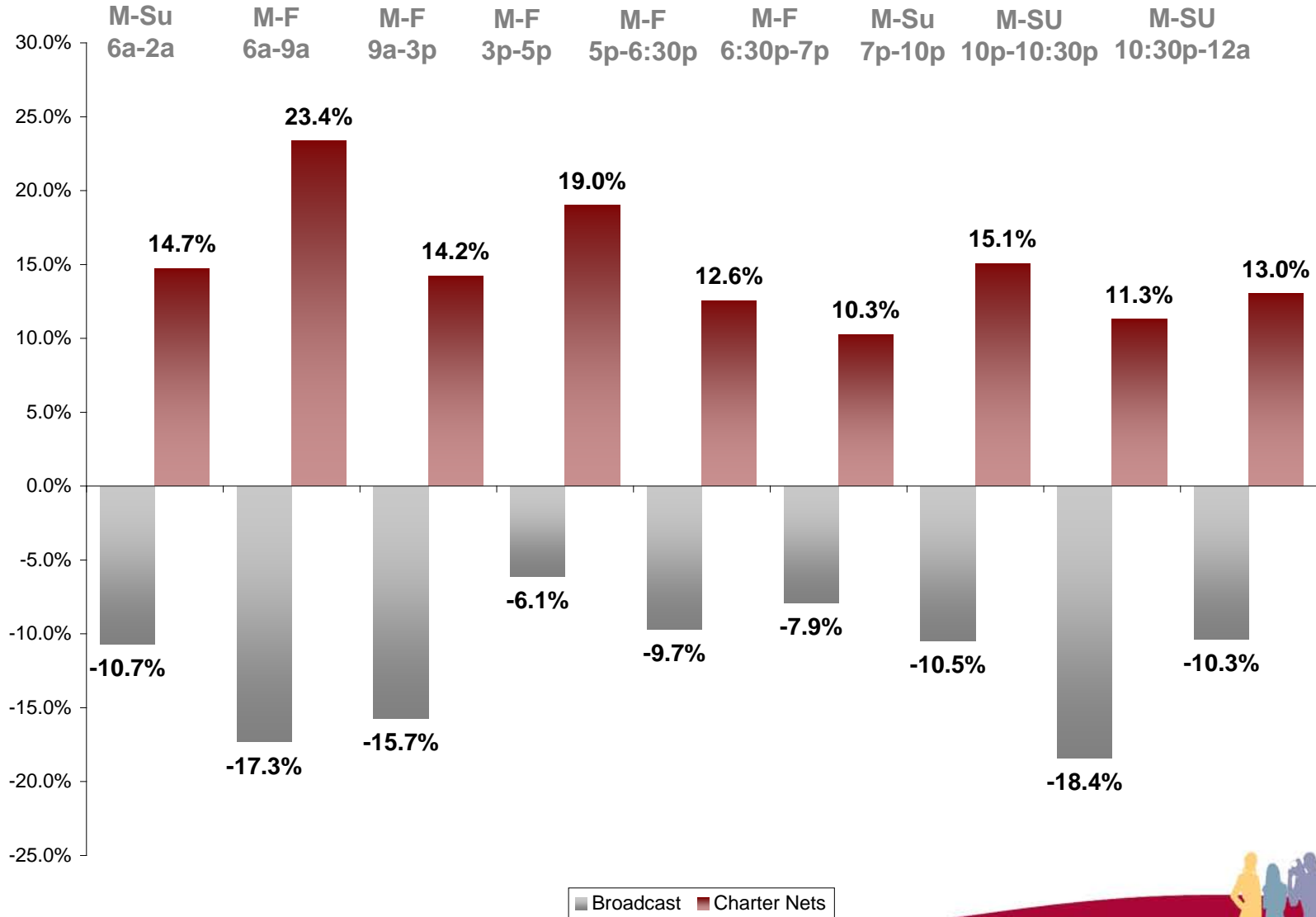


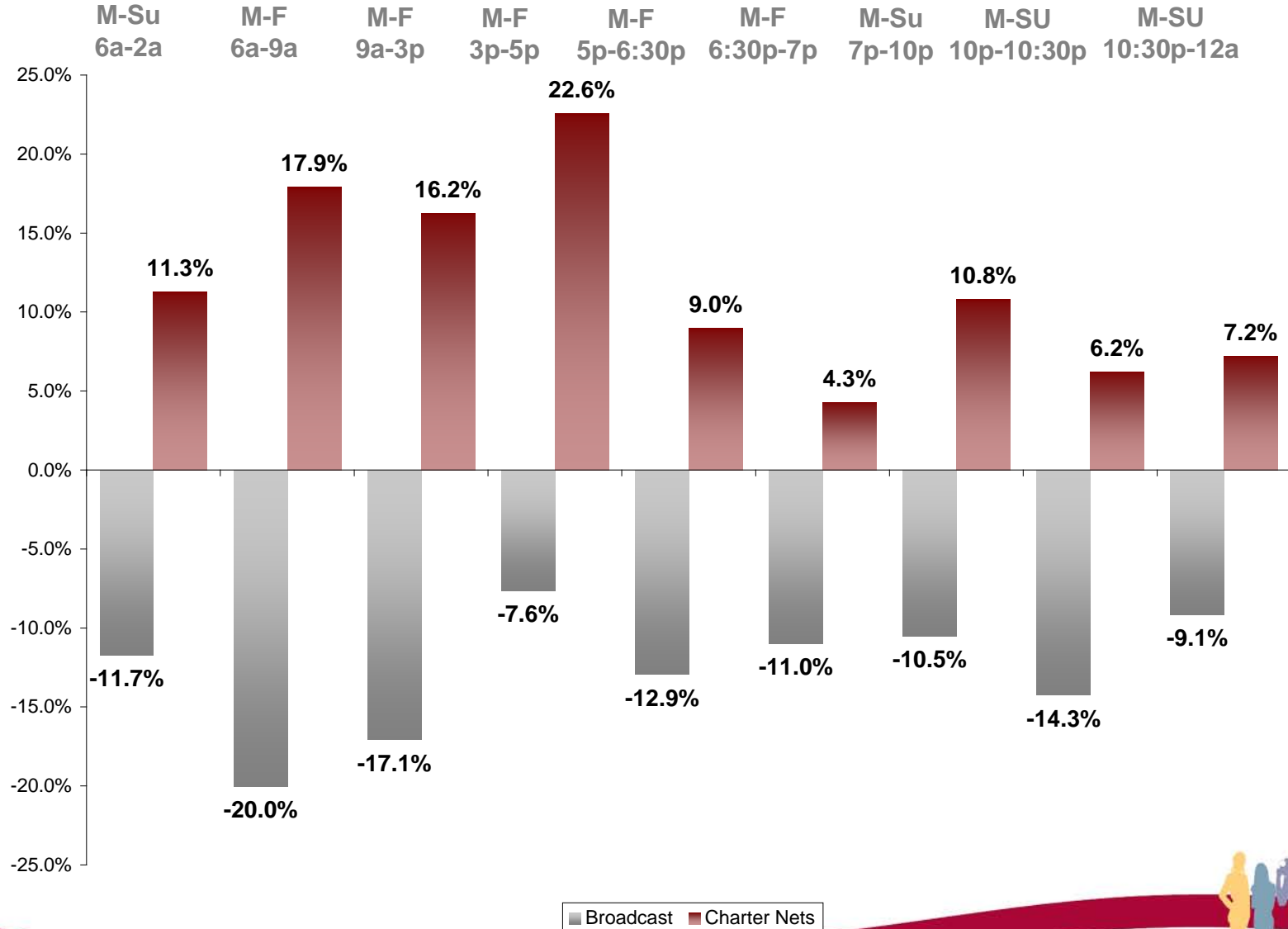
# Daypart Analysis - A18-49

January 2009 vs. January 2010



# Daypart Analysis - A25-54

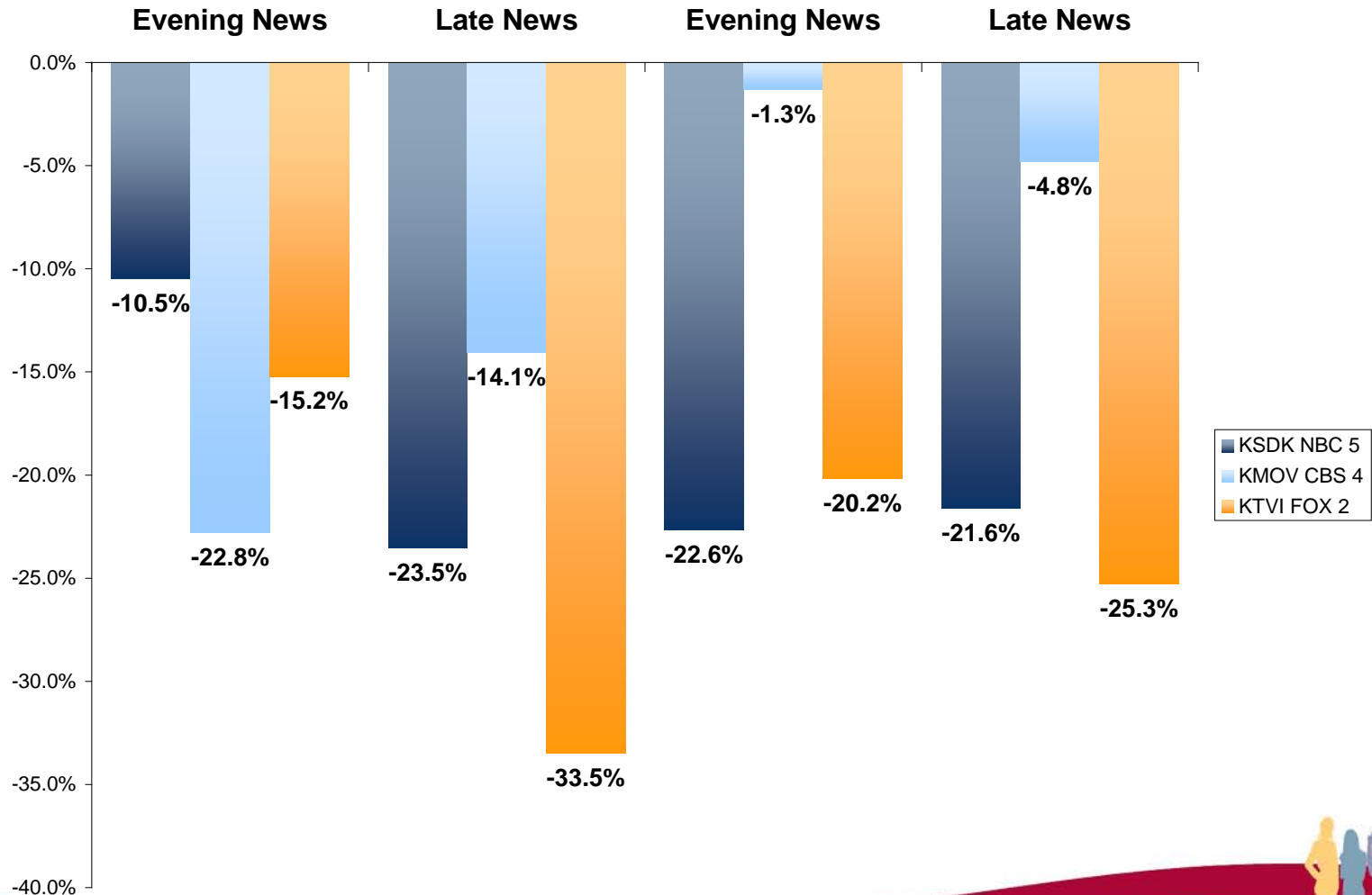
January 2009 vs. January 2010

