



Media Alert

NEARLY ALL AMERICAN HOMES ARE ABLE TO RECEIVE DIGITAL TELEVISION

4 Metered Markets Now Completely Ready

NEW YORK, NY, Tuesday, September 8, 2009 – The Nielsen Company reported today that 99.4% of homes are able to receive digital television signals. This is a gain of over 572,000 homes in the last month and 1.8 million homes since the week of the June 12 digital television transition. As of August 30, only 710,000 homes were unable to receive digital signals.

Percentage of Completely Unready Homes as of Sunday, August 30, 2009

% of Homes Unready as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
August 30, 2009	0.6	0.5	1.0	1.3	0.4	1.6	0.2
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
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 and/or foreign station. On average, those homes that receive low power stations currently have 3.2 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, four markets – Providence-New Bedford, New York, Nashville and Louisville - are completely ready, and 44 markets have less than 1% of TV households completely unready. Las Vegas has overtaken Albuquerque-Santa Fe as the market with the highest percentage of homes (2.2%) 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	0.62	709,900
LAS VEGAS	2.18	15,879
ALBUQUERQUE-SANTA FE	2.14	14,747
PORTLAND, OR	2.00	23,502
GREENVLL-SPART-ASHEVLL-AND	1.96	16,818
SAN ANTONIO	1.72	14,079
SAN DIEGO	1.71	18,240
DALLAS-FT. WORTH	1.48	36,852
LOS ANGELES	1.37	77,463
PHOENIX (PRESCOTT)	1.31	24,313
TULSA	1.06	5,613
AUSTIN	1.01	6,743
CHARLOTTE	1.01	11,341
FT. MYERS-NAPLES	0.99	5,044
SACRAMNTO-STKTON-MODESTO	0.98	13,715
HOUSTON	0.81	17,060
TAMPA-ST. PETE (SARASOTA)	0.75	13,666
SEATTLE-TACOMA	0.74	13,468
NEW ORLEANS	0.72	4,340
CINCINNATI	0.71	6,501
OKLAHOMA CITY	0.70	4,811
CLEVELAND-AKRON (CANTON)	0.69	10,522
PITTSBURGH	0.66	7,633
WASHINGTON, DC (HAGRSTWN)	0.64	14,858
PHILADELPHIA	0.52	15,341
RALEIGH-DURHAM (FAYETVLL)	0.51	5,511
BUFFALO	0.49	3,092
ST. LOUIS	0.49	6,124
INDIANAPOLIS	0.48	5,352
KNOXVILLE	0.48	2,630
MINNEAPOLIS-ST. PAUL	0.48	8,307
SALT LAKE CITY	0.48	4,413

Market	% of Completely Unready Homes	# of Completely Unready Homes
DAYTON	0.47	2,274
SAN FRANCISCO-OAK-SAN JOSE	0.44	10,896
MILWAUKEE	0.42	3,802
GREENSBORO-H.POINT-W.SALEM	0.38	2,603
BOSTON (MANCHESTER)	0.35	8,432
ATLANTA	0.33	7,820
DETROIT	0.33	6,359
MIAMI-FT. LAUDERDALE	0.32	4,950
ORLANDO-DAYTONA BCH-MELBRN	0.32	4,693
BIRMINGHAM (ANN AND TUSC)	0.27	1,997
KANSAS CITY	0.25	2,345
MEMPHIS	0.24	1,617
NORFOLK-PORTSMTH-NEWPT NWS	0.24	1,723
RICHMOND-PETERSBURG	0.24	1,321
WEST PALM BEACH-FT. PIERCE	0.24	1,871
COLUMBUS, OH	0.19	1,759
BALTIMORE	0.16	1,763
CHICAGO	0.16	5,589
DENVER	0.16	2,439
HARTFORD & NEW HAVEN	0.06	609
JACKSONVILLE	0.03	202
LOUISVILLE	0.00	0
NASHVILLE	0.00	0
NEW YORK	0.00	0
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.

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