



## Media Alert

### 200,000 AMERICAN HOMES HAVE UPGRADED TO DIGITAL SINCE JUNE 28

**NEW YORK, NY, Thursday, July 16, 2009** – The Nielsen Company reported today that 1.5 million American households, or 1.3% of the U.S., could not receive digital television signals through the week ending July 12. This is an improvement of 200,000 homes in the last two weeks and over a million homes since the week of the June 12 digital television transition.

#### Percentage of Completely Unready Homes as of Sunday, July 12, 2009

| % of Homes Unready as of: | Overall | White | African-American | Hispanic | Asian | Under Age 35 | Over Age 55 |
|---------------------------|---------|-------|------------------|----------|-------|--------------|-------------|
| July 12, 2009             | 1.3     | 1.0   | 2.6              | 2.2      | 1.9   | 3.2          | 0.5         |
| June 28, 2009             | 1.5     | 1.1   | 3.5              | 2.3      | 2.5   | 3.6          | 0.6         |
| June 21, 2009             | 1.8     | 1.3   | 4.0              | 2.8      | 2.9   | 4.0          | 0.8         |
| June 14, 2009             | 2.2     | 1.6   | 4.6              | 3.6      | 3.2   | 4.4          | 1.1         |
| June 7, 2009              | 2.5     | 1.9   | 5.1              | 4.3      | 3.1   | 4.6          | 1.3         |
| 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              | 5.0      | 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         |
| 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         |
| January 18, 2009          | 5.7     | 4.6   | 9.9              | 9.7      | 6.9   | 8.8          | 4.0         |
| December 21, 2008         | 6.8     | 5.6   | 10.8             | 11.5     | 8.1   | 9.9          | 5.2         |

Editor's Note: Low power stations as well as spill-in stations from Mexico and Canada were not required to transition to digital on June 12. Currently, 59% of the completely unready homes in Nielsen's sample receive at least one low power or foreign station. On average, those homes that receive low power stations currently have 3.6 stations available to them. As a result, there are a number of completely unready homes in Nielsen's sample that are still capable of viewing a limited number of television signals.

#### Readiness in Local Markets

Among the 56 local markets that Nielsen measures with electronic meters, Albuquerque-Santa Fe continues to have the highest percentage of homes (3.9%) that cannot receive digital signals from high-powered U.S. television stations. Providence-New Bedford is once again completely ready, and there are 22 markets with less than 1% of TV households completely unready. The markets with the most unready households tend to be in the Western United States, where cable penetration is lower. Also, some viewers in border states continue to receive signals from Mexico and Canada, while other stations in large geographic markets or areas with mountainous topography can continue using analog "translators."

| Market                     | % of Completely Unready Homes | # of Completely Unready Homes |
|----------------------------|-------------------------------|-------------------------------|
| <b>National Average</b>    | <b>1.30</b>                   | <b>1,488,500</b>              |
| ALBUQUERQUE-SANTA FE       | 3.88                          | 26,738                        |
| DALLAS-FT. WORTH           | 3.19                          | 79,430                        |
| SAN DIEGO                  | 2.62                          | 27,947                        |
| PORTLAND, OR               | 2.55                          | 29,965                        |
| SAN ANTONIO                | 2.47                          | 20,218                        |
| AUSTIN                     | 2.40                          | 16,024                        |
| SEATTLE-TACOMA             | 2.39                          | 43,497                        |
| GREENVLL-SPART-ASHEVLL-AND | 2.31                          | 19,821                        |
| LAS VEGAS                  | 2.31                          | 16,826                        |
| TULSA                      | 2.17                          | 11,491                        |
| LOS ANGELES                | 2.11                          | 119,305                       |
| SACRAMNTO-STKTON-MODESTO   | 2.10                          | 29,390                        |
| DETROIT                    | 1.87                          | 36,034                        |
| PHOENIX (PRESCOTT)         | 1.68                          | 31,180                        |
| BUFFALO                    | 1.38                          | 8,709                         |
| NEW ORLEANS                | 1.38                          | 8,318                         |
| WASHINGTON, DC (HAGRSTWN)  | 1.37                          | 31,806                        |
| INDIANAPOLIS               | 1.30                          | 14,495                        |
| MINNEAPOLIS-ST. PAUL       | 1.30                          | 22,497                        |
| CLEVELAND-AKRON (CANTON)   | 1.29                          | 19,672                        |
| MEMPHIS                    | 1.29                          | 8,692                         |
| TAMPA-ST. PETE (SARASOTA)  | 1.28                          | 23,324                        |
| FT. MYERS-NAPLES           | 1.23                          | 6,267                         |
| SALT LAKE CITY             | 1.23                          | 11,308                        |
| COLUMBUS, OH               | 1.21                          | 11,203                        |
| CINCINNATI                 | 1.20                          | 10,987                        |
| HOUSTON                    | 1.20                          | 25,275                        |
| DAYTON                     | 1.19                          | 5,757                         |
| PHILADELPHIA               | 1.15                          | 33,928                        |
| CHARLOTTE                  | 1.10                          | 12,351                        |
| WEST PALM BEACH-FT. PIERCE | 1.10                          | 8,574                         |
| LOUISVILLE                 | 1.09                          | 7,273                         |
| BIRMINGHAM (ANN AND TUSC)  | 1.07                          | 7,915                         |
| BOSTON (MANCHESTER)        | 0.98                          | 23,609                        |
| DENVER                     | 0.97                          | 14,785                        |

