

Appendix Table E-6 HHI calculations for national video, radio, magazine, newspaper, outdoor, yellow pages, direct mail and miscellaneous advertising, 1993

Owner	National sales			Capacity		
	Gross revenue (\$millions)	Share (%)	HHI	Gross revenue (\$millions)	Share (%)	HHI
Broadcast television representative 7	1,116	1.5	2.3	2,341	1.8	3.1
<u>Cable spot</u>						
Cable representative 1	157	0.2	0.0	607	0.5	0.2
Cable representative 2	157	0.2	0.0	607	0.5	0.2
<u>Radio spot</u>						
Radio representative 1	224	0.3	0.1	1,268	0.9	0.9
Radio representative 2	224	0.3	0.1	1,268	0.9	0.9
Radio representative 3	224	0.3	0.1	1,268	0.9	0.9
Radio representative 4	224	0.3	0.1	1,268	0.9	0.9
Radio representative 5	224	0.3	0.1	1,268	0.9	0.9
Radio representative 6	224	0.3	0.1	1,268	0.9	0.9
Radio representative 7	224	0.3	0.1	1,268	0.9	0.9
<u>Newspaper</u>						
Newspaper representative 1	1,529	2.1	4.4	9,966	7.5	55.7
Newspaper representative 2	1,529	2.1	4.4	9,966	7.5	55.7
<u>Yellow pages</u>						
Yellow pages representative 1	615	0.8	0.7	4,759	3.6	12.7
Yellow pages representative 2	615	0.8	0.7	4,759	3.6	12.7
<u>Outdoor</u>						
Outdoor representative 1	303	0.4	0.2	545	0.4	0.2
Outdoor representative 2	303	0.4	0.2	545	0.4	0.2
Direct mail	13,633	18.7		26,258	19.7	
Miscellaneous	12,759	17.5		17,281	12.9	
Total	72,924	100	134	133,505	100	198

Note: HHI assumes "other" is unconcentrated. It is assumed, there are seven independent suppliers of broadcast television national spot, each with a 1/7 share, two suppliers of cable national spot (including cable regional network), each with a 1/2 share, and seven suppliers of radio national spot, each with 1/7 share. Newspaper national excludes revenue for *The Wall Street Journal* and *Barrons* (\$699 million) and *USA Today* (\$97 million), which have been attributed to Dow Jones and Gannett in part I respectively. National advertising in local magazines is not included because of lack of data. It is assumed there are two independent suppliers of both yellow pages national and outdoor national, each with a 1/2 share. It is assumed that 50% of direct mail is national advertising. Total direct mail revenues exclude revenue for Advo Inc. (\$1008 million). Apart from Advo Inc., direct mail is assumed to be fragmented among many small suppliers. Similarly, miscellaneous advertising is assumed to be fragmented among many small suppliers.

Source: Appendix Tables E-5, E-10.

Appendix Table E-7 Broadcast television network gross advertising revenue, 1993

<u>Network</u>	<u>(\$millions)</u>
Capital Cities/ABC	\$3,212
CBS Inc.	\$3,214
General Electric/NBC	\$2,848
News Corp./Fox*	\$831
Total	\$10,106

* According to McCann-Erickson data in TELEVISION BUREAU of ADVERTISING, TRENDS IN ADVERTISING VOLUME, May 1994, Fox accounted for 8.23 percent of total expenditures on four-network advertising in 1993.

Source: Appendix Table E-10.

