

COVERAGE - 4th Qtr 2008

BY DMA RANK

Source: NHI: FOCUS report (10-31-08) for Wired Cable and Nielsen's Nov '08 Cable + ADS report (for TOTAL Cable + ADS), adjusted by WGN's installed sample as a percentage of total ADS HHs (85% DBS) (Remaining ADS-Total ADS-DBS also discounted 85%) Percentages over 100 indicates overlapping means of receiving WGN America such as wired and ADS. Cable Plus Homes includes wired cable and/or DBS. All HH numbers rounded to nearest 1,000 (a zero may be under 500)

DMA RANK	DMA	Cable Plus Homes (000)	WGN CABLE Homes (000)	DBS Homes (000)	REMAINING ADS Homes (000)	WGN AMERICA TOTAL HH SUBS (000)	CABLE Plus Homes in DMA	TOTAL SUBS
1	NEW YORK	7,113	974	921	8	1,903	26.7%	2.5%
2	LOS ANGELES	4,792	2,457	1,688	18	4,163	86.9%	5.5%
3	CHICAGO	3,017	3	775	12	790	26.2%	1.0%
4	PHILADELPHIA	2,775	373	432	21	826	29.8%	1.1%
5	DALLAS-FT. WORTH	1,998	1,025	804	16	1,845	92.3%	2.5%
6	SAN FRANCISCO-OAK-SAN JOSE	2,271	1,610	527	11	2,148	94.6%	2.9%
7	BOSTON (MANCHESTER)	2,286	304	257	0	561	24.5%	0.7%
8	ATLANTA	2,231	1,063	751	16	1,830	82.0%	2.4%
9	WASHINGTON, DC (HAGRSTWN)	2,142	1,335	563	6	1,904	88.9%	2.5%
10	HOUSTON	1,639	1,061	493	6	1,560	95.2%	2.1%
11	DETROIT	1,724	1,228	389	7	1,624	94.2%	2.2%
12	PHOENIX (PRESCOTT)	1,575	1,219	484	2	1,705	108.2%	2.3%
13	TAMPA-ST. PETE (SARASOTA)	1,659	1,458	242	14	1,714	103.3%	2.3%
14	SEATTLE-TACOMA	1,641	82	330	2	414	25.2%	0.5%
15	MINNEAPOLIS-ST. PAUL	1,409	967	371	4	1,342	95.3%	1.8%
16	MIAMI-FT. LAUDERDALE	1,427	590	385	18	993	69.6%	1.3%
17	CLEVELAND-AKRON (CANTON)	1,363	987	256	11	1,254	92.0%	1.7%
18	DENVER	1,338	743	443	3	1,189	88.9%	1.6%
19	ORLANDO-DAYTONA BCH-MELBRN	1,390	1,008	294	6	1,308	94.1%	1.7%
20	SACRAMENTO-STKTON-MODESTO	1,255	203	471	0	674	53.7%	0.9%
21	ST. LOUIS	1,068	570	394	7	971	91.0%	1.3%
22	PORTLAND, OR	975	574	308	0	882	90.4%	1.2%
23	PITTSBURGH	1,064	718	197	1	916	86.1%	1.2%
24	CHARLOTTE	1,012	461	300	3	764	75.5%	1.0%
25	INDIANAPOLIS	952	619	302	0	921	96.7%	1.2%
26	BALTIMORE	975	670	179	1	850	87.1%	1.1%
27	RALEIGH-DURHAM (FAYETVILLE)	960	500	287	1	788	82.1%	1.0%
28	SAN DIEGO	971	843	108	1	952	98.0%	1.3%
29	NASHVILLE	915	573	320	0	893	97.6%	1.2%