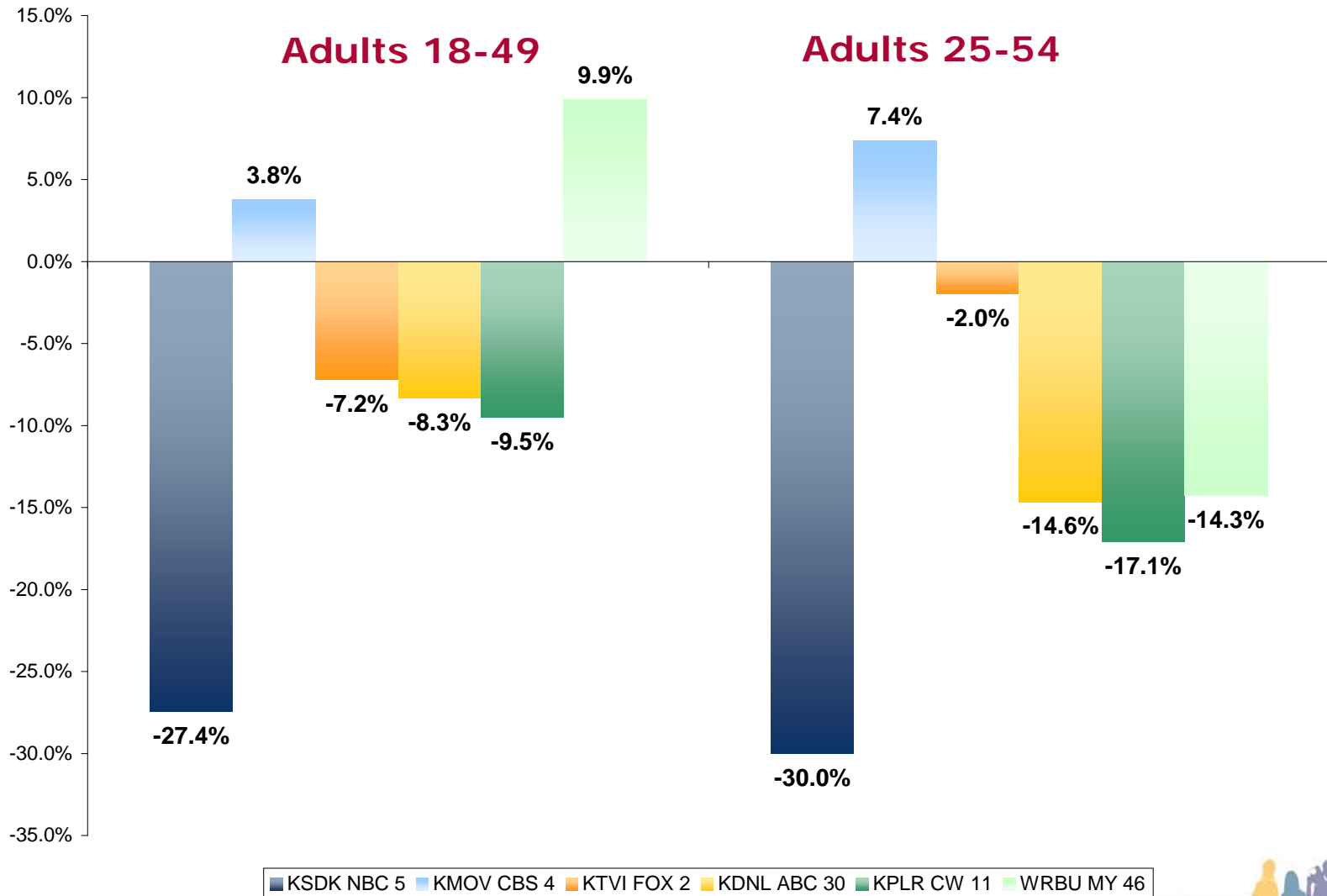


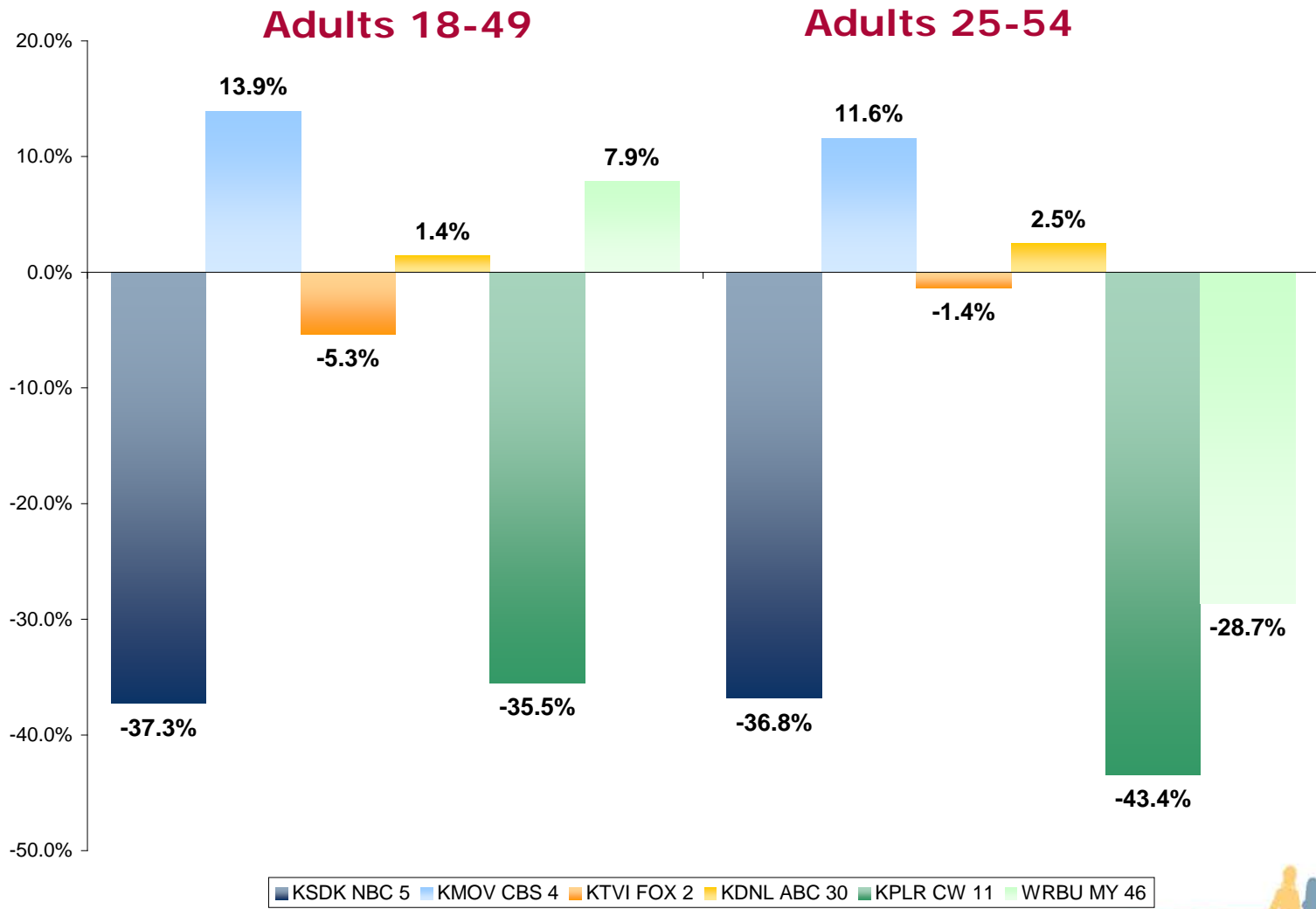
■ Broadcast ■ Charter Nets

### Adults 18-49

### Adults 25-54







A18-49	2009 Imp	2010 Imp	% Change
KSDK NBC 5	35,822	25,999	-27.4%
KMOV CBS 4	23,855	24,752	3.8%
KTVI FOX 2	35,828	33,248	-7.2%
