM	qhhrs	34,316	298	33,172	608	140	98	0
				%	100.000	.868	96.666	1.772	.408	.286	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WTTW	E		CHICAGO	qhhrs	29,736	0	0	0	0	0	29,736
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	59,274	0	0	0	0	0	59,274
				%	100.000	.000	.000	.000	.000	.000	100.000
WTVM	N	A	COLUMBUS	qhhrs	12,607	2,881	9,726	368	0	73	0
				%	100.000	22.852	73.650	2.919	.000	.579	.000
				vwg	452	0	452	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
WTVF	E		PEORIA	qhhrs	24,566	0	0	0	0	0	24,566
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	34,669	0	0	0	0	0	34,669
				%	100.000	.000	.000	.000	.000	.000	100.000
WTUS	I	R	NEW LONDON	qhhrs	30,129	607	29,501	2,714	911	296	0
				%	100.000	2.015	98.071	9.008	3.024	.982	.000
				vwg	23,119	186	18,907	348	3,643	35	0
				%	100.000	.805	81.781	1.505	15.758	.151	.000
WTFX	I	F	PHILADELPHIA	qhhrs	34,620	1,908	30,410	860	1,397	45	0
				%	100.000	5.511	87.833	2.484	4.035	.130	.000
				vwg	142,999	5,257	122,612	3,101	12,008	21	0
				%	100.000	3.676	85.743	2.169	8.397	.015	.000
WUAB	I		LORAIN	qhhrs	33,708	2,066	29,699	802	739	402	0
				%	100.000	6.129	88.107	2.379	2.192	1.193	.000
				vwg	262,371	13,523	238,491	789	2,541	1,027	0
				%	100.000	5.154	90.898	.301	3.255	.391	.000
WVCY	I		MILWAUKEE	qhhrs	18,664	4,062	3,662	10,038	0	896	0
				%	100.000	21.796	19.621	53.783	.000	4.801	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000
WVEU	I		ATLANTA	qhhrs	35,132	2,219	26,373	6,250	257	33	0
				%	100.000	6.316	75.068	17.790	.732	.094	.000
				vwg	52,626	3,001	47,667	1,952	6	0	0
				%	100.000	5.703	90.577	3.709	.011	.000	.000
WVIA	E		SCRANTON	qhhrs	30,264	0	0	0	0	0	30,264
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	33,225	0	0	0	0	0	33,225
				%	100.000	.000	.000	.000	.000	.000	100.000

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1992 NIELSEN METER STUDY QUARTER-HOURS /VIEWING BY CATEGORY  
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CALL SIGN	T Y P	S T P	CITY		Total	Local	Series/ Movies	Religious	Major Sports	Other	Edu- cational
WVIT	N	N	NEW BRITAIN	qhrs	13,974	3,654	8,992	305	408	615	0
				%	100.000	26.149	64.348	2.183	2.920	4.401	.000
				vwg	173,836	46,695	113,011	987	10,053	3,090	0
				%	100.000	26.862	65.010	.568	5.733	1.778	.000
WVIZ	E		CLEVELAND	qhrs	27,856	0	0	0	0	0	27,856
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	23,156	0	0	0	0	0	23,156
				%	100.000	.000	.000	.000	.000	.000	100.000
WWCP	I	F	JOHNSTOWN	qhrs	29,415	1,712	25,805	1,088	806	4	0
				%	100.000	5.820	87.727	3.699	2.740	.014	.000
				vwg	1,064	25,269	795	0	0	0	0
				%	100.000	25.282	74.718	.000	.000	.000	.000
WWOR	I		NEW YORK	qhrs	35,132	4,726	29,049	4	1,304	5	44
				%	100.000	13.452	82.685	.011	3.712	.014	.125
				vwg	1,157,644	248,593	781,317	137	124,831	215	2,551
				%	100.000	21.474	67.492	.012	10.783	.019	.220
WXIA	N	N	ATLANTA	qhrs	15,688	5,453	8,947	499	423	366	0
				%	100.000	34.759	57.031	3.181	2.696	2.333	.000
				vwg	14,142	5,701	7,932	212	149	148	0
				%	100.000	40.313	56.088	1.499	1.054	1.047	.000
WXIX	I	F	CINCINNATI	qhrs	35,132	193	34,431	300	196	12	0
				%	100.000	.549	98.005	.854	.558	.034	.000
				vwg	174,752	394	173,061	549	695	53	0
				%	100.000	.225	99.032	.314	.398	.030	.000
WXYZ	N	A	DETROIT	qhrs	17,557	5,329	11,689	24	132	383	0
				%	100.000	30.353	66.577	.137	.752	2.181	.000
				vwg	132,147	89,110	42,657	0	341	39	0
				%	100.000	67.432	32.280	.000	.258	.030	.000
WYED	I		GOLDSBORO	qhrs	35,126	1,274	30,908	2,286	634	24	0
				%	100.000	3.627	87.992	6.508	1.805	.068	.000
				vwg	11	0	11	0	0	0	0
				%	100.000	.000	100.000	.000	.000	.000	.000
WYES	E		NEW ORLEANS	qhrs	26,450	0	0	0	0	0	26,450
				%	100.000	.000	.000	.000	.000	.000	100.000
				vwg	58,732	0	0	0	0	0	58,732
				%	100.000	.000	.000	.000	.000	.000	100.000
WYLE	I		FLORENCE	qhrs	26,549	1,580	21,522	828	100	2,519	0
				%	100.000	5.951	81.065	3.119	.377	9.488	.000
				vwg	0	0	0	0	0	0	0
				%	.000	.000	.000	.000	.000	.000	.000



TOTAL QUARTER-HOURS

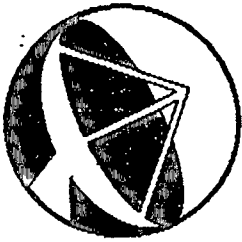
TOTAL VIEWING

4,282,800	549,053	2,393,702	243,394	41,266	66,697	988,688
% 100.000	12.820	55.891	5.683	.964	1.557	23.085
31,479,683	2,632,254	25,162,384	248,679	2,112,715	69,854	1,253,797
% 100.000	8.362	79.932	.790	6.711	.222	3.983

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**CABLE DATA**  
C O R P O R A T I O N

6704 Rannoch Road  
Bethesda, MD 20817-5428  
301/229-4400

January 29, 1996

Robert Alan Garrett, Esq.  
Arnold & Porter  
555 Twelfth Street, NW  
Washington, D.C. 20004

Dear Bob:

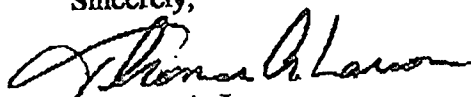
You asked that I provide you with the number of viewing minutes which the 1990-92 MPAA/Nielsen peplemeter viewing studies attributed to (1) the Chicago Bulls (NBA) telecasts on WGN; and (2) "Paid Programs" on all sample stations. The information is as follows:

	<u>Viewing Minutes</u>		
	<u>1990</u>	<u>1991</u>	<u>1992</u>
Bulls	21,858	72,812	107,220
Paid Programs	26,237	68,312	87,114

"Paid Programs" are classified in each of the peplemeter viewing studies as Category 2 programs (movies and series). I believe that they represent "infomercials" which have been identified with specific program titles in the studies (such as Deal A Meal). Viewing to these titled infomercials are not included in the above viewing totals.

The above information is taken from the peplemeter study database provided us by Nielsen. Let me know if you need anything further.

Sincerely,

  
Thomas A. Larson  
President

Top 25 Syndicated Series  
According to 1991 MPAA/Nielsen Viewing Study

<u>Syndicated Series</u>	<u>Viewing Minutes</u>	<u>Viewing Share*</u>
1. Tom and Jerry	770,234	2.59%
2. Andy Griffith	622,489	2.10%
3. Little House	483,088	1.63%
4. Perry Mason	437,615	1.47%
5. National Geographic	436,291	1.47%
6. Happy Days	409,631	1.38%
7. WC Wrestling	406,740	1.37%
8. Flintstones	379,822	1.28%
9. Brady Bunch	272,689	.92%
10. Bewitched	265,759	.89%
11. Geraldo	246,561	.83%
12. Jeffersons	239,861	.81%
13. Beverly Hillbillies	236,048	.79%
14. Who's the Boss?	212,636	.72%
15. Magnum, P.I.	210,111	.71%
16. Cosby Show	207,410	.70%
17. Hunter	206,049	.69%
18. Goodtimes	202,110	.68%
19. Cheers	177,634	.60%
20. Bonanza	175,007	.59%
21. Tale Spin	148,504	.50%
22. Chips	144,342	.49%
23. Donahue	138,761	.47%
24. I Dream of Jeannie	127,080	.43%
25. Leave It To Beaver	<u>122,500</u>	<u>.41%</u>
TOTAL	7,278,972	24.52%

\* Represents share of all minutes of viewing reported in 1991 MPAA/Nielsen Viewing Study (preliminary analysis).

JAN 27 1996  
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## DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918  
dma: GAINESVILLE dma: GAINESVILLE

CALL MM-DD TIME TITLE MV YR VIEWING MINUTES

state: FL co: ALACHUA

encrypted hh-id 753308

WTBS	01/01	06:00	HEADLINE NEWS		11
WTBS	01/01	06:15	HEADLINE NEWS		12
WTBS	01/01	06:30	FLINTSTONES		11
WTBS	01/01	06:45	FLINTSTONES		9
WTBS	01/01	07:00	TOM & JERRY'S FUNHOUSE		10
WTBS	01/01	07:15	TOM & JERRY'S FUNHOUSE		10
WTBS	01/01	07:30	TOM & JERRY'S FUNHOUSE		11
WTBS	01/01	07:45	TOM & JERRY'S FUNHOUSE		6
WTBS	01/01	14:15	THE JERK	79	12
WTBS	01/01	14:30	THE JERK	79	10
WTBS	01/01	15:15	THE JERK	79	8
WTBS	01/01	18:00	THIRTY YEARS OF ANDY: A MAYBERRY REUNION		1
WTBS	01/01	29:00	HOGAN'S HEROES		10
WTBS	01/01	29:15	HOGAN'S HEROES		15
WTBS	01/01	29:30	GOMER PYLE, USMC		13
WTBS	01/01	29:45	GOMER PYLE, USMC		15
WTBS	01/02	06:00	HEADLINE NEWS		10
WTBS	01/02	06:15	HEADLINE NEWS		8
WTBS	01/02	06:30	FLINTSTONES		15
WTBS	01/02	06:45	FLINTSTONES		8
WTBS	01/02	07:00	TOM & JERRY'S FUNHOUSE		11
WTBS	01/02	07:15	TOM & JERRY'S FUNHOUSE		4
WTBS	01/02	07:30	TOM & JERRY'S FUNHOUSE		9
WTBS	01/02	07:45	TOM & JERRY'S FUNHOUSE		20
WTBS	01/02	10:00	ALL THE KIND STRANGERS	74	20
WTBS	01/02	12:45	PERRY MASON		11
WTBS	01/02	13:00	WHITE LIGHTNING	73	15
WTBS	01/02	13:15	WHITE LIGHTNING	73	15
WTBS	01/02	13:30	WHITE LIGHTNING	73	15
WTBS	01/02	13:45	WHITE LIGHTNING	73	15
WTBS	01/02	14:00	WHITE LIGHTNING	73	7
WTBS	01/02	16:30	BRADY BUNCH		10
WTBS	01/02	16:45	BRADY BUNCH		1
WTBS	01/02	17:45	GOOD TIMES		1
WTBS	01/02	23:00	DIAMOND HEAD	63	3
WTBS	01/02	23:30	DIAMOND HEAD	63	23
WTBS	01/02	25:45	THE BIG SKY	52	1
WTBS	01/03	06:00	HEADLINE NEWS		14
WTBS	01/03	06:15	HEADLINE NEWS		10
WTBS	01/03	06:30	FLINTSTONES		15
WTBS	01/03	06:45	FLINTSTONES		10
WTBS	01/03	07:00	TOM & JERRY'S FUNHOUSE		7
WTBS	01/03	07:15	TOM & JERRY'S FUNHOUSE		14
WTBS	01/03	07:30	TOM & JERRY'S FUNHOUSE		7
WTBS	01/03	07:45	TOM & JERRY'S FUNHOUSE		12
WTBS	01/03	08:00	GILLIGAN'S ISLAND		5
WTBS	01/03	13:00	MACON COUNTY LINE	74	14
WTBS	01/03	13:15	MACON COUNTY LINE	74	4

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO. 94-5 CAPR-070098 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO AUTHORIZED REPRESENTATIVES

JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	01/22	13:30	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	13:45	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	14:00	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	14:15	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	14:30	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	14:45	MURDER: BY REASON OF INSANITY	85	15
WTBS	01/22	15:00	TOM & JERRY'S FUNHOUSE		15
WTBS	01/22	15:15	TOM & JERRY'S FUNHOUSE		15
WTBS	01/22	15:30	FLINTSTONES		15
WTBS	01/22	15:45	FLINTSTONES		15
WTBS	01/22	16:00	FLINTSTONES		15
WTBS	01/22	19:45	SANFORD AND SON		15
WTBS	01/22	20:00	THE LEGACY	79	15
WTBS	01/22	20:15	THE LEGACY	79	15
WTBS	01/22	20:30	THE LEGACY	79	15
WTBS	01/22	20:45	THE LEGACY	79	15
WTBS	01/22	21:00	THE LEGACY	79	15
WTBS	01/22	21:15	THE LEGACY	79	15
WTBS	01/22	21:30	THE LEGACY	79	15
WTBS	01/22	21:45	THE LEGACY	79	15
WTBS	01/22	22:00	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	22:15	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	22:30	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	22:45	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	23:00	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	23:15	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	23:30	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	23:45	DEATH OF A CENTERFOLD: THE DOROTHY STRAT	81	15
WTBS	01/22	24:00	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	24:15	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	24:30	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	24:45	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	25:00	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	25:15	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	25:30	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	25:45	SOMEBODY KILLED HER HUSBAND	78	15
WTBS	01/22	26:00	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	26:15	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	26:30	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	26:45	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	27:00	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	27:15	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	27:30	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	27:45	THE FALL OF THE HOUSE OF USHER	82	15
WTBS	01/22	28:00	LEAVE IT TO BEAVER		15
WTBS	01/22	28:15	LEAVE IT TO BEAVER		15
WTBS	01/22	28:30	I LOVE LUCY		15
WTBS	01/22	28:45	I LOVE LUCY		15
WTBS	01/22	29:00	HOGAN'S HEROES		15
WTBS	01/22	29:15	HOGAN'S HEROES		15
WTBS	01/22	29:30	GOMER PYLE, USMC		15
WTBS	01/22	29:45	GOMER PYLE, USMC		15

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN JACKET NO.  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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(c) Cable Data Corporation

SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	01/23	06:00	HEADLINE NEWS		15
WTBS	01/23	06:15	HEADLINE NEWS		15
WTBS	01/23	06:30	FLINTSTONES		15
WTBS	01/23	06:45	FLINTSTONES		15
WTBS	01/23	07:00	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	07:15	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	07:30	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	07:45	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	08:00	GILLIGAN'S ISLAND		15
WTBS	01/23	08:15	GILLIGAN'S ISLAND		15
WTBS	01/23	08:30	BEWITCHED		15
WTBS	01/23	08:45	BEWITCHED		15
WTBS	01/23	09:00	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/23	09:15	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/23	09:30	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/23	09:45	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/23	10:00	SOME KIND OF MIRACLE	79	15
WTBS	01/23	10:15	SOME KIND OF MIRACLE	79	15
WTBS	01/23	10:30	SOME KIND OF MIRACLE	79	15
WTBS	01/23	10:45	SOME KIND OF MIRACLE	79	15
WTBS	01/23	11:00	SOME KIND OF MIRACLE	79	15
WTBS	01/23	11:15	SOME KIND OF MIRACLE	79	15
WTBS	01/23	11:30	SOME KIND OF MIRACLE	79	15
WTBS	01/23	11:45	SOME KIND OF MIRACLE	79	15
WTBS	01/23	12:00	PERRY MASON		15
WTBS	01/23	12:15	PERRY MASON		15
WTBS	01/23	12:30	PERRY MASON		15
WTBS	01/23	12:45	PERRY MASON		15
WTBS	01/23	13:00	SPEEDTRAP	78	15
WTBS	01/23	13:15	SPEEDTRAP	78	15
WTBS	01/23	13:30	SPEEDTRAP	78	15
WTBS	01/23	13:45	SPEEDTRAP	78	15
WTBS	01/23	14:00	SPEEDTRAP	78	15
WTBS	01/23	14:15	SPEEDTRAP	78	15
WTBS	01/23	14:30	SPEEDTRAP	78	15
WTBS	01/23	14:45	SPEEDTRAP	78	15
WTBS	01/23	15:00	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	15:15	TOM & JERRY'S FUNHOUSE		15
WTBS	01/23	15:30	FLINTSTONES		15
WTBS	01/23	15:45	FLINTSTONES		15
WTBS	01/23	16:00	FLINTSTONES		15
WTBS	01/23	16:15	FLINTSTONES		15
WTBS	01/23	16:30	BRADY BUNCH		15
WTBS	01/23	16:45	BRADY BUNCH		15
WTBS	01/23	17:00	GOOD TIMES		15
WTBS	01/23	17:15	GOOD TIMES		15
WTBS	01/23	17:30	JEFFERSONS		15
WTBS	01/23	17:45	JEFFERSONS		15
WTBS	01/23	18:00	BEVERLY HILLBILLIES		15
WTBS	01/23	18:15	BEVERLY HILLBILLIES		15
WTBS	01/23	18:30	ANDY GRIFFITH		15
WTBS	01/23	18:45	ANDY GRIFFITH		15

CONTAINS MATERIALS SUBJECT TO A.P. DISCLOSURE ORDER IN DISCOVERY NO. 94-3 CALIF-CD90-SP - DISCLOSURE CO. RELEASE PROHIBITED EXCEPT TO AUTHORIZED REPRESENTATIVES

JAN 27 1996  
RAGHHSKD

DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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(c) Cable Data Corporation

SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	01/23	19:00	HAPPY DAYS		78
WTBS	01/23	19:15	HAPPY DAYS		78
WTBS	01/23	19:30	SANFORD AND SON		78
WTBS	01/23	19:45	SANFORD AND SON		78
WTBS	01/23	20:00	A DEATH IN CANAAN	78	78
WTBS	01/23	20:15	A DEATH IN CANAAN	78	78
WTBS	01/23	20:30	A DEATH IN CANAAN	78	78
WTBS	01/23	20:45	A DEATH IN CANAAN	78	78
WTBS	01/23	21:00	A DEATH IN CANAAN	78	78
WTBS	01/23	21:15	A DEATH IN CANAAN	78	78
WTBS	01/23	21:30	A DEATH IN CANAAN	78	78
WTBS	01/23	21:45	A DEATH IN CANAAN	78	78
WTBS	01/23	22:00	A DEATH IN CANAAN	78	78
WTBS	01/23	22:15	A DEATH IN CANAAN	81	81
WTBS	01/23	22:30	VICTIMS	81	81
WTBS	01/23	22:45	VICTIMS	81	81
WTBS	01/23	23:00	VICTIMS	81	81
WTBS	01/23	23:15	VICTIMS	81	81
WTBS	01/23	23:30	VICTIMS	81	81
WTBS	01/23	23:45	VICTIMS	81	81
WTBS	01/23	24:00	VICTIMS	81	81
WTBS	01/23	24:15	VICTIMS	81	81
WTBS	01/23	24:30	WE'RE FIGHTING BACK	81	81
WTBS	01/23	24:45	WE'RE FIGHTING BACK	81	81
WTBS	01/23	25:00	WE'RE FIGHTING BACK	81	81
WTBS	01/23	25:15	WE'RE FIGHTING BACK	81	81
WTBS	01/23	25:30	WE'RE FIGHTING BACK	81	81
WTBS	01/23	25:45	WE'RE FIGHTING BACK	81	81
WTBS	01/23	26:00	WE'RE FIGHTING BACK	81	81
WTBS	01/23	26:15	WE'RE FIGHTING BACK	81	81
WTBS	01/23	26:30	THE GLASS HOUSE	72	72
WTBS	01/23	26:45	THE GLASS HOUSE	72	72
WTBS	01/23	27:00	THE GLASS HOUSE	72	72
WTBS	01/23	27:15	THE GLASS HOUSE	72	72
WTBS	01/23	27:30	THE GLASS HOUSE	72	72
WTBS	01/23	27:45	THE GLASS HOUSE	72	72
WTBS	01/23	28:00	LEAVE IT TO BEAVER		
WTBS	01/23	28:15	LEAVE IT TO BEAVER		
WTBS	01/23	28:30	I LOVE LUCY		
WTBS	01/23	28:45	I LOVE LUCY		
WTBS	01/23	29:00	HOGAN'S HEROES		
WTBS	01/23	29:15	HOGAN'S HEROES		
WTBS	01/23	29:30	GOMER PYLE, USMC		
WTBS	01/23	29:45	GOMER PYLE, USMC		
WTBS	01/24	06:00	HEADLINE NEWS		
WTBS	01/24	06:15	HEADLINE NEWS		
WTBS	01/24	06:30	FLINTSTONES		
WTBS	01/24	06:45	FLINTSTONES		
WTBS	01/24	07:00	TOM & JERRY'S FUNHOUSE		
WTBS	01/24	07:15	TOM & JERRY'S FUNHOUSE		
WTBS	01/24	07:30	TOM & JERRY'S FUNHOUSE		
WTBS	01/24	07:45	TOM & JERRY'S FUNHOUSE		

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN LAPEM NO.  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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(c) Cable Data Corporation

SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	01/24	08:00	GILLIGAN'S ISLAND		15
WTBS	01/24	08:15	GILLIGAN'S ISLAND		15
WTBS	01/24	08:30	BEWITCHED		15
WTBS	01/24	08:45	BEWITCHED		15
WTBS	01/24	09:00	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/24	09:15	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/24	09:30	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/24	09:45	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	01/24	10:00	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	10:15	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	10:30	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	10:45	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	11:00	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	11:15	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	11:30	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	11:45	MARRIAGE IS ALIVE AND WELL	79	15
WTBS	01/24	12:00	PERRY MASON		15
WTBS	01/24	12:15	PERRY MASON		15
WTBS	01/24	12:30	PERRY MASON		15
WTBS	01/24	12:45	PERRY MASON		15
WTBS	01/24	13:00	THE HUNTED LADY	77	15
WTBS	01/24	13:15	THE HUNTED LADY	77	15
WTBS	01/24	13:30	THE HUNTED LADY	77	15
WTBS	01/24	13:45	THE HUNTED LADY	77	15
WTBS	01/24	14:00	THE HUNTED LADY	77	15
WTBS	01/24	14:15	THE HUNTED LADY	77	15
WTBS	01/24	14:30	THE HUNTED LADY	77	15
WTBS	01/24	14:45	THE HUNTED LADY	77	15
WTBS	01/24	15:00	TOM & JERRY'S FUNHOUSE		15
WTBS	01/24	15:15	TOM & JERRY'S FUNHOUSE		15
WTBS	01/24	15:30	FLINTSTONES		15
WTBS	01/24	15:45	FLINTSTONES		15
WTBS	01/24	16:00	FLINTSTONES		15
WTBS	01/24	16:15	FLINTSTONES		15
WTBS	01/24	16:30	BRADY BUNCH		15
WTBS	01/24	16:45	BRADY BUNCH		15
WTBS	01/24	17:00	GOOD TIMES		15
WTBS	01/24	17:15	GOOD TIMES		15
WTBS	01/24	17:30	JEFFERSONS		15
WTBS	01/24	17:45	JEFFERSONS		15
WTBS	01/24	18:00	BEVERLY HILLBILLIES		15
WTBS	01/24	20:45	ACT OF VENGEANCE	86	15
WTBS	01/24	21:00	ACT OF VENGEANCE	86	15
WTBS	01/24	21:15	ACT OF VENGEANCE	86	15
WTBS	01/24	23:00	TELEFON	77	15
WTBS	01/24	23:15	TELEFON	77	15
WTBS	01/24	23:30	TELEFON	77	15
WTBS	01/24	23:45	TELEFON	77	15
WTBS	01/24	24:00	BLUE KNIGHT	73	15
WTBS	01/24	24:15	BLUE KNIGHT	73	15
WTBS	01/24	24:30	BLUE KNIGHT	73	14
WTBS	01/24	24:45	BLUE KNIGHT	73	9

DO NOT WRITE IN DOCKET NO.  
OR PERMANENTLY PROTECTED SUBJECT TO  
DISCLOSURE  
94-3 CARP-GDSC-93  
AUTHORIZED REPRESENTATIVES



JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

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dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
1					
2				89	15
3	WTBS	09/09	28:15 COLD SASSY TREE		15
4	WTBS	09/09	28:30 ALL IN THE FAMILY		15
5	WTBS	09/09	28:45 ALL IN THE FAMILY		15
6	WTBS	09/09	29:00 HOGAN'S HEROES		15
7	WTBS	09/09	29:15 HOGAN'S HEROES		15
8	WTBS	09/09	29:30 HEADLINE NEWS		15
9	WTBS	09/09	29:45 HEADLINE NEWS		15
10	WTBS	09/10	06:00 I LOVE LUCY		15
11	WTBS	09/10	06:15 I LOVE LUCY		15
12	WTBS	09/10	06:30 FLINTSTONES		15
13	WTBS	09/10	06:45 FLINTSTONES		15
14	WTBS	09/10	07:00 TOM & JERRY'S FUNHOUSE		15
15	WTBS	09/10	07:15 TOM & JERRY'S FUNHOUSE		15
16	WTBS	09/10	12:30 PERRY MASON		15
17	WTBS	09/10	12:45 PERRY MASON		15
18	WTBS	09/10	13:00 CRASH	78	66
19	WTBS	09/10	23:00 THE OTHER SIDE OF THE MOUNTAIN	75	15
20	WTBS	09/10	23:15 THE OTHER SIDE OF THE MOUNTAIN	75	15
21	WTBS	09/10	23:30 THE OTHER SIDE OF THE MOUNTAIN	75	15
22	WTBS	09/10	23:45 THE OTHER SIDE OF THE MOUNTAIN	75	15
23	WTBS	09/10	24:00 THE OTHER SIDE OF THE MOUNTAIN	75	15
24	WTBS	09/10	24:15 THE BLACKBOARD JUNGLE	66	15
25	WTBS	09/10	24:30 THE BLACKBOARD JUNGLE	66	15
26	WTBS	09/10	24:45 THE BLACKBOARD JUNGLE	66	15
27	WTBS	09/10	25:00 THE BLACKBOARD JUNGLE	66	15
28	WTBS	09/10	25:15 THE BLACKBOARD JUNGLE	66	15
29	WTBS	09/10	25:30 THE BLACKBOARD JUNGLE	66	15
30	WTBS	09/10	25:45 THE BLACKBOARD JUNGLE	66	15
31	WTBS	09/10	26:00 THE BLACKBOARD JUNGLE	66	15
32	WTBS	09/10	26:15 APACHE UPRISING	66	15
33	WTBS	09/10	26:30 APACHE UPRISING	66	15
34	WTBS	09/10	26:45 APACHE UPRISING	66	15
35	WTBS	09/10	27:00 APACHE UPRISING	66	15
36	WTBS	09/10	27:15 APACHE UPRISING	66	15
37	WTBS	09/10	27:30 APACHE UPRISING	66	15
38	WTBS	09/10	27:45 APACHE UPRISING	66	15
39	WTBS	09/10	28:00 APACHE UPRISING	66	15
40	WTBS	09/10	28:15 THREE STOOGES		15
41	WTBS	09/10	28:30 ALL IN THE FAMILY		15
42	WTBS	09/10	28:45 ALL IN THE FAMILY		15
43	WTBS	09/10	29:00 HOGAN'S HEROES		15
44	WTBS	09/10	29:15 HOGAN'S HEROES		15
45	WTBS	09/10	29:30 HEADLINE NEWS		15
46	WTBS	09/10	29:45 HEADLINE NEWS		15
47	WTBS	09/11	06:00 I LOVE LUCY		15
48	WTBS	09/11	06:15 I LOVE LUCY		15
49	WTBS	09/11	06:30 FLINTSTONES		15
50	WTBS	09/11	06:45 FLINTSTONES		15
51	WTBS	09/11	07:00 TOM & JERRY'S FUNHOUSE		15
52	WTBS	09/11	07:15 TOM & JERRY'S FUNHOUSE		15
53	WTBS	09/11	07:30 TOM & JERRY'S FUNHOUSE		15
54	WTBS	09/11	07:45 TOM & JERRY'S FUNHOUSE		15

CONTAINS MATERIAL REFERRED TO A PROSECUTOR'S OFFICE  
94-3 CARP-000-000  
AUTHORIZED REPRESENTATIVE

JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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(c) Cable Data Corporation

SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	09/11	08:00	I DREAM OF JEANNIE		15
WTBS	09/11	08:15	I DREAM OF JEANNIE		15
WTBS	09/11	08:30	BEWITCHED		15
WTBS	09/11	08:45	BEWITCHED		15
WTBS	09/11	09:00	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	09/11	09:15	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	09/11	09:30	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	09/11	09:45	LITTLE HOUSE ON THE PRAIRIE		15
WTBS	09/11	10:00	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	10:15	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	10:30	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	10:45	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	11:00	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	11:15	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	11:30	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	11:45	THE TWO WORLDS OF JENNIE LOGAN	79	15
WTBS	09/11	12:00	PERRY MASON		15
WTBS	09/11	12:15	PERRY MASON		15
WTBS	09/11	12:30	PERRY MASON		15
WTBS	09/11	12:45	PERRY MASON		15
WTBS	09/11	13:00	SMASH-UP ON INTERSTATE 5	76	15
WTBS	09/11	13:15	SMASH-UP ON INTERSTATE 5	76	15
WTBS	09/11	13:30	SMASH-UP ON INTERSTATE 5	76	15
WTBS	09/11	13:45	SMASH-UP ON INTERSTATE 5	76	15
WTBS	09/11	23:45	THE FAMILY	70	4
WTBS	09/11	26:00	THE HALLELUJAH TRAIL	65	15
WTBS	09/11	26:15	THE HALLELUJAH TRAIL	65	15
WTBS	09/11	26:30	THE HALLELUJAH TRAIL	65	15
WTBS	09/11	26:45	THE HALLELUJAH TRAIL	65	15
WTBS	09/11	27:00	THE HALLELUJAH TRAIL	65	15
WTBS	09/11	27:15	GUNSMOKE		15
WTBS	09/11	27:30	GUNSMOKE		15
WTBS	09/11	27:45	GUNSMOKE		15
WTBS	09/11	28:00	GUNSMOKE		15
WTBS	09/11	28:15	THREE STOOGES		15
WTBS	09/11	28:30	ALL IN THE FAMILY		15
WTBS	09/11	28:45	ALL IN THE FAMILY		15
WTBS	09/11	29:00	HOGAN'S HEROES		15
WTBS	09/11	29:15	HOGAN'S HEROES		15
WTBS	09/11	29:30	HEADLINE NEWS		15
WTBS	09/11	29:45	HEADLINE NEWS		15
WTBS	09/12	06:00	I LOVE LUCY		15
WTBS	09/12	06:15	I LOVE LUCY		15
WTBS	09/12	06:30	FLINTSTONES		15
WTBS	09/12	06:45	FLINTSTONES		15
WTBS	09/12	07:00	TOM & JERRY'S FUNHOUSE		15
WTBS	09/12	07:15	TOM & JERRY'S FUNHOUSE		15
WTBS	09/12	07:30	TOM & JERRY'S FUNHOUSE		15
WTBS	09/12	10:00	THE PROMISE OF LOVE	80	15
WTBS	09/12	10:15	THE PROMISE OF LOVE	80	15
WTBS	09/12	10:30	THE PROMISE OF LOVE	80	15
WTBS	09/12	10:45	THE PROMISE OF LOVE	80	15