30	HARTFORD & NEW HAVEN	963	65	128	0	193	20.1%	0.3%
31	KANSAS CITY	809	517	203	0	720	89.0%	1.0%
32	COLUMBUS, OH	807	571	158	1	730	90.5%	1.0%
33	SALT LAKE CITY	721	61	318	2	381	52.8%	0.5%
34	CINCINNATI	772	506	207	0	713	92.3%	0.9%
35	MILWAUKEE	718	431	137	1	569	79.2%	0.8%
36	GREENVLL-SPART-ASHEVLL-AND	763	380	312	0	692	90.7%	0.9%
37	SAN ANTONIO	718	378	202	0	580	80.8%	0.8%
38	WEST PALM BEACH-FT. PIERCE	748	619	182	12	813	108.7%	1.1%
39	GRAND RAPIDS-KALMZOO-B.CRK	616	402	190	5	597	97.0%	0.8%
40	BIRMINGHAM (ANN AND TUSC)	685	310	268	3	581	84.8%	0.8%
41	HARRISBURG-LNCSTR-LEB-YORK	676	207	139	1	347	51.3%	0.5%
42	LAS VEGAS	661	423	139	4	571	86.4%	0.8%
43	NORFOLK-PORTSMTH-NEWPT NWS	655	468	123	2	608	92.9%	0.8%
44	ALBUQUERQUE-SANTA FE	567	171	244	1	416	73.4%	0.6%
45	OKLAHOMA CITY	588	323	173	0	496	84.4%	0.7%
46	GREENSBORO-H.POINT-W.SALEM	617	339	166	0	505	81.8%	0.7%
47	JACKSONVILLE	615	408	179	5	592	96.2%	0.8%
48	MEMPHIS	587	302	218	1	521	88.7%	0.7%
49	AUSTIN	571	369	120	1	490	85.8%	0.7%
50	LOUISVILLE	588	396	150	0	546	92.8%	0.7%
51	BUFFALO	570	64	166	4	234	41.0%	0.3%
52	PROVIDENCE-NEW BEDFORD	578	28	52	0	80	13.8%	0.1%
53	NEW ORLEANS	552	427	147	0	574	104.0%	0.8%
54	WILKES BARRE-SCRANTON	552	159	141	0	300	54.4%	0.4%
55	FRESNO-VISALIA	441	221	198	0	419	95.0%	0.6%
56	LITTLE ROCK-PINE BLUFF	505	267	230	0	497	98.5%	0.7%
57	ALBANY-SCHENECTADY-TROY	508	2	72	0	74	14.6%	0.1%
58	RICHMOND-PETERSBURG	502	334	166	0	500	99.6%	0.7%
59	KNOXVILLE	502	325	151	0	476	94.9%	0.6%
60	MOBILE-PENSACOLA (FT WALT)	493	337	153	1	491	99.6%	0.7%
61	TULSA	438	276	143	2	421	96.1%	0.6%
62	FT. MYERS-NAPLES	487	356	114	7	477	97.9%	0.6%
63	LEXINGTON	464	271	175	1	447	96.4%	0.6%
64	DAYTON	403	301	81	4	386	95.7%	0.5%
65	CHARLESTON-HUNTINGTON	448	243	149	0	392	87.4%	0.5%
66	FLINT-SAGINAW-BAY CITY	408	239	106	3	348	85.4%	0.5%
67	ROANOKE-LYNCHBURG	406	214	166	1	381	93.8%	0.5%
68	TUCSON (SIERRA VISTA)	388	231	122	1	354	91.3%	0.5%
69	WICHITA-HUTCHINSON PLUS	394	266	100	0	366	93.0%	0.5%
70	GREEN BAY-APPLETON	353	241	117	0	358	101.5%	0.5%
71	DES MOINES-AMES	349	209	134	1	344	98.7%	0.5%
72	HONOLULU	407	n/a	20	1	21	5.0%	0.0%
73	TOLEDO	351	197	85	0	282	80.3%	0.4%