KDNL ABC 30	11,466	10,510	-8.3%
KPLR CW 11	11,037	9,987	-9.5%
WRBU MY 46	2,960	3,252	9.9%
KETC PBS 9	2,983	3,019	1.2%
Other Broadcast	365	233	-36.2%
Charter Media Nets	109,778	125,963	14.7%
Other Cable Nets	15,425	13,493	-12.5%
Premium Cable Nets	4,564	3,923	-14.0%

A18-49	2009 Imp	2010 Imp	% Change
USA	6,722	7,961	18.4%
TNT	6,833	6,206	-9.2%
TBS	4,816	6,069	26.0%
BET	3,121	4,576	46.6%
ESPN	3,075	4,506	46.5%
Nickelodeon	4,049	4,450	9.9%
FX	3,270	4,176	27.7%
AMC	2,172	3,841	76.8%
A&E	2,985	3,758	25.9%
SYFY	2,460	3,605	46.5%
MTV	2,532	3,432	35.5%
Cartoon	5,729	3,288	-42.6%
Food	1,938	3,182	64.2%
History	2,155	2,995	39.0%
Spike	3,004	2,936	-2.3%
VH1	2,482	2,905	17.0%
Oxygen	2,233	2,856	27.9%
Comedy	2,847	2,840	-0.2%
ABC Family	2,085	2,785	33.6%
Tru TV	1,690	2,696	59.5%