CONTAINS  
94-7 CARS  
AUTHORISED BY

JAN 27 1996  
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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918  
dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	10/04	07:45	TOM & JERRY'S FUNHOUSE		15
WTBS	10/04	17:15	HAPPY DAYS		15
WTBS	10/04	17:30	GOOD TIMES		15
WTBS	10/04	17:45	GOOD TIMES		15
WTBS	10/04	18:00	TOO CLOSE FOR COMFORT		15
WTBS	10/04	18:15	TOO CLOSE FOR COMFORT		15
WTBS	10/04	18:30	ANDY GRIFFITH		15
WTBS	10/04	18:45	ANDY GRIFFITH		15
WTBS	10/04	19:00	BEVERLY HILLBILLIES		15
WTBS	10/04	19:15	BEVERLY HILLBILLIES		15
WTBS	10/05	14:45	COLLEGE FOOTBALL		15
WTBS	10/05	15:00	COLLEGE FOOTBALL		15
WTBS	10/05	15:15	COLLEGE FOOTBALL		15
WTBS	10/05	15:30	COLLEGE FOOTBALL		15
WTBS	10/05	19:45	MAJOR LEAGUE BASEBALL		15
WTBS	10/05	20:00	MAJOR LEAGUE BASEBALL		15
WTBS	10/05	20:15	MAJOR LEAGUE BASEBALL		15
WTBS	10/05	24:30	DEATH VALLEY		15
WTBS	10/05	24:45	DEATH VALLEY		15
WTBS	10/05	25:00	DEATH VALLEY		15
WTBS	10/05	25:15	DEATH VALLEY		15
WTBS	10/05	25:45	NIGHT TRACKS		15
WTBS	10/05	26:00	NIGHT TRACKS		15
WTBS	10/05	26:15	NIGHT TRACKS		15
WTBS	10/05	26:30	NIGHT TRACKS		15
WTBS	10/05	26:45	NIGHT TRACKS		15
WTBS	10/05	27:00	NIGHT TRACKS		15
WTBS	10/05	27:15	NIGHT TRACKS		15
WTBS	10/05	27:30	NIGHT TRACKS		15
WTBS	10/05	27:45	NIGHT TRACKS		15
WTBS	10/05	28:00	NIGHT TRACKS		15
WTBS	10/05	28:15	NIGHT TRACKS		15
WTBS	10/05	28:30	NIGHT TRACKS		15
WTBS	10/05	28:45	NIGHT TRACKS		15
WTBS	10/05	29:00	NIGHT TRACKS		15
WTBS	10/05	29:15	NIGHT TRACKS		15
WTBS	10/05	29:30	NIGHT TRACKS		15
WTBS	10/05	29:45	NIGHT TRACKS		15
WTBS	10/06	08:45	CAPTAIN PLANET AND THE PLANETEERS		15
WTBS	10/06	09:00	ANDY GRIFFITH		15
WTBS	10/06	09:15	ANDY GRIFFITH		15
WTBS	10/06	09:30	HAPPY DAYS		15
WTBS	10/06	09:45	HAPPY DAYS		15
WTBS	10/06	18:45	WCW MAIN EVENT WRESTLING		15
WTBS	10/06	24:00	IS THERE LOVE AFTER MARRIAGE?		15
WTBS	10/06	24:15	IS THERE LOVE AFTER MARRIAGE?		15
WTBS	10/06	24:30	WORLD TOMORROW		15
WTBS	10/06	24:45	WORLD TOMORROW		15
WTBS	10/06	25:00	BEAUTY BREAKTHROUGH		15
WTBS	10/06	25:15	BEAUTY BREAKTHROUGH		15
WTBS	10/06	25:30	YOUR KIDS: TODAY'S SUCCESS OR TOMORROW'S		15
WTBS	10/06	25:45	YOUR KIDS: TODAY'S SUCCESS OR TOMORROW'S		15

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DAILY SCHEDULES OF SELECTED HOUSEHOLDS

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SPECIAL SELECTION HH-ID-CD's : 574707 508084 780936 753308 712918

dma: GAINESVILLE

dma: GAINESVILLE

CALL	MM-DD	TIME	TITLE	MV YR	VIEWING MINUTES
WTBS	10/06	26:00	SOLOFLEX		15
WTBS	10/06	26:15	SOLOFLEX		15
WTBS	10/06	26:30	LARRY JONES		15
WTBS	10/06	26:45	LARRY JONES		15
WTBS	10/06	27:00	DEAL-A-MEAL		15
WTBS	10/06	27:15	DEAL-A-MEAL		15
WTBS	10/06	27:30	MASTER WOK		15
WTBS	10/06	27:45	MASTER WOK		15
WTBS	10/06	28:00	WCW MAIN EVENT WRESTLING		15
WTBS	10/06	28:15	WCW MAIN EVENT WRESTLING		15
WTBS	10/06	28:30	WCW MAIN EVENT WRESTLING		15
WTBS	10/06	28:45	WCW MAIN EVENT WRESTLING		15
WTBS	10/06	29:00	HOGAN'S HEROES		15
WTBS	10/06	29:15	HOGAN'S HEROES		15
WTBS	10/06	29:30	HEADLINE NEWS		15
WTBS	10/06	29:45	HEADLINE NEWS		15
WTBS	10/07	06:00	I LOVE LUCY		15
WTBS	10/07	06:15	I LOVE LUCY		15
WTBS	10/07	06:30	FLINTSTONES		15
WTBS	10/07	06:45	FLINTSTONES		15
WTBS	10/07	07:00	TOM & JERRY'S FUNHOUSE		15
WTBS	10/07	07:15	TOM & JERRY'S FUNHOUSE		15
WTBS	10/07	07:30	TOM & JERRY'S FUNHOUSE		15
WTBS	10/07	07:45	TOM & JERRY'S FUNHOUSE		15
WTBS	10/07	08:00	I DREAM OF JEANNIE		15
WTBS	10/07	08:15	I DREAM OF JEANNIE		15
WTBS	10/07	13:15	THE LONG HOT SUMMER	85	11
WTBS	10/07	13:45	THE LONG HOT SUMMER	85	11
WTBS	10/07	14:00	THE LONG HOT SUMMER	85	11
WTBS	10/07	23:30	SCRUPLES	81	11
WTBS	10/07	23:45	SCRUPLES	81	7
WTBS	10/07	24:00	NATIONAL GEOGRAPHIC EXPLORER		15
WTBS	10/07	24:15	NATIONAL GEOGRAPHIC EXPLORER		6
WTBS	10/08	06:00	I LOVE LUCY		15
WTBS	10/08	06:15	I LOVE LUCY		15
WTBS	10/08	06:30	FLINTSTONES		6
WTBS	10/08	12:15	PERRY MASON		15
WTBS	10/08	12:30	PERRY MASON		15
WTBS	10/08	12:45	PERRY MASON		15
WTBS	10/08	13:00	THE LONG HOT SUMMER	85	11
WTBS	10/08	13:15	THE LONG HOT SUMMER	85	11
WTBS	10/08	23:45	RAPE AND MARRIAGE: THE RIDEOUT CASE	80	14
WTBS	10/08	24:45	LIFEGUARD	76	1
WTBS	10/08	25:00	LIFEGUARD	76	15
WTBS	10/08	25:15	LIFEGUARD	76	15
WTBS	10/08	25:30	LIFEGUARD	76	15
WTBS	10/08	25:45	LIFEGUARD	76	15
WTBS	10/08	26:00	MILDRED PIERCE	45	15
WTBS	10/08	26:15	MILDRED PIERCE	45	15
WTBS	10/08	26:30	MILDRED PIERCE	45	15
WTBS	10/08	26:45	MILDRED PIERCE	45	15
WTBS	10/08	27:00	MILDRED PIERCE	45	15

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94-3 GARP-JDQ-22 - DISCLOSED ON JAN 11 1996  
AUTHORIZED REPRESENTATIVES

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
94-3 CAMP-00-92 - DISCLOSURE OF RELEASED INFORMATION PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

JSC EXHIBIT NO. 40f

JAN 26 1996  
RAG10.92S

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HH-ID	CALL	DATE	START TIME	UNG	T	TITLE	HH-ID	CALL	DATE	START TIME	UNG	T	TITLE	HH-ID	CALL	DATE	START TIME	UNG	T	TITLE
				MIN	P						MIN	P						MIN	P	
749568	WTBS	12/10	06:30	1	2	FLINTSTONES	749568	WTBS	12/13	08:00	1	2	I DREAM OF JEANIE	749867	WTBS	01/27	13:30	15	2	A DEATH IN CALIFORNIA
749568	WTBS	12/10	07:45	5	2	TOM & JERRY'S FUNHOUSE	749568	WTBS	12/13	13:15	1	2	A COVENANT WITH DEATH	749867	WTBS	01/27	13:45	15	2	A DEATH IN CALIFORNIA
749568	WTBS	12/10	12:15	1	2	PERRY MASON	749568	WGN	12/13	15:00	4	2	HONEYMOONERS	749867	WTBS	01/27	14:00	15	2	A DEATH IN CALIFORNIA
749568	WTBS	12/10	12:30	3	2	PERRY MASON	749568	WTBS	12/13	15:00	1	2	POPEYE	749867	WTBS	01/27	14:15	15	2	A DEATH IN CALIFORNIA
749568	WTBS	12/10	13:30	1	2	BLOOD & ORCHIDS	749568	WTBS	12/13	16:15	1	2	TOM & JERRY'S FUNHOUSE	749867	WTBS	01/27	14:30	15	2	ANDY GRIFFITH MARATHON
749568	WTBS	12/10	13:45	11	2	BLOOD & ORCHIDS	749568	WGN	12/13	16:45	3	2	CHIP 'N' DALE'S RESCUE RANGERS	749867	WTBS	01/27	14:45	12	2	ANDY GRIFFITH MARATHON
749568	WTBS	12/10	14:00	15	2	BLOOD & ORCHIDS	749568	WTBS	12/13	17:15	1	2	GOOD TIMES	749867	WTBS	01/27	21:00	1	2	NATIONAL GEOGRAPHIC EXPLORER
749568	WTBS	12/10	14:15	15	2	BLOOD & ORCHIDS	749568	WTBS	12/13	17:30	15	2	JEFFERSONS	749867	WTBS	01/27	21:15	1	2	NATIONAL GEOGRAPHIC EXPLORER
749568	WTBS	12/10	14:30	15	2	BLOOD & ORCHIDS	749568	WTBS	12/13	17:45	5	2	JEFFERSONS	749867	WTBS	01/28	17:15	1	2	GOOD TIMES
749568	WTBS	12/10	14:45	15	2	BLOOD & ORCHIDS	749568	WTBS	12/13	22:45	1	2	ICE CASTLES	749867	WTBS	01/28	17:30	15	2	JEFFERSONS
749568	WTBS	12/10	15:00	2	2	POPEYE	749568	WTBS	12/14	06:45	1	2	BETWEEN THE LINES	749867	WTBS	01/28	17:45	15	2	JEFFERSONS
749568	WTBS	12/10	24:45	8	2	THE BIG RED ONE	749568	WTBS	12/14	07:00	2	2	GUNSMOKE	749867	WTBS	01/28	18:00	2	2	BEVERLY HILLS BILLIES
749568	WTBS	12/10	25:00	10	2	TOO LATE THE HERO	749568	WTBS	12/14	07:15	2	2	GUNSMOKE	749867	WGN	01/28	21:45	1	4	COLLEGE BASKETBALL
749568	WTBS	12/10	25:15	15	2	TOO LATE THE HERO	749568	WTBS	12/14	09:00	1	1	WRESTLING	749867	WGN	01/28	22:00	7	4	COLLEGE BASKETBALL
749568	WTBS	12/10	25:30	15	2	TOO LATE THE HERO	749568	WTBS	12/14	11:30	5	2	NATIONAL GEOGRAPHIC EXPLORER	749867	WGN	01/28	22:15	3	4	COLLEGE BASKETBALL
749568	WTBS	12/10	25:45	13	2	TOO LATE THE HERO	749867	WTBS	01/01	20:15	1	2	YOUR CHEATIN' HEART	749867	WTBS	01/30	21:45	1	1	WRESTLING
749568	WTBS	12/10	28:00	1	2	ALL IN THE FAMILY	749867	WTBS	01/01	22:00	2	2	LIVING PROOF: THE HANK WILLIAMS JR. STOR	749867	WTBS	01/30	22:00	1	1	WRESTLING
749568	WTBS	12/11	06:00	1	2	I LOVE LUCY	749867	WGN	01/02	11:30	2	2	JOAN RIVERS	749867	WTBS	01/30	22:30	3	1	WRESTLING
749568	WTBS	12/11	06:30	2	2	FLINTSTONES	749867	WGN	01/03	20:00	2	1	BULL'S EYE	749867	WGCZ	01/31	19:45	11	2	JOKERS WILD
749568	WTBS	12/11	09:30	10	2	LITTLE HOUSE ON THE PRAIRIE	749867	WGN	01/03	22:15	2	4	NBA BASKETBALL	749867	WGCZ	01/31	20:00	83	2	SIMPSONS-FOX
749568	WTBS	12/11	09:45	15	2	LITTLE HOUSE ON THE PRAIRIE	749867	WGN	01/05	22:00	2	4	NBA BASKETBALL	749867	WGCZ	01/31	20:15	83	2	SIMPSONS-FOX
749568	WTBS	12/11	10:00	15	2	ANGEL DUSTED	749867	WGN	01/08	22:30	3	1	NEWS	749867	WGCZ	01/31	20:30	6	2	BABES FOX
749568	WTBS	12/11	10:15	13	2	ANGEL DUSTED	749867	WGN	01/09	22:15	3	1	NEWS	749867	WGN	01/31	21:45	2	4	BULLS BKBL
749568	WTBS	12/11	11:00	1	2	ANGEL DUSTED	749867	WGN	01/13	22:00	9	1	NEWS	749867	WGN	01/31	22:30	5	4	BULLS BKBL
749568	WTBS	12/11	11:15	2	2	ANGEL DUSTED	749867	WGN	01/13	22:15	14	1	NEWS	749867	WGN	01/31	22:45	15	4	BULLS BKBL
749568	WTBS	12/11	12:15	1	2	PERRY MASON	749867	WGN	01/13	22:30	5	1	NEWS	749867	WGN	01/31	23:00	5	1	9 OCLOCK HWS L
749568	WTBS	12/11	12:30	15	2	PERRY MASON	749867	WGN	01/13	22:45	15	1	INSTANT REPLAY	749867	WTBS	02/01	24:00	7	2	NIGHT FLICKS
749568	WTBS	12/11	12:45	15	2	PERRY MASON	749867	WTBS	01/14	13:45	1	2	THREE DAYS OF THE CONDOR	749867	WTBS	02/01	24:30	9	2	NIGHT FLICKS
749568	WTBS	12/11	13:00	3	2	HAWAII FIVE-O	749867	WGN	01/14	22:00	1	4	NBA BASKETBALL	749867	WTBS	02/01	24:45	9	2	NIGHT FLICKS
749568	WTBS	12/11	13:30	4	2	HAWAII FIVE-O	749867	WTBS	01/14	22:00	1	4	NBA BASKETBALL	749867	WTBS	02/01	25:00	1	2	NIGHT FLICKS
749568	WTBS	12/11	20:45	2	2	THUNDERBALL	749867	WTBS	01/18	24:00	4	2	HAZES AND MONSTERS	749867	WTBS	02/02	15:30	2	2	MOV PRES SA-2
749568	WTBS	12/11	21:00	14	2	THUNDERBALL	749867	WTBS	01/18	24:15	8	2	HAZES AND MONSTERS	749867	WGCZ	02/02	15:30	6	2	STAR TREK-GENERATION-AS R
749568	WTBS	12/11	21:15	3	2	THUNDERBALL	749867	WTBS	01/18	24:30	6	2	HAZES AND MONSTERS	749867	WTBS	02/02	22:00	11	4	HAWKS BKBL
749568	WTBS	12/11	21:30	2	2	THUNDERBALL	749867	WTBS	01/19	15:45	1	2	MAD MAX	749867	WTBS	02/02	23:00	1	4	HAWKS BKBL
749568	WTBS	12/11	21:45	4	2	THUNDERBALL	749867	WTBS	01/19	23:45	10	2	GOLDEN GLOBE AWARDS	749867	WTBS	02/02	23:30	8	4	HAWKS BKBL
749568	WTBS	12/11	22:00	11	2	THUNDERBALL	749867	WGN	01/22	19:30	6	2	NIGHT COURT	749867	WTBS	02/02	23:45	9	4	HAWKS BKBL
749568	WTBS	12/11	22:15	15	2	THUNDERBALL	749867	WTBS	01/25	12:00	3	2	PERRY MASON	749867	WGCZ	02/03	23:45	33	2	ARSENIO HALL SHW WKND JAN
749568	WTBS	12/11	22:30	15	2	THUNDERBALL	749867	WGN	01/25	20:45	7	2	FINISH LINE	749867	WGN	02/04	12:00	5	2	CERIALDO
749568	WTBS	12/11	22:45	15	2	FORCE 10 FROM HAVARONE	749867	WGN	01/25	21:00	1	2	FINISH LINE	749867	WTBS	02/04	12:00	10	2	PERRY MASON
749568	WTBS	12/11	23:00	15	2	FORCE 10 FROM HAVARONE	749867	WGN	01/25	21:15	1	2	FINISH LINE	749867	WTBS	02/04	12:15	15	2	PERRY MASON
749568	WTBS	12/11	23:15	8	2	FORCE 10 FROM HAVARONE	749867	WGN	01/25	21:30	7	2	FINISH LINE	749867	WTBS	02/04	12:30	15	2	PERRY MASON
749568	WTBS	12/12	07:15	9	2	TOM & JERRY'S FUNHOUSE	749867	WGN	01/25	21:45	13	2	FINISH LINE	749867	WTBS	02/04	12:45	15	2	PERRY MASON
749568	WGN	12/12	14:30	1	2	ANDY GRIFFITH	749867	WGN	01/25	28:00	1	2	I DIED A THOUSAND TIMES	749867	WTBS	02/04	13:00	8	2	MOV PRESNTN D
749568	WTBS	12/12	14:30	4	2	THE PARADISE CONNECTION	749867	WGN	01/25	28:15	3	2	I DIED A THOUSAND TIMES	749867	WGCZ	02/04	19:45	11	2	JOKERS WILD
749568	WTBS	12/12	14:45	3	2	THE PARADISE CONNECTION	749867	WTBS	01/26	19:30	3	2	WORLD CHAMPIONSHIP WRESTLING	749867	WGCZ	02/04	20:00	83	2	TU32 SPRSTR TH
749568	WTBS	12/12	15:00	3	2	TOM AND JERRY'S CHRISTMAS	749867	WTBS	01/26	22:15	1	4	NBA BASKETBALL	749867	WGCZ	02/04	20:15	83	2	TU32 SPRSTR TH
749568	WTBS	12/12	15:15	3	2	TOM AND JERRY'S CHRISTMAS	749867	WTBS	01/26	22:30	2	4	NBA BASKETBALL	749867	WGCZ	02/04	20:30	83	2	TU32 SPRSTR TH
749568	WTBS	12/13	06:15	3	2	I LOVE LUCY	749867	WTBS	01/26	22:45	1	4	NBA BASKETBALL	749867	WGCZ	02/04	20:45	83	2	TU32 SPRSTR TH
749568	WTBS	12/13	06:30	5	2	FLINTSTONES	749867	WTBS	01/26	23:00	1	4	NBA BASKETBALL	749867	WGCZ	02/04	21:00	83	2	TU32 SPRSTR TH
749568	WTBS	12/13	06:45	1	2	FLINTSTONES	749867	WTBS	01/27	12:30	1	2	A DEATH IN CALIFORNIA	749867	WGCZ	02/04	21:15	83	2	TU32 SPRSTR TH
749568	WTBS	12/13	07:30	9	2	TOM & JERRY'S FUNHOUSE	749867	WTBS	01/27	12:45	3	2	A DEATH IN CALIFORNIA	749867	WGCZ	02/04	21:30	83	2	TU32 SPRSTR TH
749568	WTBS	12/13	07:45	15	2	TOM & JERRY'S FUNHOUSE	749867	WTBS	01/27	13:15	2	2	A DEATH IN CALIFORNIA	749867	WGCZ	02/04	21:45	56	2	TU32 SPRSTR TH

HH-ID	CALL	DATE	START TIME	UWG MIN	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	TITLE
749867	WTBS	02/05	12:00	8	2 PERRY MASON	749867	WXGZ	02/17	12:30	11	1 ARTHUR MURRAY	749867	WGN	03/09	15:00	9	4 PRESEASON BASEBALL
749867	WTBS	02/05	12:15	15	2 PERRY MASON	749867	WXGZ	02/17	21:00	61	2 HARRIED W-CHLD	749867	WGN	03/09	22:30	1	1 NEWS
749867	WTBS	02/05	12:30	15	2 PERRY MASON	749867	WGN	02/17	21:15	2	2 SUN PRIME MOV	749867	WTBS	03/10	12:00	6	2 THE LAST STARFIGHTER
749867	WTBS	02/05	12:45	15	2 PERRY MASON	749867	WXGZ	02/17	21:15	61	2 HARRIED W-CHLD	749867	WTBS	03/10	12:15	9	2 THE LAST STARFIGHTER
749867	WTBS	02/05	13:00	4	2 MOV PRESNTN D	749867	WGN	02/17	22:30	4	1 9 OCLOCK NWS	749867	WGN	03/10	22:30	3	1 NEWS
749867	WGN	02/05	22:30	1	1 9 OCLOCK NWS	749867	WXGZ	02/18	14:30	17	2 CINEMA SHOCASE	749867	WGN	03/10	22:45	15	1 INSTANT REPLAY
749867	WXGZ	02/06	15:00	33	2 CINEMA SHOCASE	749867	WTBS	02/18	22:45	2	2 MOV PRESNTN 2	749867	WTBS	03/12	21:45	2	4 NBA BASKETBALL
749867	WXGZ	02/06	15:15	83	2 CINEMA SHOCASE	749867	WXGZ	02/19	22:15	11	2 STAR TREK-GENERATN	749867	WTBS	03/12	22:00	7	4 NBA BASKETBALL
749867	WXGZ	02/06	15:30	83	2 CINEMA SHOCASE	749867	WTBS	02/20	14:15	2	2 MOV PRESNTN D	749867	WTBS	03/12	22:15	9	2 BULLITT
749867	WXGZ	02/06	15:45	28	2 CINEMA SHOCASE	749867	WXGZ	02/20	22:00	11	2 STAR TREK-GENERATN	749867	WTBS	03/15	13:45	9	2 IN SEARCH OF NOAH'S ARK
749867	WXGZ	02/06	23:45	11	2 ARSENIO HALL SHOW ORIGINL	749867	WXGZ	02/21	19:45	11	2 JOKERS WILD	749867	WTBS	03/15	14:00	3	2 IN SEARCH OF NOAH'S ARK
749867	WXGZ	02/07	10:15	33	2 JOAN RIVERS SHOW, THE	749867	WXGZ	02/21	20:00	83	2 SIMPSONS-FOX	749867	WTBS	03/15	21:45	5	2 SHOKEY AND THE BANDIT
749867	WGN	02/07	11:00	14	2 JOAN RIVERS SHOW, THE	749867	WXGZ	02/21	20:15	83	2 SIMPSONS-FOX	749867	WTBS	03/16	12:30	6	2 HAPPY DAYS
749867	WGN	02/07	11:15	4	2 JOAN RIVERS SHOW, THE	749867	WXGZ	02/22	21:45	11	2 WRLD-STUNT FOX	749867	WTBS	03/16	12:45	15	2 HAPPY DAYS
749867	WXGZ	02/07	20:00	83	2 SIMPSONS-FOX	749867	WXGZ	02/22	22:00	83	2 STAR TREK-GENERATION-AS	749867	WTBS	03/16	13:00	3	2 ANDY GRIFFITH
749867	WXGZ	02/07	20:15	83	2 SIMPSONS-FOX	749867	WXGZ	02/22	22:15	83	2 STAR TREK-GENERATION-AS	749867	WTBS	03/16	14:00	1	2 THE DOBERMAN GANG
749867	WXGZ	02/08	14:15	67	2 CINEMA SHOCASE	749867	WXGZ	02/22	22:30	83	2 STAR TREK-GENERATION-AS	749867	WGN	03/22	12:30	7	2 GERALDO
749867	WXGZ	02/08	14:30	83	2 CINEMA SHOCASE	749867	WTBS	02/23	20:15	1	4 HAWKS BKBL	749867	WGN	03/22	13:30	1	1 NEWS
749867	WXGZ	02/08	14:45	83	2 CINEMA SHOCASE	749867	WGN	02/23	22:30	2	4 BULLS BKBL	749867	WGN	03/25	21:00	2	4 NBA BASKETBALL
749867	WXGZ	02/08	15:00	83	2 CINEMA SHOCASE	749867	WTBS	02/24	14:30	2	2 SETN NASCAR RACING	749867	WGN	03/25	21:45	1	4 NBA BASKETBALL
749867	WXGZ	02/08	15:15	83	2 CINEMA SHOCASE	749867	WTBS	02/24	14:45	5	2 SETN NASCAR RACING	749867	WGN	03/25	22:00	9	4 NBA BASKETBALL
749867	WXGZ	02/08	15:30	83	2 CINEMA SHOCASE	749867	WTBS	02/24	15:30	6	2 SETN NASCAR RACING	749867	WGN	03/25	22:15	1	4 NBA BASKETBALL
749867	WXGZ	02/08	15:45	17	2 CINEMA SHOCASE	749867	WTBS	02/24	16:00	5	2 SETN NASCAR RACING	749867	WGN	03/25	22:30	12	4 NBA BASKETBALL
749867	WXGZ	02/08	22:00	28	2 STAR TREK-GENERATION-AS	749867	WTBS	02/24	16:15	9	2 SETN NASCAR RACING	749867	WTBS	03/27	24:30	1	2 COLORADO TERRITORY
749867	WXGZ	02/08	22:15	83	2 STAR TREK-GENERATION-AS	749867	WXGZ	02/24	18:00	6	2 STAR TREK-GENERATION-AS R	749867	WTBS	03/28	19:00	5	2 HAPPY DAYS
749867	WXGZ	02/08	22:30	83	2 STAR TREK-GENERATION-AS	749867	WXGZ	02/25	15:30	17	2 CINEMA SHOCASE	749867	WTBS	03/28	19:15	13	2 HAPPY DAYS
749867	WXGZ	02/08	22:45	61	2 STAR TREK-GENERATION-AS	749867	WTBS	02/26	14:00	3	2 MOV PRESNTN D	749867	WTBS	03/28	19:30	5	2 SANFORD AND SON
749867	WXGZ	02/08	23:30	22	2 ARSENIO HALL SHOW ORIGINL	749867	WXGZ	02/26	14:00	6	2 CINEMA SHOCASE	749867	WTBS	03/28	22:15	7	2 THUNDER ROAD
749867	WGN	02/08	27:30	2	2 SOAP	749867	WGN	02/27	14:00	1	1 MIDDAY NWS	749867	WTBS	03/28	22:30	4	2 THUNDER ROAD
749867	WTBS	02/09	20:00	3	2 MOV PRES SA-4	749867	WXGZ	02/27	14:00	6	2 CINEMA SHOCASE	749867	WGN	03/29	22:15	2	1 NEWS
749867	WGN	02/09	21:45	2	1 DEPAUL BKBL	749867	WGN	03/01	12:15	15	2 GERALDO	749867	WTBS	03/31	14:15	1	2 THE GREATEST STORY EVER TOLD
749867	WTBS	02/10	12:15	2	2 AWARD THEATER	749867	WGN	03/01	12:30	15	2 GERALDO	749867	WGN	03/31	22:30	3	1 NEWS
749867	WXGZ	02/10	16:15	39	2 NY-IDENTITY	749867	WGN	03/01	12:45	12	2 GERALDO	749867	WTBS	04/01	20:45	2	2 SUPERMAN III
749867	WXGZ	02/14	15:30	6	2 CINEMA SHOCASE	749867	WGN	03/01	14:15	2	2 ANDY GRIFFITH	749867	WTBS	04/01	21:00	11	2 SUPERMAN III
749867	WXGZ	02/14	19:45	11	2 JOKERS WILD	749867	WTBS	03/02	12:30	11	2 HAPPY DAYS	749867	WGN	04/04	21:00	2	4 NBA BASKETBALL
749867	WXGZ	02/14	20:00	83	2 SIMPSONS-FOX	749867	WTBS	03/02	12:45	15	2 HAPPY DAYS	749867	WGN	04/04	21:15	2	4 NBA BASKETBALL
749867	WXGZ	02/14	20:15	83	2 SIMPSONS-FOX	749867	WTBS	03/02	13:00	4	2 THE LAST DINOSAUR	749867	WGN	04/04	21:30	10	4 NBA BASKETBALL
749867	WXGZ	02/14	20:30	6	2 BABES FOX	749867	WGN	03/02	20:15	2	4 NBA BASKETBALL	749867	WGN	04/04	21:45	8	4 NBA BASKETBALL
749867	WTBS	02/14	24:00	2	2 MOV PRESNTN 2	749867	WGN	03/02	21:00	2	4 NBA BASKETBALL	749867	WGN	04/04	22:00	9	4 NBA BASKETBALL
749867	WXGZ	02/15	22:00	17	2 STAR TREK-GENERATION-AS	749867	WTBS	03/02	21:15	4	2 EARTHQUAKE	749867	WGN	04/04	22:15	11	4 NBA BASKETBALL
749867	WXGZ	02/15	23:45	39	2 ARSENIO HALL SHOW ORIGINL	749867	WGN	03/02	21:30	2	4 NBA BASKETBALL	749867	WTBS	04/05	20:30	2	2 THE BEASTMASTER
749867	WTBS	02/16	12:30	1	2 HAPPY DAYS, AGAIN	749867	WGN	03/02	21:45	5	4 NBA BASKETBALL	749867	WTBS	04/05	20:45	2	2 THE BEASTMASTER
749867	WTBS	02/16	13:00	3	2 MOV PRES SA-1	749867	WTBS	03/06	22:00	1	2 DIAMONDS ARE FOREVER	749867	WTBS	04/05	21:00	6	2 THE BEASTMASTER
749867	WTBS	02/16	15:15	3	2 MOV PRES SA-1	749867	WGN	03/08	21:30	2	4 NBA BASKETBALL	749867	WGN	04/06	14:45	4	4 PRESEASON BASEBALL
749867	WTBS	02/16	15:30	7	2 MOV PRES SA-1	749867	WGN	03/08	21:45	4	4 NBA BASKETBALL	749867	WTBS	04/06	21:00	5	4 NBA BASKETBALL
749867	WXGZ	02/16	16:15	83	2 HEE HAW	749867	WGN	03/08	22:15	1	4 NBA BASKETBALL	749867	WTBS	04/06	21:30	2	4 NBA BASKETBALL
749867	WXGZ	02/16	16:30	83	2 HEE HAW	749867	WGN	03/08	22:30	1	4 NBA BASKETBALL	749867	WTBS	04/06	21:45	9	4 NBA BASKETBALL
749867	WXGZ	02/16	16:45	72	2 HEE HAW	749867	WGN	03/08	22:45	3	4 NBA BASKETBALL	749867	WTBS	04/06	22:00	10	4 NBA BASKETBALL
749867	WGN	02/16	21:45	3	4 BULLS BKBL												
749867	WGN	02/16	22:00	8	4 BULLS BKBL												
749867	WGN	02/16	22:15	8	4 BULLS BKBL												

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
04-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

