

**Broadcast TV  
Quarterly Post Summary  
Station Detail Example**

East Region Market	Station	Affiliate	Actual \$s	\$ Index	Purchased TRPs	Actual TRPs	Index
ALBANY-SCHENECTROY, NY DMA	WNYT	NBC	\$4,470	100	63	70	112
	WRGB	CBS	\$2,200	100	30	35	118
	WTEN	ABC	\$6,570	100	100	110	110
	WXXA	FOX	\$1,215	100	18	11	59
			<b>\$14,455</b>	<b>100</b>	<b>211</b>	<b>226</b>	<b>107</b>
BINGHAMTON, NY DMA	WBGH	NBC	\$1,200	100	21	16	74
	WBNG	CBS	\$9,000	98	175	142	83
	WIVT	ABC	\$720	100	14	14	100
			<b>\$10,920</b>	<b>98</b>	<b>211</b>	<b>172</b>	<b>82</b>
CHARLESTON, SC DMA	ECIV	ABC	\$1,595	90	37.50	22.48	67
	WCBD	NBC	\$3,325	98	67	69	104
	WCSC	CBS	\$5,650	100	106	127	120
			<b>\$10,570</b>	<b>98</b>	<b>210</b>	<b>218</b>	<b>104</b>
FT. MYERS-NAPLES, FL DMA	WBBH	NBC	\$3,700	100	34	31	90
	WFTX	FOX	\$840	100	10	14	151
	WINK	CBS	\$12,090	100	121	133	109
	WXCW	CW	\$4,125	100	46	49	107
			<b>\$20,755</b>	<b>100</b>	<b>210</b>	<b>226</b>	<b>108</b>
GREENSBORO-H. POINT-W. SALEM DMA	WFMY	CBS	\$11,900	93	182	216	128
	WGHP	FOX	\$7,960	100	105	186	177
	WXII	NBC	\$13,860	100	163	152	93
			<b>\$33,720</b>	<b>97</b>	<b>450</b>	<b>554</b>	<b>123</b>
GREENVILLE-NEW BERN-WASH DMA	ENCT	IND	\$2,160	100	42	33	78
	WCTI	ABC	\$6,445	99	143	114	80
	WITN	NBC	\$11,865	85	318	281	104
	WNCT	CBS	\$2,730	93	73	57	85
	WYDO	FOX	\$560	98	25	21	88
		<b>\$23,760</b>	<b>91</b>	<b>600</b>	<b>506</b>	<b>84</b>	
JACKSONVILLE, FL DMA	WFOX	FOX	\$6,300	100	76	84	110
	WJXT	IND	\$8,240	100	89	90	102
	WJAX	CBS	\$2,340	100	27	25	92
	WTLV	NBC	\$1,875	94	18	19	114
			<b>\$18,755</b>	<b>99</b>	<b>210</b>	<b>218</b>	<b>104</b>
MYRTLE BEACH-FLORENCE, SC DMA	WBTW	CBS	\$4,273	96	91	66	76
	WFXB	FOX	\$330	96	18	17	99
	WMBF	NBC	\$1,110	100	32	32	100
	WPDE	ABC	\$3,060	100	70	55	79
			<b>\$8,773</b>	<b>98</b>	<b>211</b>	<b>170</b>	<b>81</b>
PROVIDENCE-NEW BEDFORD DMA	WJAR	NBC	\$39,335	100	249	278	112
	WLNE	ABC	\$2,700	100	28	23	81
	WNAC	FOX	\$13,510	100	93	84	90
	WPRI	CBS	\$33,090	100	290	207	71
			<b>\$88,635</b>	<b>100</b>	<b>660</b>	<b>592</b>	<b>90</b>
RALEIGH-DURHAM (FAYETTEVILLE) DMA	WLFL	CW	\$19,765	100	112	142	127
	WNCN	CBS	\$5,990	100	34	28	82
	WRAL	NBC	\$19,510	73	163	122	103
	WRAZ	FOX	\$21,225	100	88	84	95
	WRDC	IND	\$10,830	99	77	87	113
	WTVD	ABC	\$36,400	100	187	160	86
		<b>\$113,720</b>	<b>94</b>	<b>660</b>	<b>622</b>	<b>94</b>	
ROCHESTER, NY DMA	EHAM	ABC	\$450	100	9	5	51
	WHAM	ABC	\$7,965	100	104	97	93
	WHEC	NBC	\$24,640	100	242	194	80
	WROC	CBS	\$15,930	100	219	173	79
	WUHF	FOX	\$8,175	100	87	78	90
		<b>\$57,160</b>	<b>100</b>	<b>661</b>	<b>547</b>	<b>83</b>	
SYRACUSE, NY DMA	WSTM	NBC	\$16,050	100	241	229	95
	WSTQ	CW	\$650	100	8	7	91
	WSYR	ABC	\$6,660	96	95	81	89
	WSYT	FOX	\$375	100	12	8	67
	WTVH	CBS	\$4,500	100	67	58	86
		<b>\$28,235</b>	<b>99</b>	<b>423</b>	<b>383</b>	<b>91</b>	
TAMPA-ST. PETE (SARASOTA) DMA	WFLA	NBC	\$3,750	100	13	9	74
	WFTS	ABC	\$15,160	97	40	40	102
	WTVT	FOX	\$63,950	100	158	146	93
			<b>\$82,860</b>	<b>99</b>	<b>211</b>	<b>195</b>	<b>93</b>

