

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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1 in 4 Adults Now Visit Local TV Websites

(Houston Sept 5, 2007) 27% of adults have visited a local TV website in the past 30 days. These findings come from a recently released study from The Media Audit. The study conducted between January 2006 and April 2007 is based on a telephone survey of 118,211 randomly selected adults across 88 markets.

Only two of the top 15 markets, make it into the top 15 for adults who visit a local TV website. Houston ranked 8th in adult population and Philadelphia ranked 7th came in 10th and 13th respectively in a ranking of top markets for percent of adults visiting a TV website.

<u>Rank</u>	<u>Market</u>	<u>Adult Population</u>	<u>Market</u>	<u>% of Adults Visiting Local TV Website</u>
1	New York	14,293,719	Raleigh-Durham	49.7
2	Los Angeles	9,647,806	Tulsa	41.6
3	Chicago	6,888,611	Denver	40.8
4	San Francisco	5,301,955	Columbia SC	39.5
5	Dallas-Ft Worth	4,208,726	Little Rock	39.4
6	Boston	3,995,219	Salt Lake	39.2
7	Philadelphia	3,914,772	Madison	38.7
8	Houston-Galveston	3,853,738	Minneapolis-St Paul	37.9
9	Washington	3,724,576	Columbia-Jefferson City	37.1
10	Detroit	3,483,914	Houston-Galveston	35.5
11	Atlanta	3,459,034	Indianapolis	35.1
12	Miami-Ft Lauderdale	3,163,540	Greenville-Spartanburg	35.0
13	Seattle-Tacoma	2,897,185	Philadelphia	34.7
14	Riverside-San Bernadino	2,791,637	Nashville	34.4
15	Phoenix	2,625,924	Hartford	34.2
			88 Market Average	27.3

Commenting on the study Bob Jordan, President of The Media Audit said "Television understands the power of the multi-media platform and stations have been putting renewed effort into their websites and it is paying off. Across the nation 73% of adults are going online. With 27% going to local TV websites, this means that nearly 40% of internet users are visiting their local TV websites. This is a strong testament to the appeal of the local TV websites.

"There are 6 markets, Raleigh, Tulsa, Denver, Columbia, Little Rock and Madison where over half the adult online population is going to a local TV website" said Jordan. "We'd expect to see that more than double over the next year."

Rank	Market	% of Adults Who		% of Online Visitors Who
		Go Online	Visit Local TV Website	Visit a Local TV Website
1	Raleigh-Durham	82.4	49.7	60.3%
2	Tulsa	75.9	41.6	54.8%
3	Denver	78.9	40.8	51.7%
4	Columbia SC	76.8	39.5	51.4%
5	Little Rock	73.3	39.4	53.8%
6	Salt Lake	82.1	39.2	47.7%
7	Madison	76.4	38.7	50.7%
8	Minneapolis-St Paul	78.8	37.9	48.1%
9	Columbia-Jefferson City	78.3	37.1	47.4%
10	Houston-Galveston	71.6	35.5	49.6%
11	Indianapolis	76.8	35.1	45.7%
12	Greenville-Spartanburg	70.8	35.0	49.4%
13	Philadelphia	72.9	34.7	47.6%
14	Nashville	74.3	34.4	46.3%
15	Hartford	79.5	34.2	43.0%
	88 Market Average	73.1	27.3	37.3%

“Generally it is the markets with the highest internet penetration that have the highest percent of TV website visitors” notes Jim Higginbotham, Co-founder and head of research for The Media Audit. “it makes sense that if a market has a strong orientation to the internet, then the TV stations will do well.”

Of the top 15 markets, two Texas markets Houston and Dallas make it into the top 5 for converting online visitors to local TV website visitors” continued Higginbotham. Philadelphia, Detroit and Seattle make up the rest of the top 5.

Adult Pop Rank	Market	Adult Population	% of Adult Population Going		Top 10 Population Market Ranked On	
			Online	To Local TV Sites	Online Visitors to Local TV Website	
1	New York	14,293,719	88.2	23.7	Houston-Galveston	49.6%
2	Los Angeles	9,647,806	83.6	21.4	Philadelphia	47.6%
3	Chicago	8,869,811	71.0	28.2	Detroit	44.0%
4	San Francisco	6,301,966	81.2	26.6	Dallas-Ft Worth	43.6%
5	Dallas-Ft Worth	4,208,726	76.1	33.2	Santa-Tucson	40.4%
6	Boston	3,992,219	74.3	24.9	Chicago	39.7%
7	Philadelphia	3,914,772	72.9	34.7	Miami-Ft Lauderdale	37.2%
8	Houston-Galveston	3,863,738	71.6	36.6	New York	34.8%
9	Washington	3,724,676	84.0	27.0	Atlanta	33.7%
10	Detroit	3,483,914	76.0	33.0	Los Angeles	33.6%
11	Atlanta	3,469,154	81.2	27.4	Boston	33.5%
12	Miami-Ft Lauderdale	3,169,640	80.9	26.8	Washington	32.1%
13	Santa-Tucson	2,897,186	80.6	32.6	San Francisco	31.6%
14	Riverside-San Bernardino	2,791,837	88.0	19.3	Riverside-San Bernardino	29.2%
15	Phoenix	2,625,924	73.1	19.6	Phoenix	28.6%

One might think that heavy TV viewers would be more inclined to go to local TV websites but such is not the case. Our analysis shows there is virtually no correlation between heavy TV viewing and visiting TV websites” said Jordan.

Table D

Top 15 Markets For Visiting Local TV Website

Rank	Market	% Adults
1	Raleigh-Durham	49.7
2	Tulsa	41.6
3	Denver	40.8
4	Columbia SC	39.5
5	Little Rock	39.4
6	Salt Lake	39.2
7	Madison	38.7
8	Minneapolis-St Paul	37.9
9	Columbia-Jefferson Cit	37.1
10	Houston-Galveston	35.5
11	Indianapolis	35.1
12	Greenville-Spartanburg	35.0
13	Philadelphia	34.7
14	Nashville	34.4
15	Hartford	34.2
87 Market Average		27.3

Top 15 Markets for Heavy TV Viewers

	% of Adults
Daytona Beach	28.5
San Antonio	28.2
Toledo	27.6
Ocala	27.0
Birmingham	26.9
Jackson MS	26.6
Norfolk-Virginia Beach	26.5
Memphis	26.4
Tulsa	26.1
Orlando	26.0
Las Vegas	25.5
Melbourne	25.0
New Orleans	24.7
Philadelphia	24.2
Oklahoma Ciy	24.1
20.0	

Company Background

The Media Audit, a 36 year old, media and marketing research company conducts syndicated surveys in 88 cities across the US. The studies are used by more than 1,500 media companies ad agencies and advertisers for the planning, buying and selling of media.

The Media Audit is well known for being the leader in local market media research. In 1995 THE MEDIA AUDIT became the first research company to start surveying local media website use. Over the years this has led THE MEDIA AUDIT to become the standard for newspapers and television stations that sell their websites along with their traditional media. Clients include Gannett, Hearst, Knight-Ridder, New York Times Company and Tribune.

For more information

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