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News Release

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Nielsen Reports Growth of 4.4% in Asian and 4.3% in Hispanic U.S. Households for 2008-2009 Television Season

No Changes in Top 20 Local Market Ranks

New York, NY August 28, 2008 - The Nielsen Company today announced that the total number of television households within the U.S. (including Alaska and Hawaii) for the 2008-2009 season will be 114.5 million, an increase of 1.5% from last year. Nielsen also estimates that the number of Persons Age 2+ in U.S. TV households will increase by 1.3% to a total of nearly 290 million.

The National Universe Estimates show a continued increase of Hispanic and Asian TV Households in comparison to Total TV Households. Proportional growth of Asian (4.4%) Hispanic (4.3%) TV Households were nearly three times greater than the growth for the Total TV Household estimate (1.5%). Black or African American TV households increased 2.2% over last year.

Table 1: Total U.S. Television Households by Race and Ethnicity: 2008 and 2009

TV Households	2008 UE (000)	2009 UE (000)	Relative Change 2008 to 2009
Total	112,800	114,500	1.5%
Hispanic	12,140	12,660	4.3%
Asian	4,540	4,740	4.4%
Black or African-American	13,650	13,950	2.2%

Baby Boomers continue to drive the growth of Persons 55+ and the universe estimates continue to reflect this change in the United States age structure. Persons 55+ demos are increasing at a rate (2.7%) double that of the Total Persons 2+ demo (1.3%).

Table 3: Total National Persons Break Demos: 2008 and 2009

Persons in TV Households	2008 UE (000)	2009 UE (000)	Relative Change 2008 to 2009
Persons 2+	286,300	289,950	1.3%
Persons 35-64	117,450	119,070	1.4%
Persons 55+	69,470	71,350	2.7%

Local Market Universe Estimates

The 2008-2009 Local Television Household Universe Estimates and market ranks reflect a continued trend of growth in the Southern and Western U.S. Of the 58 markets which moved up in rank, well over half are in the expanding Southeast or Mountain regions.



For the first time in more than 10 years, there were no rank changes in the top 20 markets, though movement in the lower ranks was still evident. Notable increases include:

- Austin enters the Top 50 markets, moving from 51 to 49
- Indianapolis enters the Top 25 markets, increasing from 26 to 25
- Las Vegas continues steady growth moving from 43 to 42
- Palm Springs moves up 2 ranks from 144 to 142
- Numerous multi-rank increases were contained in the Mountain-region, including Salt Lake City (+2), Reno (+2), Grand Junction-Montrose (+3), Butte-Bozeman (+4) and Spokane (+2).

The full list of Designated Market Area (DMA) rankings and universe estimates is available through this link: http://www.nielsen.com/pdf/2008_09_DMA_Ranks.pdf

With the Digital Television (DTV) Transition deadline on February 17, 2009, Nielsen will closely monitor changes to our local samples and will be prepared to evaluate potential adjustments to both the 2008-2009 National and Local Universe Estimates.

National estimates are effective for the 2008-2009 TV season as of September 1, 2008. Nielsen's Universe Estimates are based on a variety of sources, including Nielsen Claritas (a leading provider of demographic data), the U.S. Census Bureau's Current Population Survey, decennial census results, the American Community Survey, as well as Nielsen's television samples.

Local market estimates will be used in metered market samples beginning with the data of September 27, 2008 and in diary samples with the publication of the October/November surveys. Nielsen will release local estimates for African-American, Hispanic and Asian television households in early September.

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 more than 100 countries, with headquarters in New York, USA. For more information, please visit, www.nielsen.com.

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