



Media Alert

400,000 AMERICAN HOMES BECAME “READY” SINCE THE JUNE 12 DTV TRANSITION

NEW YORK, NY, Wednesday, June 24, 2009 – The Nielsen Company reported today that 2.1 million American households, or 1.8% of the U.S., could not receive digital television signals through the week ending June 21. This is an improvement of 400,000 homes since the week of the June 12 digital television transition.

Percentage of Completely Unready Homes as of Sunday, June 21, 2009

% of Homes Unready as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
June 21, 2009	1.8	1.3	4	2.8	2.9	4	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	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

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 or foreign station. On average, those homes that receive low power stations currently have 3.6 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, Albuquerque-Santa Fe, continues to have the highest percentage of homes (6.2%) that cannot receive digital signals from high-powered U.S. television stations. Providence-New Bedford has 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 Average	2,083,900	1.82
ALBUQUERQUE-SANTA FE	42,863	6.22
AUSTIN	31,514	4.72
DALLAS-FT. WORTH	109,559	4.40
TULSA	19,646	3.71
LOS ANGELES	190,549	3.37
PORTLAND, OR	38,308	3.26
SEATTLE-TACOMA	58,057	3.19
SAN ANTONIO	25,621	3.13
SACRAMENTO-STOKTON-MODESTO	42,825	3.06
SAN DIEGO	30,507	2.86
PHOENIX (PRESCOTT)	52,708	2.84
GREENVILLE-SPARTANBURGH-ANDERSON	22,223	2.59
CLEVELAND-AKRON (CANTON)	38,276	2.51
MEMPHIS	16,912	2.51
LAS VEGAS	18,210	2.50
SALT LAKE CITY	20,962	2.28
INDIANAPOLIS	25,198	2.26
WASHINGTON, DC (HAGERSTOWN)	52,004	2.24
DAYTON	10,789	2.23
DETROIT	41,815	2.17
HOUSTON	45,284	2.15
MINNEAPOLIS-ST. PAUL	33,226	1.92
COLUMBUS, OH	17,591	1.90
LOUISVILLE	12,477	1.87
NEW ORLEANS	10,789	1.79
CHICAGO	60,776	1.74
WEST PALM BEACH-FT. PIERCE	13,172	1.69
TAMPA-ST. PETERSBURG (SARASOTA)	29,337	1.61
CINCINNATI	14,649	1.60
BUFFALO	9,972	1.58
MIAMI-FT. LAUDERDALE	24,287	1.57
SAN FRANCISCO-OAKLAND-SAN JOSE	36,899	1.49
BIRMINGHAM (ANN ARBOR AND TUSCALOOSA)	10,948	1.48
JACKSONVILLE	9,785	1.45

	# of Completely Unready Homes	% of Completely Unready Homes
RICHMOND-PETERSBURG	7,868	1.43
ST. LOUIS	17,872	1.43
KANSAS CITY	12,850	1.37
NASHVILLE	13,618	1.34
PHILADELPHIA	39,533	1.34
DENVER	19,967	1.31
NORFOLK-PORTSMTH-NEWPT NWS	9,191	1.28
CHARLOTTE	14,148	1.26
MILWAUKEE	10,774	1.19
KNOXVILLE	6,246	1.14
BOSTON (MANCHESTER)	26,018	1.08
RALEIGH-DURHAM (FAYETVLL)	11,239	1.04
ORLANDO-DAYTONA BCH-MELBRN	13,344	0.91
NEW YORK	66,904	0.90
HARTFORD & NEW HAVEN	9,033	0.89
ATLANTA	20,854	0.88
FT. MYERS-NAPLES	4,484	0.88
PITTSBURGH	10,061	0.87
GREENSBORO-H.POINT-W.SALEM	5,344	0.78
BALTIMORE	8,045	0.73
OKLAHOMA CITY	4,330	0.63
PROVIDENCE-NEW BEDFORD	1,494	0.24

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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