Appendix Table E-8 Syndication viewer shares, November 1993 and November 1994

Syndicator	Owner	November 1993		1993 gross advertising revenue (\$millions)	November 1994		1994 gross advertising revenue (\$millions)
		Gross households per week (000s)	Share (%)		Gross households per week (000s)	Share (%)	
Viacom†	Viacom	293,123	21.7	300	290,483	21.4	324
King World	King World	291,533	21.5	299	280,094	20.6	312
Warner	Time Warner	126,038	9.3	129	134,381	9.9	150
Twentieth TV	News Corp./Fox	84,244	6.2	86	119,366	8.8	133
Buena Vista	Disney	119,213	8.8	122	99,818	7.4	111
Multimedia	Multimedia	73,117	5.4	75	77,437	5.7	86
Columbia	Sony/Columbia	78,073	5.8	80	70,637	5.2	79
MCA	Seagram/MCA	26,367	1.9	27	46,179	3.4	51
Genesis/Cannell	Ron Perelman/New World	23,282	1.7	24	35,224	2.6	39
Turner	Turner Broadcasting	34,128	2.5	35	26,725	2.0	30
All American	All American	29,546	2.2	30	26,442	1.9	29
Tribune	Tribune	26,554	2.0	27	21,342	1.6	24
Rysher TPE	Cox Enterprises	18,607	1.4	19	18,320	1.4	20
Group W	Group W	18,794	1.4	19	16,054	1.2	18
Saban	Saban	655	0.0	1	15,015	1.1	17
MGM	Credit Lyonnais/MGM	15,615	1.2	16	14,165	1.0	16
Program Exchange	Saatchi & Saatchi/PE	20,570	1.5	21	13,221	1.0	15
MTM/IFE	Inter. Family Enter./MTM	20,570	1.5	21	13,221	1.0	15
Claster	Hasbro/Claster	17,111	1.3	18	10,105	0.7	11
Bohbot	Bohbot	14,119	1.0	14	6,988	0.5	8
Samuel Goldwyn	Samuel Goldwyn	3,834	0.3	4	4,250	0.3	5
DLT Enter.	DLT Enter.	4,208	0.3	4	3,778	0.3	4
ITC	ITC	2,899	0.2	3	3,116	0.2	3
Grove TV	Grove TV	374	0.0	0	1,983	0.1	2
ACI	ACI	0	0.0	0	1,889	0.1	2
Pro Sports Ent.	Pro Sports Ent.	1,496	0.1	2	1,605	0.1	2
Titan Sports	Titan Sports	1,964	0.1	2	1,417	0.1	2
Western Int'l	Western Int'l	6,452	0.5	7	1,322	0.1	1
Litton	Litton	748	0.1	1	1,039	0.1	1
Hearst	Hearst Corp.	0	0.0	0	1,039	0.1	1
Total		1,353,226	100	1386	1,356,655	100	1511

Note: Total annual gross advertising revenue is allocated among syndicators in proportion to gross number of households per week during November. All entities with less than 1 million gross households per week in 1994 were assumed to have zero advertising revenue; households for these entities were allocated to the entities with greater than 1 million households by the percentage of the total number of households for entities with greater than 1 million gross households.

† Includes Worldvision, a division of Blockbuster Entertainment.

Source: Appendix Table E-10.

Appendix Table E-9 Basic cable network subscribers and gross advertising billings

Network	Households* (millions)	Gross billings (\$millions)	
		1993	1994
ESPN	63.5	336	407
TBS†	63.0	340	360
USA Network	62.7	282	300
Cable News Network	63.6	268	289
Headline News	54.9	¥	¥
Turner Network Television	61.5	210	231
Nickelodeon/Nick At Nite	60.9	182	229
MTV: Music Television	58.7	188	224
Lifetime Television	59.1	158	184
The Discovery Channel	62.3	120	137
A&E Network	58.8	112	128
The Family Channel	59.5	108	121
The Nashville Network	59.6	105	115
CNBC	51.7	58	67
Video Hits One	49.8	52	62
Black Entertainment Television	40.3	45	50
Comedy Central	31.1	27	41
The Weather Channel	55.5	30	33
E! Entertainment Television	28.0	17	23
The Learning Channel	32.2	13	20
Sci-Fi Channel	17.4	12	18
Courtroom Television Network	16.1	10	15
Cartoon Network	12.5	6	10
Country Music Television	25.4	8	10
The Travel Channel	20.0	6	9
Prime SportsChannel Networks		8	9
Nostalgia Television	9.5	7	7
Prevue Guide	38.3	4	7
Other††		38	41
	Total	2,749	3,146

¥ CNN includes Headline News billings.

* December 31, 1994.

† TBS includes Atlanta local market billings.

†† Includes superstation billings from out-of-market cable carriage.

Source: Appendix Table E-10.

