



Media Alert

98.9% of AMERICAN HOMES ABLE TO RECEIVE DIGITAL TELEVISION

Gain of 1.3 Million Homes Since June 12 Digital Transition

NEW YORK, NY, Wednesday, July 29, 2009 – The Nielsen Company reported today that 98.9% of homes are able to receive digital television signals. This is a gain of 229,000 homes in the last two weeks and 1.3 million homes since the week of the June 12 digital television transition. As of July 26, only 1.2 million homes were unable to receive digital signals.

Taking a closer look at households without digital signals, Nielsen found:

- Homes without digital access are not necessarily watching TV on the Internet. As of July 12, 60.7% of completely unready homes have no Internet access.
- Most unready sets are not located in central parts of the house. Nielsen data show unready sets are mostly located in spare bedrooms, kitchens, basements, offices and garages.
- Income seems to be a factor. 54% of unready homes earn less than \$25K per year and 29% earn \$25K-\$50K per year.
- Households headed by older adults are almost entirely prepared with less than 1% of TV homes completely unready. 2.7% of homes with a head of household under 35 are completely unready, though their preparedness continues to improve.

Percentage of Completely Unready Homes as of Sunday, July 26, 2009

% of Homes Unready as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
July 26, 2009	1.1	0.8	2.2	1.6	1.3	2.7	0.4
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	5.0	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

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 3.3 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, Providence-New Bedford is completely ready, and there are 32 markets not far behind with less than 1% of TV households completely unready. Albuquerque-Santa Fe continues to have the highest percentage of homes (3.5%) that cannot receive digital signals from high-powered U.S. television stations. 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
National Sample	1.06	1,213,700
ALBUQUERQUE-SANTA FE	3.54	24,395
LAS VEGAS	2.66	19,376
SAN ANTONIO	2.48	20,300
SAN DIEGO	2.39	25,494
DALLAS-FT. WORTH	2.29	57,020
GREENVLL-SPART-ASHEVLL-AND	2.16	18,534
PORTLAND, OR	2.14	25,147
TULSA	1.89	10,008
AUSTIN	1.70	11,350
SEATTLE-TACOMA	1.62	29,484
PHOENIX (PRESCOTT)	1.53	28,396
DETROIT	1.45	27,941
LOS ANGELES	1.43	80,856
SACRAMNTO-STKTON-MODESTO	1.38	19,313
TAMPA-ST. PETE (SARASOTA)	1.29	23,506
COLUMBUS, OH	1.24	11,480
WASHINGTON, DC (HAGRSTWN)	1.20	27,859
CINCINNATI	1.18	10,804
FT. MYERS-NAPLES	1.08	5,503
CHARLOTTE	1.07	12,015
NEW ORLEANS	1.04	6,268
KANSAS CITY	1.01	9,473
INDIANAPOLIS	1.00	11,150
HOUSTON	0.97	20,430
CLEVELAND-AKRON (CANTON)	0.95	14,487
BUFFALO	0.93	5,869
PHILADELPHIA	0.87	25,667

Market	%of Completely Unready Homes	# of Completely Unready Homes
BIRMINGHAM (ANN AND TUSC)	0.83	6,140
PITTSBURGH	0.81	9,367
ST. LOUIS	0.80	9,999
JACKSONVILLE	0.73	4,926
DAYTON	0.71	3,435
DENVER	0.69	10,517
MIAMI-FT. LAUDERDALE	0.64	9,900
SALT LAKE CITY	0.63	5,792
MILWAUKEE	0.55	4,979
BOSTON (MANCHESTER)	0.51	12,286
MEMPHIS	0.51	3,436
SAN FRANCISCO-OAK-SAN JOSE	0.50	12,382
ATLANTA	0.49	11,612
OKLAHOMA CITY	0.49	3,368
KNOXVILLE	0.48	2,630
WEST PALM BEACH-FT. PIERCE	0.48	3,741
HARTFORD & NEW HAVEN	0.47	4,770
GREENSBORO-H.POINT-W.SALEM	0.38	2,603
RALEIGH-DURHAM (FAYETVLL)	0.38	4,107
MINNEAPOLIS-ST. PAUL	0.36	6,230
CHICAGO	0.31	10,828
ORLANDO-DAYTONA BCH-MELBRN	0.30	4,399
BALTIMORE	0.28	3,086
NASHVILLE	0.24	2,439
NORFOLK-PORTSMTH-NEWPT NWS	0.24	1,723
RICHMOND-PETERSBURG	0.24	1,321
LOUISVILLE	0.14	934
NEW YORK	0.05	3,717
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 first began tracking the digital readiness of U.S. households in January 2008 and found that 10.5% of American homes were completely unready. Since April 2009 readiness has steadily improved with 77.3% of unready sets that became ready now connected to a converter box and 22% of unready sets that became ready now connected to cable or satellite (18.8% to cable and 3.5% to satellite). 8% of unready sets were just removed altogether, since April 2009.

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.

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