HH-ID	CALL	DATE	START TIME	VMS	T	TITLE	HH-ID	CALL	DATE	START TIME	VMS	T	TITLE	HH-ID	CALL	DATE	START TIME	VMS	T	TITLE
				MIN	Y						MIN	Y						MIN	Y	
749867	WGN	04/12	12:00	8	2	GERALDO	749867	WGN	05/10	24:15	10	1	9 OCLOCK NWS L	749867	WGN	06/10	21:45	7	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/12	12:15	14	2	GERALDO	749867	WTBS	05/11	21:15	2	4	W BRAVES BSBL	749867	WTBS	06/10	21:45	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/12	12:30	10	2	GERALDO	749867	WGN	05/11	21:30	3	2	SAT PRIME MOV	749867	WGN	06/10	22:00	15	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/12	20:15	4	4	NBA BASKETBALL	749867	WXGZ	05/11	21:30	50	2	COPS 2	749867	WGN	06/10	22:15	5	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/12	20:30	6	4	NBA BASKETBALL	749867	WGN	05/11	21:45	13	2	SAT PRIME MOV	749867	WTBS	06/11	12:45	2	2	PERRY MASON
749867	WGN	04/12	20:45	2	4	NBA BASKETBALL	749867	WGN	05/11	22:00	12	2	SAT PRIME MOV	749867	WTBS	06/11	13:00	6	2	WORLD WAR III
749867	WGN	04/12	21:15	2	4	NBA BASKETBALL	749867	WGN	05/11	22:15	14	2	SAT PRIME MOV	749867	WGN	06/11	20:00	1	1	DUGOUT
749867	WGN	04/12	21:30	1	4	NBA BASKETBALL	749867	WTBS	05/11	22:30	8	1	U.S. OLYMPIC GOLD	749867	WGN	06/11	20:15	1	1	DUGOUT
749867	WTBS	04/13	22:00	5	4	NBA BASKETBALL	749867	WXGZ	05/12	13:15	17	2	AFTNRN MATINEE	749867	WGN	06/13	21:00	9	4	MAJOR LEAGUE BASEBALL
749867	WTBS	04/13	22:15	11	1	U.S. OLYMPIC GOLD	749867	WXGZ	05/12	23:30	17	2	ARSENIO HALL SHW WKND JAN	749867	WGN	06/13	21:15	14	4	MAJOR LEAGUE BASEBALL
749867	WTBS	04/22	12:15	2	2	PERRY MASON	749867	WXGZ	05/12	23:45	44	2	ARSENIO HALL SHW WKND JAN	749867	WGN	06/13	21:30	10	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/22	20:30	1	4	MAJOR LEAGUE BASEBALL	749867	WXGZ	05/12	24:00	17	2	PARTY NACHNEGO	749867	WGN	06/13	21:45	7	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/22	21:45	6	4	MAJOR LEAGUE BASEBALL	749867	WXGZ	05/12	24:15	83	2	PARTY NACHNEGO	749867	WGN	06/13	22:00	15	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/22	22:00	7	4	MAJOR LEAGUE BASEBALL	749867	WXGZ	05/12	24:30	11	2	PARTY NACHNEGO	749867	WGN	06/13	22:15	15	4	MAJOR LEAGUE BASEBALL
749867	WGN	04/23	20:30	1	4	MAJOR LEAGUE BASEBALL	749867	WGN	05/13	21:15	13	4	CUBS BSBL PRME	749867	WGN	06/13	22:30	15	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/25	15:45	33	2	JOAN RIVERS SHOW, THE	749867	WGN	05/13	21:30	10	4	CUBS BSBL PRME	749867	WGN	06/13	22:45	1	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/26	22:00	44	2	STAR TREK-GENERATION-AS	749867	WGN	05/13	22:30	3	4	CUBS BSBL PRME	749867	WGN	06/15	20:30	8	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/26	22:15	61	2	STAR TREK-GENERATION-AS	749867	WXGZ	05/13	22:30	17	2	STAR TREK-GENERATN	749867	WTBS	06/15	20:30	1	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/26	22:30	61	2	STAR TREK-GENERATION-AS	749867	WXGZ	05/13	23:30	17	2	ARSENIO HALL SHOW ORIGINL	749867	WGN	06/15	20:45	8	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/26	22:45	72	2	STAR TREK-GENERATION-AS	749867	WTBS	05/14	21:45	1	4	P BRAVES BSBL	749867	WGN	06/15	22:00	6	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/26	23:00	6	2	ARSENIO HALL SHOW ORIGINL	749867	WTBS	05/14	22:00	1	4	P BRAVES BSBL	749867	WGN	06/15	22:15	7	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/27	19:45	11	2	HEE HAW	749867	WGN	05/14	22:15	4	4	CUBS BSBL PRME	749867	WTBS	06/15	22:30	3	1	U.S. OLYMPIC GOLD
749867	WXGZ	04/27	20:00	22	2	HIDDEN VIDEO-SAT	749867	WGN	05/14	22:30	1	4	CUBS BSBL PRME	749867	WGN	06/19	12:00	1	2	GERALDO
749867	WGN	04/27	22:30	3	4	W SOX BSBL PRM	749867	WTBS	05/14	22:30	1	4	P BRAVES BSBL	749867	WGN	06/20	21:45	2	1	NEWS
749867	WGN	04/27	22:45	4	4	W SOX BSBL PRM	749867	WGN	05/14	22:45	5	4	CUBS BSBL PRME	749867	WGN	06/20	22:00	8	4	MAJOR LEAGUE BASEBALL
749867	WTBS	04/28	18:30	5	2	WRESTLING NETWORK, THE	749867	WTBS	05/14	23:00	1	2	MOV PRESHTTN 2	749867	WGN	06/20	22:15	3	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/28	21:00	6	2	MARRIED W-CHLD	749867	WXGZ	05/14	23:30	6	2	ARSENIO HALL SHOW ORIGINL	749867	WGN	06/22	20:00	3	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/29	15:15	39	2	JOAN RIVERS SHOW, THE	749867	WXGZ	05/15	19:30	28	2	STAR TREK	749867	WGN	06/22	20:15	12	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/29	15:30	56	2	JOAN RIVERS SHOW, THE	749867	WXGZ	05/15	19:45	56	2	STAR TREK	749867	WGN	06/22	20:30	15	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	04/29	15:45	61	2	JOAN RIVERS SHOW, THE	749867	WGN	05/16	21:00	2	1	CROSSTWN CLSSC	749867	WGN	06/22	20:45	4	4	MAJOR LEAGUE BASEBALL
749867	WTBS	04/29	21:45	2	4	P BRAVES BSBL	749867	WXGZ	05/17	11:00	22	2	GERALDO	749867	WTBS	06/22	20:45	3	4	MAJOR LEAGUE BASEBALL
749867	WTBS	05/01	12:45	9	2	PERRY MASON	749867	WXGZ	05/17	25:00	1	2	WGN PRESENTS	749867	WTBS	06/22	21:15	1	4	MAJOR LEAGUE BASEBALL
749867	WTBS	05/01	13:00	1	2	ANDY GRIFFITH SHOW, THE	749867	WXGZ	05/19	16:30	39	2	OUT OF THIS WORLD	749867	WGN	06/22	22:00	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	05/03	20:00	3	4	CUBS BSBL PRME	749867	WXGZ	05/19	16:45	83	2	OUT OF THIS WORLD	749867	WTBS	06/22	22:00	4	1	U.S. OLYMPIC GOLD
749867	WGN	05/04	20:00	7	1	CUB RAIN DELAY	749867	WTBS	05/20	22:15	1	4	P BRAVES BSBL	749867	WTBS	06/22	22:15	13	1	U.S. OLYMPIC GOLD
749867	WGN	05/04	20:45	6	1	CUB RAIN DELAY	749867	WXGZ	05/21	22:30	6	2	STAR TREK-GENERATN	749867	WGN	06/22	22:30	5	4	MAJOR LEAGUE BASEBALL
749867	WGN	05/04	22:15	3	4	CUBS BSBL PRME	749867	WGN	05/23	21:15	3	4	MAJOR LEAGUE BASEBALL	749867	WTBS	06/22	22:30	10	1	U.S. OLYMPIC GOLD
749867	WXGZ	05/06	13:45	61	2	CINEMA SHOCASE	749867	WGN	05/23	21:45	4	4	MAJOR LEAGUE BASEBALL	749867	WGN	06/22	22:45	4	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	05/06	14:00	83	2	CINEMA SHOCASE	749867	WGN	05/23	22:00	3	4	MAJOR LEAGUE BASEBALL	749867	WTBS	06/22	22:45	9	1	NIGHT TRACKS
749867	WXGZ	05/06	14:15	83	2	CINEMA SHOCASE	749867	WTBS	05/24	21:45	9	4	MAJOR LEAGUE BASEBALL	749867	WGN	06/24	21:00	1	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	05/06	14:30	83	2	CINEMA SHOCASE	749867	WGN	05/27	11:15	7	2	JOAN RIVERS	749867	WGN	06/29	22:00	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	05/08	15:30	3	2	LEAVE IT TO BEAVER	749867	WGN	06/03	21:15	6	4	MAJOR LEAGUE BASEBALL	749867	WTBS	06/29	22:30	5	1	U.S. OLYMPIC GOLD
749867	WGN	05/08	15:45	1	2	LEAVE IT TO BEAVER	749867	WGN	06/03	21:30	4	4	MAJOR LEAGUE BASEBALL	749867	WTBS	06/29	22:45	3	1	NIGHT TRACKS
749867	WXGZ	05/08	15:45	11	2	JOAN RIVERS SHOW, THE	749867	WGN	06/03	21:45	9	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/01	20:00	1	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	05/09	15:30	17	2	JOAN RIVERS SHOW, THE	749867	WGN	06/03	22:15	6	4	MAJOR LEAGUE BASEBALL	749867	WTBS	07/01	20:30	4	2	HAYDAY AT 40,000 FEET
749867	WGN	05/09	20:45	3	4	W SOX BSBL PRM	749867	WTBS	06/05	21:45	2	2	FAST TIMES AT RIDGEMONT HIGH	749867	WGN	07/01	20:45	2	4	MAJOR LEAGUE BASEBALL
749867	WGN	05/09	21:15	3	4	W SOX BSBL PRM	749867	WTBS	06/08	22:00	8	1	U.S. OLYMPIC GOLD	749867	WTBS	07/01	20:45	13	2	HAYDAY AT 40,000 FEET
749867	WGN	05/09	21:30	7	4	W SOX BSBL PRM	749867	WTBS	06/08	22:15	2	1	U.S. OLYMPIC GOLD	749867	WGN	07/01	21:00	3	4	MAJOR LEAGUE BASEBALL
749867	WGN	05/10	21:45	1	4	W SOX BSBL PRM	749867	WGN	06/09	14:00	1	1	LEAD-OFF MAN	749867	WTBS	07/01	21:00	15	2	HAYDAY AT 40,000 FEET
749867	WGN	05/10	22:00	2	4	W SOX BSBL PRM	749867	WGN	06/10	21:00	2	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/01	21:15	3	4	MAJOR LEAGUE BASEBALL
749867	WXGZ	05/10	22:00	28	2	STAR TREK-GENERATION-AS	749867	WGN	06/10	21:15	1	4	MAJOR LEAGUE BASEBALL	749867	WTBS	07/01	21:15	12	2	HAYDAY AT 40,000 FEET
749867	WGN	05/10	24:00	9	4	W SOX BSBL PRM	749867	WGN	06/10	21:30	9	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/01	21:30	3	4	MAJOR LEAGUE BASEBALL

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET IN  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT T  
AUTHORIZED REPRESENTATIVES



NH-ID	CALL	DATE	START TIME	UWG	T	TITLE	NH-ID	CALL	DATE	START TIME	UWG	T	TITLE	NH-ID	CALL	DATE	START TIME	UWG	T	TITLE
				MIN	Y	P					MIN	Y	P					MIN	Y	P
749867	WTBS	07/01	21:30	12	2	MAYDAY AT 40,000 FEET	749867	WGN	07/15	21:45	3	4	CURS BSDL PRME	749867	WGN	08/13	22:15	1	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/01	21:45	15	2	MAYDAY AT 40,000 FEET	749867	WGN	07/15	22:00	15	4	CURS BSDL PRME	749867	WGN	08/15	20:45	3	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/01	22:00	3	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/15	22:15	7	4	CURS BSDL PRME	749867	WGN	08/15	21:00	7	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/01	22:00	4	2	BADLANDS	749867	WGN	07/16	22:30	2	4	CURS BSDL PRME	749867	WGN	08/15	21:15	15	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/01	23:30	9	2	MAGNUM, P.I.	749867	WGN	07/16	22:30	6	2	STAR TREK-GENERATH	749867	WGN	08/15	21:30	8	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/01	23:45	5	2	MAGNUM, P.I.	749867	WGN	07/16	22:45	17	2	STAR TREK-GENERATH	749867	WGN	08/15	21:45	12	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/02	07:15	1	2	MUNSTERS	749867	WGN	07/17	15:00	50	2	JOAN RIVERS SHOW, THE	749867	WGN	08/15	22:00	15	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/02	07:30	4	2	LEAVE IT TO BEAVER	749867	WGN	07/17	15:15	6	2	JOAN RIVERS SHOW, THE	749867	WGN	08/15	22:15	15	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/02	21:45	2	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/17	20:15	13	2	WGN PRIME MOV	749867	WGN	08/15	22:45	3	1	NEWS
749867	WTBS	07/03	18:15	1	2	BENITCHED	749867	WGN	07/17	20:30	10	2	WGN PRIME MOV	749867	WGN	08/15	23:00	1	1	NEWS
749867	WGN	07/06	16:45	1	2	GOING BERSERK	749867	WGN	07/17	20:45	7	2	WGN PRIME MOV	749867	WGN	08/16	21:00	2	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/06	22:00	8	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/17	21:00	11	2	WGN PRIME MOV	749867	WTBS	08/16	24:00	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/06	22:15	4	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/17	21:15	13	2	WGN PRIME MOV	749867	WTBS	08/17	14:00	3	2	JOHNNY DELINDA
749867	WGN	07/06	22:30	14	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/17	21:30	13	2	WGN PRIME MOV	749867	WGN	08/17	21:15	2	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/06	22:45	12	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/17	21:45	15	2	WGN PRIME MOV	749867	WGN	08/17	21:30	5	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/07	18:30	1	4	MAJOR LEAGUE BASEBALL	749867	WGN	07/23	22:15	5	4	CURS BSDL PRME	749867	WGN	08/17	21:45	6	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/07	18:45	6	1	WRESTLING	749867	WGN	07/23	22:30	9	4	CURS BSDL PRME	749867	WGN	08/17	22:15	7	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/10	22:00	3	2	THE GUMBALL RALLY	749867	WGN	07/23	22:30	33	2	STAR TREK-GENERATH	749867	WGN	08/17	22:30	3	1	NEWS
749867	WGN	07/11	14:45	17	2	CINEHA SHOCASE	749867	WGN	07/24	22:00	67	2	STAR TREK-GENERATH	749867	WTBS	08/17	23:45	3	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/11	20:00	83	2	SIMPSONS-FOX	749867	WGN	07/24	22:15	6	2	STAR TREK-GENERATH	749867	WTBS	08/18	12:15	12	2	AMERICAN GRAFFITI
749867	WGN	07/11	20:15	72	2	SIMPSONS-FOX	749867	WGN	07/24	22:30	11	2	DEV HILLS 90210	749867	WTBS	08/18	12:30	15	2	AMERICAN GRAFFITI
749867	WGN	07/11	20:30	17	2	TRUE COLORS THU	749867	WGN	07/25	21:45	1	2	DICK VAN DYKE SHOW, THE	749867	WTBS	08/18	12:45	6	2	AMERICAN GRAFFITI
749867	WGN	07/11	21:30	8	4	CURS BSDL PRME	749867	WGN	07/26	14:00	1	2	DICK VAN DYKE SHOW, THE	749867	WGN	08/23	24:30	1	2	SEARCH AND DESTROY
749867	WGN	07/11	21:45	1	4	CURS BSDL PRME	749867	WGN	07/26	14:15	1	2	DICK VAN DYKE SHOW, THE	749867	WTBS	08/24	22:30	2	1	U.S. OLYMPIC GOLD
749867	WGN	07/11	22:00	12	4	CURS BSDL PRME	749867	WGN	07/26	15:45	72	2	JOAN RIVERS SHOW, THE	749867	WTBS	08/24	22:45	1	2	BUGS BUNNY
749867	WGN	07/11	22:15	15	4	CURS BSDL PRME	749867	WTBS	07/26	24:00	15	2	NIGHT FLICKS 2	749867	WGN	08/25	21:15	2	2	SUPERMODEL OF THE WORLD
749867	WGN	07/11	22:30	15	4	CURS BSDL PRME	749867	WTBS	07/26	24:15	9	2	NIGHT FLICKS 2	749867	WGN	08/25	21:30	9	2	SUPERMODEL OF THE WORLD
749867	WGN	07/11	22:45	14	4	CURS BSDL PRME	749867	WGN	07/26	24:45	11	2	PARTY MACHINE30	749867	WGN	08/25	21:45	5	2	SUPERMODEL OF THE WORLD
749867	WGN	07/12	21:00	3	4	W SOK BSDL PRM	749867	WTBS	07/27	23:45	15	1	US OLYMPIC GOLD	749867	WTBS	08/26	21:00	2	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	21:15	10	4	W SOK BSDL PRM	749867	WGN	07/29	21:30	5	4	W SOK BSDL PRM	749867	WGN	08/26	21:30	9	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	22:15	1	4	W SOK BSDL PRM	749867	WGN	07/29	21:45	1	4	W SOK BSDL PRM	749867	WGN	08/26	21:45	2	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	22:30	15	4	W SOK BSDL PRM	749867	WGN	07/29	21:45	6	2	W32 SPRSTR TH	749867	WGN	08/29	21:15	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	22:45	15	4	W SOK BSDL PRM	749867	WGN	07/29	22:00	6	4	W SOK BSDL PRM	749867	WTBS	08/29	21:15	7	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	23:00	1	4	W SOK BSDL PRM	749867	WGN	07/29	22:15	61	2	STAR TREK-GENERATH	749867	WGN	08/29	21:30	5	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	23:15	10	4	W SOK BSDL PRM	749867	WGN	07/29	22:30	83	2	STAR TREK-GENERATH	749867	WTBS	08/29	21:30	8	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/12	23:30	12	4	W SOK BSDL PRM	749867	WGN	07/29	22:45	78	2	STAR TREK-GENERATH	749867	WTBS	08/29	21:45	13	4	MAJOR LEAGUE BASEBALL
749867	WTBS	07/12	24:15	2	2	NIGHT FLICKS 2	749867	WTBS	07/30	20:00	2	4	P BRAVES BSDL	749867	WTBS	08/31	21:45	10	1	U.S. OLYMPIC GOLD
749867	WGN	07/13	21:45	1	4	W SOK BSDL PRM	749867	WGN	07/30	20:00	2	4	P BRAVES BSDL	749867	WTBS	08/31	22:00	2	1	U.S. OLYMPIC GOLD
749867	WGN	07/13	22:00	11	4	W SOK BSDL PRM	749867	WGN	07/30	22:15	78	2	STAR TREK-GENERATH	749867	WGN	08/31	22:45	6	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/13	22:15	12	4	W SOK BSDL PRM	749867	WGN	07/30	22:30	28	2	STAR TREK-GENERATH	749867	WTBS	09/04	18:00	1	2	TOO CLOSE FOR COMFORT
749867	WGN	07/13	22:30	8	4	W SOK BSDL PRM	749867	WGN	08/06	22:45	50	2	STAR TREK-GENERATH	749867	WTBS	09/04	18:15	3	2	TOO CLOSE FOR COMFORT
749867	WGN	07/13	22:45	5	4	W SOK BSDL PRM	749867	WGN	08/07	14:00	6	2	CINEHA SHOCASE	749867	WGN	09/06	14:00	1	2	ANDY GRIFFITH
749867	WGN	07/13	23:00	7	4	W SOK BSDL PRM	749867	WGN	08/07	15:30	33	2	JOAN RIVERS SHOW, THE	749867	WTBS	09/06	14:00	1	2	PANIC ON THE 5:22
749867	WGN	07/13	23:15	2	4	W SOK BSDL PRM	749867	WGN	08/07	15:45	83	2	JOAN RIVERS SHOW, THE	749867	WTBS	09/07	22:00	7	2	AUTO RACING
749867	WGN	07/14	15:00	3	4	CURS BSDL WKND	749867	WGN	08/07	16:00	6	2	WOODY WOODPECKER SHOW, THE	749867	WTBS	09/08	12:45	5	2	PERRY MASON
749867	WTBS	07/14	22:30	1	2	NIL GEO EXPLORER MAGAZINE	749867	WGN	08/07	22:00	6	2	STAR TREK-GENERATH	749867	WTBS	09/08	13:00	15	2	PERRY MASON
749867	WTBS	07/14	22:45	8	2	NIL GEO EXPLORER MAGAZINE	749867	WTBS	08/10	15:45	11	2	THE BEASTMASTER	749867	WTBS	09/08	13:15	15	2	PERRY MASON
749867	WGN	07/15	15:15	17	2	JOAN RIVERS SHOW, THE	749867	WTBS	08/10	16:00	15	2	THE BEASTMASTER	749867	WTBS	09/08	13:30	6	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/15	15:30	78	2	JOAN RIVERS SHOW, THE	749867	WTBS	08/10	16:15	15	2	THE BEASTMASTER	749867	WGN	09/09	22:00	1	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/15	15:45	67	2	JOAN RIVERS SHOW, THE	749867	WTBS	08/10	16:30	12	2	THE BEASTMASTER	749867	WGN	09/09	22:15	3	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/15	21:15	4	4	CURS BSDL PRME	749867	WTBS	08/10	16:45	15	2	THE BEASTMASTER	749867	WGN	09/14	22:30	4	4	MAJOR LEAGUE BASEBALL
749867	WGN	07/15	21:30	9	4	CURS BSDL PRME	749867	WTBS	08/11	17:00	7	2	THE BEASTMASTER	749867	WTBS	09/16	23:00	1	4	MAJOR LEAGUE BASEBALL
							749867	WTBS	08/11	12:00	2	2	PGA GOLF							

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES



HH-ID	CALL	DATE	START TIME	UWG MIN	T MIN	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	T MIN	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	T MIN	TITLE
749867	WTBS	09/19	22:30	2	4	MAJOR LEAGUE BASEBALL	749867	WTBS	10/20	20:45	15	2	THE LAST STARFIGHTER	749867	WTBS	11/14	22:15	15	2	MOV PRESNTN 1
749867	WTBS	09/19	22:45	12	4	MAJOR LEAGUE BASEBALL	749867	WTBS	10/20	21:00	2	2	NATIONAL GEOGRAPHIC EXPLORER	749867	WKGZ	11/14	22:30	83	2	STAR TREK-GENERATH
749867	WGN	09/21	21:30	1	4	MAJOR LEAGUE BASEBALL	749867	WTBS	10/25	21:00	2	2	FAST TIMES AT RIDGEMONT HIGH	749867	WKGZ	11/14	22:45	61	2	STAR TREK-GENERATH
749867	WGN	09/21	21:45	12	4	MAJOR LEAGUE BASEBALL	749867	WTBS	10/27	18:30	2	2	WCH MAIN EVENT WRESTLING	749867	WTBS	11/15	12:30	8	2	PERRY-MASON
749867	WTBS	09/21	21:45	3	2	THE BERNUDA TRIANGLE	749867	WGN	10/29	22:00	1	1	NEWS	749867	WTBS	11/15	12:45	15	2	PERRY-MASON
749867	WTBS	09/21	22:00	1	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	10/31	22:00	78	2	STAR TREK-GENERATH	749867	WTBS	11/15	13:00	5	2	MOV PRESNTN D
749867	WTBS	09/21	22:15	1	4	MAJOR LEAGUE BASEBALL	749867	WGN	10/31	22:15	3	1	9 OCLOCK NWS	749867	WKGZ	11/15	20:30	11	2	ANER-WANTD-FOX
749867	WTBS	09/21	22:30	9	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	10/31	22:15	56	2	STAR TREK-GENERATH	749867	WKGZ	11/15	22:00	83	2	STAR TREK-GENERATION-AS
749867	WTBS	09/21	22:45	5	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	10/31	22:30	83	2	STAR TREK-GENERATH	749867	WKGZ	11/15	22:15	83	2	STAR TREK-GENERATION-AS
749867	WTBS	09/21	23:30	2	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	10/31	22:45	67	2	STAR TREK-GENERATH	749867	WKGZ	11/15	22:30	83	2	STAR TREK-GENERATION-AS
749867	WTBS	09/22	22:15	1	2	NATIONAL GEOGRAPHIC EXPLORER	749867	WTBS	10/31	27:00	2	2	THE FEARLESS VAMPIRE KILLERS	749867	WKGZ	11/15	22:45	72	2	STAR TREK-GENERATION-AS
749867	WTBS	09/26	21:00	11	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	11/01	21:15	17	2	ULT CHLLNG-FOX	749867	WGN	11/16	22:45	2	1	9 OCLOCK NWS
749867	WTBS	09/26	21:15	12	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	11/01	21:45	6	2	ULT CHLLNG-FOX	749867	WGN	11/17	13:15	1	2	MOV CREATS
749867	WTBS	09/26	21:30	9	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	11/01	22:00	67	2	STAR TREK-GENERATION-AS	749867	WKGZ	11/17	13:15	11	2	AFTNHN MATINEE
749867	WTBS	09/26	21:45	13	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	11/01	22:15	72	2	STAR TREK-GENERATION-AS	749867	WTBS	11/17	13:30	5	2	MOV PRES SU-1
749867	WTBS	09/26	22:00	1	4	MAJOR LEAGUE BASEBALL	749867	WKGZ	11/01	22:30	72	2	STAR TREK-GENERATION-AS	749867	WKGZ	11/17	13:30	17	2	AFTNHN MATINEE
749867	WTBS	09/26	22:15	11	2	THINGS CHANGE	749867	WKGZ	11/01	22:45	83	2	STAR TREK-GENERATION-AS	749867	WKGZ	11/18	22:00	11	2	STAR TREK-GENERATH
749867	WTBS	10/01	22:15	1	2	REAL GENIUS	749867	WKGZ	11/02	11:00	44	2	HALLYS WOK	749867	WTBS	11/20	19:30	1	2	SANFORD & SON
749867	WTBS	10/01	22:30	6	2	REAL GENIUS	749867	WKGZ	11/02	11:15	44	2	HALLYS WOK	749867	WKGZ	11/20	22:00	39	2	STAR TREK-GENERATH
749867	WTBS	10/01	22:45	15	2	REAL GENIUS	749867	WKGZ	11/03	17:15	11	2	HEE HAN	749867	WKGZ	11/20	22:15	56	2	STAR TREK-GENERATH
749867	WGN	10/01	24:45	2	2	MASS APPEAL	749867	WKGZ	11/03	20:00	6	2	IN-COLOR-FOX	749867	WGN	11/21	11:00	3	2	JOAN RIVERS SHOW, THE
749867	WGN	10/02	11:00	5	2	JOAN RIVERS	749867	WKGZ	11/04	22:00	50	2	STAR TREK-GENERATH	749867	WTBS	11/21	11:00	2	2	MORNING NOV
749867	WTBS	10/02	24:30	1	2	ONCE UPON A TIME IN THE WEST	749867	WKGZ	11/04	22:15	22	2	STAR TREK-GENERATH	749867	WGN	11/21	11:15	15	2	JOAN RIVERS SHOW, THE
749867	WGN	10/03	11:15	2	2	JOAN RIVERS	749867	WKGZ	11/04	22:30	83	2	STAR TREK-GENERATH	749867	WGN	11/21	11:30	15	2	JOAN RIVERS SHOW, THE
749867	WGN	10/03	11:30	3	2	JOAN RIVERS	749867	WKGZ	11/04	22:45	61	2	STAR TREK-GENERATH	749867	WGN	11/21	11:45	12	2	JOAN RIVERS SHOW, THE
749867	WGN	10/05	22:00	1	1	NEWS	749867	WGN	11/06	20:15	2	4	BULLS BKBL	749867	WKGZ	11/21	22:00	72	2	STAR TREK-GENERATH
749867	WTBS	10/05	22:00	3	2	NORTH DALLAS FORTY	749867	WGN	11/06	20:45	1	4	BULLS BKBL	749867	WKGZ	11/21	22:15	83	2	STAR TREK-GENERATH
749867	WGN	10/05	22:15	4	1	NEWS	749867	WGN	11/06	21:30	1	4	BULLS BKBL	749867	WGN	11/21	22:30	4	1	9 OCLOCK NWS
749867	WTBS	10/05	22:15	2	2	NORTH DALLAS FORTY	749867	WKGZ	11/07	22:00	22	2	STAR TREK-GENERATH	749867	WKGZ	11/21	22:30	28	2	STAR TREK-GENERATH
749867	WTBS	10/05	22:30	8	2	NORTH DALLAS FORTY	749867	WKGZ	11/07	22:15	22	2	STAR TREK-GENERATH	749867	WKGZ	11/21	22:45	67	2	STAR TREK-GENERATH
749867	WTBS	10/05	23:30	5	2	NORTH DALLAS FORTY	749867	WKGZ	11/07	22:30	6	2	STAR TREK-GENERATH	749867	WKGZ	11/21	23:00	11	2	ARSENIO HALL SHOW ORIGINL
749867	WTBS	10/06	17:00	1	2	TOM & JERRY'S FUNHOUSE	749867	WKGZ	11/07	22:45	22	2	STAR TREK-GENERATH	749867	WKGZ	11/21	24:00	6	2	NITE LITE THTR
749867	WTBS	10/06	17:15	15	2	TOM & JERRY'S FUNHOUSE	749867	WKGZ	11/07	24:00	6	2	NO EXCUSES	749867	WGN	11/22	25:00	5	2	WGN PRESENTS
749867	WTBS	10/06	17:30	14	2	CAPTAIN PLANET AND THE PLANETEERS	749867	WKGZ	11/08	21:45	11	2	HIDDEN VIDEO FOX	749867	WGN	11/22	29:00	7	2	SNOW JOB
749867	WTBS	10/06	17:45	15	2	CAPTAIN PLANET AND THE PLANETEERS	749867	WKGZ	11/08	23:30	17	2	ARSENIO HALL SHOW ORIGINL	749867	WGN	11/22	29:15	13	2	SNOW JOB
749867	WTBS	10/06	18:00	15	2	WCH MAIN EVENT WRESTLING	749867	WKGZ	11/08	23:45	28	2	ARSENIO HALL SHOW ORIGINL	749867	WGN	11/23	22:00	5	4	BULLS BKBL
749867	WTBS	10/06	18:15	15	2	WCH MAIN EVENT WRESTLING	749867	WGN	11/09	21:45	1	4	BULLS BKBL	749867	WTBS	11/23	22:00	7	1	US OLYMPC GOLD
749867	WTBS	10/06	18:30	15	2	WCH MAIN EVENT WRESTLING	749867	WGN	11/09	22:00	9	4	BULLS BKBL	749867	WGN	11/23	22:15	2	4	BULLS BKBL
749867	WTBS	10/06	18:45	13	2	WCH MAIN EVENT WRESTLING	749867	WGN	11/09	22:15	3	4	BULLS BKBL	749867	WTBS	11/23	22:15	1	1	US OLYMPC GOLD
749867	WTBS	10/06	19:45	1	2	G.I. BLUES	749867	WGN	11/09	22:30	1	4	BULLS BKBL	749867	WGN	11/23	22:30	4	4	BULLS BKBL
749867	WTBS	10/06	20:00	8	2	G.I. BLUES	749867	WTBS	11/10	16:00	2	2	MOV PRES SU-2	749867	WGN	11/23	22:45	7	4	BULLS BKBL
749867	WTBS	10/06	20:15	8	2	G.I. BLUES	749867	WTBS	11/10	16:45	3	2	MOV PRES SU-2	749867	WKGZ	11/23	22:45	11	2	BEAUTY AND THE BEAST
749867	WTBS	10/06	20:30	6	2	G.I. BLUES	749867	WTBS	11/13	21:45	1	1	PGA GRAND SLAM	749867	WGN	11/24	06:30	6	2	LOU GRANT
749867	WTBS	10/06	20:45	7	2	G.I. BLUES	749867	WKGZ	11/13	22:00	56	2	STAR TREK-GENERATH	749867	WTBS	11/25	12:30	5	2	PERRY-MASON
749867	WTBS	10/06	21:00	8	2	NATIONAL GEOGRAPHIC EXPLORER	749867	WKGZ	11/13	22:15	61	2	STAR TREK-GENERATH	749867	WTBS	11/25	12:45	15	2	PERRY-MASON
749867	WGN	10/08	22:15	2	1	NEWS	749867	WKGZ	11/13	22:30	28	2	STAR TREK-GENERATH	749867	WTBS	11/25	13:00	5	2	MOV PRESNTN D
749867	WGN	10/15	22:00	2	1	NEWS	749867	WTBS	11/14	13:00	2	2	MOV PRESNTN D	749867	WKGZ	11/25	13:00	56	2	CINEMA SHOCASE
749867	WGN	10/17	14:00	1	2	HOW IT CAN BE TOLD	749867	WTBS	11/14	17:45	2	2	GOOD TIMES	749867	WKGZ	11/25	13:15	83	2	CINEMA SHOCASE
749867	WTBS	10/18	21:45	1	2	BREAKERJ BREAKERJ	749867	WTBS	11/14	18:00	1	2	BEVERLY HILLBILLIES, THE	749867	WKGZ	11/25	13:30	83	2	CINEMA SHOCASE
749867	WTBS	10/20	20:00	10	2	THE LAST STARFIGHTER	749867	WTBS	11/14	21:45	1	2	MOV PRESNTN 1	749867	WKGZ	11/25	13:45	83	2	CINEMA SHOCASE
749867	WTBS	10/20	20:15	15	2	THE LAST STARFIGHTER	749867	WTBS	11/14	22:00	9	2	MOV PRESNTN 1	749867	WKGZ	11/25	14:00	83	2	CINEMA SHOCASE
749867	WTBS	10/20	20:30	15	2	THE LAST STARFIGHTER	749867	WKGZ	11/14	22:00	33	2	STAR TREK-GENERATH	749867	WKGZ	11/25	14:15	83	2	CINEMA SHOCASE