74	SPRINGFIELD, MO	336	161	183	0	344	102.3%	0.5%
75	SPOKANE	352	160	153	0	313	88.9%	0.4%
76	OMAHA	372	273	65	0	338	90.8%	0.4%
77	PORTLAND-AUBURN	360	31	76	0	107	29.6%	0.1%
78	PADUCAH-CAPE GIRARD-HARSBG	345	188	159	0	347	100.6%	0.5%
79	COLUMBIA, SC	346	210	124	1	335	96.8%	0.4%
80	ROCHESTER, NY	329	201	54	0	255	77.6%	0.3%
81	SYRACUSE	346	245	52	0	297	85.8%	0.4%
82	HUNTSVILLE-DECATUR (FLOR)	356	187	121	0	308	86.4%	0.4%
83	CHAMPAIGN&SPRINGFLD-DECATUR	347	249	102	1	352	101.4%	0.5%
84	SHREVEPORT	345	184	171	1	356	103.1%	0.5%
85	MADISON	305	235	102	0	337	110.5%	0.4%
86	CHATTANOOGA	332	179	95	0	274	82.6%	0.4%
87	HARLINGEN-WSLCO-BRNSVL-MCA	233	1	81	2	84	35.9%	0.1%
88	CEDAR RAPIDS-WTRLO-IWC&DUB	297	205	83	0	288	97.1%	0.4%
89	SOUTH BEND-ELKHART	270	152	105	3	260	96.4%	0.3%
90	JACKSON, MS	301	153	134	0	287	95.4%	0.4%
91	COLORADO SPRINGS-PUEBLO	290	222	116	0	338	116.4%	0.4%
92	TRI-CITIES, TN-VA	310	173	94	0	267	86.0%	0.4%
93	BURLINGTON-PLATTSBURGH	300	12	110	0	122	40.6%	0.2%
94	WACO-TEMPLE-BRYAN	293	76	94	2	172	58.5%	0.2%
95	BATON ROUGE	305	217	56	0	273	89.5%	0.4%
96	SAVANNAH	299	182	95	1	278	93.0%	0.4%
97	DAVENPORT-R.ISLAND-MOLINE	264	178	79	0	257	97.4%	0.3%
98	EL PASO (LAS CRUCES)	211	31	65	0	96	45.7%	0.1%
99	CHARLESTON, SC	279	177	70	0	247	88.4%	0.3%
100	FT. SMITH-FAY-SPRINGDL-RGRS	266	132	100	1	233	87.7%	0.3%
101	JOHNSTOWN-ALTOONA-ST COLGE	277	69	77	0	146	52.8%	0.2%

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102	EVANSVILLE	257	165	89	0	254	98.9%	0.3%
103	GREENVILLE-N.BERN-WASHNGTN	256	154	82	0	236	92.4%	0.3%
104	MYRTLE BEACH-FLORENCE	258	235	65	0	300	116.5%	0.4%
105	TALLAHASSEE-THOMASVILLE	259	126	84	0	210	81.1%	0.3%
106	LINCOLN & HASTINGS-KRNY	249	173	77	1	251	100.9%	0.3%
107	FT. WAYNE	218	158	81	1	240	110.0%	0.3%
108	RENO	247	14	94	0	108	43.5%	0.1%
109	YOUNGSTOWN	235	17	43	1	61	26.1%	0.1%
110	TYLER-LONGVIEW(LFKN&NCGD)	241	27	115	0	142	58.8%	0.2%
111	SPRINGFIELD-HOLYOKE	247	0	26	0	26	10.3%	0.0%
112	BOISE	193	5	98	0	103	53.2%	0.1%
113	SIOUX FALLS(MITCHELL)	233	192	59	2	253	108.4%	0.3%
114	LANSING	216	155	68	2	225	104.2%	0.3%
115	AUGUSTA	230	142	65	0	207	89.8%	0.3%
