



Media Alert

2.5 MILLION U.S. HOMES REMAIN WITHOUT A DIGITAL SIGNAL AFTER THE JUNE 12, 2009 TRANSITION TO DIGITAL TELEVISION

NEW YORK, NY, Wednesday, June 17, 2009 – In its first update after the country's June 12, 2009 conversion to digital television, The Nielsen Company reported that 2.5 million American households, or 2.2% of the television market, could not receive digital television signals through the week ending June 14.

These numbers reflect an improvement of 300,000 homes since June 7, the most recent date for which Nielsen provided readiness numbers. Next week, Nielsen will provide another update on digital availability through June 21.

Percentage of Completely Unready Homes as of Sunday, June 14, 2009

% of Homes Unready as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
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	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
January 18, 2009	5.7	4.6	9.9	9.7	6.9	8.8	4
December 21, 2008	6.8	5.6	10.8	11.5	8.1	9.9	5.2

Readiness in Local Markets

Among the 56 local markets that Nielsen measures with electronic meters, Albuquerque-Santa Fe, continues to have the highest percentage of homes (6.9%) that cannot receive digital signals from high-powered U.S. television stations. Providence-New Bedford, where a number of area television stations previously made the transition to digital, have the lowest percentage of homes (less than 1%) that cannot get a digital signal, 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."

	# of Completely Unready Homes	% of Completely Unready Homes
National Sample	2,496,100	2.18
ALBUQUERQUE-SANTA FE	47,205	6.85
DALLAS-FT. WORTH	135,205	5.43
AUSTIN	31,113	4.66
SACRAMENTO-STOKTON-MODESTO	58,780	4.20
TULSA	22,188	4.19
SEATTLE-TACOMA	75,529	4.15
LOS ANGELES	225,040	3.98
PHOENIX (PRESCOTT)	69,412	3.74
GREENVILLE-SPARTANBURGH-ANDERSON	29,517	3.44
PORTLAND, OR	40,188	3.42
MEMPHIS	22,100	3.28
SAN DIEGO	33,600	3.15
HOUSTON	65,714	3.12
CLEVELAND-AKRON (CANTON)	45,290	2.97
SAN ANTONIO	24,066	2.94
INDIANAPOLIS	30,662	2.75
SALT LAKE CITY	25,191	2.74
DETROIT	48,367	2.51
MINNEAPOLIS-ST. PAUL	42,571	2.46
DAYTON	11,804	2.44
MIAMI-FT. LAUDERDALE	37,590	2.43
WASHINGTON, DC (HAGERSTOWN)	56,183	2.42
RICHMOND-PETERSBURG	12,766	2.32
LAS VEGAS	16,608	2.28
CHICAGO	78,938	2.26
LOUISVILLE	14,612	2.19
CINCINNATI	19,685	2.15
SAN FRANCISCO-OAKLAND-SAN JOSE	51,263	2.07
COLUMBUS, OH	18,795	2.03
KNOXVILLE	11,013	2.01
NEW ORLEANS	11,693	1.94
BUFFALO	12,181	1.93
WEST PALM BEACH-FT. PIERCE	14,497	1.86
BIRMINGHAM (ANN ARBOR AND TUSCALOOSA)	13,537	1.83
NASHVILLE	18,496	1.82
NORFOLK-PORTSMOUTH-NEWPORT NEWS	12,924	1.80
ST. LOUIS	20,372	1.63
PHILADELPHIA	47,204	1.60

	# of Completely Unready Homes	% of Completely Unready Homes
TAMPA-ST. PETE (SARASOTA)	29,155	1.60
JACKSONVILLE	10,528	1.56
KANSAS CITY	14,445	1.54
DENVER	22,558	1.48
CHARLOTTE	16,506	1.47
RALEIGH-DURHAM (FAYETVLL)	15,886	1.47
MILWAUKEE	10,864	1.20
GREENSBORO-H.POINT-W.SALEM	7,742	1.13
ORLANDO-DAYTONA BCH-MELBRN	16,424	1.12
BOSTON (MANCHESTER)	26,500	1.10
NEW YORK	78,055	1.05
FT. MYERS-NAPLES	4,993	0.98
HARTFORD & NEW HAVEN	9,947	0.98
PITTSBURGH	11,333	0.98
ATLANTA	18,247	0.77
BALTIMORE	8,045	0.73
OKLAHOMA CITY	3,368	0.49
PROVIDENCE-NEW BEDFORD	1,556	0.25

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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