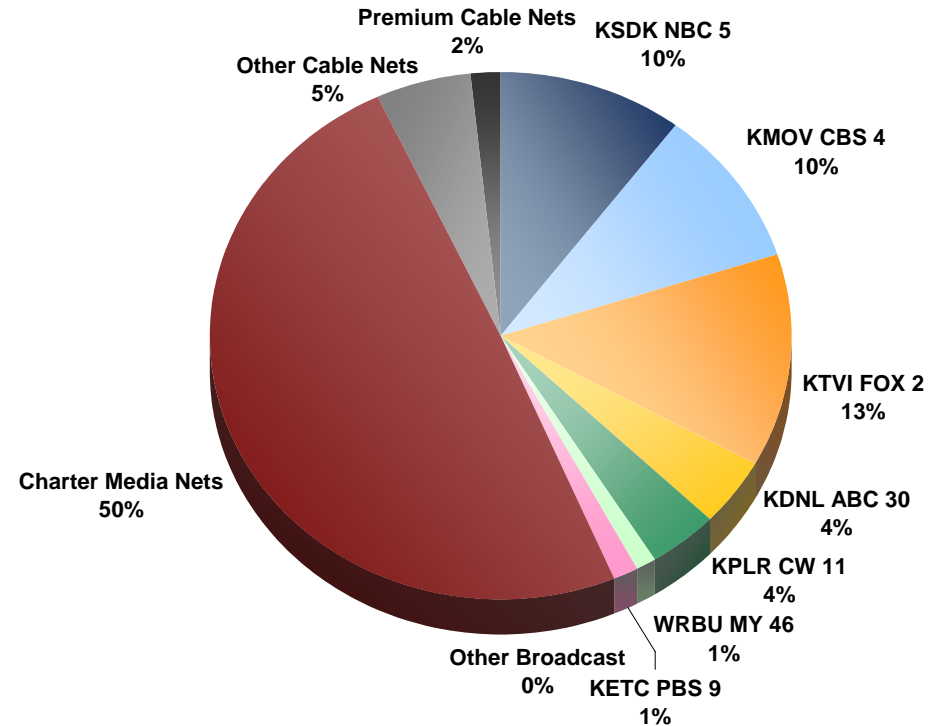
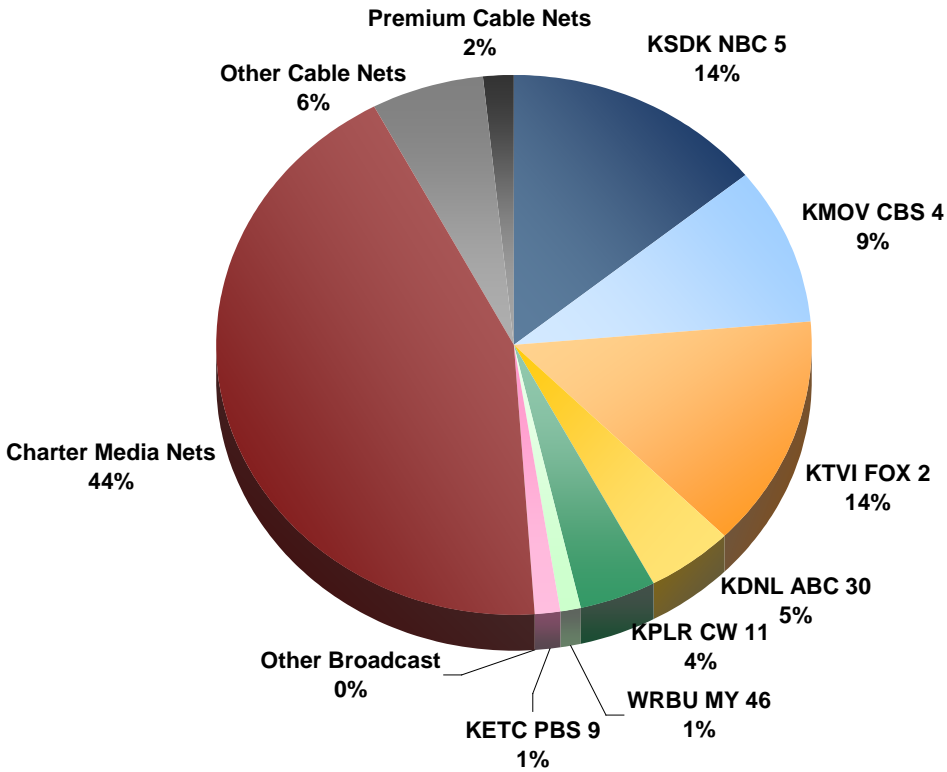
A25-54	2009 Imp	2010 Imp	% Change
KSDK NBC 5	45,069	31,554	-30.0%
KMOV CBS 4	29,997	32,203	7.4%
KTVI FOX 2	40,789	39,984	-2.0%
KDNL ABC 30	13,401	11,438	-14.6%
KPLR CW 11	13,431	11,136	-17.1%
WRBU MY 46	3,684	3,158	-14.3%
KETC PBS 9	4,358	3,899	-10.5%
Other Broadcast	740	341	-53.9%
Charter Media Nets	106,018	117,982	11.3%
Other Cable Nets	16,145	13,361	-17.2%
Premium Cable Nets	4,579	4,172	-8.9%

A25-54	2009 Imp	2010 Imp	% Change
USA	6,507	7,888	21.2%
TNT	7,135	6,400	-10.3%
TBSC	5,067	5,754	13.6%
ESPN	2,719	4,291	57.8%
BET	2,780	4,082	46.8%
FX	2,953	3,755	27.2%
AMC	2,261	3,736	65.2%
A&E	3,074	3,692	20.1%
Nickelodeon	3,790	3,636	-4.1%
SYFY	2,792	3,368	20.6%
History	2,270	3,002	32.2%
Food	1,970	2,997	52.1%
Lifetime	2,852	2,899	1.6%
Tur TV	1,877	2,664	41.9%
Oxygen	1,806	2,532	40.2%
Spike	2,918	2,481	-15.0%
HGTV	2,530	2,432	-3.9%
VH1	1,970	2,288	16.1%
TV Land	1,721	2,278	32.4%
Discovery	1,710	2,240	31.0%



**2009**

**2010**



**2009**

**2010**