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

HH-ID	CALL	DATE	START TIME	UWG MIN	T V P	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	T V P	TITLE	HH-ID	CALL	DATE	START TIME	UWG MIN	T V P	TITLE
749867	WKGZ	11/25	14:30	83	2	CINEMA SHOCASE	749867	WTBS	12/11	21:45	1	2	THUNDERBALL	749867	WTBS	12/23	13:00	9	2	THE CHARGE AT FEATHER RIVER
749867	WKGZ	11/25	14:45	30	2	CINEMA SHOCASE	749867	WTBS	12/12	11:30	1	2	THE RULES OF MARRIAGE	749867	WGN	12/24	11:00	1	2	JOAN RIVERS
749867	WTBS	11/26	12:30	15	2	PERRY MASON	749867	WGN	12/12	11:45	1	2	JOAN RIVERS	749867	WGN	12/24	11:15	15	2	JOAN RIVERS
749867	WTBS	11/26	12:45	15	2	PERRY MASON	749867	WTBS	12/12	11:45	3	2	THE RULES OF MARRIAGE	749867	WGN	12/24	11:30	15	2	JOAN RIVERS
749867	WTBS	11/26	13:00	4	2	HOW PRESNTIN D	749867	WTBS	12/12	12:00	15	2	PERRY MASON	749867	WGN	12/24	11:45	13	2	JOAN RIVERS
749867	WKGZ	11/26	22:00	67	2	STAR TREK-GENERATN	749867	WTBS	12/12	12:15	14	2	PERRY MASON	749867	WTBS	12/24	11:45	1	2	AN INNOCENT LOVE
749867	WKGZ	11/26	22:15	83	2	STAR TREK-GENERATN	749867	WTBS	12/12	12:30	15	2	PERRY MASON	749867	WTBS	12/24	12:00	15	2	PERRY MASON
749867	WKGZ	11/26	22:30	83	2	STAR TREK-GENERATN	749867	WTBS	12/12	12:45	15	2	PERRY MASON	749867	WTBS	12/24	12:15	15	2	PERRY MASON
749867	WKGZ	11/26	22:45	61	2	STAR TREK-GENERATN	749867	WTBS	12/12	13:00	3	2	THE PARADISE CONNECTION	749867	WTBS	12/24	12:30	15	2	PERRY MASON
749867	WKGZ	11/27	13:15	72	2	CINEMA SHOCASE	749867	WGN	12/12	22:45	2	1	NEWS	749867	WTBS	12/24	12:45	15	2	PERRY MASON
749867	WKGZ	11/27	13:45	11	2	CINEMA SHOCASE	749867	WTBS	12/13	12:00	15	2	PERRY MASON	749867	WTBS	12/24	13:00	11	2	THE HANGED MAN
749867	WTBS	11/27	22:00	3	2	HOW PRESNTIN I	749867	WTBS	12/13	12:15	15	2	PERRY MASON	749867	WTBS	12/24	15:00	6	2	POPEYE
749867	WKGZ	11/27	22:00	50	2	STAR TREK-GENERATN	749867	WTBS	12/13	12:30	15	2	PERRY MASON	749867	WTBS	12/24	17:15	5	2	GOOD TIMES
749867	WKGZ	11/27	22:15	28	2	STAR TREK-GENERATN	749867	WTBS	12/13	12:45	15	2	PERRY MASON	749867	WGN	12/25	11:00	14	2	JOAN RIVERS
749867	WKGZ	11/27	22:30	33	2	STAR TREK-GENERATN	749867	WTBS	12/13	13:00	12	2	A COVENANT WITH DEATH	749867	WGN	12/25	11:15	15	2	JOAN RIVERS
749867	WKGZ	11/27	22:45	56	2	STAR TREK-GENERATN	749867	WTBS	12/13	24:30	1	2	SLEEPER	749867	WGN	12/25	11:30	12	2	JOAN RIVERS
749867	WKGZ	11/27	23:45	33	2	ARSENIO HALL SHOW ORIGINL	749867	WGN	12/14	21:15	4	4	NBA BASKETBALL	749867	WGN	12/25	12:00	1	2	GERALDO
749867	WTBS	11/30	07:30	1	2	SHROKE	749867	WTBS	12/14	21:15	1	4	NBA BASKETBALL	749867	WTBS	12/25	12:00	2	2	THE PEOPLE THAT TIME FORGOT
749867	WGN	11/30	08:30	1	1	PEOPLE TO PEOPLE	749867	WTBS	12/16	12:00	15	2	PERRY MASON	749867	WTBS	12/25	21:15	15	2	OH, GOD!
749867	WTBS	11/30	21:00	1	4	NBA BASKETBALL	749867	WTBS	12/16	12:15	15	2	PERRY MASON	749867	WTBS	12/25	21:30	15	2	OH, GOD!
749867	WTBS	11/30	21:45	2	4	NBA BASKETBALL	749867	WTBS	12/16	12:30	15	2	PERRY MASON	749867	WTBS	12/25	21:45	15	2	OH, GOD!
749867	WTBS	11/30	22:00	3	1	U.S. OLYMPIC GOLD	749867	WTBS	12/16	12:45	15	2	PERRY MASON	749867	WTBS	12/25	22:00	3	2	OH, GOD!
749867	WGN	12/01	06:15	7	2	LOU GRANT	749867	WTBS	12/16	13:00	8	2	CHARO'S LAND	749867	WTBS	12/26	12:00	9	2	CHIPS
749867	WGN	12/01	06:30	15	2	LOU GRANT	749867	WTBS	12/17	22:00	2	2	URBAN CONDOY	749867	WTBS	12/26	12:30	2	2	CHIPS
749867	WGN	12/01	06:45	15	2	LOU GRANT	749867	WTBS	12/18	11:45	2	2	EIGHT IS ENOUGH	749867	WGN	12/27	11:00	9	2	JOAN RIVERS
749867	WGN	12/02	14:15	1	2	HOW IT CAN BE TOLD	749867	WTBS	12/18	12:00	15	2	PERRY MASON	749867	WGN	12/27	11:15	15	2	JOAN RIVERS
749867	WTBS	12/03	13:00	2	2	DEADLY HARVEST	749867	WTBS	12/18	12:15	15	2	PERRY MASON	749867	WGN	12/27	11:30	1	2	JOAN RIVERS
749867	WGN	12/06	25:00	3	2	BORN INNOCENT	749867	WTBS	12/18	12:30	15	2	PERRY MASON	749867	WTBS	12/27	25:15	4	2	CARRIE
749867	WGN	12/07	22:30	2	1	NEWS	749867	WTBS	12/18	12:45	15	2	PERRY MASON	749867	WTBS	12/27	25:30	4	2	CARRIE
749867	WGN	12/08	06:30	10	2	LOU GRANT	749867	WGN	12/18	21:45	2	4	COLLEGE BASKETBALL	749867	WTBS	12/28	21:45	1	4	NBA BASKETBALL
749867	WTBS	12/09	11:45	9	2	PERRY MASON: THE CASE OF THE SINISTER SP	749867	WTBS	12/19	12:00	12	2	PERRY MASON	749867	WTBS	12/28	22:30	3	1	U.S. OLYMPIC GOLD
749867	WTBS	12/09	12:00	3	2	PERRY MASON	749867	WTBS	12/19	12:15	15	2	PERRY MASON	749867	WTBS	12/29	20:00	2	4	COLLEGE FOOTBALL
749867	WGN	12/09	12:30	10	2	GERALDO	749867	WTBS	12/19	12:30	15	2	PERRY MASON	749867	WTBS	12/29	21:45	7	4	COLLEGE FOOTBALL
749867	WGN	12/09	12:45	15	2	GERALDO	749867	WTBS	12/19	12:45	15	2	PERRY MASON	749867	WTBS	12/29	22:30	3	4	COLLEGE FOOTBALL
749867	WGN	12/09	13:00	1	1	NEWS	749867	WTBS	12/19	13:00	4	2	BEAR ISLAND	749867	WTBS	12/29	22:45	13	4	COLLEGE FOOTBALL
749867	WTBS	12/10	11:45	3	2	MRS. R.'S DAUGHTER	749867	WGN	12/20	11:30	8	2	JOAN RIVERS	749867	WGN	12/30	21:45	3	4	NBA BASKETBALL
749867	WTBS	12/10	12:00	15	2	PERRY MASON	749867	WGN	12/20	11:45	12	2	JOAN RIVERS	749867	WGN	12/30	22:00	11	1	NEWS
749867	WTBS	12/10	12:15	15	2	PERRY MASON	749867	WTBS	12/20	11:45	3	2	A QUESTION OF LOVE	749867	WTBS	12/31	11:45	1	2	ANDY GRIFFITH
749867	WTBS	12/10	12:30	15	2	PERRY MASON	749867	WTBS	12/20	12:00	15	2	PERRY MASON	749867	WTBS	12/31	12:00	15	2	PERRY MASON
749867	WTBS	12/10	12:45	14	2	PERRY MASON	749867	WTBS	12/20	12:15	1	2	PERRY MASON	749867	WTBS	12/31	12:15	15	2	PERRY MASON
749867	WTBS	12/10	22:00	2	2	THE DEVIL'S BRIGADE	749867	WTBS	12/20	25:15	5	2	THE BEAST OF HOLLOW MOUNTAIN	749867	WTBS	12/31	12:30	15	2	PERRY MASON
749867	WTBS	12/11	12:00	12	2	PERRY MASON	749867	WGN	12/22	21:30	2	2	LIFESTYLES OF THE RICH AND FAMOUS	749867	WTBS	12/31	12:45	4	2	PERRY MASON
749867	WTBS	12/11	12:15	12	2	PERRY MASON	749867	WTBS	12/23	11:30	1	2	WHERE THE LILIES BLOOM	749867	WTBS	12/31	22:00	5	4	COLLEGE FOOTBALL
749867	WTBS	12/11	12:30	15	2	PERRY MASON	749867	WTBS	12/23	12:00	13	2	PERRY MASON	749867	WTBS	12/31	22:15	15	4	COLLEGE FOOTBALL
749867	WTBS	12/11	12:45	15	2	PERRY MASON	749867	WTBS	12/23	12:15	15	2	PERRY MASON	749867	WTBS	12/31	22:30	15	4	COLLEGE FOOTBALL
749867	WGN	12/11	13:00	1	1	NEWS	749867	WTBS	12/23	12:30	15	2	PERRY MASON	749867	WTBS	12/31	22:45	14	4	COLLEGE FOOTBALL
749867	WTBS	12/11	13:00	5	2	HAWAII FIVE-0	749867	WTBS	12/23	12:45	15	2	PERRY MASON							

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
94-3 CARP-CD90-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

JSC EXHIBIT 41 X

**DISTANT SPORTS VIEWING  
IN HOUSEHOLD 749867**

<u>DATE</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>STATION</u>	<u>VIEWING MINUTES</u>
1/3/91	9:15-9:30 PM	NBA	WGN	2
1/5/91	9:00-9:15 PM	NBA	WGN	2
1/14/91	9:00-9:15 PM	NBA	WGN	1
1/14/91	9:00-9:15 PM	NBA	WTBS	1
1/26/91	9:15-10:15 PM	NBA	WTBS	5
1/28/91	8:45-9:30 PM	NCAA (Bk)	WGN	11
1/31/91	8:45-10:00 PM	NBA	WGN	22
2/2/91	9:00-9:45 PM	NBA	WTBS	29
2/16/91	8:45-9:30 PM	NBA	WGN	19
2/23/91	7:15-7:30 PM	NBA	WTBS	1
2/23/91	9:30-9:45 PM	NBA	WGN	2
3/2/91	7:15-7:30 PM	NBA	WGN	2
	8:00-8:15 PM	NBA	WGN	2
	8:30-9:00 PM	NBA	WGN	7
3/8/91	8:30-8:45 PM	NBA	WGN	6
	9:15-9:45 PM	NBA	WGN	5
3/9/91	2:00-2:15 PM	MLB	WGN	9
3/12/91	8:45-9:15 PM	NBA	WGN	9
3/25/91	8:00-8:15 PM	NBA	WGN	2
	8:45-10:00 PM	NBA	WGN	27
4/4/91	8:00-9:30 PM	NBA	WGN	42
4/6/91	1:45-2:00 PM	MLB	WGN	4
4/6/91	8:00-9:15 PM	NBA	WTBS	26

CONTAINING MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
94-8 CARP-0250-88 - DISCLOSURE OF MATERIALS PROHIBITED EXCEPT TO  
AUTHORIZED REPRESENTATIVES

4/12/91	7:15-8:45 PM	NBA	WGN	15
4/13/91	9:00-9:15 PM	NBA	WTBS	5
4/22/91	7:30-7:45 PM	MLB	WGN	1
	8:45-9:15 PM	MLB	WGN	13
4/23/91	7:30-7:45 PM	MLB	WGN	1
4/27/91	9:30-10:00 PM	MLB	WGN	7
4/29/91	8:45-9:00 PM	MLB	WTBS	2
5/3/91	7:00-7:15 PM	MLB	WGN	3
5/4/91	9:15-9:30 PM	MLB	WGN	3
5/9/91	7:45-8:30 PM	MLB	WGN	13
5/10/91	8:45-11:15 PM	MLB	WGN	12
5/11/91	8:15-8:30 PM	MLB	WTBS	2
5/13/91	8:15-9:30 PM	MLB	WGN	26
5/14/91	8:45-9:15 PM	MLB	WTBS	2
	9:45-10:00 PM	MLB	WTBS	1
5/14/91	9:15-9:45 PM	MLB	WGN	5
	9:45-10:00 PM	MLB	WGN	5
5/20/91	9:45-10:00 PM	MLB	WTBS	1
5/23/91	8:15-8:30 PM	MLB	WGN	3
	8:45-9:15 PM	MLB	WGN	7
5/24/91	8:45-9:00 PM	MLB	WTBS	9
6/3/91	8:15-9:00 PM	MLB	WGN	19
	9:15-9:30 PM	MLB	WGN	6
6/10/91	8:00-8:45 PM	MLB	WGN	19
	9:00-9:30 PM	MLB	WGN	20
6/10/91	8:45-9:00 PM	MLB	WTBS	1
6/13/91	8:00-9:45 PM	MLB	WGN	88
6/15/91	7:30-7:45 PM	MLB	WGN	8
	7:45-8:00 PM	MLB	WGN	8
	9:00-9:30 PM	MLB	WGN	13

CONTAINS MATERIALS SUBJECT TO A RESTRICTIVE ORDER IN DOCKET NO. 94-3 CIVIL-CLERK - DISCLOSED OR REPRODUCED EXCEPT TO AUTHORIZED REPRESENTATIVES

6/15/91	7:30-7:45 PM	MLB	WTBS	1
6/20/91	9:00-9:30 PM	MLB	WGN	11
6/22/91	7:00-7:45 PM	MLB	WGN	34
	9:00-9:15 PM	MLB	WGN	1
	9:30-9:45 PM	MLB	WGN	5
	9:45-10:00 PM	MLB	WGN	4
6/22/91	7:45-8:00 PM	MLB	WTBS	3
	8:15-8:30 PM	MLB	WTBS	1
6/24/91	8:00-8:15 PM	MLB	WGN	1
6/29/91	9:00-9:15 PM	MLB	WGN	1
7/1/91	5:00-5:15 PM	MLB	WGN	1
	7:45-8:00 PM	MLB	WGN	2
	8:00-8:30 PM	MLB	WGN	9
	9:00-9:15 PM	MLB	WGN	3
7/2/91	8:45-9:00 PM	MLB	WTBS	2
7/6/91	7:00-8:00 PM	MLB	WGN	38
7/7/91	4:30-4:45 PM	MLB	WTBS	1
7/11/91	8:30-10:00 PM	MLB	WGN	65
7/12/91	8:00-8:30 PM	MLB	WGN	13
	9:15-10:45 PM	MLB	WGN	54
7/13/91	8:45-10:30 PM	MLB	WGN	46
7/14/91	2:00-2:15 PM	MLB	WGN	3
7/15/91	8:15-9:30 PM	MLB	WGN	38
7/16/91	9:30-9:45 PM	MLB	WGN	2
7/23/91	9:15-9:45 PM	MLB	WGN	14
7/29/91	8:30-8:45 PM	MLB	WGN	6
	9:00-9:15 PM	MLB	WGN	6
7/30/91	7:00-7:15 PM	MLB	WTBS	2
8/13/91	9:15-9:30 PM	MLB	WGN	1
8/15/91	7:45-9:30 PM	MLB	WGN	75

CONTAINS MATERIALS SUBJECT TO A PROTECTIVE ORDER IN DOCKET NO.  
 94-5 CAMR-0090-92 - DISCLOSURE OR RELEASE PROHIBITED EXCEPT TO  
 AUTHORIZED REPRESENTATIVES

8/16/91	8:00-8:15 PM	MLB	WGN	2
8/16/91	11:00-11:15 PM	MLB	WTBS	1
8/17/91	8:15-8:45 PM	MLB	WGN	13
	9:15-9:30 PM	MLB	WGN	7
8/17/91	10:45-11:00 PM	MLB	WTBS	3
8/26/91	8:00-8:15 PM	MLB	WTBS	2
8/26/91	10:30-10:45 PM	MLB	WGN	11
8/29/91	8:15-8:30 PM	MLB	WGN	1
	8:30-8:45 PM	MLB	WGN	5
8/29/91	8:15-8:30 PM	MLB	WTBS	7
	8:30-8:45 PM	MLB	WTBS	21
8/31/91	9:45-10:00 PM	MLB	WGN	6
9/8/91	12:30-12:45 PM	MLB	WTBS	6
9/9/91	9:00-9:15 PM	MLB	WGN	4
9/14/91	9:30-9:45 PM	MLB	WGN	4
9/16/91	10:00-10:15 PM	MLB	WTBS	1
9/19/91	9:30-10:00 PM	MLB	WTBS	14
9/21/91	8:30-8:45 PM	MLB	WGN	13
	9:00-9:45 PM	MLB	WGN	16
	10:30-10:45 PM	MLB	WGN	2
9/26/91	8:00-9:00 PM	MLB	WTBS	46
11/6/91	7:15-7:30 PM	NBA	WGN	2
	7:45-8:00 PM	NBA	WGN	1
	8:30-8:45 PM	NBA	WGN	1
11/9/91	8:45-9:30 PM	NBA	WGN	14
11/23/91	9:00-9:15 PM	NBA	WGN	5
	9:15-9:30 PM	NBA	WGN	2
	9:30-9:45 PM	NBA	WGN	11
11/30/91	8:00-8:15 PM	NBA	WTBS	1
	8:45-9:00 PM	NBA	WTBS	2

12/14/91	8:15-8:30 PM	NBA	WGN	4
12/14/91	8:15-8:30 PM	NBA	WTBS	1
12/18/91	8:45-9:00 PM	NCAA (Bk)	WGN	2
12/28/91	8:45-9:00 PM	NBA	WTBS	1
12/29/91	7:00-7:15 PM	NCAA (Ft)	WTBS	2
	8:45-9:00 PM	NCAA (Ft)	WTBS	7
	9:30-9:45 PM	NCAA (Ft)	WTBS	16
12/30/91	8:45-9:00 PM	NBA	WGN	3
12/31/91	9:00-10:00 PM	NCAA (Ft)	WTBS	<u>49</u>

**Total Viewing Minutes: 1306**

Source: 1991 MPAA/Nielsen Peoplemeter Viewing Data

CONTAINS MATERIALS SUBJECT TO A RECENTLY ORDER IN DOCKET NO.  
84-3 CARP-CD60-92 - DISCLOSURE OF ALL INFORMATION EXCEPT TO  
AUTHORIZED REPRESENTATIVES

Exb-I-R

FEB 15 1996  
NLMZTITL

1991 RANKING OF PROGRAM TITLES (Series), NIELSEN METERED distant DATA  
(c) Cable Data Corporation  
PAGE 1

RANK	TITLE	VIEWING MINUTES	ACCUM'ED PERCENT
1	1 TOM AND JERRY	791,284	2.769
2	2 ANDY GRIFFITH	630,502	4.975
3	3 LITTLE HOUSE ON THE PRAIRIE	499,867	6.725
4	4 PERRY MASON	442,557	8.273
5	5 NATIONAL GEOGRAPHIC EXPLORER	432,317	9.786
6	6 FLINTSTONES	371,062	11.084
7	7 WCW WRESTLING	302,115	12.142
8	8 HAPPY DAYS	274,330	13.102
9	9 BRADY BUNCH	273,920	14.060
10	10 BEWITCHED	267,445	14.996
11	11 NIGHT COURT	260,636	15.908
12	12 GERALDO	249,511	16.781
13	13 BEVERLY HILLBILLIES	238,164	17.615
14	14 JEFFERSONS, THE	236,601	18.443
15	15 MAGNUM, P.I.	212,285	19.186
16	16 WHO'S THE BOSS?	209,948	19.920
17	17 COSBY SHOW, THE	209,638	20.654
18	18 GOOD TIMES	203,507	21.366
19	19 SANFORD AND SON	180,683	21.998
20	20 BONANZA	175,951	22.614
21	21 STAR TREK: THE NEXT GENERATION	170,020	23.209
22	22 OPRAH WINFREY	169,579	23.802
23	23 JOAN RIVERS SHOW, THE	162,627	24.371
24	24 HAWAII FIVE-O	149,172	24.893
25	25 CHIPS	148,245	25.412
26	26 CHIP 'N' DALE'S RESCUE RANGERS	140,721	25.905
27	27 DONAHUE	140,091	26.395



FEB 15 1996  
NLMZTITL

1991 RANKING OF PROGRAM TITLES (Series), NIELSEN METERED distant DATA  
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RANK	TITLE	VIEWING MINUTES	ACCUM'ED PERCENT
28	HAPPY DAYS, AGAIN	137,977	26.878
29	CHARLES IN CHARGE	130,705	27.335
30	CHEERS	126,531	27.778
31	LEAVE IT TO BEAVER	123,483	28.210
32	SALLY JESSY RAPHAEL	121,170	28.634
33	DUCKTALES	117,415	29.045
34	MAMA'S FAMILY	111,985	29.437
35	I DREAM OF JEANNIE	108,015	29.815
36	M*A*S*H	101,172	30.169
37	CAPTAIN PLANET	100,526	30.520
38	WHEEL OF FORTUNE	98,321	30.865
39	GUNSMOKE	98,257	31.208
40	WRESTLING NETWORK, THE	96,864	31.547
41	JEOPARDY	95,434	31.881
42	CURRENT AFFAIR, A	94,801	32.213
43	LAVERNE & SHIRLEY	90,627	32.530
44	HOGAN'S HEROES	89,634	32.844
45	TEENAGE MUTANT NINJA TURTLES	88,125	33.152
46	I LOVE LUCY	87,947	33.460
47	TALE SPIN	86,648	33.763
48	HONEYMOONERS	84,267	34.058
49	HEADLINE NEWS	83,773	34.351
50	FAMILY FEUD	82,162	34.639

FEB 15 1996  
NLMZTITL

1992 RANKING OF PROGRAM TITLES (Series), NIELSEN METERED distant DATA  
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PAGE 1

RANK	TITLE	VIEWING MINUTES	ACCUM'ED PERCENT
1	TOM AND JERRY	675,157	2.363
2	ANDY GRIFFITH	597,900	4.455
3	PERRY MASON	525,371	6.293
4	LITTLE HOUSE ON THE PRAIRIE	520,677	8.115
5	NATIONAL GEOGRAPHIC EXPLORER	460,994	9.729
6	HAPPY DAYS	343,483	10.930
7	GERALDO	336,459	12.108
8	BEVERLY HILLBILLIES	300,000	13.158
9	STAR TREK: THE NEXT GENERATION	293,367	14.184
10	BRADY BUNCH	277,495	15.155
11	OPRAH WINFREY	269,192	16.097
12	FLINTSTONES	263,183	17.018
13	BEWITCHED	249,961	17.893
14	SAVED BY THE BELL	235,205	18.716
15	CHEERS	229,128	19.518
16	BONANZA	218,436	20.282
17	WHO'S THE BOSS?	210,077	21.017
18	SANFORD AND SON	198,368	21.712
19	I LOVE LUCY	186,837	22.365
20	NIGHT COURT	179,146	22.992
21	CHIPS	178,376	23.616
22	I DREAM OF JEANNIE	173,364	24.223
23	JOAN RIVERS SHOW, THE	168,873	24.814
24	HAPPY DAYS, AGAIN	159,118	25.371
25	MARRIED... WITH CHILDREN	152,855	25.906
26	ARSENIO HALL SHOW	151,059	26.434
27	COSBY SHOW, THE	150,774	26.962

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CABLE DATA CORP

NO. 485

123



Share of Viewing Minutes  
Movies vs. Syndicated Series

	<u>Total Viewing Minutes (%)</u>	<u>Movies Viewing Minutes (% of Total)</u>	<u>Syndicated Series Viewing Minutes (% of Total)</u>
1991	28,576,766 (100%)	8,712,454 (30.49%)	14,949,357 (52.31%)
1992	31,479,683 (100%)	9,630,825 (30.59%)	15,531,559 (49.34%)

FEB 15 1996  
RAG01-UNQ-D

COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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PAGE 1

CALL	CH	T Y P	S T P	ST	CITY	1991 AVG F-T DIST SUBS	Total HH's	Viewing Minutes
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EXHIBIT 3-R

WMAE	12	E		MS	BOONEVILLE	240	0	0
WVEC	13	N	A	VA	HAMPTON	1,015	0	0
KSTU	13	I	F	UT	SALT LAKE CITY	1,196	0	0
WTJC	26	I		OH	SPRINGFIELD	1,378	0	0
WYED	17	I		NC	GOLDSBORO	2,398	0	0
KKTV	11	N	C	CO	COLORADO SPRINGS	2,687	0	0
KBSI	23	I	F	MO	CAPE GIRARDEAU	2,981	0	0
WKBS	47	I	R	PA	ALTOONA	3,295	0	0
KIXE	09	E		CA	REDDING	3,462	0	0
WMBQ	13	N	A	TN	MEMPHIS	4,087	0	0
KEET	13	E		CA	EUREKA	4,135	0	0
WLVT	39	E		PA	ALLENTOWN	4,488	0	0
WGGT	48	I		NC	GREENSBORO	4,682	0	0
WNJS	23	E		NJ	CAMDEN	4,892	0	0
KAID	04	E		ID	BOISE	5,394	0	0
WCTI	12	N	A	NC	NEW BERN	5,637	0	0
WSAW	07	N	C	WI	WAUSAU	5,869	0	0
WTVE	51	I		PA	READING	5,925	0	0
WBSG	21	I		GA	BRUNSWICK	6,108	0	0
WIPB	49	E		IN	MUNCIE	6,664	0	0
KRWG	22	E		NM	LAS CRUCES	6,771	0	0
WCAX	03	N	C	VT	BURLINGTON	7,584	0	0
WHNS	21	I	F	NC	ASHEVILLE	7,829	0	0
WHEC	10	N	C	NY	ROCHESTER	8,546	0	0
WLUC	06	N	Q	MI	MARQUETTE	12,057	0	0
WMGC	34	N	A	NY	BINGHAMTON	12,986	0	0
KAAL	06	N	A	MN	AUSTIN	14,959	0	0

FEB 15 1996  
RAG01-UNQ-D

COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
(c) Cable Data Corporation

PAGE 2

CALL	CH	T Y P	S T P	ST	CITY	1991 AVG F-T DIST SUBS	Total HH's	Viewing Minutes
KMSB	11	I	F	AZ	TUCSON	15,276	0	0
WTOC	11	N	C	GA	SAVANNAH	16,919	0	0
WDSI	61	I	F	TN	CHATTANOOGA	17,212	0	0
KTBD	14	I	R	OK	OKLAHOMA CITY	17,488	0	0
KTVX	04	N	A	UT	SALT LAKE CITY	17,975	0	0
KTZZ	22	I		WA	SEATTLE	25,214	0	0
WRDC	28	N	N	NC	DURHAM-RALEIGH	27,173	0	0
WMVS	10	E		WI	MILWAUKEE	29,126	0	0
KHAI	20	I	S	HI	HONOLULU	29,862	0	0
WWUP	10	N	C	MI	SAULT STE MARIE	33,207	0	0
KGNS	08	N	N	TX	LAREDO	1,938	1	6
WGGB	40	N	A	MA	SPRINGFIELD	3,928	1	6
WKPC	15	E		KY	LOUISVILLE	10,893	1	11
WOLO	25	N	A	SC	COLUMBIA	12,452	1	23
KHSH	67	I		TX	ALVIN	1,301	1	33
WCHS	08	N	A	WV	CHARLESTON	20,533	1	188
WNAL	44	I	F	AL	GADSDEN	875	1	637
KCAU	09	N	A	IA	SIOUX CITY	329	1	880
KMEB	10	E		HI	WAILUKU	14,547	1	1,082
WVTM	13	N	N	AL	BIRMINGHAM	81,132	1	1,148
KETK	56	N	N	TX	JACKSONVILLE	6,407	1	1,797
KTAB	32	N	C	TX	ABILENE	5,167	1	1,813
KHTV	39	I		TX	HOUSTON	75,036	1	4,517
WKCF	18	I		FL	CLERMONT	51,295	1	6,653
WHNT	19	N	C	AL	HUNTSVILLE	26,333	1	7,144
KTRV	12	I	F	ID	NAMPA	4,709	1	8,402
WQOW	18	N	A	WI	EAU CLAIRE	52	1	10,188

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RAG01-UNQ-D

COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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PAGE 3

CALL	CH	T Y P	S T P	ST	CITY	1991 AVG F-T DIST SUBS	Total HH'S	Viewing Minutes
WOLF	38	I	F	PA	SCRANTON	11,273	1	18,358
WITI	06	N	C	WI	MILWAUKEE	39,931	2	1,500
WPTV	05	N	N	FL	PALM BEACH	587	2	1,527
WBGU	27	E		OH	BOWLING GREEN	28,600	2	3,111
KWET	12	E		OK	CHEYENNE	8,219	2	3,194
WMAZ	13	N	C	GA	MACON	4,330	2	6,683
WLIO	35	N	N	OH	LIMA	29,572	2	7,791
KOLN	10	N	C	NE	LINCOLN	1,727	2	10,837
KOKH	25	I		OK	OKLAHOMA CITY	16,153	2	13,118
WKSO	29	E		KY	SOMERSET	4,770	2	18,095
KHET	11	E		HI	HONOLULU	15,838	2	27,943
KSMO	62	I		MO	KANSAS CITY	18,443	2	41,985
WREG	03	N	C	TN	MEMPHIS	1,405	2	97,603
WYCC	20	E		IL	CHICAGO	405	3	1,996
KCSM	60	E		CA	SAN MATEO	47,783	3	4,393
WKAR	23	E		MI	EAST LANSING	10,130	3	15,747
KUTP	45	I		AZ	PHOENIX	14,365	3	20,143
KUTV	02	N	N	UT	SALT LAKE CITY	71,161	3	23,316
KTIN	21	E		IA	FORT DODGE	3,900	3	28,067
WTSF	61	I		KY	ASHLAND	9,763	3	40,968
WDKY	56	I	F	KY	DANVILLE	19,992	3	42,252
WNCT	09	N	C	NC	GREENVILLE	59,104	3	46,398
WTSG	31	I	F	GA	ALBANY	9,397	3	48,206
WIRB	56	I		FL	MELBOURNE	4,473	3	52,937
KCIT	14	I	F	TX	AMARILLO	6,962	3	56,975
KTBN	40	I	R	CA	SANTA ANA	11,835	4	861
KPBS	15	E		CA	SAN DIEGO	18,994	4	9,324

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COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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CALL	CH	T Y P	S T P	ST	CITY	1991 DIST	AVG F-T SUBS	Total HH's	Viewing Minutes
WMCC	23	I		IN	MARION		6,255	4	10,904
WHP	21	N	C	PA	HARRISBURG		24,260	5	6,503
WLMT	30	I		TN	MEMPHIS		48,893	5	14,756
WKBT	08	N	C	WI	LA CROSSE		25,494	5	21,445
WCIA	03	N	C	IL	CHAMPAIGN		34,203	5	23,817
WPTY	24	I	F	TN	MEMPHIS		38,396	5	45,787
KOB	04	N	N	NM	ALBUQUERQUE		3,725	5	67,961
KASN	38	I		AR	PINE BLUFF		8,842	5	87,432
KWHY	22	I	S	CA	LOS ANGELES		44,401	5	142,433
WWSB	40	N	A	FL	SARASOTA		124,526	6	6,786
WXGZ	32	I		WI	APPLETON		5,092	6	13,858
KVVT	64	I		CA	BARSTOW		25,728	6	20,728
WMAQ	05	N	N	IL	CHICAGO		44,408	6	34,621
KGSW	14	I	F	NM	ALBUQUERQUE		27,173	6	35,787
KFVS	12	N	C	MO	CAPE GIRARDEAU		30,451	6	53,737
KRIV	26	I	F	TX	HOUSTON		55,589	6	122,193
WKOI	43	I	R	IN	RICHMOND		37,601	7	3,300
WHDH	07	N	C	MA	BOSTON		63,013	7	11,303
WDBM	02	N	C	IL	CHICAGO		234,579	7	14,981
WRC	04	N	N	DC	WASHINGTON		52,611	7	48,212
WTVQ	36	N	A	KY	LEXINGTON		32,567	7	151,480
UPGH	53	I	F	PA	PITTSBURGH		150,519	7	620,435
WAKC	23	N	A	OH	AKRON		24,883	8	11,649
WISC	03	N	C	WI	MADISON		36,020	8	65,038
KTXH	20	I		TX	HOUSTON		69,243	8	111,565
WLTU	23	I	S	FL	MIAMI		87,682	9	7,591
WVLA	33	N	N	LA	BATON ROUGE		38,607	9	26,840

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FEB 15 1996  
RAG01-UNQ-DCOUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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CALL	CH	T Y P	S T P	ST	CITY	1991 DIST	AVG F-T SUBS	Total HH's	Viewing Minutes
KRON	04	N	N	CA	SAN FRANCISCO	236,558	10	8,943	
WPCB	40	I	R	PA	GREENSBURG	41,130	10	13,150	
WLEX	18	N	N	KY	LEXINGTON	31,499	10	56,416	
WSBE	36	E		RI	PROVIDENCE	35,573	11	16,049	
KSDK	05	N	N	MO	ST LOUIS	97,329	11	41,203	
KDNL	30	I	F	MO	ST LOUIS	21,727	11	603,712	
WCFC	38	I	R	IL	CHICAGO	118,754	12	8,052	
KSTW	11	I		WA	TACOMA	236,918	12	38,488	
WABC	07	N	A	NY	NEW YORK	380,947	13	4,718	
KCPT	19	E		MO	KANSAS CITY	76,304	14	11,072	
WPXI	11	N	N	PA	PITTSBURGH	113,666	14	136,154	
WEYI	25	N	C	MI	SAGINAW	1,987	14	194,727	
KATV	07	N	A	AR	LITTLE ROCK	102,889	15	112,281	
WCCO	04	N	C	MN	MINNEAPOLIS	45,320	15	206,949	
WXIA	11	N	N	GA	ATLANTA	380,870	16	37,051	
KMBC	09	N	A	MO	KANSAS CITY	92,858	16	45,317	
WPVI	06	N	A	PA	PHILADELPHIA	223,327	17	4,232	
WPBT	02	E		FL	MIAMI	222,124	17	12,693	
WGBS	57	I		PA	PHILADELPHIA	160,912	18	86,182	
WSEE	35	N	C	PA	ERIE	12,333	19	384,072	
UNUV	54	I		MD	BALTIMORE	14,266	21	131,803	
KQED	09	E		CA	SAN FRANCISCO	191,207	21	205,259	
KFCB	42	I	R	CA	CONCORD	307,630	22	2,374	
UNJU	47	I	S	NY	NYC-NEWARK	208,388	22	54,458	
WGNX	46	I		GA	ATLANTA	221,326	22	71,189	
WLIW	21	E		NY	GARDEN CITY	145,717	24	63,907	
WTWS	26	I	R	CT	NEW LONDON	290,080	26	22,423	

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CABLE DATA CORP.

