

**The Nielsen Company**  
**HISTORICAL DAILY VIEWING ACTIVITY AMONG HOUSEHOLDS & PERSONS 2+**

<b>TOTAL DAY</b>		
<b>Average Viewership Per Day (in Hours:minutes)</b>		
<b>Year (Sept-Sept)</b>	<b>Household</b>	<b>Persons 2+</b>
2008 - 2009	8:21**	4:49*
2007 - 2008	8:18**	4:45*
2006 - 2007	8:14**	4:37*
2005 - 2006	8:14**	4:37*
2004 - 2005	8:11	4:32
2003 - 2004	8:01	4:25
2002 - 2003	7:55	4:25
2001 - 2002	7:42	4.18
2000 - 2001	7:39	4.15
1999 - 2000	7:31	4.06
1998 - 1999	7:24	4.00
1997 - 1998	7:15	3.58
1996 - 1997	7:12	3.56
1995 - 1996	7:15	3.59
1994 - 1995	7:15	4.02
1993 - 1994	7:16	4.03
1992 - 1993	7:12	4.06
1991 - 1992	7.05	4.06
1990 - 1991	6:56	
1989 - 1990	6:55	
1988 - 1989	7:02	
1987 - 1988	6:59	
1986 - 1987	7:05	
1985 - 1986	7:10	
1984 - 1985	7:07	
1983 - 1984	7:08	
1982 - 1983	6:55	
1981 - 1982	6:48	
1980 - 1981	6:45	
1979 - 1980	6:36	
1978 - 1979	6:28	
1977 - 1978	6:17	
1976 - 1977	6:10	
1975 - 1976	6:18	
1974 - 1975	6:07	
1973 - 1974	6:14	
1972 - 1973	6:15	
1971 - 1972	6:12	
1970 - 1971	6:02	
1969 - 1970	5:56	
1968 - 1969	5:50	
1967 - 1968	5:46	
1966 - 1967	5:42	
1965 - 1966	5:32	
1964 - 1965	5:29	
1963 - 1964	5:25	
1962 - 1963	5:11	
1961 - 1962	5:06	
1960 - 1961	5:07	
1959 - 1960	5:06	
1958 - 1959	5:02	
1957 - 1958	5:05	
1956 - 1957	5:09	
1955 - 1956	5:01	
1954 - 1955	4:51	
1953 - 1954	4:46	
1952 - 1953	4:40	
1951 - 1952	4:49	
1950 - 1951	4:43	
1949 - 1950	4:35	

<b>PRIMETIME</b>		
<b>Average Viewership Per Day (in Hours:minutes)</b>		
<b>Year (Sept-Sept)</b>	<b>Household</b>	<b>Persons 2+</b>
2008 - 2009	1:52+	1:12*
2007 - 2008	1:53+	1:12*
2006 - 2007	1:52+	1:10*
2005 - 2006	1:54+	1:11*
2004 - 2005	1:53	1:11
2003 - 2004	1:52	1:10
2002 - 2003	1:52	1:10
2001 - 2002	1:51	1:10
2000 - 2001	1:52	1:10
1999 - 2000	1:51	1:09
1998 - 1999	1:50	1:08
1997 - 1998	1:49	1:08
1996 - 1997	1:49	1:08
1995 - 1996	1:50	1:09
1994 - 1995	1:50	1:10
1993 - 1994	1:51	1:11
1992 - 1993	1:50	1:11
1991 - 1992	1:50	1:12

\*This includes Live viewing plus any playback within 7 day;  
 Timeshifted TV is playback primarily on a DVR but including playback on services like Start Over as well as playback from a DVD recorder.

\*\*Live+7

Source: The Nielsen Company