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News Release

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4.4% of U.S. HOUSEHOLDS – OR 5 MILLION HOMES – STILL UNPREPARED FOR THE SWITCH TO DIGITAL TELEVISION

Albuquerque-Santa Fe Least-Prepared Local Metered Market; Hartford & New Haven Most-Prepared Market

NEW YORK, NY February 18, 2009 – More than 5 million U.S. households – or 4.4 percent of all homes -- are not ready for the upcoming transition to all-digital broadcasting and would be unable to receive any television programming at all if the transition occurred today, [The Nielsen Company](#) reported today. This is an improvement of more than 800,000 homes since Nielsen reported readiness status at the beginning of February.

Table 1
Percentage of Households that Are Completely Unready
For the Digital Transition

Preparedness as of:	Overall	White	African-American	Hispanic	Asian	Under Age 35	Over Age 55
Feb. 15, 2009	4.4	3.6	7.5	7.4	5.1	8.1	2.6
Feb. 1, 2009	5.1	4.1	8.7	8.5	6.3	8.6	3.2
Jan. 18, 2009	5.7	4.6	9.9	9.7	6.9	8.8	4.0

Source: The Nielsen Company

Under government-mandated action, all television stations are required to switch to digital programming by June 12, 2009, which will leave viewers without a television signal unless they purchase digital television sets, connect to cable, satellite, and alternate delivery systems or purchase 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.

Local Market Rankings



Among the 56 local markets that Nielsen measures with electronic meters, the one that is least ready is Albuquerque-Santa Fe, with 11.7% of the households completely unready. The most prepared market is Hartford & New Haven, with only 1.2% of homes unready. Both markets held these positions in January and at the beginning of February.

Table 2
Least Prepared Local Metered Markets Based on Percentage of Households
Currently Unprepared for Digital Conversion

Market	Households
	Completely Unready %
ALBUQUERQUE-SANTA FE	11.73
HOUSTON	8.89
TULSA	8.61
DALLAS-FT. WORTH	7.72
AUSTIN	7.36
MEMPHIS	7.18
SACRAMENTO-STOKTON-MODESTO	6.65
GREENVILLE-SPARTANBURGH-ANDERSON	6.21
LOS ANGELES	6.10
PHOENIX (PRESCOTT)	5.67
JACKSONVILLE	5.59
SALT LAKE CITY	5.40
SAN ANTONIO	5.33
CLEVELAND-AKRON (CANTON)	5.15
PORTLAND, OR	4.97
SAN DIEGO	4.76
INDIANAPOLIS	4.71
DAYTON	4.59
MINNEAPOLIS-ST. PAUL	4.58
SEATTLE-TACOMA	4.57
MIAMI-FT. LAUDERDALE	4.49
LOUISVILLE	4.42
LAS VEGAS	4.26
ORLANDO-DAYTONA BACH-MELBURN	4.16
DENVER	4.01
BUFFALO	3.98
ST. LOUIS	3.91
CHICAGO	3.87
RICHMOND-PETERSBURG	3.85
MILWAUKEE	3.75
CHARLOTTE	3.73
SAN FRANCISCO-OAKLAND-SAN JOSE	3.64
WASHINGTON, DC (HAGERSTOWN)	3.51
BIRMINGHAM (ANN ARBOR AND TUSCALOOSA)	3.44
DETROIT	3.43



Market (Continued from previous page)	Households
	Completely Unready
	%
COLUMBUS, OH	3.41
CINCINNATI	3.31
TAMPA-ST. PETE (SARASOTA)	3.28
KNOXVILLE	3.12
BALTIMORE	3.09
OKLAHOMA CITY	3.06
RALEIGH-DURHAM (FAYETVILLE)	2.89
FT. MYERS-NAPLES	2.84
KANSAS CITY	2.79
NASHVILLE	2.79
GREENSBORO-H.POINT-W.SALEM	2.48
NORFOLK-PORTSMOUTH-NEWPT NWS	2.39
PITTSBURGH	2.28
WEST PALM BEACH-FT. PIERCE	2.26
NEW ORLEANS	2.13
ATLANTA	1.80
BOSTON (MANCHESTER)	1.72
NEW YORK	1.72
PROVIDENCE-NEW BEDFORD	1.46
PHILADELPHIA	1.45
HARTFORD & NEW HAVEN	1.18

Source: The Nielsen Company

For more information on the U.S. state of readiness for digital transition, please visit: www.nielsenwire.com

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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