



December 19, 2008

## Media Advisory

### December Update on the Digital Readiness of U.S. Households

Nielsen continues to track the readiness status of the U.S. and local markets, as we get closer to February 17, 2009. Nielsen's readiness data are based on sets and households in our National People Meter panel, which can be projected to U.S. television households, and our local metered panels, which can be projected to their respective television household populations.

Some key trends at the national level include:

- The level of preparedness among U.S. households continues to improve. Between November 2008 and December 2008, the penetration of Completely Unready households dropped six-tenths of a percentage point, from 7.4% to 6.8%.

	<b>% of U.S. Households that are Completely Unready</b>	<b>% of U.S. Households that are Partially Unready</b>
May 2008	9.8%	11.9%
June 2008	9.6%	11.8%
July 2008	9.3%	11.6%
August 2008	8.9%	11.4%
September 2008	8.4%	11.0%
October 2008	7.7%	10.7%
November 2008	7.4%	10.3%
December 2008	6.8%	10.0%

- Non-Hispanic households continue to be more ready than their Hispanic counterparts. However, the rate at which Hispanic households are getting ready is picking up. The penetration of Completely Unready households among Hispanics dropped almost a full percentage point in the past month, after being essentially flat during October and November 2008. That is the strongest single month change yet seen.

	<b>% of Hispanic Households that are Completely Unready</b>	<b>% of Non-Hispanic Households that are Completely Unready</b>
May 2008	14.4%	9.2%
June 2008	14.9%	8.9%
July 2008	14.5%	8.6%
August 2008	13.4%	8.3%
September 2008	13.0%	7.9%
October 2008	12.4%	7.1%
November 2008	12.4%	6.7%
December 2008	11.5%	6.2%

- Households of all ages continue to become more ready. Older households (Age of Head of Household 55+) are still leading the way and have shown the greatest improvement overall. Younger households (AHOH <35) remain the least ready, but showed their largest month-over-month improvement in December 2008.

	<b>% of Households with Adult Head Of House &lt;35 that are Completely Unready</b>	<b>% of Households with Adult Head Of House 35-54 that are Completely Unready</b>	<b>% of Households with Adult Head Of House 55+ that are Completely Unready</b>
May 2008	12.4%	9.6%	8.7%
June 2008	12.4%	9.4%	8.2%
July 2008	12.0%	9.2%	7.9%
August 2008	11.5%	8.9%	7.4%
September 2008	11.1%	8.2%	7.2%
October 2008	10.6%	7.3%	6.4%
November 2008	10.6%	7.0%	5.9%
December 2008	9.9%	6.6%	5.2%

Nielsen continues to update the level of preparedness in each of the 56 local markets with metered measurement. Currently, Albuquerque is the least prepared of these markets with 13% of households completely unprepared. Hartford-New Haven is the most prepared market with just 2.6% of households completely unprepared.

<b>Top 5 Least Prepared Local Metered Markets</b>	<b>% of Households Completely Unprepared</b>
Albuquerque	13.0%
Tulsa	12.7%
Houston	12.4%
Dallas-Ft. Worth	11.7%
Salt Lake City	10.6%

<b>Top 5 Best Prepared Local Metered Markets</b>	<b>% of Households Completely Unprepared</b>
Hartford-New Haven	2.6%
Atlanta	2.8%
Boston (Manchester)	2.9%
West Palm Beach-Ft. Pierce	2.9%
New York	3.2%

For more information and for the full list of 56 local metered markets, please visit the Nielsen Wire at <http://blog.nielsen.com/nielsenwire/>

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