116	PEORIA-BLOOMINGTON	218	163	55	1	219	100.6%	0.3%
117	TRAVERSE CITY-CADILLAC	205	122	77	0	199	96.8%	0.3%
118	MONTGOMERY-SELMA	227	163	53	0	216	95.0%	0.3%
119	EUGENE	200	33	71	0	104	52.2%	0.1%
120	FARGO-VALLEY CITY	208	153	65	2	220	105.6%	0.3%
121	SANTABARBRA-SANMAR-SANLUOB	219	3	58	0	61	27.8%	0.1%
122	MACON	218	97	78	0	175	80.4%	0.2%
123	LAFAYETTE, LA	212	8	61	0	69	32.6%	0.1%
124	MONTEREY-SALINAS	199	3	65	0	68	34.0%	0.1%
125	BAKERSFIELD	181	0	57	0	57	31.5%	0.1%
126	YAKIMA-PASCO-RCHLND-KNNWCK	180	89	78	0	167	92.9%	0.2%
127	LA CROSSE-EAU CLAIRE	179	137	56	0	193	107.9%	0.3%
128	COLUMBUS, GA (OPELIKA, AL)	196	146	37	0	183	93.1%	0.2%
129	CORPUS CHRISTI	178	131	41	0	172	96.5%	0.2%
130	CHICO-REDDING	164	5	84	0	89	54.4%	0.1%
131	AMARILLO	168	87	71	0	158	94.3%	0.2%
132	ROCKFORD	163	91	45	1	137	84.1%	0.2%
133	COLUMBUS-TUPELO-WEST POINT	170	84	88	0	172	101.4%	0.2%
134	WILMINGTON	172	120	40	0	160	93.0%	0.2%
135	WAUSAU-RHINELANDER	149	93	55	0	148	99.5%	0.2%
136	MONROE-EL DORADO	159	88	65	0	153	96.0%	0.2%
137	COLUMBIA-JEFFERSON CITY	146	68	70	0	138	94.3%	0.2%
138	TOPEKA	154	105	44	0	149	96.9%	0.2%
139	DULUTH-SUPERIOR	136	80	57	0	137	100.7%	0.2%
140	MEDFORD-KLAMATH FALLS	150	26	65	0	91	60.4%	0.1%
141	BEAUMONT-PORT ARTHUR	148	99	43	0	142	95.6%	0.2%
142	PALM SPRINGS	153	143	23	0	166	108.5%	0.2%
143	LUBBOCK	128	70	51	0	121	94.5%	0.2%
144	SALISBURY	147	n/a	26	0	26	17.3%	0.0%
145	WICHITA FALLS & LAWTON	141	74	57	0	131	92.9%	0.2%
146	ERIE	134	37	36	0	73	54.3%	0.1%
147	ALBANY, GA	145	11	47	0	58	39.8%	0.1%
148	JOPLIN-PITTSBURG	125	55	57	0	112	89.6%	0.1%
149	SIOUX CITY	133	101	37	2	140	105.6%	0.2%
150	ANCHORAGE	128	101	24	0	125	97.5%	0.2%
151	PANAMA CITY	135	81	37	0	118	87.7%	0.2%
152	TERRE HAUTE	125	79	54	0	133	106.7%	0.2%
153	BANGOR	115	13	46	0	59	51.2%	0.1%
154	ROCHESTR-MASON CITY-AUSTIN	125	97	30	0	127	101.4%	0.2%
155	BLUEFIELD-BECKLEY-OAK HILL	133	12	35	0	47	35.2%	0.1%
156	ODESSA-MIDLAND	130	67	32	0	99	76.4%	0.1%
157	BINGHAMTON	128	14	24	0	38	29.5%	0.1%
158	MINOT-BISMARCK-DICKINSON	119	94	29	1	124	104.1%	0.2%
159	WHEELING-STEUBENVILLE	125	15	23	0	38	30.4%	0.1%
160	GAINESVILLE	117	65	32	2	99	84.9%	0.1%
161	SHERMAN-ADA	112	6	49	0	55	49.4%	0.1%