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RAG01-UNQ-D

COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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CABLE DATA CORP

FEB. 15. 1996 12:00PM

CALL	CH	T Y P	S T P	ST	CITY	1991 DIST	AVG F-T SUBS	Total HH's	Viewing Minutes
WLVI	56	I		MA	CAMBRIDGE	221,777		26	35,657
KTSF	26	I	Q	CA	SAN FRANCISCO	306,273		27	3,357
WNYW	05	I	F	NY	NEW YORK	371,049		27	66,755
WHA	21	E		WI	MADISON	259,278		28	8,577
WPRI	12	N	A	RI	PROVIDENCE	23,308		29	67,950
WCAU	10	N	C	PA	PHILADELPHIA	289,834		30	7,680
KERA	13	E		TX	DALLAS	237,308		30	27,318
KGO	07	N	A	CA	SAN FRANCISCO	297,644		30	55,401
WKEF	22	N	N	OH	DAYTON	171,018		30	57,931
KCAL	09	I		CA	LOS ANGELES	301,909		30	58,413
WNET	13	E		NY	NYC-NEWARK	327,963		31	44,536
WXIX	19	I	F	OH	CINCINNATI	233,965		31	155,241
KCET	28	E		CA	LOS ANGELES	462,073		33	30,197
KPIX	05	N	C	CA	SAN FRANCISCO	362,604		33	39,350
WTTG	05	I	F	DC	WASHINGTON	215,798		34	48,109
KYW	03	N	N	PA	PHILADELPHIA	180,427		36	136,367
KWGN	02	I		CO	DENVER	218,738		36	213,185
KSCI	18	I	S	CA	SAN BERNARDINO	70,519		37	9,721
WFLD	32	I	F	IL	CHICAGO	260,652		38	106,004
WMAR	02	N	N	MD	BALTIMORE	249,523		39	30,606
KTVU	02	I	F	CA	OAKLAND	449,700		40	161,975
KICU	36	I		CA	SAN JOSE	429,555		42	50,697
KCRA	03	N	N	CA	SACRAMENTO	293,085		42	56,316
WDCA	20	I		DC	WASHINGTON	223,451		43	65,370
WPHL	17	I		PA	PHILADELPHIA	524,667		46	68,537
KTVT	11	I		TX	FT WORTH	345,821		47	168,489
KTLA	05	I		CA	LOS ANGELES	962,900		48	123,946

FEB 15 1996  
RAG01-UNQ-D

COUNTS BY STATION OF NUMBER OF UNIQUE HOUSEHOLDS, & VIEWING  
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CALL	CH	T Y P	S T P	ST	CITY	1991 AVG F-T DIST SUBS	Total HH's	Viewing Minutes
KBHK	44	I		CA	SAN FRANCISCO	443,115	49	126,087
WBAL	11	N	C	MD	BALTIMORE	290,934	50	35,619
WJZ	13	N	A	MD	BALTIMORE	319,497	52	80,638
KTXL	40	I	F	CA	SACRAMENTO	397,584	54	232,163
WTTW	11	E		IL	CHICAGO	503,161	57	44,018
KTTV	11	I	F	CA	LOS ANGELES	698,691	58	147,401
WUAB	43	I		OH	LORAIN	557,841	58	258,819
WTFX	29	I	F	PA	PHILADELPHIA	709,196	60	105,100
WKBD	50	I	F	MI	DETROIT	489,820	62	178,871
WBFF	45	I	F	MD	BALTIMORE	506,737	69	142,237
WVIA	44	E		PA	SCRANTON	696,731	74	22,430
WSBK	38	I		MA	BOSTON	2,204,541	172	319,592
WPIX	11	I		NY	NEW YORK	2,975,750	234	652,651
WWOR	09	I		NY	NEW YORK	12,605,846	1,262	1,248,946
WGN	09	I		IL	CHICAGO	21,208,627	2,242	3,500,383
WTBS	17	I		GA	ATLANTA	41,725,982	4,110	14,542,254

Total Viewing Minutes : 28,576,766

VIEWING MINUTES  
ATTRIBUTABLE TO  
PEOPLEMETER HOUSEHOLDS  
WITH THE HEAVIEST VIEWING - 1991

	<u>SERIES/MOVIES</u>	<u>SPORTS</u>
Top 10	1,440,350 (5.04%)	26,731 (0.09%)
Top 25	2,445,171 (8.56%)	94,318 (0.33%)
Top 50	3,670,500 (12.84%)	189,694 (0.66%)

Percentages represent percentages of total viewing minutes in 1991 study (28,576,766 viewing minutes).

JAN 23 1996  
RAG-01-UNQ2-M

COUNTS BY No. of VIEWING MONTHS OF UNIQUE HOUSEHOLDS, BY CATEGORY  
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Ex - 5 R

PAGE 1

No. of Viewing Months	Total Unique H-Holds	HH's 1	HH's 2	HH's 3	HH's 4	HH's 5	HH's 6
12	697	693	696	487	689	236	60
11	254	253	253	158	246	67	17
10	270	267	269	157	261	68	26
9	295	285	293	168	283	55	25
8	310	301	308	172	297	54	32
7	289	271	289	153	266	45	29
6	329	310	328	156	291	57	23
5	320	296	318	134	279	43	29
4	416	380	415	183	333	63	25
3	457	380	456	138	296	38	35
2	403	307	400	100	199	25	28
1	362	182	355	42	108	9	23

Ex-6-R

JAN 09 1996  
RAG011991 VIEWING HOUSE-HOLDS ANALYZED BY NUMBER OF MONTHS VIEWING  
(c) Cable Data Corporation

No. Mo. VWG	No. of HH	VIEWING MINUTES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
12	697	10,307,993	697	697	697	697	697	697	697	697	697	697	697	697
11	254	2,381,872	163	245	249	238	244	243	251	243	246	246	250	176
10	270	2,557,437	141	159	259	259	260	257	258	259	265	255	173	155
9	295	2,542,019	158	162	176	276	286	285	278	279	278	172	156	149
8	310	2,111,731	146	155	162	171	296	293	298	299	185	167	154	154
7	289	2,137,189	132	144	148	158	172	274	274	167	147	144	134	129
6	329	1,897,831	137	140	145	157	160	173	200	184	178	167	167	166
5	320	1,295,595	155	159	167	182	185	67	75	140	128	116	118	108
4	416	1,452,455	141	153	159	163	60	47	43	40	218	215	216	209
3	457	1,088,857	185	185	188	32	37	38	41	38	46	201	193	187
2	403	611,803	149	151	32	13	24	15	10	14	16	26	183	173
1	362	191,984	150	13	9	9	3	7	7	3	7	3	10	141
ANY MONTH	4,402	28,576,766	2,354	2,363	2,391	2,355	2,424	2,396	2,432	2,363	2,411	2,409	2,451	2,444

FEB 15 1996

## EXHIBIT 7-R

## CABLE DATA CORPORATION

No. Mo. VWG	Number of House -Holds	Total Viewing Minutes	Average Viewing / Period	Sports Viewing Minutes	Sports Av Viewing / Period	Sports as % of Total
12	697	10,307,993	14,789	767,222	1,101	7.443
11	254	2,381,872	9,377	180,313	710	7.570
10	270	2,557,437	9,472	252,169	934	9.860
9	295	2,542,019	8,617	305,191	1,035	12.006
8	310	2,111,731	6,812	153,847	496	7.285
7	289	2,096,666	7,255	126,379	437	6.028
6	329	1,897,831	5,768	146,123	444	7.699
5	320	1,295,595	4,049	82,856	259	6.395
4	416	1,444,772	3,473	64,785	156	4.484
3	457	1,088,857	2,383	31,148	68	2.861
2	403	611,803	1,518	19,447	48	3.179
1	362	191,984	530	5,134	14	2.674
ALL	4,402	28,528,560	6,481	2,134,614	485	7.482

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'FOX' STATIONS VIEWING, 1990  
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page 1

CALL Y P	T T P	S	TOTAL VIEWING	SERIES/MOVIES VIEWING	Series/Movies as % of Viewing
KBVO	I	F	0	0	.000
KCIT	I	F	0	0	.000
KCPQ	I	F	8,528	8,517	99.871
KDNL	I	F	126,270	126,249	99.983
KITN	I	F	155,835	147,964	94.949
KRIV	I	F	110,544	108,409	98.069
KRRT	I	F	0	0	.000
KTTV	I	F	86,271	75,340	87.329
KTVU	I	F	85,780	64,512	75.206
KTXL	I	F	80,095	76,628	95.671
WATL	I	F	0	0	.000
WBFF	I	F	22,432	21,896	97.611
WDBD	I	F	2,613	2,207	84.462
WFFT	I	F	595	314	52.773

EXHIBIT 8-R



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page 2

CALL	T	S	TOTAL	SERIES/MOVIES	Series/Movies
Y	T		VIEWING	VIEWING	as % of
P	P				Viewing
WFLD	I	F	37,727	36,958	97.962
WFXT	I	F	112,935	108,423	96.005
WKBD	I	F	64,568	56,326	87.235
WNRW	I	F	0	0	.000
WNYW	I	F	55,744	52,537	94.247
WOLF	I	F	723	701	96.957
WTTG	I	F	38,976	36,160	92.775
WTVZ	I	F	103,325	101,744	98.470
WTXF	I	F	39,638	34,949	88.170
WXIX	I	F	68,769	68,078	98.995
WXTX	I	F	0	0	.000
1990 Total			1,201,368	1,127,912	93.886

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'FOX' STATIONS VIEWING, 1991  
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page 3

CALL	T Y P	S T P	TOTAL VIEWING	SERIES/MOVIES VIEWING	Series/Movies as % of Viewing
KBSI	I	F	0	0	.000
KCIT	I	F	56,975	55,422	97.274
KDNL	I	F	603,712	601,768	99.678
KGSW	I	F	35,787	35,477	99.134
KMSB	I	F	0	0	.000
KRIV	I	F	122,193	116,567	95.396
KSTU	I	F	0	0	.000
KTRV	I	F	8,402	8,236	98.024
KTTV	I	F	147,401	130,393	88.461
KTVU	I	F	161,975	138,104	85.263
KTXL	I	F	232,163	220,507	94.979
WBFF	I	F	142,237	136,983	96.306
WDKY	I	F	42,252	42,118	99.683
WDSI	I	F	0	0	.000

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'FOX' STATIONS VIEWING, 1991  
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CALL	T Y P	S T P	TOTAL VIEWING	SERIES/MOVIES VIEWING	Series/Movies as % of Viewing
WFLD	I	F	106,004	100,770	95.062
WHNS	I	F	0	0	.000
WKBD	I	F	178,871	155,351	86.851
WNAL	I	F	637	637	100.000
WNYW	I	F	66,755	62,962	94.318
WOLF	I	F	18,358	18,325	99.820
WPGH	I	F	620,435	615,878	99.266
WPTY	I	F	45,787	44,714	97.657
WTSG	I	F	48,206	45,497	94.380
WTTE	I	F	0	0	.000
WTTG	I	F	48,109	41,768	86.820
WTFX	I	F	105,100	95,131	90.515
WXIX	I	F	155,241	152,928	98.510
1991	Total		2,946,600	2,819,536	95.688

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CALL	T Y P	S T P	TOTAL VIEWING	SERIES/MOVIES VIEWING	Series/Movies as % of Viewing
KITN	I	F	596,647	571,442	95.776
KMSB	I	F	0	0	.000
KSHB	I	F	1,014,649	1,006,530	99.200
KTRV	I	F	32,183	31,876	99.046
KTTV	I	F	105,334	94,741	89.943
KTTW	I	F	45,153	44,184	97.854
KTVU	I	F	173,553	144,872	83.474
KTXL	I	F	244,122	231,262	94.732
WACH	I	F	54,135	53,973	99.701
WAWS	I	F	113,325	111,071	98.011
WBFF	I	F	138,659	132,006	95.202
WFLD	I	F	90,543	85,652	94.598
WFLX	I	F	654,241	599,794	91.678
WKBD	I	F	172,849	150,863	87.280

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'FOX' STATIONS VIEWING, 1992  
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CALL	T Y P	S T P	TOTAL VIEWING	SERIES/MOVIES VIEWING	Series/Movies as % of Viewing
WNYW	I	F	87,591	80,209	91.572
WOIO	I	F	78,755	77,688	98.645
WQRF	I	F	0	0	.000
WRGT	I	F	0	0	.000
WTTD	I	F	0	0	.000
WTFX	I	F	142,999	122,612	85.743
WWCP	I	F	1,064	795	74.718
WXIX	I	F	174,752	173,061	99.032
1992	Total		3,920,554	3,712,631	94.697

CERTIFICATE OF SERVICE

I, Patricia Copeland, a Secretary for the firm of Arnold & Porter, do hereby certify that I have this 15th day of February 1996, mailed by First Class, United States mail, postage paid, the foregoing "Rebuttal Case of the Joint Sports Claimants" to the following:

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Rebuttal Testimony of  
Dr. Peter V. Miller  
Northwestern University

I am submitting this testimony on behalf of the Joint Sports Claimants (Major League Baseball, National Basketball Association, National Hockey League and National Collegiate Athletic Association) in the 1990-92 cable royalty distribution proceeding. My testimony responds to testimony presented by Paul Lindstrom of the A.C. Nielsen Company ("Nielsen") and Allen Cooper of the Motion Picture Association of America ("MPAA").

**Qualifications.**

I am Associate Professor of Communication Studies and Journalism at Northwestern University. I teach, research and write in the areas of survey methodology, mass communication and public opinion. During my tenure at Northwestern, my research has focused primarily on issues involving survey research.

In recent years, a considerable portion of my work has been devoted to analyzing methods of measuring television audiences, including through Nielsen ratings data, by parties inside and outside the electronic media industry.

Prior to coming to Northwestern in 1983, I was on the faculty of the University of Michigan, where I served as Assistant Professor of Sociology and Communication. While there, I also served as an Assistant Research Scientist in the Survey Research Center of the Institute for Social Research, and participated in methodological reviews of the National Health Interview Survey and the National Crime Survey.

Between 1985 and 1991, I consulted periodically with the A.C. Nielsen Company. Some of the projects I worked on with Nielsen during that time period included developing questionnaires, training interviewers for telephone surveys, and examining the Nielsen diary methodology. I also conducted exit interviews with respondents in Nielsen's NTI people meter sample, and worked with Nielsen for a time period during the Committee on National Television Audience Measurement's analysis of Nielsen's people meter system. I also participated in a NOVA documentary on television ratings (a portion of which was devoted to the Nielsen people meter) that first aired on public television in February, 1992.

I have been active in professional associations in the area of survey research. I am a member of the American Association for Public Opinion Research, and served the association as Standards Chair. I am a member of the Research Quality Council of the Advertising Research Foundation. In addition, I am on the editorial board of Public Opinion Quarterly, and serve as editor of the "Poll Review" section, which is devoted to analysis and criticism of survey practice. My resume, containing a list of my publications, awards and professional activities, is appended as Attachment A.

#### **Background.**

In prior royalty distribution proceedings the MPAA sponsored studies of distant signal "viewing" in cable households. The studies were based upon the Nielsen Station Index ("NSI") database. NSI uses both diaries and meters to collect audience information in each of approximately 200 markets, during the four "sweep" periods (February, May, July and November). The MPAA studies relied upon diary (but not meter) data from NSI cable households. According to Cooper, there were approximately 200,000 NSI cable households that returned diaries underlying the MPAA's 1989 study (Copyright Royalty Tribunal, Final



Determination in the 1989 Cable Royalty Distribution Proceeding, Federal Register, vol. 57, No 81, p. 15295 (1992)).

In the 1990-92 royalty distribution proceeding the MPAA has switched to a "viewing" study based upon Nielsen Television Index ("NTI") data. The NTI uses people meters to collect audience information on a continuous basis. During the 1990-92 period, the daily people meter sample consisted of approximately 4000 households, 60 percent (or 2400) of which were cable households. On any given day, about 3500 people meter households (and about 2100 cable meter households) reported usable data.

According to Lindstrom, a total of approximately 4400 different people meter households had some distant signal viewing during each of the years 1991 and 1992 (Lindstrom written testimony at pp. 36-37). Some of these households, however, may have been in the 1991 or 1992 sample for as little as one day, while others may have been NTI households for the entire year or for both years. Lindstrom presents only "sweeps" data for 1990. Those data indicate that a total of approximately 3700 different people meter households had some distant signal viewing during the 1990 "sweeps" (Lindstrom Written Testimony at p. 35). Again, some of these households may have been in the 1990 NTI sample for as little as one day, while others may have been NTI household during all four 1990 "sweep" periods.

According to Lindstrom, Nielsen recommended that MPAA switch to an NTI-based study for these proceedings because: "We felt that all things considered, Nielsen People Meter was a superior data collection method." (Lindstrom Written Testimony at p. 2). See also Lindstrom Transcript at p. 8044 ("The best technique to use would be the meter.") Lindstrom also testified that Nielsen's clients -- "advertisers and their agencies, networks, TV stations, program producers, cable systems and cable networks" -- consider the 4000 household sample

"adequate." (Lindstrom Written Testimony at p. 4). He also testified that, "...measuring a television audience is as simple in principle as counting beads." (Lindstrom Written Testimony at p. 5).

The MPAA people meter studies measure the number of "household viewing minutes" generated by different categories of distant signal programming during the years 1990-92. The MPAA studies count each minute that a metered television set is tuned to one of the distant signal programs, regardless of whether anyone in the people meter household actually watched that program. Thus, the MPAA studies are properly considered "tuning" studies. Lindstrom Transcript at p. 8187.

MPAA's Cooper testified that the studies show the value of the different categories of distant signal programming. Cooper Written Testimony at p. 3. Lindstrom, however, testified that, "we are not measuring value, we are measuring viewing." (Transcript at p. 8126).

#### **Summary of Conclusions.**

1) Lindstrom's testimony suggests that there is general satisfaction on the part of the television industry with the people meter sample and that the task of measuring television audiences is straightforward and simple with the people meter. Both of these suggestions are erroneous. There are significant, industry-recognized problems with the Nielsen people meter system. In particular, substantial concern has been expressed over whether the achieved people meter household sample is representative of the nation's television households. While there are significant problems with the NSI diary-based surveys as well, it cannot be said that the people meter system is, on the whole, a better technique for providing information for this proceeding.

2) The "household/minutes" data presented by Lindstrom are not relied upon for typical transactions involving audience information in the television industry. The "household/minutes" measure is significantly different from the usual measures relied upon by the industry, including "ratings" and "shares" for all households, and for different demographic groups.

3) The household/minutes data presented by Lindstrom do not measure the relative values to cable operators of the different categories of distant signal programs. To obtain an indirect measure of such values one would need audience data different from that which Lindstrom has offered.

#### **1. The People Meter Controversy**

The Nielsen people meter system began as a response in the mid-1980s to a competitive challenge (by Audits of Great Britain (AGB) to Nielsen's monopoly status in national electronic audience measurement. After installing its people meter sample, Nielsen "unplugged" its long-standing NTI meter-diary measurement system. AGB then went out of business and Nielsen was left as the monopoly supplier of national audience information again, but this time as a people meter service.

This major change in the method of television audience measurement caused an unprecedented furor in the broadcasting industry, and the controversy continues to this day. The broadcast networks, which relied upon the old NTI system for negotiating with advertisers, adopted new criteria for estimating audiences for upcoming seasons (see Attachment B). The abruptness of the change led broadcast networks to charge that Nielsen's people meter service was more the result of commercial expediency than scientific judgment.

A significant outcome of major client dissatisfaction with the people meter service was their sponsorship of a \$1 million independent evaluation of the new system, completed in 1989. The evaluation, conducted under the auspices of the Committee on Network Audience Measurement (CONTAM), was put forward as methodological research that Nielsen should have done prior to introducing the people meter system. The CONTAM report was a public vote of "no confidence" in Nielsen's ability and motivation to scientifically evaluate its new product. (See Attachment C).

The CONTAM review of sampling and recruitment, field, engineering, editing and tabulation, and audience data pointed to some areas where the people meter system was satisfactory (e.g., meter engineering), but also noted a number of areas of significant concern. In particular, CONTAM reported that the people meter sample had a high nonresponse rate for predesignated households, a fact that directly affected the representativeness and adequacy of the sample. The CONTAM report estimated that in mid-1989, approximately 35 percent of predesignated households were providing usable data. (See Attachment D). In his testimony for this proceeding, Lindstrom reports that the predesignated household response rate for the people meter surveys used in this proceeding was approximately 45 percent. Lindstrom Transcript at p. 8223. This response rate is about half of the response rate usually achieved in studies conducted by the Bureau of the Census, and is well below the typical response rates achieved by major academic survey organizations in household surveys. A response rate of this kind would normally be unacceptable for surveys sponsored by the federal government. It raises significant concern over the representativeness of the sample.

Subsequent telephone coincidental measurement sponsored by CONTAM in 1990 and 1991 further documented problems with the people meter sample. (See Attachment E). Moreover, between 1990 and 1995, the people meter system has continued to suffer criticism by

major segments of the television industry. (See Attachment F). These studies and criticisms highlight the fact that, as in any survey, the total error in a people meter survey is only partly sampling error (the error calculated in "standard error" measures). The remaining portion of total survey error includes such components as nonresponse error (e.g., refusal to participate in the study).

Following the coincidental studies, CONTAM in 1994 began to sponsor the System for Measuring and Reporting Television ("SMART") project, an ongoing research and development operation that generates measurement alternatives to the Nielsen people meter system. (See Attachment G). To date, the project has conducted a number of studies, has developed new recruiting and training methods for people meter respondents, has developed a new meter and has patented a new program identification method. A test market sample of households are now recording their viewing with the SMART methods. Responding to criticism, Nielsen has recently introduced a program to improve its recruiting methods for people meter panel participation. (See attachment I). In addition, Nielsen has decided to increase the size of the sample from 4000 to 5000.

In summary, from its inception, the Nielsen people meter has been a controversial development. Major clients were opposed to its introduction, and viewed it as a fait accompli. These clients independently evaluated it and found it wanting in several areas. They now continue to critique the system by funding a research and development effort that generates alternative methods of audience measurement. The Nielsen people meter has a monopoly status as supplier of national audience information; this fact does not imply that clients of the service are satisfied with it.

There is also substantial dissatisfaction in the industry with the diary-based NSI survey. Serious problems of nonresponse and response error are well documented. Despite these problems, however, NSI data have certain advantages. One advantage is the very large market-based sample (around 200,000 cable households per year), that permits more reliable measurement of small regional audiences. Another advantage is the fact that diary participants are only in the panel for a week, as opposed to up to two years. In basing its viewing study on NTI over NSI, MPAA has simply traded one set of problems for another.

2. **Household/Minutes And The Audience Information On Which The Industry Relies**

The assumption underlying Lindstrom's testimony is that, since the television industry relies on its data in making decisions about the purchase and sale of advertising and programming, the Nielsen people meter survey is a good source of information for this proceeding. But the data offered by Lindstrom here are unlike the data that Nielsen normally supplies to the industry. And the valuation decisions made by cable operators with regard to distant signals are quite different from the valuation decisions for which the television industry relies on viewing data.

Viewing data are commonly relied on in the industry in connection with the sale of advertising time or with the sale of programming on which advertising time will be sold. Advertisers, naturally, are concerned about who will see their ads, and viewing data are thus important. However, when cable operators purchase distant signals, they do not acquire the right to sell advertising time on those signals. Cable operators are concerned with whether the distant signal programs will help attract and retain subscribers.

Moreover, there are important differences between the household/minutes data presented by Lindstrom and the viewing data used in the television industry. Lindstrom's data do not differentiate among those who are viewing, how often they view, when they view, or even which particular programs they view. Instead, Lindstrom offers an analysis that combines household/minutes in broad program conglomerates and provides no information on audience characteristics.

In contrast, the audience data used by buyers and sellers of television advertising time include:

- identification of the program source (e.g. station);
- identification of the program and broadcast time;
- audience size estimates (e.g. "ratings," "shares," average audience);
- audience demographic information (e.g. sex, age); and
- cumulative audience data (e.g. how many different people or households view a program over time, and with what frequency).

This kind of detailed information is important to the utility of viewing data in the industry. However this sort of information is not presented in Lindstrom's testimony and cannot even be derived from the data produced by Lindstrom. To provide such information, the size of the sample must be large enough to garner a sufficient number of observations of viewing within desired audience categories. While the NTI sample is large enough to provide this kind of information for many nationally distributed program offerings, it is not large enough to offer the same sort of information for most distant signal programs, as Lindstrom acknowledges.

Lindstrom Transcript at pp. 8077-8086.

### 3. Household/Minutes and Program Values

As I understand it, the purpose of this proceeding is to determine the relative values of different distant signal program categories to cable operators. I agree with Lindstrom that household/minutes do not reflect those values. Lindstrom Transcript at pp. 8125-8128.

The sheer availability of programs in the syndicated program category insures that its share of household/minutes will outstrip all other categories, regardless of its market worth. Indeed, Cooper indicates that a factor in commissioning the "viewing studies" was that they would produce a larger share of royalty payments for MPAA. Cooper Transcript at p. 2819.

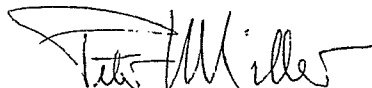
No audience information directly gauges the relative values of program types. At best, audience data might be useful as an indirect measure of value if it shed light on the factors that make distant signal programming valuable to cable operators -- the ability to attract and retain subscribers. The types of data that one would consider include:

- program level measures of audience size;
- program audience characteristics that relate to cable subscribership (e.g. head of household status);
- "qualitative" assessments of the level of audience appreciation for programs;
- measurement of program viewing over time to assess audience reach and repeat viewing.

Lindstrom has not provided such data.



I declare under penalty of perjury that the foregoing is true and correct to the best of my knowledge and belief.



Peter V. Miller, PhD.

2/13/96

A

CURRICULUM VITAE

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Education

Ph.D., Mass Communication, The University of Michigan, 1977.

AB with distinction, highest honors in Journalism, The University of Michigan, 1971.

Academic Experience

1988- 1993	Director, Institute for Modern Communications, Northwestern University.
1988-	Associate Professor of Journalism, Northwestern University.
1984-	Faculty Affiliate, Center for Urban Affairs and Policy Research, Northwestern University.
1983-	Associate Professor, Department of Communication Studies, Northwestern University.
1982-83	Director, Detroit Area Study, The University of Michigan.
1982-83	Assistant Professor, Department of Sociology, The University of Michigan.
1979-83	Assistant Professor, Department of Communication, The University of Michigan.

Peter Vincent Miller, page 2.

- 1979-83     Assistant Research Scientist, Survey Research Center, Institute for Social Research, The University of Michigan.
- 1977-79     Research Assistant Professor, Institute of Communications Research, and Assistant Professor of Journalism, University of Illinois, Urbana-Champaign.
- 1976-77     Assistant Professor, Department of Communication, Purdue University.
- 1976         Research Associate, Survey Research Center, Institute for Social Research, The University of Michigan.
- 1975-76     Lecturer, Department of Journalism, The University of Michigan.

#### Administrative Activities

##### Northwestern University

##### University Administration

Member, University Program Review Council, 1994-  
Chair, Program Review Subcommittee for the School of Music, 1994-1995.  
Chair, Program Review Subcommittee for the Office of Student Affairs, 1995-1996.

Member, Program Review Committee for Political Science, 1992-1993.

Member, Review Committee for Dean Zarefsky of the School of Speech 1992.

Organizer, "Communicating Complexity" Workshops and Proposal Writing, 1992-1993.

Organizer, Student Workshop on Telecommunications Policy, Annenberg Washington Program, 1991.

Chair, Faculty Committee to Design Joint Speech-Journalism Freshman Course.

Member, Medill School of Journalism Dean Search Committee, 1989.

Organizer, University Women's Board Seminar, "Changing Media in a Changing Society," 1989-1990.

Peter Vincent Miller, page 3.

Member, University Administration Seminar on the Field of Communication, 1988.

Department of Communication Studies

Associate Department Chair, 1992-93.

Search Committee Member, Interpersonal Communication, 1991-92.

Search Committee Member, Interpersonal Communication, 1990-91.

Chair, Search Committee, Mass Communication, 1988-89.

Chair, Search Committees, Mass Communication and Telecommunication, 1987-88.

Search Committee Member, Interpersonal Communication, 1987-88.

Admissions Committee Member, 1984, 1986, 1988, 1994-96.

Chair, Search Committee, Mass Communication, 1983-84.

The School of Speech

Co-Chair, Speech/Journalism Search Committee, 1995-

Member, Ad Hoc School Committee on Media Studies, 1987.

Member, Academic Affairs Committee, 1984-87.

Institute for Modern Communications Planning, 1983-87.

Chair, Mass Communication and Culture Committee.

Member, Steering Committee.

Member, Communication and Public Policy Committee.

Professional Associations and Organizations

American Association for Public Opinion Research

Chair, Committee on Human Subjects Reviews of Surveys, 1989-90.

Standards Chair, 1988-89.

Associate Standards Chair, 1987-88.

Gannett Center for Media Studies

Leadership Institute Fellow, 1989.

Advertising Research Foundation

Member, Research Quality Council, 1985-

### Association Memberships

American Association for Public Opinion Research  
International Communication Association  
World Association for Public Opinion Research

### Professional Service

Public Communication Advisor, Electoral Commission of Malawi,  
1994.

