



Media Advisory

May 27, 2009

3.1 Million TV Households Still Completely Unready for DTV

As of May 24, 2009

Albuquerque-Santa Fe least ready of 56 local metered markets

3.1 million or 2.7% 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 200,000 households in two weeks with just over two 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 two-tenths of a percentage point to 2.7% or 3.1 million households.
- There was improvement in the level of preparedness among African American and Hispanic households, but both groups remain less ready than the national average.
- Households headed by younger adults continue to progress toward preparedness with a four-tenths of percentage point improvement. Households headed by older adults are better prepared than the national average.

| Preparedness as of: | Overall | White | African-American | Hispanic | Asian | Under Age 35 | Over Age 55 |
|---------------------|---------|-------|------------------|----------|-------|--------------|-------------|
| May 24, 2009 | 2.7 | 2.1 | 5.4 | 4.7 | 3.2 | 5 | 1.5 |
| May 10, 2009 | 2.9 | 2.3 | 5.7 | 4.9 | 3.4 | 5.4 | 1.6 |
| April 26, 2009 | 3.1 | 2.4 | 5.9 | 5 | 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 |
| March 1, 2009 | 3.9 | 3.2 | 6.7 | 6.5 | 4.5 | 7.2 | 2.2 |
| February 15, 2009 | 4.4 | 3.6 | 7.5 | 7.4 | 5.1 | 8.1 | 2.6 |
| February 1, 2009 | 5.1 | 4.1 | 8.7 | 8.5 | 6.3 | 8.6 | 3.2 |

Among the 56 metered markets, which represent approximately 70% of all U.S TV households, Albuquerque-Santa Fe remains the least ready market with 8.4% completely unprepared; Dallas-Ft. Worth is next with 6.37% of TV households not yet ready. On the other end of the spectrum, Providence-New Bedford is still completely ready. There are two markets with less than 1% of TV households completely unready - Oklahoma City and Baltimore. A total of 22 markets are now less than 2% completely unready.

| | Completely Unready Households |
|--|-------------------------------|
| | % |
| Average of 56 Local Metered Markets | 2.69 |
| National Sample | 2.66 |
| ALBUQUERQUE-SANTA FE | 8.40 |
| DALLAS-FT. WORTH | 6.37 |
| PHOENIX (PRESCOTT) | 4.91 |
| AUSTIN | 4.81 |
| TULSA | 4.69 |
| SACRAMENTO-STOKTON-MODESTO | 4.60 |
| LOS ANGELES | 4.57 |
| CLEVELAND-AKRON (CANTON) | 4.36 |
| SEATTLE-TACOMA | 4.32 |
| HOUSTON | 4.28 |
| GREENVILLE-SPARTANBURGH-AND | 4.09 |
| PORTLAND, OR | 3.86 |
| SALT LAKE CITY | 3.81 |
| INDIANAPOLIS | 3.71 |
| MEMPHIS | 3.67 |
| WASHINGTON, DC (HAGERSTOWN) | 3.43 |
| SAN DIEGO | 3.31 |
| MIAMI-FT. LAUDERDALE | 3.21 |
| SAN ANTONIO | 3.21 |
| MINNEAPOLIS-ST. PAUL | 3.13 |
| CINCINNATI | 2.63 |
| SAN FRANCISCO-OAKLAND-SAN JOSE | 2.53 |
| DAYTON | 2.49 |
| DETROIT | 2.41 |
| LOUISVILLE | 2.41 |
| KNOXVILLE | 2.35 |
| BIRMINGHAM (ANN ARBOR AND TUSCALOOSA) | 2.32 |
| JACKSONVILLE | 2.25 |
| BUFFALO | 2.22 |
| RICHMOND-PETERSBURG | 2.22 |
| CHARLOTTE | 2.18 |
| LAS VEGAS | 2.15 |
| CHICAGO | 2.12 |
| ST. LOUIS | 2.03 |
| NASHVILLE | 1.96 |
| NEW ORLEANS | 1.95 |
| PHILADELPHIA | 1.95 |
| NORFOLK-PORTSMOUTH-NEWPORT NEWS | 1.91 |
| DENVER | 1.89 |
| WEST PALM BEACH-FT. PIERCE | 1.76 |

| | Completely Unready Households % |
|----------------------------|--|
| KANSAS CITY | 1.70 |
| ORLANDO-DAYTONA BCH-MELBRN | 1.59 |
| COLUMBUS, OH | 1.53 |
| RALEIGH-DURHAM (FAYETVLL) | 1.50 |
| ATLANTA | 1.47 |
| MILWAUKEE | 1.44 |
| GREENSBORO-H.POINT-W.SALEM | 1.40 |
| TAMPA-ST. PETE (SARASOTA) | 1.28 |
| NEW YORK | 1.24 |
| HARTFORD & NEW HAVEN | 1.17 |
| BOSTON (MANCHESTER) | 1.12 |
| FT. MYERS-NAPLES | 1.08 |
| PITTSBURGH | 1.04 |
| BALTIMORE | 0.72 |
| OKLAHOMA CITY | 0.48 |
| PROVIDENCE-NEW BEDFORD | 0.00 |