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Media Advisory

May 1, 2009

3.5 Million TV Households Still Completely Unready for DTV As of April 26, 2009

Albuquerque-Santa Fe least ready of 56 local metered markets

3.5 million or 3.1% of U.S. TV households remain completely unready for the transition to all digital broadcast that will take place on June 12, 2009. That is an improvement more than 100,000 households in two weeks with just seven weeks until the transition.

Nielsen's readiness data are based on sets and households in our National People Meter panel, which is projectable to U.S. television households, and our local metered panels, which are projectable to their respective television household populations.

Some key trends at the national level include:

- In the last two weeks, the penetration of Completely Unready households in the U.S. declined three-tenths of a percentage point to 3.1% or 3.5 million households.
- Hispanic households improved readiness by four-tenths of a percentage point, but remain less prepared than the composite with 5% completely unready.
- There was no change in the level of preparedness among African American households.
- Households headed by younger adults continue to progress toward preparedness with a two-tenths of percentage point improvement.

Preparedness as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
April 26, 2009	3.1	2.4	5.9	5.0	4.1	5.7	1.7
April 12, 2009	3.2	2.5	5.9	5.4	4.3	5.9	1.7
March 29, 2009	3.4	2.7	6.2	5.6	4.4	6.3	1.8
March 15, 2009	3.6	2.9	6.6	6.1	4.4	6.5	2.0
March 1, 2009	3.9	3.2	6.7	6.5	4.5	7.2	2.2
Feb. 15, 2009	4.4	3.6	7.5	7.4	5.1	8.1	2.6
Feb. 1, 2009	5.1	4.1	8.7	8.5	6.3	8.6	3.2
Jan. 18, 2009	5.7	4.6	9.9	9.7	6.9	8.8	4.0

Among the 56 metered markets, which represent approximately 70% of all U.S TV households, Albuquerque-Santa Fe remains the least ready market with 8.77% completely unprepared; Dallas-Ft. Worth is next with 6.62% of TV households not yet ready. On the other end of the spectrum, Providence-New Bedford is now completely ready. There are now three markets with less than 1% of TV households completely unready - Hartford & New Haven, Oklahoma City and Baltimore.

	Completely Unready
	%
ALBUQUERQUE-SANTA FE	8.77
DALLAS-FT. WORTH	6.62
AUSTIN	5.73
HOUSTON	5.30
SACRAMENTO-STOKTON-MODESTO	5.13
LOS ANGELES	4.91
PHOENIX (PRESCOTT)	4.81
TULSA	4.78
CLEVELAND-AKRON (CANTON)	4.62
GREENVILLE-SPARTANBURG-ASHEVILLE	4.53
SEATTLE-TACOMA	4.09
SALT LAKE CITY	4.08
MINNEAPOLIS-ST. PAUL	4.01
WASHINGTON, DC (HAGERSTOWN)	3.88
PORTLAND, OR	3.75
MEMPHIS	3.56
MIAMI-FT. LAUDERDALE	3.48
INDIANAPOLIS	3.43
SAN ANTONIO	3.33
SAN DIEGO	3.32
SAN FRANCISCO-OAKLAND-SAN JOSE	2.84
JACKSONVILLE	2.79
BUFFALO	2.78
CINCINNATI	2.67
DETROIT	2.64
LOUISVILLE	2.59
DAYTON	2.58
DENVER	2.45
NASHVILLE	2.35
CHICAGO	2.29
BIRMINGHAM (ANN ARBOR AND TUSCALOOSA)	2.18
WEST PALM BEACH-FT. PIERCE	2.18
LAS VEGAS	2.16
ST. LOUIS	2.16
RICHMOND-PETERSBURG	2.14
CHARLOTTE	2.09
ORLANDO-DAVENPORT-BIRMINGHAM-MELBOURNE	2.04

	Completely Unready
PHILADELPHIA	2.04
KNOXVILLE	2.01
NEW ORLEANS	1.97
NORFOLK-PORTSMTH-NEWPT NWS	1.79
TAMPA-ST. PETE (SARASOTA)	1.79
RALEIGH-DURHAM (FAYETVLL)	1.76
GREENSBORO-H.POINT-W.SALEM	1.72
ATLANTA	1.51
KANSAS CITY	1.45
COLUMBUS, OH	1.43
MILWAUKEE	1.40
PITTSBURGH	1.37
BOSTON (MANCHESTER)	1.23
NEW YORK	1.23
FT. MYERS-NAPLES	1.13
OKLAHOMA CITY	0.97
BALTIMORE	0.96
HARTFORD & NEW HAVEN	0.92
PROVIDENCE-NEW BEDFORD	0.00

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