| Market                     | % of Completely Unready Homes | # of Completely Unready Homes |
|----------------------------|-------------------------------|-------------------------------|
| KANSAS CITY                | 0.97                          | 9,098                         |
| MIAMI-FT. LAUDERDALE       | 0.97                          | 15,005                        |
| ST. LOUIS                  | 0.92                          | 11,498                        |
| PITTSBURGH                 | 0.91                          | 10,524                        |
| MILWAUKEE                  | 0.86                          | 7,786                         |
| NASHVILLE                  | 0.79                          | 8,029                         |
| JACKSONVILLE               | 0.76                          | 5,129                         |
| NORFOLK-PORTSMTH-NEWPT NWS | 0.75                          | 5,385                         |
| SAN FRANCISCO-OAK-SAN JOSE | 0.70                          | 17,335                        |
| CHICAGO                    | 0.61                          | 21,306                        |
| BALTIMORE                  | 0.56                          | 6,172                         |
| HARTFORD & NEW HAVEN       | 0.56                          | 5,684                         |
| KNOXVILLE                  | 0.55                          | 3,014                         |
| OKLAHOMA CITY              | 0.53                          | 3,643                         |
| ORLANDO-DAYTONA BCH-MELBRN | 0.51                          | 7,479                         |
| RALEIGH-DURHAM (FAYETVLL)  | 0.51                          | 5,511                         |
| NEW YORK                   | 0.50                          | 37,169                        |
| ATLANTA                    | 0.49                          | 11,612                        |
| GREENSBORO-H.POINT-W.SALEM | 0.38                          | 2,603                         |
| RICHMOND-PETERSBURG        | 0.24                          | 1,321                         |
| PROVIDENCE-NEW BEDFORD     | 0.00                          | 0                             |

Under government-mandated action, all full-powered television stations were required to switch to digital programming by June 12, 2009, which potentially left viewers without a television signal unless they purchased digital television sets, connected to cable, satellite, and alternate delivery systems or purchased a converter box.

Nielsen is making these estimates available as a public service to the television industry, government policy-makers and local communities. This information is based on the same national and local television ratings samples that are used to generate national and local television ratings. To conduct the survey, Nielsen representatives observed and tabulated the actual televisions used in its samples. Because Nielsen has developed samples that reflect the total U.S. population including African American and Hispanic populations, these household characteristics in the samples can be projected to the whole country.

#### **About The Nielsen Company**

The Nielsen Company is a global information and media company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and business publications (Billboard, The Hollywood Reporter, Adweek). The privately held company is active in approximately 100 countries, with headquarters in New York, USA. For more information, please visit, [www.nielsen.com](http://www.nielsen.com).

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