162	IDAHO FALLS-POCATELLO	99	8	47	2	57	57.3%	0.1%
163	BILOXI-GULFPORT	114	96	26	0	122	106.6%	0.2%
164	YUMA-EL CENTRO	90	1	38	0	39	43.6%	0.1%
165	ABILENE-SWEETWATER	101	21	3	1	25	24.3%	0.0%
166	MISSOULA	89	1	42	0	43	47.9%	0.1%
167	HATTIESBURG-LAUREL	98	48	40	0	88	89.7%	0.1%
168	CLARKSBURG-WESTON	102	39	37	0	76	74.9%	0.1%
169	UTICA	99	16	18	0	34	34.2%	0.0%
170	BILLINGS	91	47	29	1	77	84.5%	0.1%
171	QUINCY-HANNIBAL-KEOKUK	87	42	37	1	80	91.4%	0.1%
172	DOTHAN	94	24	25	0	49	51.8%	0.1%
173	JACKSON, TN	90	62	26	0	88	97.2%	0.1%
174	RAPID CITY	86	58	20	0	78	91.2%	0.1%
175	ELMIRA (CORNING)	90	63	20	0	83	91.7%	0.1%
176	LAKE CHARLES	88	8	24	0	32	36.1%	0.0%
177	WATERTOWN	86	30	19	0	49	56.6%	0.1%
178	HARRISONBURG	92	1	23	1	25	27.1%	0.0%
179	ALEXANDRIA, LA	83	40	23	0	63	75.8%	0.1%
180	MARQUETTE	82	62	17	0	79	96.3%	0.1%
181	JONESBORO	74	50	21	0	71	96.3%	0.1%
182	BOWLING GREEN	70	58	14	0	72	103.5%	0.1%
183	CHARLOTTESVILLE	67	n/a	21	0	21	31.7%	0.0%
184	GRAND JUNCTION-MONTROSE	63	1	20	0	21	34.0%	0.0%
185	MERIDIAN	64	32	32	0	64	100.5%	0.1%
186	LIMA	64	19	6	5	30	46.8%	0.0%
187	GREENWOOD-GREENVILLE	64	41	17	0	58	90.6%	0.1%
188	LAREDO	52	34	9	0	43	83.4%	0.1%
189	LAFAYETTE, IN	60	49	11	1	61	101.8%	0.1%
190	BUTTE-BOZEMAN	53	2	21	0	23	43.9%	0.0%
191	GREAT FALLS	56	1	22	0	23	41.3%	0.0%
192	BEND, OR	56	0	13	0	13	22.8%	0.0%
193	PARKERSBURG	59	41	12	0	53	89.7%	0.1%
194	TWIN FALLS	50	6	21	0	27	54.5%	0.0%
195	EUREKA	51	12	12	0	24	46.9%	0.0%
196	SAN ANGELO	51	3	16	2	21	41.5%	0.0%
197	CASPER-RIVERTON	50	23	14	0	37	73.2%	0.0%
198	CHEYENNE-SCOTTSSBLUFF	45	0	14	0	14	27.2%	0.0%
199	MANKATO	50	37	9	0	46	103.0%	0.1%
200	OTTUMWA-KIRKSVILLE	44	23	17	1	41	93.2%	0.1%
201	ST. JOSEPH	41	29	10	0	39	95.6%	0.1%
202	FAIRBANKS	24	22	6	1	29	120.6%	0.1%
203	ZANESVILLE	30	28	6	0	34	113.2%	0.0%

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204	PRESQUE ISLE	28	2	9	0	11	37.5%	0.0%
205	VICTORIA	28	17	7	0	24	85.0%	0.0%
206	HELENA	22	0	6	0	6	27.0%	0.0%
207	JUNEAU	22	19	4	0	23	105.7%	0.0%
208	ALPENA	16	9	5	0	14	88.1%	0.0%
209	NORTH PLATTE	14	9	3	0	12	88.6%	0.0%
210	GLENDIVE	4	4	1	0	5	121.3%	0.0%
GRAND TOTALS:		101,316	47,705	27,294	304	75,303	74.3%	100.0%