Participant on Great Lakes Protection Fund's Technical Review  
Panel, 1991.

Participant in production of PBS NOVA documentary on  
television ratings, 1991.

Authored AAPOR Statement on the Risks of Participating in  
Surveys for distribution to Institutional Review Boards, 1991.

### Grants/Contracts

"Communicating Complexity in the Age of the Soundbite"  
Hearst Foundation, 1991, 1994 (with Dean Michael Janeway).

"Data and Decision-Making in Media Organizations," Institute  
for Modern Communications, Northwestern University, 1986.

Alternative Questionnaire Designs for the National Crime  
Survey (with Robert Groves), Department of Justice, 1980-82.

Telephone and Personal Interview Differences in the Health  
Interview Survey (with Charles Cannell and Robert Groves),  
National Public Health Service, 1979-81.

### Teaching

#### Undergraduate

Theories of Mass Communication  
Public Opinion  
Mass Communication and Campaign Strategies  
Research Methods in Communication

Voted One of Ten Best Teachers, 1988-89, Northwestern  
Associated Student Government

#### Graduate

Theory Construction  
Techniques and Problems of Survey Research Measurement  
Intellectual Foundations of Mass Communication Research  
The Business of Public Opinion

#### Awards/Honors

Van Zelst Professorship, Northwestern University, 1993.  
Fellow, Annenberg Washington Program, Northwestern University, 1991.  
Faculty XL Summer Grant, Purdue University, 1977.  
Rackham Dissertation Fellowship, 1974-75.  
Leo G. Burnett Fellowship, 1971-72.  
Phi Beta Kappa, 1970.  
James B. Angell Scholar, 1968-69.

#### Publication Activities

##### Editorial

##### Editorial Boards

Communication, 1985-  
Public Opinion Quarterly, 1992-  
Poll Review Editor, 1993-

##### Series Editor

Sage Annual Reviews of Communication Research, 1980-87

##### Ad Hoc Reviewer

Public Opinion Quarterly  
Communication Research  
Human Communication Research  
Journal of Official Statistics  
Journal of the American Statistical Association

##### Books

Lavrakas, P., Traugott, M. and Miller, P., eds.,  
Presidential Polls and the News Media. Westview Press, 1995.

Protest, D., Cook, F., Doppelt, J., Ettema, J., Leff, D., Miller, P., The Journalism of Outrage, Guilford, 1991.

Hirsch, P., Miller, P., and Kline, F.G., eds., Strategies for Communication Research, Sage, 1977.

##### Chapters in Edited Volumes

Miller, P., "The Industry of Public Opinion," in Glasser, T., and Salmon, C., Public Opinion and the Communication of Consent, Guilford, 1995.

Miller, P., "Made to Order and Standardized Audiences: Forms of Reality in Audience Measurement." in Whitney, D.C., and Ettema, J., (eds.) Audience-making: Media Audiences as Industrial Process, Sage, 1994.

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#### Panel Discussions

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"Single Source: Everything You Ever Wanted in a Survey, and Less?" Roundtable discussion at the annual meeting, American Association for Public Opinion Research, 1991.

"A Comparison of Magazine Readership Measurement Techniques." Panel discussion at the annual meeting, American Association for Public Opinion Research, Toronto, 1988.

"Setting Survey Standards: A Necessary but Elusive Goal." Panel discussion at the annual meeting of the American Association for Public Opinion Research, 1986.

"Survey Standards in Theory and Practice." National Opinion Research Center, University of Chicago, March, 1986.

"The Folklore of Audience Measurement." Panel discussion at the annual meeting of the American Association for Public Opinion Research, 1985.

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#### Doctoral Committees

Scott Deatherage, PhD., 1994.  
Daniel Merkle, PhD., 1993. (Chair)  
Gregory Makoul, PhD., 1992.  
Beth Barnes, PhD., 1990.  
Lynn Thomson, PhD., 1990. (Chair)  
Martin Stoller, PhD., 1989.  
Paul Wang, PhD., 1987. (Chair)  
Hyo Song Lee, PhD., 1987.  
Linda Willer, PhD., 1985.

Survey Research Consultation

Joint Sports Claimants, 1995-96.  
Commonwealth Edison Company, 1990-1993.  
A.C. Nielsen Company, 1985-1988; 1990-91.  
American Bar Foundation, 1987-88.  
Ciba Geigy, 1987-88.  
National Cancer Institute, 1982.  
National Coffee Association, 1982-83.  
Michigan Bell Telephone Company, 1981-82.  
American Dairy Council, 1981.  
American Red Cross, 1981.  
U.S. Department of Agriculture, 1980.  
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Diseases, 1980.  
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believe there is not a great gulf to be bridged," said Association of Independent Television Stations President Jim Hedlund. "There has been a concerted effort to reach a resolution," commented Thomas Goodgame, president of Westinghouse Broadcasting's TV station group, who testified on behalf of NAB. He noted, however, that NAB's problems with cable extend beyond must carry.

Cable, he said, competes unfairly with broadcasters, and if Congress does not restore some form of rate regulation, cable will continue to "siphon" valuable programming and major sports events away from free over-the-air television. He also pointed out that cable systems enjoy two revenue streams: subscriber fees and advertising. "Any advertising they get is just gravy," said Goodgame, chairman of NAB's TV board.

Broadcasters have complained for some time that cable makes money off broadcast signals they carry for free. Under NAB's "if carry/must pay" proposal, cable operators would have to carry a complement of local signals and pay for them. But the association put must pay on the back burner after Senate leaders told them there was no support.

Asked if he was advocating "must pay" instead of "must carry," Goodgame said he was not. He thinks must carry should be resolved; however, he wants lawmakers to be aware that there are other inequities between the two competitors.

But that is not how Mooney sees it. "What we are hearing the broadcasters say is they don't like having to pay more for programming," he said. They are trying to "brand cable as a kind of illegitimate competitor in the hope that the government will do something to give them a leg up in getting back that 20% of audience share they have lost entirely, and even more important, to help them keep from losing any more," said the NCTA president.

Broadcasters still have 76% of the viewing audience, Mooney argued. Moreover, he said, they still get 92 cents out of every dollar spent on television advertising, and total industry revenues are nearly \$26 billion a year, while total cable revenues are about \$16 billion.

Goodgame told the congressmen that NAB endorses H.R. 3826, a bill authored by Jim Cooper (D-Tenn.) that would reregulate rates, provide must carry and channel positioning protections and impose limits on horizontal and vertical concentration within the cable industry.

Still, the television executives made clear that NAB opposes competition from the telephone industry as a means of dealing with cable. "The telcos, whether RBOC's or independents, can only be permitted in as overbuilds. If the telcos are permitted to compete with cable, it should be as overbuilds and must be restricted to their historic role as common carriers. Nor can they be program originators or suppliers," Goodgame told the congressmen.

"I will tell you that the quantity, quality and diversity that people come to expect from free TV will suffer if balance is not

restored to the marketplace," said Hedlund, whose testimony was in line with Goodgame's.

Several subcommittee members would like the industries to reach a compromise. "It's in your best interest to resolve this now rather than have us resolve it," said Matthew Rinaldo of New Jersey, the subcommittee's ranking Republican. Both Rinaldo and Markey praised the must carry agreement reached by NCTA and the National Association of Public Television Stations. Markey said it will be included in any cable package. It was introduced as a bill (H.R. 4415) by House Commerce Committee Chairman John Dingell (D-Mich.), Markey and Rinaldo among others.

George Miles, executive vice president of noncommercial WNET(TV) New York, urged passage of H.R. 4415 as an "insurance policy guaranteeing that the system we have built so painstakingly will continue to be available on cable as well as over the air." However, Sharon Ingraham, chairperson of the National Federation of Local Cable Programers, was opposed to language in the must carry bill that would permit cable operators to put public TV station signals on access channels that are not being used.

And Lowell Paxson, president of the

Home Shopping Network, asked the subcommittee to pass a must carry law that would mandate carriage of all local full-power television stations within 35 miles of a cable system's headend before carriage of stations located 36-50 miles from the headend.

Although most of the hearing focused on must carry, the issue of vertical and horizontal concentration within the industry also came under scrutiny, and opinions were mixed. Daniel Brenner, director of the communications law program, University of California, saw no need for legislative intervention. Brenner said vertical integration serves "all kinds of goals" and that the burden of proof should rest with those calling for limits.

Stanley M. Besen, senior economist with Rand Corp., also cautioned against regulating vertical integration. Instead, he said, Congress should remove regulatory barriers barring the entry of competing media outlets. But Robert Picard, editor of the *Journal of Media Economics*, California State University, held a completely different view. He said the "unfettered vertical and horizontal integration occurring in the cable television industry poses the greatest threat to the public interest that exists in any communications industry today." —KM

## Upfront: The \$4 billion question

**Network guarantees question may delay start of upfront, due to get rolling after networks announce fall schedules in coming weeks**

The \$4 billion upfront market, expected to begin in the next few weeks, may be delayed due to a disagreement over the terms of negotiation. Specifically, as of last week media buyers and network sales executives were still debating whether audience ratings data is accurate enough to serve as a barometer of viewership.

There are other major questions looming before the upfront market as well. How much market share will ABC take from NBC? What effect, if any, will the new NCAA college basketball contract that cuts beer and wine advertising by 33% have on CBS? If that's not enough, there is also concern about how much automobile manufacturers will spend and what role a "sluggish economy" will play.

Meanwhile, the networks have reportedly been considering getting rid of, or at least cutting back on, offering guarantees for audience delivery. One network that may already be prepared to change the rules a little bit is ABC. Sources inside ABC told BROADCASTING that the network has come up with an audience delivery guarantee system that relies more on the homes using television numbers (HUT) than on actual shares per program. ABC plans to put it "out on the street this week." The change would, according to the network, attempt to "isolate what might be any dropoffs between program performance and problems with research methodology dropoffs."

Doing away with guarantees is not the advertising community's idea of a good solution. One media buyer described the talk of doing away with guarantees as "very superficial." Another media buyer put it this way: "The unfortunate thing is that if—as we all suspect—there is something wrong with the system of measurement, why do the buyers and sellers have to take the rap? Why do the advertisers have to take a beating?" As for not relying on Nielsen at all, the buyer asked whether agencies are now "supposed to imagine what the numbers are."

Although it gets the most publicity, Nielsen numbers will not be the only issue in negotiations. Commercial load and spot length will also be a significant factor in the upfront. NBC in particular logged more ads in prime time, according to an unreleased study. A media buyer told BROADCASTING that there is concern about ad loads and that "lately we have not been able to prevail on the networks [about] the idea of limiting expansion of commercial time. We're getting eaten away on every edge, including [the idea of] premiums for 15-second spots and audience erosion."

It still may be too early to tell whether this year's upfront will match last year's \$4 billion marketplace. Robert Coen, senior vice president and director of forecasting at McCann-Erickson, told BROADCASTING that improvement in the advertising marketplace may be delayed by a sluggish economy. "There is a reluctance to commit to higher prices," Coen said.

Usually film distributors are the first to buy in the upfront. A Blair Television analysis of major domestic film distributors'

## Time Warner deal setback to N.Y. franchise renewal

To the surprise of Time Warner and some city officials, New York City's Board of Estimate last week voted unanimously to preliminarily deny the cable group's franchise renewal request for its Manhattan Cable and Paragon Cable Manhattan systems, whose 20-year franchises expire in August. The vote followed the Bureau of Franchises' recommendation to deny the request, casting the stage for the renewal process to become mired in the muddle of federal cable law and New York City politics.

Richard Aurelio, president of Time Warner's New York City Cable Group, said he was surprised at the vote. "We thought our proposal was the most generous ever offered in the United States," he said. But even with talks taking place just prior to the vote, the cable group and the Bureau of Franchises failed to hammer out an agreement to resolve the issues that separated them. Bruce Regal, counsel for the city, and a cable television specialist for the New York City Law Department, also expected an agreement and a renewal vote. "Most people did," he said.

According to Norman Sinel, lead independent counsel for the city and senior partner, Arnold & Porter, a "substantial portion of technical aspects" remained unresolved going into the vote. These included the length of the franchises, the "nature and development of meaningful" public and municipal access channels and the "nature of the monopoly power of vertically integrated" Time Warner, said Sinel. Efforts were made to ensure that programming would be available to other third parties, such as satellite broadcasting, but according to Sinel, no agreement on this could be reached.

Adding to Time Warner's troubles was what the city perceived as a failure to live up to the terms of the systems' expiring franchise agreements, and a poor customer survey showing, Sinel said that if the contentious issues had been resolved to the "satisfaction of the director of franchises, the vote would have gone better, despite failures" of the systems during their 20-year tenure.

Aurelio said the renewal was denied as part of a "bargaining tactic to squeeze more out of the company." Yet the city "had not presented in the final discussions" the additional concessions it sought from Time Warner, he said, making it hard for the company to answer unspecified demands. Aurelio also said that Time

Warner submitted two proposals to the Board of Estimate, one for the eight-and-a-half-year term the city wanted, and one for a 12-year term.

The next legal step, under the 1984 Cable Act, is an administrative hearing entitling the franchisee to present its case under due process of law, but which is not outlined structurally or procedurally in the Cable Act. That makes it difficult for the city to know exactly how to put the administrative procedure together. First, though, Time Warner must request the administrative hearing, and the company has not yet decided if it will do so, said Aurelio.

Outside the realm of the administrative process, both the city and Time Warner seem willing to continue to negotiate the points they disagree on. So it is possible the issue could again come before the Board of Estimate for a vote, said Corporation Counsel Victor Kovner. But if the administrative hearing goes forward, the city is unsure who will end up voting on the franchise, said Regal. The matter will be further complicated if it remains unresolved by June 30, which is when New York's new city charter eliminates both the Bureau of Franchises and the Board of Estimate, and authority passes to a new set of governmental bodies.

The precedent the vote sets for other franchise renewals around the country remains to be seen. Kovner said a precedent will be set in the final outcome of the renewal process, not in the preliminary denial, "although standing alone" the vote indicates that a "city has a right to deny a franchise under certain circumstances." The city so far, said Sinel, has "conducted all its actions in consistency with the Cable Act." Aurelio said he believes that "under the Cable Act" the Time Warner franchises are "entitled to renewal." The entire renewal process shows as well "that the Cable Act is cumbersome to deal with," said Sinel.

A temporary restraining order sought by a New York publisher last week to prevent the vote was denied (BROADCASTING, May 14). The lawsuit, which charged that the mayor and city council president could not delegate their votes, will still proceed. If it succeeds, it is difficult to tell what effect, if any, the decision will have on the cable franchises if they are renewed. —SDM

advertising expenditures shows that total broadcast TV spending (spot, network and syndication) by major film companies rose 19% in 1989 to \$418 million. Network ad spending, the report says, was up 14% to \$207 million.

Last year's top network television advertiser by product classification was automotive, with \$1,490,623,000. The automobile industry is also credited with driving last year's record upfront of \$4 billion. McCann-Erickson's Coen said, "It is not reasonable to expect auto to be as strong as last year," adding that last year showed "an extreme need for auto to reserve time for new models." Shearson Lehman Hutton auto analyst Joe Phillippi told BROADCASTING that autos will probably be "flat to down" in the upfront, with a lot of advertising spending based on summer auto sales, which would also determine the amount of auto manufacturers' spending in the scatter market.

As for how the networks individually will do in the upfront, according to Mabon, Nugent & Co. analyst Ray Katz, ABC currently has the momentum. CBS, he said, may decide to hold back on its prime time inventory in the hope that its new shows will do well and sell better in the scatter market. NBC, the firm said, will use its Thursday night lineup to "leverage its new shows' sales potential." As for the battle

between NBC and ABC, one network executive said that there is a "whole lot of pressure on NBC based on audience loss." In the February sweeps (won by NBC) NBC was off 8% in rating and 6% in share. "No one is predicting that NBC will be surpassed by households," the network observer said, "but [NBC] might possibly be surpassed in demos."

Most fifth estaters interviewed by BROADCASTING thought that last year's \$4 billion upfront market could be matched. Last year was an extremely high year, according to John Mandel, vice president, director, national broadcast, Grey Advertising, adding that if this year does not match it, "\$3.9 billion is still a lot of money."

Under fire from the networks, Nielsen announced May 17 that it had received a request from the Committee on National Television Audience Measurement (CONTAM) to "evaluate a national audience measurement system that would combine existing household tuning and peoplemeter viewing technologies with other methodologies." Nielsen said it has "agreed to respond to CONTAM." Nielsen Executive Vice President William Jacobi said that "the objective would be to determine if a combination of different methodologies can be used to supplement the Nielsen peoplemeters in determining television viewing

and demographics." Test data on the project, Nielsen said, will not be ready before the end of 1990.

The Nielsen peoplemeters show the number of adults 18-49 viewing network prime time programing declining by 5.5% in March and 3.6% in April. For the February sweeps, network prime time viewing was off some 8% compared to a year ago. However, network researchers attributed the February dropoff to the lack of "blockbuster" specials.

The current drop has been a little bit harder to pinpoint. Advertisers, for the most part, have said that they are going with the Nielsen figures. "The agency position is that Nielsen is the most accurate recording of viewing," said one media buyer, adding that the networks' "own Committee on National Audience Measurement and the American Association of Advertising Agencies confirm that there was nothing mechanically wrong with Nielsen. We will continue to use Nielsen to estimate what we think program ratings will be."

One network sales executive told BROADCASTING there is something "flawed" with the current [ratings] system and that "no one believes [viewing] changes are as dramatic as indicated." As for the possibility of abandoning guarantees, the executive said "arrangements will have to be made to accommodate the unrealistic swings...people will be hard put to address hard numbers." —JF

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Thursday, July 19, 1990

Fuzzy Picture: TV's NIELSEN Ratings, Long Unquestioned, Face Tough Challenges  
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Networks and Hopeful Rivals Say Surveys Are Flawed; 'PEOPLE METER' Is Fingered  
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Not an Easy Business to Enter  
By Dennis Kneale  
Staff Reporter of The Wall Street Journal

NEW YORK -- For 40 years, TV's NIELSEN ratings have been the only show in town.

The data on television viewing gathered by A.C. NIELSEN Co. have been the unquestioned currency of the business, dictating how billions of advertising dollars are spent and determining which shows survive and which ones falter. Customers didn't mind the monopoly: One set of numbers from a single supplier made things less complicated.

But now television has turned the tables: It is rating the NIELSENS -- and it's not pleased with the result.

The company is under fire, its numbers are suspect, and new rivals are lining up to exploit the tumult. A growing number of television executives claim that the NIELSEN system -- particularly the remote control "PEOPLE METER" device NIELSEN families use to log who watches what -- has fundamental flaws. New studies contend the ratings significantly understate viewing in a number of ways, especially by children and young adults and people in bars, hotels and on vacation.

NIELSEN'S trouble began a few months ago, when its numbers, based on 4,093 homes that are supposed to represent 92.1 million households, showed millions of people suddenly ceasing to watch TV. Network viewing had been slowly declining for several years, but overall television viewing had remained steady for decades. This sudden, severe falloff in total TV viewing was unprecedented.

The networks went ballistic, rueful over having to give  
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sponsors \$100 million in free commercials to cover the ratings decline of the first quarter alone. Something had to be wrong, they argued. They later imposed the first major change in how ratings are guaranteed to advertisers, using eight-year trends instead of just the current year's NIELSENS.

"As a researcher, I've got to have confidence in the numbers, and I don't," says Alan Wurtzel, senior vice president of research at Capital Cities/ABC Inc. "We continue to do business based on numbers that are suspect, and we can only do that for a short time."

NIELSEN officials defend their system as proven, accurate and rigorously tested. John Dimling, executive vice president at A.C. NIELSEN'S rating service, NIELSEN Media Research, notes that despite network complaints, the ad industry's major trade group has endorsed the system.

Nevertheless, would-be rivals see an opening. Britain-based Pergamon AGB PLC says it will re-enter the U.S. market soon; two years ago, it racked up losses of \$67 million in an effort that NIELSEN soundly stomped. Arbitron Co., NIELSEN'S only major rival in local-market TV ratings, has set a fall start for a much-delayed system it wants to take nationwide by late next year.

But any dive into NIELSEN'S domain may well belly-flop. "It's anyone's prerogative to come into this market," says William G. Jacobi, executive vice president of NIELSEN Media Research. "But if they do, we are going to fight them tooth and nail. This is a business we love, and we're going to defend it with every resource we have."

The sometimes sleepy giant is known for aggressive and shrewd tactics when challenged. Acquired by Dun & Bradstreet Corp. in 1984, NIELSEN has annual sales of more than \$600 million. Yet only about \$50 million comes from national television ratings. (About two-thirds of the company's total revenue is from tracking the sale of packaged goods at retail stores.) So it is questionable whether the market can support more than one major player.

After the networks screamed about the measured drop in viewing, NIELSEN reviewed its procedures and pronounced the system healthy. Maybe, the company said, the drop was due to normally sedentary sofa spuds heading outside to enjoy unusually warm winter weather. But anomalies kept cropping up.



In some cases, curiously, the households watching television held steady with a year ago, yet in specific age groups the viewing fell sharply. In March, NIELSEN noted only a 2% drop in households watching all channels in prime time, but women aged 18 to 34 inexplicably had a deeper decline of 8%. In April, late-night viewing fell only 3% in homes, yet plunged 13% for men under age 35, the NIELSEN ratings showed.

How, the networks demanded, could overall viewing be about the same yet decline so sharply in specific groups?

The national numbers, moreover, contradicted NIELSEN'S own local-market ratings derived from 200,000 diaries in the nation's 200 television markets. In February, the local markets saw no real change in TV viewing from a year before -- but the national numbers logged a 5% drop.

In May, according to the local surveys, "NBC Nightly News" was in second place among the three network newscasts, with an audience of 9.2 million people. Yet in the national numbers, NBC was mired in third place, with 1.7 million fewer viewers.

Television executives and even some people in the ad industry have been quick to take note. "There's some suspicion the numbers are flawed," says Paul Isacson, executive vice president at Young & Rubicam Inc. He worries that they make it look as if ad agencies are paying higher prices for fewer and fewer viewers.

If the numbers are flawed, the culprit may be the PEOPLE METER, the newfangled device that NIELSEN introduced -- reluctantly -- for national ratings in late 1987. Before then, NIELSEN had used diaries. Diaries were a lot cheaper, but they were prone to error, especially as the number of channels expanded with the rise of cable in the mid-1980s. Viewers forgot what they had watched and simply guessed.

NIELSEN had tested the PEOPLE METER since 1977 without ever using it. NIELSEN might have waited years more before switching, but for a rare outbreak of competition in 1985. British upstart AGB had entered the U.S. brandishing the PEOPLE METER as a major selling point.

The PEOPLE METER works like a remote control. Each viewer presses some buttons when he or she starts or stops watching TV. When the set is on, a separate meter automatically records the channel the set is tuned to. But even if the set is turned on, what matters most is that someone has pressed buttons showing that there's really a viewer, or several

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viewers. Even the youngest tots are expected to use the gizmo when they tumble out of bed at dawn for Saturday cartoons.

For adults, too, this is an onerous burden of button-pushing, especially when a NIELSEN home is expected to do it diligently for up to two years. That may be why almost half of homes refuse when NIELSEN asks them to join its PEOPLE METER sample, and why only 47% stay on as members of the NIELSEN system.

The rate of cooperation may distort the random nature that the system needs to represent an entire nation's viewing. Viewers who agree to use the PEOPLE METER may be systematically different in their television habits from those who refuse. "It's an enormous potential source of bias," says Persi Diaconis, a statistician at the University of Illinois.

NIELSEN'S Mr. Jacobi, however, says getting 47% of homes to cooperate "is an admirable achievement."

NIELSEN still uses diaries alone in 175 of the 200 TV markets for local ratings, because PEOPLE METERS would be too costly to install everywhere. Critics say this might help explain the difference between the national ratings and figures derived from local reports.

For households that agree to use a PEOPLE METER in the national sample, "user fatigue" may understate viewing. NIELSEN data show the longer some viewers, particularly younger ones, have the time-consuming device, the less they use it.

Among men aged 18 to 34, for example, newcomers using the PEOPLE METER only three months appear to watch 17% more television than the NIELSEN sample overall, a new study by the firm Statistical Research Inc. finds. At the one-year point they watch about the same load as the overall sample, a sign that they may have grown lax in their button-pushing duties.

That argument is strengthened by a new phone survey the firm did of 26,000 homes, says William Rubens, a longtime NBC ratings executive who now consults to the networks. The survey indicated that 26% more men aged 18 to 34 and 33% more kids were watching TV than NIELSEN showed for the same period. "It's an inescapable conclusion," he says, that some parts of the NIELSEN system are a biased representation of the public's viewing.

NIELSEN'S Mr. Dimling says that the phone survey, like any survey, may have its own problems and adds that the survey results closely followed NIELSEN figures for the broad category of viewers aged two and above.

The phone survey also showed 52% more visitors watching television in other people's homes than NIELSEN reported. And NIELSEN appears to understate other "out-of-home" viewing. Because its PEOPLE METERS are based only in homes, TV-watching in bars, hotels and other public places isn't counted. Nor does NIELSEN count viewing once a family turns off the set and heads for a vacation. About 20% of the U.S. public is on vacation during any given week of the summer months, and studies find 80% of people on vacation watch TV.

In addition to griping about NIELSEN'S numbers, some customers are growing weary of dealing with a monopoly and are looking for alternatives, such as AGB's failed effort two years ago. "The real killer was aborting the competitive process before it bore fruit," says CBS Inc. senior vice president David Poltrack, who supported AGB's effort.

AGB failed in its first attempt partly because it didn't anticipate the huge investment required and the complexity of tracking thousands of hours of programs. But counter-moves by NIELSEN hurt too. In October 1985, just as AGB was unveiling the results of its first test, NIELSEN announced its own PEOPLE METER plans -- though NIELSEN didn't switch to the contraption for two years. The company dealt another blow by hiring away AGB's U.S. president, Joseph Philport, months before the AGB service was to go nationwide.

Last month, AGB announced plans to re-enter the U.S. market, saying it had been "invited" by the three networks. The fight could be nasty -- and petty. NIELSEN'S Mr. Jacobi accused AGB of "false pretenses" because, he notes, no formal invitation had been issued to the company.

"The attack is really quite ridiculous," says Robert Maxwell, the Britain-based tabloid publisher and chairman of Maxwell Communication Corp., who bought AGB 18 months ago. He calls Mr. Jacobi a "monopolist" and adds: "We are in discussions with the networks and continue to be."

Mr. Maxwell says AGB can set up in the U.S. on an investment of up to \$40 million and an annual budget of \$30 million. But others say \$100 million is a more likely start-up figure. And so far, only the three networks are interested in AGB.

"If AGB is considered the handmaiden of the networks, even if they're doing things right, the effort will be tainted," says consultant Norman Hecht, a former AGB executive.

It also raises revenue questions. The Big Three now pay NIELSEN only \$15 million combined, less than one-third of the \$50 million a year in revenue NIELSEN gets for its national television ratings service. The rest comes from ad agencies, advertisers and cable channels, which so far aren't expressing much interest in AGB.

Nor are NIELSEN'S customers clamoring, as yet, for a new service called ScanAmerica, from Arbitron. The service would track both TV viewing and product purchases by the same sample of families.

Arbitron plans to be in 1,000 homes in five major cities by year-end and have a national sample of 2,000 homes by late 1991. That will take an investment of \$125 million, and Arbitron will lose money on the service well into the mid-1990s, says Kenneth Wollenberg, executive vice president.

Bristol-Myers Squibb has signed up, eager to match TV viewing to product purchases. The NIELSEN people "just aren't moving fast enough for our purposes," says Marianna Reges, a media manager for Bristol-Myers's in-house advertising.

Still, many television executives doubt that two ratings services can survive. "It would be like having two monetary systems," says John Hunt, a vice president at ad agency Ogilvy & Mather. If two suppliers turned in different numbers, it would raise conflicts as to which set was right. Yet if the numbers were the same, he says, why pay for two services?

Marshall Cohen, executive vice president at Viacom Inc.'s MTV Networks subsidiary, says the networks would abandon a new rival as soon as NIELSEN'S numbers got better. They blamed a loss of audience two years ago on NIELSEN'S switch to the PEOPLE METER; a year later they cited the long strike by script writers; now it's the PEOPLE METER again. "Next year," says Mr. Cohen, "they'll blame it on the bossa nova."

But the networks say their complaints are legitimate and that their desire for a new and better service is real. CBS's Mr. Poltrack says when he first got into the television business, he couldn't believe billions of dollars were based on so fragile a system as NIELSEN'S. "I still can't believe it," he says. "The whole thing is crazy."

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NIELSEN Numbers: What to Believe?

A.C. NIELSEN'S national ratings conflict with its own local ratings compiled in 200 television markets. Percent change in ratings vs. a year ago, by group, for total day 7AM-1AM.

	LOCAL	NATIONAL
Households .....	- 1%	- 5%
Women 18 to 34 .....	No change	-10
Women 35 to 49 .....	- 4	-10
Men 18 to 34 .....	No change	- 6
Men 35 to 49 .....	- 5	- 3

Source: A.C. NIELSEN

## ----- INDEX REFERENCES -----

COMPANY (TICKER): AGB RESEARCH PLC; DUN & BRADSTREET CORP.; MAXWELL COMMUNICATIONS CORP. PLC; CAPITAL CITIES/ABC INC.; CBS INC.; GENERAL ELECTRIC CO. (U.AGB DNB U.MXC CCB CBS GE)

INDUSTRY: MEDIA; ADVERTISING (MED ADV)

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## **HOW GOOD IS THE A. C. NIELSEN PEOPLE-METER SYSTEM?**

### **A REVIEW OF THE REPORT BY THE COMMITTEE ON NATIONWIDE TELEVISION AUDIENCE MEASUREMENT**

J. RONALD MILAVSKY

Although the volume and stridency of charges and countercharges in the public and trade press have diminished recently, there is still considerable dissatisfaction with the national television audience measurement system produced by the A. C. Nielsen Company. The public tiff between Nielsen and clients was instigated by drops in ratings for all television in the final quarter of 1990, which the three major commercial networks believed to be artifactually related to the people-meter methodology employed in the audience measurement system. The ratings have rebounded but not back to where some think they ought to be.

No one knows whether these bounces in ratings are artifactual or real, but there is ample reason to suspect the system is faulty thanks to the publication of a remarkable study of national ratings methodology conducted by Statistical Research, Inc. (SRI), sponsored by the Committee on Nationwide Television Audience Measurement (CONTAM).

This report took about 2 years to prepare. Input for the planning and execution of the studies and for the writing of the report was provided not only by members of the three networks who form CONTAM but also by the Association of National Advertisers (ANA) and the American Association of Advertising Agencies (the Four A's), the Committee on Nationwide Cable Audience Measurement (CONCAM), and the American Syndicated Television Association (ASTA). The A. C. Nielsen Company cooperated with the study by supplying information and answering many of the questions posed by SRI. However, all information that they considered proprietary was withheld. In addition, some relevant information was not provided either because it was not available or because Nielsen did not choose to share it. Nevertheless, many methodological details were provided that have never before been made public.

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The study grew out of the changeover from one ratings system to a very different one. The replaced system combined two methods. One method used a "passive" household meter attached to every working television set in a household sample to gather set-tuning data for the household. The other method was a diary sent to a separate sample of individuals to collect persons-viewing data and demographics. The data from the two separate samples were then "fused" to report household viewing data with persons demographic characteristics. The fusion process, still in use today in some local markets, weighted the household meter data for each program by the average number of viewers to that program per viewing household within demographic categories as reported in the diary sample. Any differences between the overall character of the meter sample and the diary sample were ignored.

The current system of gathering nationwide ratings data relies on the "people meter." In this method, sample households are provided "active" meters, meters that record the same information the previous "passive" meter collected but that also record the viewing of individual household members. Individuals in the people-meter sample make a commitment to do things that ordinary viewers do not do. When their TV set is turned on, a red light on a device that rests on it goes on. Each person watching then should press an assigned button on a remote control or on the unit on top of the TV. When one or more have pressed their buttons, a light flashes until an "OK" button is pressed to indicate that the individual buttons are registering correctly. This light flashes and demands response again when channels are changed and when the set stays tuned to the same station for 70 minutes to verify that a person is still watching. Each individual is supposed to push the button whenever he or she stops watching—permanently, or even temporarily to answer the phone, use the facilities, or inspect the refrigerator. Household members are asked to undertake this commitment for 2 years. Thus the design can be described as a continuous measurement panel.

