



Press Release

For Immediate Release

2.8 MILLION HOMES UNREADY FOR TRANSITION TO DIGITAL TV AS JUNE 12 DEADLINE APPROACHES

NEW YORK, NY, Wednesday, June 10, 2009 – In its final update before the June 12, 2009 deadline for converting all full-powered U.S. television stations to digital transmission, The Nielsen Company reported that 2.8 million American households, or 2.5% of the television market, are completely unready for the transition. Younger, African American and Hispanic homes are disproportionately unready, while the elderly are the most ready.

“Since February, when the U.S. government postponed the transition for three months, the number of households that are completely unready has been cut in half – from 5.8 million to 2.8 million homes,” said Sara Erichson, President Media Client Services, The Nielsen Company. “Given the importance that television plays in the day-to-day life of most people, we expect that most of the remaining unready homes will take the necessary steps to get ready once the stations make the final switch to digital transmission. We will continue to follow this trend closely.”

Percentage of Completely Unready Homes as of Sunday, June 7, 2009

Percent of Homes Unready as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
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	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
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

Readiness in Local Markets

Among the 56 local markets that Nielsen measures with electronic meters, the one that is least ready is Albuquerque-Santa Fe, with 7.6% of the households completely unready. Television homes in Providence-New Bedford, where area television stations previously made the transition to digital, are 100% ready. The markets with the most unready households tend to be in the Western United States, where cable penetration is lower. The most prepared markets are in the Eastern U.S.

	# of Completely Unready Homes	% of Completely Unready Homes
National Sample	2,805,250	2.45
ALBUQUERQUE-SANTA FE	52,235	7.58
DALLAS-FT. WORTH	145,414	5.84
SACRAMENTO-STOKTON-MODESTO	64,238	4.59
SEATTLE-TACOMA	82,809	4.55
AUSTIN	29,978	4.49
LOS ANGELES	252,180	4.46
PHOENIX (PRESCOTT)	77,207	4.16
TULSA	21,923	4.14
GREENVILLE-SPARTANBURGH-ANDERSON	32,949	3.84
HOUSTON	78,772	3.74
PORTLAND, OR	43,361	3.69
CLEVELAND-AKRON (CANTON)	55,965	3.67
MEMPHIS	23,919	3.55
SALT LAKE CITY	29,512	3.21
SAN ANTONIO	25,948	3.17
INDIANAPOLIS	34,787	3.12
SAN DIEGO	33,174	3.11
MIAMI-FT. LAUDERDALE	43,468	2.81
MINNEAPOLIS-ST. PAUL	45,859	2.65
DETROIT	50,101	2.60
LOUISVILLE	17,148	2.57
WASHINGTON, DC (HAGERSTOWN)	59,665	2.57
DAYTON	12,143	2.51
WEST PALM BEACH-FT. PIERCE	18,862	2.42
SAN FRANCISCO-OAKLAND-SAN JOSE	59,682	2.41
RICHMOND-PETERSBURG	12,986	2.36
KNOXVILLE	12,328	2.25
LAS VEGAS	16,171	2.22
BIRMINGHAM (ANN ARBOR AND TUSCALOOSA)	16,127	2.18
CHICAGO	76,144	2.18
CINCINNATI	19,685	2.15
COLUMBUS, OH	19,350	2.09
NORFOLK-PORTSMOUTH-NEWPORT NEWS	14,648	2.04
ST. LOUIS	24,871	1.99
BUFFALO	12,244	1.94
NEW ORLEANS	11,693	1.94
JACKSONVILLE	13,025	1.93
NASHVILLE	19,208	1.89
PHILADELPHIA	55,169	1.87

	# of Completely Unready Homes	% of Completely Unready Homes
CHARLOTTE	20,324	1.81
KANSAS CITY	16,790	1.79
DENVER	25,454	1.67
TAMPA-ST. PETE (SARASOTA)	28,243	1.55
RALEIGH-DURHAM (FAYETVILLE)	16,210	1.50
ORLANDO-DAYTONA BCH-MELBRN	21,263	1.45
NEW YORK	96,640	1.30
MILWAUKEE	10,774	1.19
GREENSBORO-H.POINT-W.SALEM	7,947	1.16
BOSTON (MANCHESTER)	27,704	1.15
ATLANTA	25,831	1.09
FT. MYERS-NAPLES	4,993	0.98
HARTFORD & NEW HAVEN	9,947	0.98
PITTSBURGH	10,061	0.87
BALTIMORE	8,045	0.73
OKLAHOMA CITY	3,368	0.49
PROVIDENCE-NEW BEDFORD	0	0.00

Under government-mandated action, all full-powered television stations are required to switch to digital programming by June 12, 2009, which could leave viewers without a television signal unless they purchase digital television sets, connect to cable, satellite, and alternate delivery systems or purchase 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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