

Posted March 5, 2009

3.9% of U.S. HOUSEHOLDS – OR 4.5 MILLION HOMES – STILL UNPREPARED FOR THE SWITCH TO DIGITAL TELEVISION

**Albuquerque-Santa Fe Least-Prepared Local Metered Market;
Providence-New Bedford is Most Prepared**

Nearly 4.5 million U.S. households – or 3.9 percent of all TV homes -- are not ready for the upcoming transition to all-digital broadcasting and would be unable to receive any television programming at all if the transition occurred today, The Nielsen Company reported today. This is an improvement of more than 570,000 homes since Nielsen reported readiness status just two weeks ago at the middle of February.

This month additional analysis was completed to further define Age of Head of Household with categories for age 65+ and 75+. Both categories are significantly better prepared than the nation as a whole and other Age of Head of Household groups. Just 1.8% of households headed by someone age 65+ are completely unready and 2% of those headed by someone age 75+ are completely unready.

Now that the transition date has been re-set for June, Nielsen will return to monthly updates on the nation's readiness.

Preparedness as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
March 1, 2009	3.9	3.2	6.7	6.5	4.5	7.2	2.2
Feb. 15, 2009	4.4	3.6	7.5	7.4	5.1	8.1	2.6
Feb. 1, 2009	5.1	4.1	8.7	8.5	6.3	8.6	3.2
Jan. 18, 2009	5.7	4.6	9.9	9.7	6.9	8.8	4.0
Dec. 21, 2008	6.8	5.6	10.8	11.5	8.1	9.9	5.2

Local Market Rankings

Among the 56 local markets that Nielsen measures with electronic meters, the one that is least ready is Albuquerque-Santa Fe with 9.8% of the households completely unready. The most prepared market is now Providence-New Bedford where less than 1% - just 0.21% - of homes completely unready.

**Table 2
56 Local Metered Markets Based on Percentage of Households Currently Unprepared for Digital Conversion**

Local Markets	Completely Unready%
ALBUQUERQUE-SANTA FE	9.82
HOUSTON	8.04
AUSTIN	7.26
DALLAS-FT. WORTH	7.19
SACRAMENTO-STOKTON-MODESTO	6.24
TULSA	6.18
LOS ANGELES	5.73
GREENVILLE-SPARTANBURGH-AND*	5.70

Local Markets	Completely Unready %
MEMPHIS	5.69
PHOENIX (PRESCOTT)	5.04
JACKSONVILLE	4.86
SAN ANTONIO	4.79
PORTLAND, OR	4.51
DAYTON	4.05
MIAMI-FT. LAUDERDALE	4.02
SEATTLE-TACOMA	4.00
INDIANAPOLIS	3.97
SAN DIEGO	3.92
DETROIT	3.69
DENVER	3.56
ST. LOUIS	3.51
CHICAGO	3.46
LAS VEGAS	3.45
CINCINNATI	3.31
WASHINGTON, DC (HAGRSTWN)	3.30
SAN FRANCISCO-OAK-SAN JOSE	3.25
RICHMOND-PETERSBURG *	3.25
MILWAUKEE	3.19
ORLANDO-DAYTONA BCH-MELBRN	3.16
CHARLOTTE	3.14
LOUISVILLE	3.08
BUFFALO	2.96
COLUMBUS, OH	2.86
BALTIMORE	2.77
NASHVILLE	2.72
KNOXVILLE	2.58
TAMPA-ST. PETE (SARASOTA)	2.58
BIRMINGHAM (ANN AND TUSC)	2.43
GREENSBORO-H.POINT-W.SALEM	2.37
RALEIGH-DURHAM (FAYETVLE)	2.24
KANSAS CITY	2.20
NORFOLK-PORTSMTH-NEWPT NWS	2.12
WEST PALM BEACH-FT. PIERCE	2.11
OKLAHOMA CITY	2.04
PITTSBURGH	1.82
ATLANTA	1.72
NEW YORK	1.57
NEW ORLEANS	1.45
FT. MYERS-NAPLES	1.40
BOSTON (MANCHESTER)	1.37
PHILADELPHIA	1.28
HARTFORD & NEW HAVEN	1.01
PROVIDENCE-NEW BEDFORD	0.21

*Greenville-Spartanburg-Ashville and Richmond-Petersburg based on 6-day week due to storm-related exclusion on March 1