Evaluating ratings methodology is not a cut-and-dried task because many important details about the process are not described in print or in writing. The CONTAM report is seven volumes of about 100 pages each. One is a summary volume, which also treats subjects not covered in other volumes, notably, the difficulties in conducting a study of nonresponse, and the effects participation over time have on the quality of the data provided by panel participants. A second volume reports changes in the data before-to-after the changeover from the household system to the people-meter system. Four volumes are devoted to specific aspects of the complex system that generates the ratings numbers. The system reports cover: (1) sample selection, recruitment, and replacement, (2) contacts between Nielsen staff and people in the sam-

ple, (3) data editing and processing, and (4) an engineering report evaluating the hardware. A seventh volume is a report of exit interviews with people who had served as data providers and were no longer in the sample. (All seven volumes are available as a set from SRI for \$50.00.)

This review will summarize the major findings. For the most part, attention will be on the Nielsen ratings data-gathering and processing system, as revealed by the SRI study, rather than on the SRI study itself. The SRI study is of high quality, is constructive about ways to improve people-meter methodology, and offers enough suggestions for worthwhile methodological studies that need to be done to keep a small army of methodologists busy for years. It is about as fine a detailed description of this ratings methodology and its special problems as has ever existed.

### **Volume: Review of National Television Audience Data**

#### **CONTAM FINDINGS**

This volume provides a detailed report of the changes in ratings data that occurred in the changecover from the old to the new methodologies, that is, from 1986-87 to 1987-88. The main changes were a drop in the percentage of homes using television and in household ratings of the three broadcast networks. There was a gain in household ratings for cable. Viewing data for persons indicated increased viewing in the late-night time period and decreased viewing in the Saturday morning, children's time period.

The report points out that without an independent standard, there is no way of knowing whether the data emerging from the new method are more or less accurate than the data from the previous method.

#### **DISCUSSION**

The drop in television ratings was, of course, of concern to the whole industry because any drop in ratings could lead to a drop in advertising revenues.

The CONTAM report concludes that the increase in persons viewing in late night is most likely due to applying the so-called 70-minute editing rule to persons' data. This rule is that up to 70 minutes of viewing of the same channel gets credited to the person and that, at 70 minutes, verification that the viewer is still watching is required. At that point a light flashes on the meter and if the person does not press the OK button, the viewing stops being recorded. The late-night period



is characterized by people falling asleep while watching TV. When this happened under the old system, only the set tuning counted for up to 70 minutes. The new system not only credits the set tuning, which the old system also did, but additionally credits viewing to the person or persons who logged in before falling asleep. The increase in persons viewing in late night tends to undermine the credibility of the system because it indicates that the new system can register more viewing than is actually done. It also points to the key role played by the rating system's editing rules.

The remainder of this volume is addressed to probing the available data further to see if the observed ratings change between the old and new systems can be explained through such mechanisms as sampling error; changes in weighting the sample to universe estimates of demographic or video characteristics; the increase in VCR penetration that occurred over the period; and changes in the makeup of the Nielsen sample itself. The analyses reported are fragmentary and often based on assumptions about extreme case conditions. This is necessary because data are not readily available that would allow empirical analysis rather than deduction from assumed parameters. For example, persons' data classified by such household characteristics as VCR ownership were not available to the CONTAM researchers.

The report concluded that factors such as sampling error, universe estimates, differences between sample and universe estimates, changes in cable penetration, definitional changes, and VCR use could account for some, but not all, of the drop in the observed households using television (HUT), ratings, and share. However, the rest was left unexplained. Having exhausted the explanatory power of existing data, the investigation turned to a close examination of the system itself—sampling procedures, contacts with the sample families, editing and processing, and the hardware that collects the basic data.

### Volume: Sampling and Field Implementation

#### FINDINGS

The sampling plan uses standard area probability sampling procedures down to the household recruiting stage, at which point it departs. The procedure is to attempt to recruit the randomly selected household units, called "Basic units." If Basic units cannot be recruited, attempts are made to recruit adjacent households matched on cable status and presence of children as Alternates. Another departure from randomness is that new housing units are added to the sampling frame in such a way as to balance the installed sample to universe estimates to try

to compensate for high refusal or turnover rates in certain geographic areas.

In practice, the field staff that does the recruiting is given considerable flexibility and more effort goes into recruiting Basic households than Alternates, which results in ratings differences between the two. It is reported that Alternate households register more television viewing than Basic. (Possibly because easier recruits are more interested in television viewing?) Differences in their relative patterns of program viewing are not reported.

Ideally, the recruited sample must be representative of the population's ownership of television sets of all types, cable subscription, and other relevant television equipment such as VCRs and satellite reception. The more complex the household's equipment, the harder it is to recruit the household, the more difficult and time consuming it is to install metering equipment, and the more likely something will go wrong with this equipment, either the meters or the monitored sets. However representative of such factors the originally recruited sample is, such representativeness must also be maintained over time because the sample is maintained as a panel. Thus, changes in a household's equipment inventory and sample turnover become important factors in determining the probabilistic nature of the sample over time.

The survey industry in general has been experiencing dropping response rates and so has the Nielsen Company. In July 1987 the installation rate dropped to about 55 percent. When people meters were introduced, there was a clear step drop in the trend line to 50 percent, after which the trend line continued to drop until June 1989, where the line stops at about 47 percent. The usable data response rate is lower than that, since those households installed in the sample have to go through editing checks before their data are considered usable, and some households and persons fail to pass the checks. The report estimates the response rate for usable data from the initial installation to be about 35 percent, which is low enough to call into question the initial sample's representativeness.

#### SAMPLE TURNOVER

Households are always being added to maintain a sample size of 4,000 in the face of planned and unplanned deactivation of households from the sample. It is thus a dynamic panel. Scheduled deactivation occurs after a household has served for 2 years.<sup>1</sup> Unscheduled turnover occurs when a sample household moves, drops out, or is forced out.

<sup>1</sup> There are those who believe that 2 years is too long for the present system because of "panel fatigue" (see below).

Total turnover, that is, scheduled and unscheduled deactivations, is high. In one analysis, turnover was estimated at 62 percent in a year with one-third leaving on schedule and two-thirds leaving on an unscheduled basis. Most of the unscheduled losses are due to the household moving to a new residence, and about one-third to drop-out.

When households leave the sample they are replaced. Since the housing unit is the sampling unit, the replacement rules are as follows. If a Basic household moves, recruit the new occupants. If the new occupants refuse, recruit an Alternate. If the household remains vacant, recruit no one. If a Basic household leaves the sample but does not move, recruit an Alternate. If an Alternate household moves, try again to recruit the Basic household. If this fails, recruit an Alternate with the same cable and child status as the original Basic household.

The above procedures of necessity imply a time lag, but once the difference between Basics and Alternates and the sample balancing by cable and child status are accepted, the procedures for replacement are standard for good panel samples.

### Discussion

Statistical Research, Inc., describes the sampling procedures as "professional," a judgment with which I generally agree. Nevertheless, as SRI also points out, implementation could be improved. There are several places where expediency and costs are the driving force responsible for undermining the probabilistic nature of the sample. In this regard one would list the lesser efforts made to enlist Alternates, the flexibility given the field staff that has an as yet unknown impact on the sample, and, of course, the rate of noncooperation and the unscheduled turnover rate, which are both very high.

With a low initial response translating to 35 percent of persons providing usable data and such high turnover rates, there is considerable reason to question sample projectability both initially and as the sample ages. Without evidence of the comparability of replacements to the originally intended sample, there is reason to be skeptical of the adequacy of such ratings to characterize U.S. viewing. A basic question is whether the response rate can be improved enough to provide confidence in projections to the universe.

The steep drop in response rate at the introduction of the people-meter methodology is most probably traceable to the added burden this methodology places on household members compared to the previous system. It is not discussed, but one wonders how much more effort and resources have gone into recruitment procedures and respondent

incentives in the new methodology than was the case before and how these levels were determined. Clearly, given the nature of the task, a greater expenditure of effort should be required. But there is no evidence presented in the CONTAM report that the effect of effort and incentives on response rate is known. There is therefore no reason provided in those pages to make one believe that response rates can be improved.

Maintaining the projectability of a sample over time is always a problem and the more turnover, the greater the problem. One-third of nonscheduled turnover is due simply to dropping out. What are the viewing characteristics of those who do not want to cooperate anymore compared to their replacements? If they are different, can anything be done to compensate? No data are provided on these questions because a sound study of nonresponse and sample turnover has not been done.

### Volume: Household Contacts

#### FINDINGS

As far as household members are concerned, the people meter consists of a device that is placed on top of the TV set and one remote control for each TV set. The unit on the top of the TV contains numbered buttons and red and green lights corresponding to those buttons, while the remote only has numbered buttons. Each household member has a number assigned corresponding to the numbered button. Training consists of instructions about when each household member is supposed to push buttons.

*Definition of the task.* There is considerable inconsistency and ambiguity in the definition of the task provided to household members at different points during the recruitment and training process. In the recruitment stage, there is a script that can be used by the field representative in the personal recruitment visit that describes the task as pushing the button every time "you enter the room to view television. When you leave the room we ask that you log yourself out." In other materials instructions refer to "watching" generally.

The instructional booklet left in the home introduces another ambiguity—this one about who should press the button. It stresses the need for everyone who watches TV to press the button assigned to them but also states that other members of the family who neglect the task should have their buttons pressed for them whenever they start or stop watching. This is an attempt to give each household member the responsibility of providing viewing data for other members.

Although they are given the responsibility, an operational definition of "watching" is not provided to anyone in the household. Questions that deal with what to do when viewing is intermittent or transitory, or done as a secondary or even tertiary task, are not addressed. Thus, by default, "watching" is left for each individual to define and to apply not only to themselves but possibly also to neglectful members of the household.

As described above, the task involves more than simply pushing buttons at the onset and cessation of viewing. Household members must learn about the prompting role of the red and green lights associated with each household member's number and of the OK button, which must be pressed to verify that the registered audience is correct. The OK button must be pressed on four different occasions, after checking in, after any channel change (think of what remote control tuning does to this task), after any one person checks out, leaving others watching, and after the same channel has been tuned for 70 minutes.

Finally there are instructions that deal with how the people-meter remote works and how to register visitors. Each TV watching visitor must be assigned a separate number and must register viewing just like any member of the family except that visitors also must enter age and sex using buttons provided. Each visitor to the home, including any cable company workers, represents a potential breach in system security. The device that rests atop the TV set, with its red and green flashing lights, would attract attention on its own. But since visitors must log in and out when the TV set is on during a visit, they are in fact actively informed that they are visiting a Nielsen household.

*Children.* All children 2 years of age and older are supposed to be data providers, and special materials—which include an instructional videotape, a coloring book, and animal stickers to aid button identification—are provided to make the task easier or less onerous for children. Parents and older siblings are asked to monitor their children's performance and to take special responsibility to see that children's buttons are pressed when required.

#### AMOUNT OF CONTACTS

All contacts between Nielsen staff and household members have the potential of influencing viewing measurements in both intended and unintended ways. This system requires many contacts between Nielsen office and field staff during recruitment, installation, and training and throughout the sample household's tenure in the sample. Many contacts revolve around the compensation system consisting of money and gifts designed to motivate household performance. The report esti-

mates that there are over three contacts per month for each household excluding recruitment, installation, and cancellation. Such a large volume heightens concerns about the possibility of influence

#### DISCUSSION

The task required of household members is made burdensome by the red and green light system, the OK button, and the requirement to push buttons whenever a channel is changed. It is not clear from the CONTAM report how this particular system was developed and settled upon. Considering its intrusiveness, and until it becomes possible to detect people's viewing without their own active participation in the process, there is reason to rethink the present system. Perhaps research can help develop a simplified task structure that might lead to greater compliance with little loss of data accuracy.

Children pose particular problems for the system and raise social issues as well. There are commercial interests and social needs and sometimes they are not the same. Given the task load, it strains credibility to believe that the people-meter system is producing accurate children's data. And indeed data from other sorts of studies conducted by CONTAM, for example from so-called telephone coincidental studies, indicate problems with children's data.

In spite of calling attention to the need to do more methodological research in general and more particularly on using the opportunity to influence programming as a recruitment enticement, the CONTAM report is fairly critical of the practice. It assumes that the net effect on the data will be negative, moving the ratings data more toward a preference measure and away from a strictly behavioral viewing measure. Even though the report suggested testing alternate appeals, and noted the possible beneficial effect on response rate of asking people to vote for their favorites, it was critical enough for Nielsen to announce a cessation of the practice almost immediately after the CONTAM report was published. Here is an example of SRI making a judgment without data in a manner very similar to the way Nielsen made their many judgments in the process of developing the system, and possibly with similar negative consequences for the overall effort. The questions are: How much does the measure become a preference measure? How much of an improvement in response rates results from offering prospective respondents the chance to influence programming? And, are there opportunities to use the same kind of appeal in recruiting while also using language that makes it clear that a viewing behavior measure rather than a preference measure is required? All these questions are researchable.

### Volume: Editing and Processing

The new viewing data are collected in a central microprocessing unit in the household, and these data are retrieved by an automated phone call from the household's microprocessor unit to the central computer. Once they reside in the central computer, the data are checked for consistency and accuracy. Nielsen has a complex set of rules that govern data editing and processing. They determine which data are complete and accurate enough to tabulate as is and how to "process" incomplete and imperfect data so that they can be included in tabulations without distorting results. If these editing rules are drawn very tightly, only households and persons providing perfect data are allowed through, and the in-tab rate, that is, the percent of the whole installed sample whose data are tabulated on a given day, is low. If the rules are loosened, the consequence is high in-tab rates.<sup>2</sup>

It should be clear from the above discussion that any changes in the editing rules over time will have a direct impact on the data. If these changes are associated with letting through or restricting particular kinds of households, there will be an impact on the viewing measures.

Editing checks are done at the household level first and then on the persons level. Thus in-tab rates for persons are always lower than for households. The CONTAM report demonstrates that in-tab rates vary considerably both by the number of adults and children in the household and by the complexity of the household's equipment. For example, the household type with the highest in-tab rates (94 percent for the household, 92 percent for persons) had no children and have only adults 55 or over with two television sets or fewer; the households with the poorest rates (93 percent for the household, 79 percent for persons) had children and three or more television sets. This means that the heavier viewing households contribute less than they ought to the daily ratings number. It also shows that the ratings system has more difficulty in measuring viewing as household makeup and equipment increase in complexity.

The report provides data showing that in-tab rates improved over time. However, the improvements were not attributed to greater effort or efficiency on Nielsen's part but to liberalization of editing rules.

### VOLUME: ENGINEERING REVIEW

One of the volumes is an evaluation of the metering equipment conducted by an engineering firm to which this task was subcontracted.

2. Nielsen is held to performance standards by contract to data subscribers, and these performance standards specify a minimum level of data in-tab. Hence there is always a tension between the quality or accuracy of data and the level of the in-tab rate.

Their conclusion was that the metering equipment was accurate and met high standards of reliability. However, since no equipment is 100 percent reliable, the more household equipment monitored, the more unreliability in the total set of monitoring attachments. Once again, the result is understatement of viewing in multiequipment households, which is where viewing levels are highest.

#### VOLUME: EXIT INTERVIEWS

This volume is based on interviews with 197 people living in 121 households who had participated but no longer participate in the Nielsen people-meter sample. In general, the exit interviews tend to support concerns that the viewing data produced by the people-meter system are underreported, inaccurate, and biased toward socially desirable programs, and that children's viewing data are in worse shape than adult data. These are suggestive, not conclusive, pieces of evidence. Deficiencies in the design of this exit interview study do not allow stronger statements.

#### Volume: Final Report

Much of this volume is devoted to summarizing the findings, implications, and recommendations reported in the other volumes. Two subjects are treated for the first time in it and are worthy of reporting.

#### STUDY OF NONRESPONSE

Because nonresponse in the people-meter sample is high, there is ample reason to determine what causes it so that strategies may be developed to improve response. However, the CONTAM report points out that thus far, none of the possible ways of conducting a study of nonresponse has been completed.

The discussion of nonresponse clearly indicates that good studies of nonresponse are extremely difficult to do. Statistical Research, Inc., argues rightly that, therefore, more than one of these studies ought to be done. Doing so would increase the chances of gleaning some useful knowledge.

#### ANALYSIS OF AGE EFFECTS

The current practice of keeping a family in the sample for 2 years is more a function of the economic costs of recruiting, installing, and training than of good methodological practice. In fact, the original plan



called for keeping people in the sample for 5 years. This was cut back to 2 because of worries by network researchers that a process of fatigue may lead to less and less button pushing the longer a household is part of the system. As was seen in the exit interviews, there was some suggestive evidence that compliance to the task diminished as time in service progressed.

To test this more rigorously, SRI conducted a special study to determine what happens to households' and persons' usage levels as tenure in the sample increases. A separate database was used, the NPM Information System, which was designed and maintained by SRI on behalf of the television networks.

The analysis converted hours of viewing to index numbers, which revealed that there is a small decline in reported viewing from the initial to the final point at the household level, and a similar small decline in persons' viewing. The overall slight pattern of decline in persons' viewing hides much larger declines in visitors' viewing and in children's viewing and the very economically important 18-34-year-old women (10 percent) and 18-34-year-old men (2 percent). On the other hand, men and women aged 50 and over, who are audiences not especially sought by most advertisers, actually increase their reported viewing over time.

Statistical Research, Inc., reports percentages of declines, but since these are in index numbers not hours, it is not possible to tell exactly how much viewing declines in units of time.

### Conclusions

Precision measurement of television viewing among masses of people always has been difficult to do. Different systems were used over the years as flaws were found in each and new systems were developed to correct them. But in their time each system held sway by consensual agreement among the different parties involved in the buying and selling of television commercials and programs and was changed only when it no longer could maintain its credibility among the key players. The present system of measurement is now in a time of eroding confidence among the users.

But this historical time is different from all the past times. Conditions are such now that it may not be as easy as before to develop an alternate system that serves all masters. The proliferation of television signals and the consequent splintering of the audience require larger samples of data providers than ever before, and looking ahead to direct broadcast satellite systems, we can anticipate the need for even larger

samples in the future. This is because small audience segments are increasingly important to some of the ad-supported program networks, and the smaller the audience segments for which stable measurements are required, the larger the sample sizes needed. But program networks with small audiences are not as apt to pay for large samples as are large audience networks. Technological changes that have led to portability of equipment, remote controls, and VCRs have both increased people's ability to view and led to increasingly idiosyncratic viewing "styles" from one individual to another. Each individual can customize viewing by different ways of flitting about the channels, going back and forth between tape and TV, or broadcast and cable. All this increasing complexity of choice makes it harder and harder for the individual to keep track of and record what was viewed.

There are as yet no high-tech solutions to audience measurement in this low commitment, multisignal, complex equipment, fragmented viewing age of television. Unobtrusive systems that can accurately relate specific viewers to their viewing without the active participation of the viewers do not yet exist. These have been and are being developed, but so far are not foolproof. And one should not fall into the trap of thinking that this could be the solution even if such systems were shown to work technically. There is no guarantee that anything approaching a random sample of people would let such systems into their homes. Rather, it is more likely that the sort of people who would invite in an electronic system that can detect who is in the room with the TV set would be very atypical in some ways that might be related to particular viewing patterns. Thus any system that really works might suffer from nonprojectibility to all viewers. It is necessary to keep these factors in mind as context in evaluating the Nielsen people-meter system as it is revealed in the CONTAM report.

It is clear that the Nielsen people-meter system has severe faults. Many of these problems have been addressed by Nielsen and changes reportedly have been made. But there has been no publicly circulated report describing the changes or the rationale behind them or the evidence that suggests that the changes are in fact improvements. Such a report might go a long way toward increasing confidence that the system is indeed providing better data.

Without such a report, the CONTAM study supplies a valuable record of a complex system of audience measurement, a record that casts considerable doubt on the system's ability to reflect data that is projectable to national television viewing behavior.

The description of the people-meter system in the CONTAM report raises a number of methodological questions that are worth discussing:

1. Can the biases identified in this CONTAM report be compensated for by weighting?

2. Do the arguments in favor of keeping a panel design outweigh those against?

3. Can one judge whether there is in reality more viewing or less viewing than is being recorded? Given the complexity of the system described, there probably is no way to make a precise estimate overall. There are many compensating sources of error in the sampling, maintenance, editing, and processing system, and the amount from each source is not known. If forced to judge, probably late-night viewing is overestimated, children's viewing is underestimated, and households with many people and with complex video equipment are also underestimated. How it all nets out is anybody's guess.

4. Does the report provide insight into whether the across-the-board drop in ratings that occurred last year was real or an artifact of the ratings methodology? There is no smoking gun in this CONTAM report that points to any particular feature of the ratings system as responsible. However, the report surely describes a system that consists of any number of features that could lead to artifactual changes in reported viewing levels.

The key question the CONTAM report raises but does not answer is, if all the corrections to the system that are possible were done, would that system provide valid data of viewing levels for all the different television signals and be representative of the U.S. population including children?

In the past we have lived with ratings systems designed to serve the interests of the buyers and sellers of advertising time. But there was widespread, if not universal, confidence that these systems also measured what people actually were watching. Broadcast television uses public airwaves and, despite the inroads in viewing made by other television delivery forms, broadcast television is still the largest part of the industry. It is important that the industry provide a ratings system that can help assess whether the "public interest, convenience, and necessity" is being served by the television industry. The CONTAM report indicates to me that we probably do not have such a ratings system. What requires more debate is whether an adequate system is possible in this increasingly complex television world. I look forward to the A. C. Nielsen Company taking a leadership position in that debate.

D

# C . O . N . T . A . M

METHODOLOGICAL RESEARCH ON TELEVISION AUDIENCES

## Nielsen Procedures

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## Sampling and Field Implementation August 1989

STATISTICAL RESEARCH, INC.

111 PROSPECT STREET WESTFIELD, NEW JERSEY 07090

## 2. Nonresponse

Nonresponse refers to the possibility that information sought in a survey, in full or in part, is not collected from some of the units that were predesignated for the sample. This may result from failure to contact the predesignated unit, or the unit's refusal to cooperate, or the cooperator's submission of unusable data.

Nonresponse leads to bias based on (1) the extent to which nonrespondents exist and (2) the extent to which they differ from respondents with respect to the characteristics of interest in the survey, in this case, television behavior. It was reported earlier that the recruitment/installation rate in the national ratings measurement may be estimated to be slightly over 40 percent, and that, when the tabulation rate is factored in, the response rate is about 35 percent. The remaining 65 percent are not providing information on an average day. A response rate in that range is troubling.

It is important to point out that declining response rates have become a general problem in survey research; the problem is not confined to the national television ratings system. Moreover, the decline in response rate with the introduction of the people meter was to be expected; when you increase the burden on survey respondents, cooperation is less easily achieved. That does not mean that the problem should not be addressed to every extent possible.

In fact, these additional downward pressures on the response rate suggest the wisdom of a careful review of the procedures that are currently in place and creative thought about how they might be enhanced to meet the new challenges.

Conceptually, a researcher should never give up in the effort to obtain information from a predesignated sample. In the extreme, one could enlist the aid of influential intermediaries or resort to other extraordinary measures to convert refusals. At the other extreme of attempt structure, one could accept a "no answer" or a "not interested" and move on to the next household on the list. Usually, practice is somewhere between these extremes.

A question is whether or not Nielsen is extending enough effort to recruit a rigidly defined predesignated sample. For example, should the field representative initially be given the address of only the predesignated housing unit? When Alternates are to be given, should they be doled out sparingly? Both actions might be taken in order to exert pressure to try harder to recruit the predesignated unit, or if that fails, the first or second Alternate.

### 3. Substitution: Basics and Alternates

The Nielsen sample design provides for substitution, that is, replacement of the predesignated sample (Basic) household with another household (Alternate) selected from the same sampling point. Effort is made to match the Alternate to the Basic with respect to presence of a child under 18 and cable/noncable status.

Substitution is one of several procedures that may be adopted to compensate for nonresponse. It has been the subject of debate for decades. Nielsen's major argument for employing substitution in the sample is "that the substitute (Alternate) household is recruited from the same area, perhaps in the same building or an adjacent building, to take advantage of the homogeneity of households located in the area. This homogeneity can increase the probability" that the predesignated and substitute households have the "same over-the-air television reception capability, access to the same cable system" and cable services, if any, "and demographic characteristics, especially income, race, ethnic origin and renter/owner status." However, matching in this way does not necessarily insure that you are matching on television usage by household members, which is, in the final analysis, of paramount importance.

The renowned statistician, W. Edwards Deming, has stated that "substitution does not solve the problem of nonresponse."\* The major argument advanced by Professor Deming and other statisticians in opposition to substitution is that it is likely to include "more of the same" in a survey. That is, the procedure is likely to recruit only a larger sample of those in the population who are inclined to participate in the study. It leaves untouched those who are disinclined to participate, the nonrespondents. In practice, there is a danger associated with substitution procedures: they make it easier for survey personnel to give up on a predesignated sample, and go on to substitutes. So substitution may worsen the bias of nonresponse.

This classic argument against substitution seems particularly relevant to the differential effort expended in recruitment of Basics and Alternates. In the standard recruitment process, Basics, the predesignated sample units, are the subjects of a five-step recruitment effort, followed by a minimum of two additional procedures if they initially refuse. Alternates, on the other hand, in the standard recruitment process, receive a telephoned or personal request for participation; if they refuse, the telephone interviewer or field representative moves on to the next

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\* Deming, W. Edwards. Sample Design in Business Research, John Wiley & Sons, Inc., New York, 1960, p. 67.

specified Alternate. This represents a remarkably different attempt structure for a group that now constitutes over three-fifths of the daily reporting sample.

One result is that while about two-fifths of predesignated households are recruited, about one-fourth of the first eligible Alternates are recruited, and a similar proportion of each successive group of eligible Alternates. It should be noted, however, that a somewhat lower recruitment rate is to be expected for Alternates than Basics. This is so because, in areas where recruitment is difficult, it will be difficult for both Alternates and Basics.

It was pointed out in the report on Household Contacts that Alternate households have the potential to remain in the sample as long as Basics, and their viewing behavior has the same impact on audience data. However, their experience with recruitment differs substantially from the experience of Basic households, a circumstance that may or may not be related to their continued cooperation and performance accuracy.

Moreover, despite the fact that they match the Basic household on cable and child status, their willingness to participate after one or two contacts suggests that they could differ from refusing Basic and Alternate households in other characteristics or attitudes, in particular, their viewing behavior.

Data that were presented on the effect of substitution on the composition of the sample suggest that Alternates are similar to Basics. Does this indicate that they are "more of the same"? Their presence, however, brings the composition of the installed and tabulated samples slightly closer to universe estimates. Does this mean that they are helping to compensate for nonresponse?

Data on HUT levels for prime time and total day indicate that the presence of Alternates tends to increase HUT slightly over what it would be with Basics alone. Does this mean that Alternates are compensating for nonresponse, or does it mean that the truncated process that is applied to Alternates yields more people who are heavy television viewers?

There is no practical way currently to answer these questions. Neither is there information relating to the effect of Alternates on program ratings. As compared to Basics, Alternate households tend less often to be large households, to include children, to have a young lady of house. Such households are likely to exhibit different patterns of television usage than their counterparts; these differences would be reflected in program ratings.

In considering the data in this report on the effect of substitution, it is important to maintain perspective on their limitations. They relate only to sample composition and HUT; they do not address other aspects of television behavior, such as programs

or dayparts viewed. More importantly, they do not compare cooperators to noncooperators; they compare cooperators among the predesignated sample to cooperators among those who are professed to be proxies for noncooperators.

There is an additional troublesome detail relating to recruitment, as was noted previously in the Household Contacts report. There is no formal audit to confirm that households, Alternate or Basic, that are classified as refusals have actually refused, nor is there an audit to verify that Alternate households classified as "ineligible" by the field representative do not match the Basic household in child/cable status. Should there be such audits? Under the pressure to recruit by a target date, some field representative at some time might be tempted to recruit the most readily available household.

Nielsen reports that the child/cable status of Basic households is unknown in fewer than one-tenth of one percent of households. In view of the fact that over half of Basic households refuse to be recruited, it appears remarkable that almost none of them refuse to give, or cannot be reached to give, information about presence of children and cable. It is possible that a field representative might assume the status or obtain information from a neighbor. This is another appropriate subject for an audit.

Particularly of concern is the fact that field representatives may use third-party information, or their own observation, to determine whether a listed Alternate receives cable. As has been pointed out, a household may receive cable by some irregular means without the presence of an identifiable cable. On the other hand, a cable wire may be left connected to the home long after the household has discontinued subscription. The SRI/CONTAM Television Ownership Study indicated, in 1989, that four percent of households had previously received cable at their current address but no longer did so. It may be assumed that, for many of these households, a cable was still visible.



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HEADLINE: CONTAM continues criticism of Nielsen; Committee on Nationwide  
Audience Measurement criticizes Nielsen Media Research's techniques for  
gathering people-meter data

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CONTAM Continues Criticism of Nielsen

Studies show a pattern that's "becoming painfully familiar"

Appropriately enough for October, Nielsen Media Research and the Committee on Nationwide Audience Measurement are haunted by lingering doubts over national TV ratings and methods used to validate numbers. CONTAM is critical about what it considers serious flaws in NTI's people-meter methodology. And Nielsen appears skeptical about the telephone coincidental technique used by CONTAM to verify Nielsen's ratings.

These issues surfaced at a recent meeting at which CONTAM presented results of its Coincidental Study conducted by Statistical Research Inc. on the Spring 1991 primetime. The study was designed to establish a benchmark against which to compare actual people-meter data provided by Nielsen.

CONTAM's Coincidental Study was conducted in cooperation with Nielsen. SRI conducted the study between March 18 and April 14 of this year, during primetime over 28 evenings between 8 and 10 p.m. on a Monday-through-Sunday basis.

The study findings followed a pattern that didn't surprise media researchers--data indicated that viewing was understated in the younger demos and over-represented by older viewers. However, Nick Schiavone, CONTAM chairman and vice president of media and marketing research for NBC, certainly doesn't applaud Nielsen's consistency. "We're seeing a pattern that's becoming painfully familiar, and things are not getting better," he says.

Compared with the information on primetime viewing collected by SRI, Nielsen's people-meter data for that same period appears to be off 9 percent overall in VPVH estimates. This number compares with the 6 percent overall decline in VPVH estimates revealed by a previous coincidental study conducted in 1990.

But of greater concern to the networks are the greater differences in VPVH

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estimates in a number of key demographic groups. For example, children 6-11 are off by 15 percent and children 12-17 are off by 20 percent. Furthermore, men 18-34 are off by 23 percent and men 35-49 are short 4 percent. Women 18-34 reported shortfalls in VPVH estimates of 18 percent; women 35-49 are off by 8 percent.

At the same meeting, SRI discussed another project undertaken as part of its long-term contract with CONTAM: it plans to form an industry task force to explore universal program encoding.

Barry Cook, senior vice president, chief research officer at Nielsen, also discussed some ideas presented at client forum meetings held this summer to get clients involved in the planning of three upcoming studies. The studies are considered the first step toward completing the 19 objectives outlined by Cook in an ambitious research plan mailed to clients this past summer.

One of the studies happens to be on developing a pilot test for a platinum standard for telephone coincidental study design. Telephone coincidental studies are considered good techniques for validating research results. Nielsen frequently uses the method to validate findings in its local and national measurements. It also happens to be a method used by SRI on behalf of CONTAM as a benchmark against which to verify Nielsen numbers.

Cook also presented client feedback from other meetings, discussing the development of two additional studies dealing with the ongoing problems of non-cooperation and measuring children and teen viewing.

Also noted by the CONTAM coincidental study were differences in rates of cooperation of individual household members, especially among young adults living at home with their parents and those living independently. The study indicated that young adults living on their own were more likely to push people-meter buttons than those living en famille. This has caused CONTAM to question Nielsen's ability to manage the people-meter panel and train each household member to understand the task of pushing people-meter buttons.

Jack Loftus, vice president of communications at Nielsen, says that Nielsen makes every effort to go back into the households for additional training when it spots lagging cooperation. But he asks, "Where do you draw the line between interfering with ratings? If you go back into the household, and members still don't want to do it push buttons, what do you do? How do you factor that into the equation?" Loftus says these are some of the issues that Nielsen and the industry have to decide.

"Nielsen cooperated with measurement and analysis. They are open to learning. But the confounding factor," says Schiavone, "is that they have known and appear to do nothing. It has a dramatic impact on viewing levels and dramatic downside for the advertiser."

How does Nielsen react? "What you've got is you've taken one methodology and used it to take a snapshot in time and compare it to another methodology. You can't assume that because the results are different, one method is right or wrong," says Loftus. "The coincidental done by SRI is a substantive piece of research, which can lead to a better understanding of how people watch TV. We have the same objectives to provide the best possible TV audience measurement."