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West Region Market	Station	Affiliate	Actual \$s	\$ Index	Purchased TRPs	Actual TRPs	Index
CHARLESTON-HUNTINGTON DMA	WCHS	ABC	\$10,750	97	204	173	85
	WOWK	CBS	\$3,140	94	70	61	87
	WQCW	CW	\$1,620	100	28	20	73
	WSAZ	NBC	\$14,950	100	214	193	91
	WVAH	FOX	\$5,342	99	90	87	97
			<b>\$35,802</b>	<b>98</b>	<b>604</b>	<b>534</b>	<b>88</b>
CINCINNATI, OH DMA	WCPO	ABC	\$6,383	98	66	62	95
	WLWT	NBC	\$6,815	100	63	68	108
	WXIX	FOX	\$8,250	100	81	102	126
			<b>\$21,448</b>	<b>99</b>	<b>210</b>	<b>233</b>	<b>111</b>
COLUMBUS, OH DMA	WBNS	CBS	\$10,200	100	79	77	98
	WCMH	NBC	\$7,515	100	51	78	154
	WSYX	ABC	\$4,830	100	26	22	87
	WTTE	FOX	\$6,930	100	56	70	125
			<b>\$29,475</b>	<b>100</b>	<b>211</b>	<b>247</b>	<b>117</b>
DAYTON, OH DMA	WHIO	CBS	\$10,200	1	209	178	85
			<b>\$10,200</b>	<b>100</b>	<b>209</b>	<b>178</b>	<b>85</b>
DETROIT, MI DMA	WDIV	NBC	\$7,825	100	32	49	152
	WJBK	FOX	\$45,500	100	142	176	125
	WMYD	IND	\$2,585	100	14	8	57
	WXYZ	ABC	\$5,250	95	22	20	90
			<b>\$61,160</b>	<b>100</b>	<b>210</b>	<b>253</b>	<b>120</b>
FLINT, MI DMA	WBSF	CW	\$480	100	22	19	88
	WEYI	NBC	\$210	100	8	8	106
	WJRT	ABC	\$15,520	98	285	232	82
	WNEM	CBS	\$15,510	100	241	241	100
	WSMH	FOX	\$7,320	100	106	118	112
			<b>\$39,040</b>	<b>99</b>	<b>661</b>	<b>619</b>	<b>94</b>
INDIANAPOLIS, IN-DMA	WISH	CW	\$7,315	94	61	59	98
	WRTV	ABC	\$3,050	97	20	17	83
	WTHR	NBC	\$5,700	100	29	18	62
	WTTV	CBS	\$10,820	100	74	55	75
	WXIN	FOX	\$39,705	100	271	441	163
			<b>\$66,590</b>	<b>99</b>	<b>455</b>	<b>590</b>	<b>130</b>
LANSING-DMA	WILX	NBC	\$1,770	100	41	37	91
	WLAJ	ABC	\$600	100	24	36	149
	WLNS	CBS	\$4,200	96	137	103	75
	WSYM	FOX	\$3,691	97	93	59	64
			<b>\$10,261</b>	<b>97</b>	<b>295</b>	<b>235</b>	<b>80</b>
LEXINGTON-DMA	WDKY	FOX	\$720	100	14	10	68
	WKYT	CBS	\$4,540	97	73	60	82
	WLEX	NBC	\$8,120	100	114	115	102
	WTVQ	ABC	\$800	100	11	9	84
			<b>\$14,180</b>	<b>99</b>	<b>212</b>	<b>194</b>	<b>92</b>
LOUISVILLE, KY-DMA	WAVE	NBC	\$3,745	100	55	49	88
	WDRB	FOX	\$7,870	100	77	74	96
	WHAS	ABC	\$860	88	19	19	101
	WLKY	CBS	\$3,150	100	59	49	83
			<b>\$15,625</b>	<b>99</b>	<b>211</b>	<b>191</b>	<b>91</b>
MILWAUKEE-DMA	WITI	FOX	\$18,050	100	138	125	90
	WTMJ	NBC	\$8,385	100	72	65	90
			<b>\$26,435</b>	<b>100</b>	<b>210</b>	<b>190</b>	<b>90</b>
SOUTH BEND-ELKHART- DMA	ESBT	FOX	\$2,470	100	75	63	84
	WBND	ABC	\$925	79	37	27	74
	WNDU	NBC	\$12,250	100	285	262	92
	WSBT	CBS	\$8,880	96	205	195	95
			<b>\$24,525</b>	<b>98</b>	<b>602</b>	<b>547</b>	<b>91</b>
TOLEDO, OH- DMA	ETVG	CW	\$1,050	100	36	30	83
	WNWO	NBC	\$3,540	100	52	36	70
	WTVG	ABC	\$27,140	99	427	379	89
	WUPW	FOX	\$5,760	100	86	66	76
			<b>\$37,490</b>	<b>100</b>	<b>601</b>	<b>511</b>	<b>85</b>