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Loftus says that Nielsen is still analyzing the study findings and has some "specific questions concerning the methodology."

These concerns reference Nielsen's interest in designing a pilot test for a platinum standard for doing telephone coincidentals.

"There has to be agreement within the industry about what methodology you're using," says Loftus. For example, a consensus is needed on such issues as how to count telephone answering machines.

"The dilemma that we have," says Joe Philport, senior vice president, worldwide media research director, Young & Rubicam. "is that we don't know which of the numbers are truly correct. In spite of the rigors SRI uses, it's difficult to conduct coincidentals and for that method to be 100 percent accurate."

"But the most meaningful part of the meeting," says Philport, "was the shift away from the coincidental study and the discussion of the issue to enhance program clearances." Philport is referring to the next SRI project: a push to develop universal program encoding. "We've been focusing too much on people, and less on the complexities of the channel environment."

SRI and CONTAM are in the process of developing an industrywide task force made up of agencies, cable, network, advertisers and syndicators to develop a universal encoding system. George Hooper, senior associate at SRI, is coordinating the effort. "If we can get a program code, it will be simpler to determine what people are watching for audience measurement," he says. It will be up to the committee to decide the method of encoding, which company should undertake the procedure and placement of the code.

While most media researchers are in favor of devising universal program encoding, some are wondering about CONTAM's timing. Some have suggested that the networks anticipate the rules change that will allow them to syndicate more of their programming and want to iron out the wrinkles of tracking syndicated programming sooner, rather than later.

But Schiavone says, "We see this as something needed to measure television in the year 2000; now is the time to begin research and development."

While Nielsen's Automated Measurement of Lineup system, which monitors shows by tracking codes embedded in a program, does a good job tracing network programs, AMOL's track record for monitoring syndicated shows is not nearly as good. Syndicated shows are often shifted around by stations looking to fill gaps in programming and so are more difficult to monitor. Nielsen has been working to improve AMOL's accuracy and is in favor of universal program encoding. But Nielsen's Loftus underlines the need for agreement. "It impacts reporting issues. Who will set the ID codes and what happens if not everybody cooperates?"

PHOTO : America's watching, but how good is the measurement?

GRAPHIC: Photograph

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People meter rerun: doubts about its accuracy linger as TV season opens.  
(television ratings)  
Lynn G. Coleman

People meter rerun: Doubts about its accuracy linger as TV season opens

The network are mad as hell, and they're not going to take it anymore  
- ratings screwups, that is.

A.C. Nielsen's people meter system has been under fire from the Big Three TV networks for more than a year and a half, but little progress has been made toward solving the problems, said Nicholas P. Schiavone, vice president of media and marketing research, National Broadcasting Co., New York.

With the new TV season approaching, NBC is doing business "as usual," he said, and offering its normal upfront guarantees, "but that doesn't mean we're happy with Nielsen."

In his opinion, Nielsen still has failed to adequately explain the dramatic decline in viewership it reported for the first quarter of 1990 (Marketing News, Sept. 17, 1990). And because that same rating system is still in place today, Schiavone sees it as "an accident waiting to happen."

The most recent "accident" occurred in the Washington, D.C., market, where ratings were credited to the wrong stations because of procedure used by cable companies called channel mapping, according to Advertising Age.

Channel mapping, or switching a station to a different frequency, has added "one more layer of complexity" to the ratings game, Schiavone said. "It's a substantial measurement challenge."

But it's a challenge Nielsen thinks it has met "better than our competitors," said Jack Loftus, vice president of public relations for Nielsen Media Research in New York.

He admits there have been errors, but they have been human errors, not system errors. And Nielsen's position on the missing viewers of  
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early '90 is that viewership did indeed drop during that time period.

In December 1989, the network group CONTAM (Committee on Nationwide TV Audience Measurement) - of which Schiavone is chairman - issued a seven-volume study report airing the network's gripes and recommending actions Nielsen should take to improve ratings data collection.

Last year CONTAM released its Principles of Nationwide Television Audience Measurement which suggests, among other things, increased expenditures on research to maintain accuracy levels.

Because the measurement task has become so complex, Schiavone said more and different elements may be required to ensure accuracy. This may mean using a combination of traditional diaries and people-meter technology, or some other combination of elements, depending on the situation.

He sees two alternatives to the current system that could improve accuracy right now: Cut a household's participation time from two years to one to address the problems of fatigue, and return to a good tuning system.

To get viewing data, Nielsen has sacrificed tuning measurement, Schiavone said. "What we need is a high-quality tuning measure and then the viewing data on top of it.

"The people meter is not a quantum leap, by any means; it's just an electronic diary."

With that in mind, Schiavone said the notion of using paper-and-pencil diaries in some instances doesn't seem that outrageous.

He said Nielsen should take a more intelligent, principles-oriented approach to the problem, rather than being technology-centered. Regarding the missing viewers of '90, for example, Sciavone said, "My feeling is that they didn't have the right proportion of multiset households" in the panel.

CONTAM also has charged that Nielsen no longer measures all of the sets in a household and is violating the basic principles that govern research effectiveness.

Nielsen has cooperated with CONTAM in every way possible, Loftus said, including participating in the '89 study and contributing to the report. "We opened ourselves up to inspection like no one in this business ever has," Loftus said. The CONTAM report did not find that the system was flawed, only that it needed improvements.

The problem is not that Nielsen doesn't want to improve the system,  
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he said, but that CONTAM's recommended dual-system measurement - people meters, tuning, and telephone coincidentals - did not sit well with all of Nielsen's customers.

"We brought all of our customers [cable networks, independents, etc.] into the discussion," Loftus said, to address all of their differing needs.

Implementing CONTAM's proposals will cost everyone more, but may not be useful to everyone. The picture looks a lot different if you "put on your cable TV hat," he said.

In addressing some of the "principles" charges, he maintains that Nielsen does have a good tuning system and meters all usable sets in a household.

Loftus said the people meter is a tremendous advance over traditional diaries because it reflects the changes in the way people watch TV.

"If you look at the [television] pie, clearly there are more slices today than there were 10 years ago." The people meter shows how the slices of that pie "are shaping up," he said. Since the advent of this technology, advertisers have been able to buy commercial time more intelligently.

While Nielsen and the networks agree to disagree, the passive people meter is looming in the horizon. Will this put the issue to rest? Schiavone doesn't think so.

First, he doesn't believe it is a "truly passive device." Even the fact that people know it's in their home violates passivity, he said.

Second, Schiavone doesn't think the ratings companies will get better cooperation rates than they're getting now, particularly with such an intrusive device. He's waiting to see if Nielsen can get people to agree to having passive meters installed in their bedrooms and other private areas.

"Talk about Big Brother," he said. "Would you want a seeing device in your bathroom?"

---- INDEX REFERENCES ----

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Nielsen identifies 'Voyager' glitch. (Nielsen Media Research; United Paramount Network's 'Star Trek: Voyager' ratings)  
 Wayne Friedman

Nielsen Media Research says it has uncovered the cause of a ratings snafu that boosted ratings of the United Paramount Network show, "Star Trek: Voyager." The glitch, according to Nielsen, occurred when homes from the Nielsen Hispanic Television Index were inadvertently added in, resulting in household ratings being inflated by 11 percent rate. (IM, Aug. 2, p. 4).

From the shows debut on Jan. 16 through July 23, Nielsen has been overstating the ratings that UPN provides to national advertisers. "Voyager's" ratings, under a special Gross Average Audience classification of the Nielsen Television Index, was released as a 10.3 household rating during that period, but it really should have been recorded as a 9.3.

Nielsen made the error, according to Jack Loftus, vice president of communications, because a data processing mistake had mixed the two national TV samples together - data from NTI and NHTI.

While the mistake is relatively small, executives at UPN and the agency community are concerned that the nature of the error could lead to similar problems.

"I was upset with them," says Brian Fiori, vice president of research for UPN. "It doesn't inspire confidence. I have no idea why [the NTI and NHTI samples] were even sitting on the same computer."

Fiori adds: "I was joking with them [because in the past] when I ask them to compare certain things, they say, for instance, 'NSI [Nielsen Station Index, a local station service] doesn't know what NTI is doing. They are different services; we couldn't possibly put those things together.' Yet, look at this. They are sitting on the same computer."

Nielsen says the mistake only occurred in "Voyager" and just in the GAA category. GAA ratings are the sum of two airings within a week. (AA, or average audience, covers a single airing.) Before the launch of "Voyager," UPN made a special request to Nielsen that the show get not just an AA, but a GAA, rating as well. By airing the show twice in a given week, UPN can charge national advertisers more. Prior to UPN's

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request, all network shows had been calculated under the AA grouping. "Voyager's" AA rating for the season was a 5.8 rating/9 share.

GAA is used extensively in measuring syndication programming. Paramount Television Group, for instance, a partner in UPN, regularly uses GAA ratings for its syndicated sister "Star Trek" shows, "Star Trek: The Next Generation" and "Star Trek: Deep Space Nine," to sell to national advertisers.

Fiori says Nielsen caught the problem after tweaking the new GAA programming software. While household ratings were overestimated, he says, demographic ratings yielded higher, as well as lower, results. Fiori says the discrepancy is being corrected via make-goods to advertisers.

"What worries me is that people from one sample could inadvertently or accidentally be placed into the other sample," says Jon Swallen, senior vice president and director of media research at Oglivy & Mather. "Somewhere, column B got mixed up with column A. Their data processing is supposed to be set up in a way that column A never gets mixed up with column B. It raises the obvious question, 'Gee, if it happened once, couldn't it happen again?'"

"It turned out to be not a big deal," says Fiori. "It could have been a lot worse. I wanted them to go to an audit of everything else they do." Nielsen says the glitch did not affect any ratings of other TV programming.

---- INDEX REFERENCES ----

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Nielsen snafu ties up TBS. (Nielsen Media Research; TBS Superstation)  
Wayne Friedman

Sales executives at Turner Broadcasting's TBS Superstation are irate over a ratings glitch that may have cost them millions of dollars. An error by Nielsen Media Research appears to be at the root of the problem that has seen Turner deliver makegoods that it may not have really owed to advertisers, resulting in an attendant depletion of its upfront and scatter inventory.

The exact nature and extent of the problem isn't completely known. But according to executives, Nielsen has been inadvertently placing home satellite coverage in with WTBS local Atlanta ratings, when it should have gone into TBS Superstation numbers. Mike Proper, senior vice president of research at Turner Broadcasting Sales, won't comment.

"It doesn't impact any of the syndicated reports," says Jack Loftus, vice president of communications for Nielsen Media Research. "Whatever it is may impact the special report we provide to Turner. Apparently, it affects some satellite homes, not cable homes. I don't know the extent. It was not a significant increase or decrease in the numbers, but define significant. I don't know." Loftus says Nielsen is continuing to investigate.

"They have been underreporting Turner by tremendous amounts," says one source. "Turner [executives are] nuts because the numbers have been wrong for a couple of quarters." This source believes the problem started about March of this year.

Sources say some TBS programs have been underdelivering by 125,000 homes. For a TBS show that gets 600,000 homes, that amounts to a 21 percent shortfall. Even if the underdelivery is small, say 2-3 percent, advertising executives say it could be significant in terms of dollars given that the error has occurred over many months. Usually, national TV sellers provide makegoods or bonus units to advertisers almost immediately after the shortfall has been revealed.

Since Turner has been handing out makegoods all along, it turns out the company has given advertisers too many units because Nielsen was underreporting the network. For Turner sales executives, this amounts

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to lost money.

One advertising agency staffer believes the problem extends beyond Turner. "Nielsen is sitting there saying, 'This is only a Turner issue.' But if they say [Turner's] viewing is off by a million homes, it has to be coming from somewhere else. Maybe Lifetime's down, maybe NBC."

"[Nielsen] is saying the HUT [Home Using Television] levels didn't change, [but] all of a sudden they are going to give [TBS] hundreds of thousands of more homes," this person continues. "[This means] the HUTs had to go up. If the HUTs didn't go up, then every number that Nielsen has reported since March has been wrong."

For years, Turner has had two feeds: one local for WTBS-TV in Atlanta, and another for TBS Superstation, which covers all markets outside Atlanta. Being excluded from Atlanta doesn't concern most national advertisers. They can buy WTBS locally to complete their national buy, but they generally don't because they can't compete with local sponsors that can pay the station higher rates. Additionally, national advertisers aren't too upset in not getting Atlanta because the channel already skews heavily in Southern markets.

Until this year, the measurement company, in its Nielsen HomeVideo Index, combined TBS Superstation ratings and the local WTBS station ratings into a single number. (WTBS also has its own separate listing; its local ratings in Nielsen's Station Index.) To give national advertisers what they pay for, Turner executives had factored out local WTBS ratings from the NHI number. But this formula, however, has never been very accurate in determining exact viewership per program.

Earlier this year, Nielsen helped TBS clear up the confusion. TBS Superstation would have its own national ratings without its local station, called TBS-C (the 'C' stands for cable). But sources say Nielsen did this incorrectly. Advertising sources and those close to the company say home satellite coverage was put into local WTBS ratings, not into the TBS-C numbers.

There are around 2 million satellite homes in the U.S., almost all of which receive TBS Superstation, which reaches 67 million U.S. homes. That would represent about 3 percent of its total audience.

----- INDEX REFERENCES -----

ORGANIZATION: NIELSEN MEDIA RESEARCH TBS SUPERSTATION

KEY WORDS: MARKETING RESEARCH FIRMS CABLE TELEVISION BROADCASTING INDUSTRY

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# Broadcasters lash out at Nielsen

*Ratings company comes under attack at TVB; Pappas organizing industry-owned alternative*

By Steve McClellan

**A**nger and frustration at Nielsen Media Research for questionable accuracy and poor customer service bubbled over last week at a conference sponsored by the Television Bureau of Advertising in New York.

At one session, TVB Senior Vice President Tom Conway told Nielsen executives that many local broadcasters are fed up with the service and feel it's time for a palace revolt against the research firm, which holds a monopoly on the local TV ratings business.

Enter Harry Pappas, the Visalia, Calif.-based TV group owner, who outlined plans for an industrywide cooperative to develop a competing service.

A chorus of Nielsen executives attending the ratings conference, including Ronald Meyer, senior vice president and director of marketing for Nielsen's local TV ratings service, said they understood the concerns, but called for patience as Nielsen sorts through problems and adapts new techniques to measure ratings in an era of media convergence.

"Broadcasters are your customers," Conway told Meyer in one exchange, "and they are not happy with the way things are going right now. It's in our best interests as an industry to control our own destiny" as to how best to do business in the future. "That may include another ratings service [or] it may include no ratings service at all."

Conway and others at the conference criticized Nielsen for the many discrepancies in its many ratings services, including the local and national indices, the cable index and the new Hispanic service.

He also charged Nielsen with failing to correct inaccurate interpretations of Nielsen ratings by some of its clients and the press.

Television stations represent Nielsen's largest single revenue stream, Conway said, and if stations decide "that this system is not the system we want to work with in the future because it is not in our best interest, that's a situation you have to address."

Although Meyer was sympathetic to some broadcaster concerns, particular-

ly the discrepancies between different sample bases, he stressed that Nielsen thinks "the current approach we're using is the best approach to address the needs of our entire client base, recognizing that no matter what we do it is not going to be perfect."

Pappas charged Meyer and other Nielsen executives with using the "mushroom method of client relations: keep them in the dark and feed them a lot of bovine excrement."

Pappas said that Nielsen undermeasures most broadcast dayparts at a cost of hundreds of millions of dollars to the industry. As a result, he is spearheading the Coalition for Accurate Audience Measurement, a broadcaster-funded cooperative to develop alternatives to the Nielsen ratings system.

Initial members, he said, include Fox, TVB, Malrite, River City Broadcasting, LIN Television and Pappas Telecasting. The cooperative, he said, would be busy in the coming months hiring researchers and developing standards, specifications and the technology to be employed in the new system. ■

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# Affiliate group considers replacing Nielsen

By Steve Coe

**B**y the end of the year, Nielsen may be forced to drastically change the way it gathers ratings information or it may see a new entity take over the television-ratings-measurement business.

A coalition led by Harry Pappas, president, Pappas Telecasting, is looking for a Nielsen alternative. The coalition has 100 members and is growing, says Pappas, adding that most are Fox affiliates, but more than 25 are affiliated with other networks or are independent. Several station groups, including Malrite Communications, also are represented. Pappas says the "immense" response from Fox stems from his presentation at the recent Fox affiliates meeting.

Coalition members hope that by the end of the year or in early 1996 they will solicit proposals from a number of entities for a new measurement system.

"A lot of broadcasters in the country have had serious concerns about the accuracy of the measurement system for years," Pappas says. "Not just [concerns] that we have a monopoly provider...but concerns about the methodology and technology of the

current system....

"If Nielsen chooses to respond, then that's great. If another company does, that's fine as well." At stake, Pappas says, "is a \$35 billion industry that is relying on one service that offers three services—and all are under question."

One alternative being considered is a cooperative that would be operated by the as-yet-unnamed coalition, Pappas says. "One option might be to design a stand-alone, nonprofit organization with pristine standards and integrity. This is a service that needs to be relied upon by everyone in the industry."

According to Pappas, the coalition was formed more than a month ago when he was approached by a group owner. The owner used the example of the success of the Fox Children's Network, a cooperative of affiliates, to suggest "that we develop an industry-wide cooperative to look at the overall measurement system," Pappas says.

The Television Bureau of Advertising (TVB) soon may join in the coalition's activities. "If Harry [Pappas] is at the forefront of a venture, we'd certainly be interested and will talk with him," TVB President Ave Butensky says.

Butensky says that the Electronic

Media Ratings Council, of which TVB is a part, has been meeting with Nielsen to discuss its service: "Our meetings have run the gamut from A to Z on how Nielsen does its business. Our last meeting with them was a week or so ago and they recognized our concerns."

At the Fox affiliates meeting two weeks ago, Fox TV Chairman Chase Carey chided some non-metered-market affiliates for their performance. He later acknowledged that some of those markets may have been experiencing difficulties as a result of Nielsen's diary system.

A coalition council will be formed in the next few weeks, and a complete membership list will be made public at the end of this month or early next month.

## Spot spotter

Competitive Media Reports, which monitors TV commercials and advertising expenditures, has signed NBC and its O&Os to a five-year contract. The network's previous CMR contract expired earlier this year. CMR recently signed Fox to a similar deal and has contracts with CBS, ABC, station, cable, print and ad clients. The company measures ad exposures and expenditures for more than 90,000 brands across 14 different media. —SM

## Bell Atlantic allocates VDT channels

Bell Atlantic last week divvied up the channel assignments for its commercial video dialtone network.

Rainbow Programming Holdings appears to be the big winner, receiving channels 1 through 192, while FutureVision of America gets 200-295. Other video providers are Playboy Entertainment Group, Graff, Pay-Per-View, International Tele-Commerce and two groups that declined to be identified.

Only weeks ago Bell Atlantic won a tariff for its VDT network in Dover Township, N.J., that plans to pass 38,000 homes. The first 2,000 test households will have access to the system by late summer, after which BA plans to pass 1,500 homes per month during the two-year construction project.

Although Rainbow controls half of the channels, questions remain about its plans in Dover Township. However, the company has made a \$345,000 down-

payment to reserve its 192 channels.

One complicating issue is that video information providers (VIPs) such as Rainbow and FutureVision are responsible for digitizing their programming. All programming must be digitally encoded into MPEG-2 video so that

it can run over BA's switched digital video network.

Earlier this year, FutureVision bought 96 digital encoders from DiviCom (one for

each of its channels) at \$100,000 each, for a total of some \$10 million, according to Marty Lafferty of FutureVision.

"We're looking into the costs of digitally compressing the programming," says Andrea Greenberg, Rainbow senior vice president, business affairs.

There still are 79 channels not assigned by BA for its 384-channel network. Those channels are available on a first-come, first-served basis, according to Mitchell. —MB

 **Bell Atlantic**

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Monday, April 4, 1994

BIG 4 CALL RATINGS POWWOW. (BROADCAST TELEVISION NETWORKS CALL MEETING TO  
DEVELOP NEW RATINGS MEASUREMENT AND REPORTING SYSTEM)  
By Michael Freeman

The broadcast TV networks have summoned cable networks, syndication companies and advertising agencies to a meeting in New York this week designed to accelerate their efforts to develop an alternative to NIELSEN Media Research's system for measuring and reporting ratings.

Looking for feedback on what kinds of new methodology will more effectively measure audiences, the networks have also invited NIELSEN and Arbitron to the April 5 meeting. A lot is on the line for NIELSEN, whose ratings research takes in an estimated \$50 million per year.

The networks announced in February that they will develop an experimental ratings lab (called SMART, for System for Measuring and Reporting Television) designed to improve ratings research. Gale Metzger, president of Statistical Research Inc., retained by the networks to develop SMART, said that the meeting will cover how a planned 1995 lab test will develop methodology for tracking what programming audiences are watching and in what venue the programs are airing.

"[SMART's] first concern is what program is being tuned in by viewers," Metzger said. "Then, using independently compiled research material and having it encoded creates a more efficient one-step rather than the two-step process under the current system." The networks are seeking better verification of which members of the "NIELSEN family" are using the "active" PEOPLE METERS and watching a specific program and channel.

When asked if the invitation to NIELSEN to this week's meeting indicates an opportunity for NIELSEN to partner on the project, Metzger said: "There are no plans for joint ventures."

NIELSEN spokesman Jack Loftus said the research giant is "going to the meeting with an open mind." Loftus said NIELSEN will continue its won research and plans to invest "millions of dollars" to introduce a passive PEOPLE METER system and encoding of programming.

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NIELSEN has been developing several versions of passive PEOPLE METER boxes, but network and syndication executives have become increasingly vociferous about what they see as foot-dragging by NIELSEN in not immediately addressingg alleged undercounting of viewers, particularly on children's programming. Lotus said NIELSEN plans to begin field testing on a passive PEOPLE METER box within a year.

Nicholas Schiavione, NBC vp/media and marketing research, said: "SRI's version for a working research lab is closer to what we're looking for an offers us a tool to break into this multi-channel environment."

----- INDEX REFERENCES -----

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## ***New recruiting method enlarges Nielsen family***

*New recruitment technique boosts acceptances*

By Steve McClellan

**M**ore families are saying yes to Nielsen Media Research when asked if they'd like to become "Nielsen families." After two years of research, Nielsen has developed a new method for recruiting peoplemeter households that it says boosts the cooperation rate for the national household sample by almost 20 percentage points.

***Nielsen's sample has been expanded by 300 households.***

The ratings company has been criticized for having an initial cooperation rate of 50%—that is, every other household initially contacted in the

4,000 national peoplemeter sample declines to participate.

Network researchers have questioned whether a sample with such a high refusal rate truly represents all viewers. But during the past six

months, the company has expanded the sample by more than 300 households (with plans to expand to 5,000 homes by year's end) using a recruitment method with a cooperation rate of 68.5%. Nielsen is vague about the details of the new recruitment training program, even to clients, who say they're impressed with the results but nervous at the same time.

"They're changing this sample of 5,000 homes that dictates the view-

ing habits of 200 million viewers," says one network researcher. "And they're not telling us what they're doing. Yeah, we're a little nervous."

Nielsen says it wants to keep the recruiting method proprietary, although it might consider licensing it to others. Generally, the new pitch tries to get viewers to think of their participation as a voluntary "membership," rather than an incentive-based situation.

John Dimling, president and CEO, Nielsen Media Research, says: "While it is too early to fully evaluate the ongoing [cooperation] rate in the expansion sample, signs are encouraging." Meanwhile, Nielsen will meet with clients next month to brief them on the new recruitment method as well as advancements in its commercial verification technology and progress in the development of its passive meter system. ■

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Television (A Special Report): What We Watch

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Keeping Track: If measuring TV audiences is inaccurate today, critics Ask, what happens when things get really complicated?  
By Thomas R. King

It's 1999, a little before 8 p.m., and the multimedia, interactive big-screen television in the Smith house has just been turned on. The Smiths are a "NIELSEN family," one of a few thousand nationwide whose tastes in programming still dictate which shows get renewed and how billions of advertising dollars are spent.

But unlike NIELSEN families of the mid-1990s, who had to keep track of their choices by laboriously pushing buttons or making entries in a viewing diary; the Smiths need do nothing but vegetate in front of the set. They have a "passive PEOPLE METER," which has a sensor buried inside that takes "pictures" of all those watching. If Junior stays tuned for all of "The Brides of Beverly Hills, 90210," the system knows. If Dad leaves during a commercial of "The Tonight Show Starring Martin Lawrence," the system notes that, too.

The TV-ratings gurus at A.C. NIELSEN Co. say this may be one of the main ways to track viewing in the future. NIELSEN'S critics, however, argue that the concept has serious flaws. They say that it raises alarming privacy issues that will keep consumers from accepting it, and that it falls far short of what will be needed to track viewing as the audience splinters among new kinds of viewing choices in the 500-channel age.

The search for a more reliable ratings system is a serious quest. Advertisers buy more than \$30 billion of television time annually based on NIELSEN'S national and local ratings. They, along with TV stations and ad agencies, have criticized NIELSEN'S methods for years, but now their complaints are reaching a feverish pitch. Their longtime worries -- that NIELSEN has faulty sampling methods and flawed recruitment procedures that produce defective data that doesn't accurately report who's watching TV -- are now being replaced with what may be a far more dire concern:

If NIELSEN can't accurately track TV viewing today, its critics ask,  
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how will it be able to keep pace as the nature of television changes rapidly tomorrow?

NIELSEN rejects the premise of the criticism. "Our data isn't perfect and probably never will be," says John Dimling, president and chief operating officer at NIELSEN Media Research U.S.A., the New York-based unit that runs the company's ratings operation. "But it's better than any commercial data that's available, and we're working to make it better and better." As for the 500-channel future, he adds, "certainly the technology will change, but not the fundamentals" of audience measurement.

NIELSEN'S harshest critics say the multimedia age may enable other companies to provide better audience information. The builders of the information superhighway promise technology that will report exactly who watched what programs when. Supersmart set-top boxes might be able to spit out information that could be used to produce a complete census of precisely who watched what -- not simply a sample of the audience, as NIELSEN has done for so long.

But executives of NIELSEN, a unit of Dun & Bradstreet Corp. of Westport, Conn., say they fully expect to be the principal assessors of TV audiences well into the future. Their current system is already compatible with the superhighway, they claim, pointing to NIELSEN'S tracking of a Time Warner Inc. 150-channel Quantum system in New York. That system is a "near video-on-demand" service in which subscribers can "access" movies and special-events programs -- and NIELSEN meters connected to set-top boxes record each request as it's made.

That doesn't mean NIELSEN won't have to make some adjustments. Mr. Dimling says the company is making significant improvements in its current methodology. Over the next several months, it will expand the number of households it uses for national ratings by 25%, to 5,000. It says it has also improved training of NIELSEN families to get more accurate data from them.

For the customers that buy its information, NIELSEN is investing heavily in a state-of-the-art system to deliver ratings data faster and in more detail. Mr. Dimling also says NIELSEN is "sharing information" with an assortment of companies that are designing tomorrow's program pipelines, with an eye toward hooking up to viewers' set-top boxes or other equipment.

Still, many industry officials are skeptical of NIELSEN'S promises. Nicholas Schiavone, vice president of media and marketing research at General Electric Co.'s NBC television unit, says: "I hate to invoke my mother here, but she used to say to me, 'Actions speak louder than words. And you know, Nick, talk is cheap.'"

The problem, Mr. Schiavone says, is that NIELSEN has been doing  
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business the same way for decades. And since Britain's AGB Television Research, its only competitor, folded its U.S. operations in 1988, NIELSEN has had a monopoly on the business and little incentive to make improvements.

In 1989, the Committee on Nationwide Television Audience Measurement, or Contam, whose members include the three major TV networks and the National Association of Broadcasters, concluded in a study that the company's "PEOPLE METER" was producing seriously flawed data. The committee said the PEOPLE METER, which requires each viewer to press some buttons when he or she starts or stops watching television, demanded too much effort to be accurate.

But NIELSEN, members of Contam say, didn't bat an eyelash. "Nothing of significance or substance has changed," says NBC's Mr. Schiavone, who also serves as Contam's current chairman. "There was no midcourse correction on their part, and we have the same measure we had four years ago. There's one difference: The TV environment is much more complex now than it was in 1989, and it's only going to get more so."

NIELSEN executives are betting that the information highway's developers -- perhaps ventures between cable-TV companies and telephone companies or engineers of two-way cable systems -- won't elect to plunge into the business of audience measurement. Beware the hype, they say; there may be so few people hooked up for many years that it would be hard to get a legitimate sample just from the superhighway. In which case, who would measure homes that choose to stay off the superhighway? And even if every home is wired, what about TV sets that aren't wired within those homes?

NIELSEN executives see other basic problems if huge cable-telephone-studio ventures try to create a measuring service. "Why would advertisers and their agencies want to have audience data supplied to them by the very same companies who are selling the time?" Mr. Dimling asks. "I think there is an implied conflict of interest in that arrangement."

NIELSEN believes the cable-telephone ventures will instead be a provider of data to NIELSEN, which in turn will crunch the numbers and come up with the census. This would make manipulation of data by program providers less likely, Mr. Dimling argues. NIELSEN, he says, is uniquely positioned to decipher information from multiple sources and present it to its customers in a meaningful way.

For now, the many companies scrambling to design the television set-top boxes say they aren't interested in getting into audience measurement -- but suggest that their expertise might help NIELSEN do a better job. "Our boxes are going to give NIELSEN a vastly improved tool set," says Geoff Roman, vice president of technology and business development at General Instrument Corp. of Chicago, a leading maker of

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cable-converter boxes. "But I wouldn't see us as a competitor to them."

NIELSEN may face new competition anyway. Contam executives, undaunted by NIELSEN'S snub in 1989, are returning with another effort. They recently hired Statistical Research Inc., a research company in Westfield, N.J., to run a "laboratory" that late next year will test a ratings system the networks believe will produce more-accurate data. Contam says the lab will be open to NIELSEN and hopes the research giant will adopt some of the techniques it tests. Though Contam officials say they know it will be costly and complicated to start a rival system, they add that they're prepared to do so if NIELSEN doesn't adopt some of the strategies they plan to showcase.

At least publicly, NIELSEN doesn't profess to be concerned about such threats. Instead, it prefers to talk about the passive PEOPLE METER, created to tell more about who is watching television, the aspect of audience measurement that NIELSEN regards as something akin to the Holy Grail.

The passive PEOPLE METER, which NIELSEN plans to test in a small market at the end of the year, has an imaging system that takes digitized "photographs" of all those watching. The meter's memory is programmed to recognize the faces of everyone in a household and to record what each person watches.

Many media executives, however, say the passive meter will be sunk by privacy concerns. Critics say consumers won't go for a system that takes pictures of them in their bedrooms -- where, statistics show, Americans do a significant amount of TV viewing.

"Could they get 4,000 homes to sign up to try it?" Mr. Schiavone asks. "Probably. But what you'd end up with is a sample of exhibitionists. I'm simply saying they're not representative." Calling the passive PEOPLE METER "a Faustian bargain, a deal with the devil," he adds: "NIELSEN just doesn't seem to understand that this is a measurement system that amounts to a wholesale invasion of privacy."

NIELSEN says the critics are overreacting. "Any kind of Big Brother intrusion is really far beyond the passive meter's capability or purpose," Mr. Dimling says. "The only information collected and transmitted is that 'person No. 1' is watching television." Mr. Dimling says the passive meter represents an advance because it eliminates the effort NIELSEN families now must make to record what they watch.

The information gathered and reported by the passive PEOPLE METER will be completely different from the data NIELSEN currently reports. Because of the continuous nature of the meter's data -- it tracks images of the viewers on a second-by-second basis -- NIELSEN says it will finally be possible to see whether viewers stay in the room or turn the channel when, say, "Seinfeld" goes to a commercial break.

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NIELSEN says the passive meter will represent a particular advance in tracking viewing by children and teenagers, who have been the most difficult to measure because they aren't as reliable as adults in filling out diaries or working the traditional PEOPLE METER. What's more, NIELSEN says, the passive meter should erase any lingering concerns on the part of broadcasters that "button-pushing fatigue" from the traditional PEOPLE METER skews ratings.

Says Mr. Dimling, "It doesn't require that people in the sample wear a badge, a wristwatch or wrap an antenna around their head."

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Mr. King is a staff reporter in The Wall Street Journal's Los Angeles bureau.

----- INDEX REFERENCES -----

COMPANY (TICKER): CBS INC.; CAPITAL CITIES/ABC INC.; DUN & BRADSTREET CORP.;  
GENERAL ELECTRIC CO.; GENERAL INSTRUMENT CORP. (CBS CCB DNB  
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