Appendix Table E-10 Assumptions and sources for national advertising tables

Attribution assumption	If entity A owns more than 50% of entity B, then the revenue of entity B is attributed to entity A. If no one entity has more than 50% ownership of entity B, then entity B is treated as a separate company. Where possible, the tables reflect 1995 rather than 1993 ownership.
Broadcast television networks	Net revenue figures are from BROADCASTING & CABLE, May 16, 1994, at 6. Gross revenues were estimated by dividing net revenue figures by .85.
Syndication	Data on gross viewing households per week are from Analysis of Nielsen Cassandra Ranking Report for Equivalent National Rankings, 11/93 and 11/94 diary reports, in PAUL KAGAN ASSOCIATES, TV PROGRAM STATS, January 23, 1995. Total gross revenue for syndication advertising is from PAUL KAGAN ASSOCIATES, KAGAN MEDIA INDEX, February 24, 1995, at 14.
Basic cable networks	Gross revenues are from PAUL KAGAN ASSOCIATES, THE CABLE TV ADVERTISING REPORT, 1994, at 23. Subscribers are from PAUL KAGAN ASSOCIATES, CABLE TV ADVERTISING, January 25, 1995, at 8. Ownership is from PAUL KAGAN ASSOCIATES, CABLE TV PROGRAMMING, Aug. 29, 1994, at 2-3.
Radio networks	Capital Cities/ABC and CBS revenue figures are from BROADCASTING & CABLE, May 16, 1994, at 6. Gross revenues were estimated by dividing net revenue figures by .85. Gross revenue remaining after Capital Cities/ABC and CBS revenue figures were subtracted from total radio network revenue (from PAUL KAGAN ASSOCIATES, KAGAN MEDIA INDEX, February 24, 1995, at 14) was attributed to Westwood One.
Magazines	Net revenue figures are from <i>One Hundred Leading Media Companies</i> , ADVERTISING AGE, August 8, 1994, at S-1. As a result, magazine revenue is known only for companies with 1993 total media net revenue greater than \$156 million. Gross revenues were estimated by dividing net revenue figures by .85.
Broadcast television and radio spot	Gross revenue figures are from PAUL KAGAN ASSOCIATES, KAGAN MEDIA INDEX, February 24, 1995, at 14.
Cable spot	Includes regional sports network advertising revenue from PAUL KAGAN ASSOCIATES, THE CABLE TV ADVERTISING REPORT, 1994, at 1. Gross national spot revenue is the average of the 1992 figure (\$100 million) from Linda Moss, <i>Rival Reps Slug It Out</i> , MULTICHANNEL NEWS, April 19, 1993, at 1, and the 1994 figure (\$200 million) from PAUL KAGAN ASSOCIATES, THE CABLE TV ADVERTISING REPORT, 1994, at 4. Total cable spot revenue is from PAUL KAGAN ASSOCIATES, KAGAN MEDIA INDEX, February 24, 1995, at 14.

Appendix Table E-10**Assumptions and sources for national advertising tables**

Newspaper	Gross revenue, which excludes classified advertising, is from NEWSPAPER ASSOCIATION OF AMERICA, FACTS ABOUT NEWSPAPERS 94, 1994, at 10. National advertising revenue for <i>USA Today</i> (\$97 million) was estimated by multiplying the ratio of national to total non-classified advertising for Knight-Ridder newspapers (.18, from 1993 SEC Form 10-K) by Gannett's total non-classified newspaper advertising revenue (\$1,069 million, 1994 SEC Form 10-K, at 27), and subtracting the resulting \$193 million from Gannett's national advertising revenue (\$290 million). Gross revenue for <i>The Wall Street Journal</i> and <i>Barron's</i> is from Dow Jones, 1994 SEC Form 10-K, at 22.
Outdoor and yellow pages	Gross revenue is assumed equal to advertising expenditures from McCann-Erickson, as reported by TELEVISION ADVERTISING BUREAU, TRENDS IN ADVERTISING VOLUME, May 1994.
Direct mail and miscellaneous	Gross revenue is assumed equal to advertising expenditures from McCann-Erickson, as reported by TELEVISION ADVERTISING BUREAU, TRENDS IN ADVERTISING VOLUME, May 1994. Net revenue for Advo Inc. is from <i>One Hundred Leading Media Companies</i> , ADVERTISING AGE, August 8, 1994, at S-1. Advo Inc.'s gross revenue was estimated by dividing net revenue by .85.

Appendix Table E-11 Leading national advertisers 10-media breakdown, Jan. - Sept. 1994

Parent company	10-media total (\$millions)	Row percent									
		Network television	Spot television	Syndicated television	Cable TV networks	Network radio	Spot radio	Newspapers	Magazines	Sunday magazines	Outdoor
American Express	128.6	32.6	16.4	1.4	14.4	2.3	1.1	10.4	18.2	2.7	0.5
American Home Products	173.6	52.3	5.8	11.9	10.6	4.7	0.5	0.9	13.3		0.0
Anheuser-Busch Cos Inc	248.0	47.4	29.2	2.8	9.5		0.9	1.4	3.0	0.1	5.7
AT&T Corp	490.6	39.2	23.4	4.8	12.7	2.1	1.4	11.8	4.5	0.0	0.1
Bristol-Myers Squibb Co	118.9	54.4	3.2	8.0	10.3	0.8	1.3		21.2	0.8	0.0
Chrysler Corp	486.2	26.1	42.6	0.4	5.5	1.1		3.8	18.9	0.6	0.9
Chrysler Corp Local Dealer	123.0		26.6				0.0	68.7		0.0	4.7
Circuit City Stores Inc	226.1		18.6				0.0	81.4			
Clorox	117.9	42.5	13.7	3.9	18.2		0.3		18.8	2.3	0.3
Coca-Cola Co	213.3	52.6	24.3	7.1	8.8		0.2	0.8	3.6	0.3	2.3
Coors Adolph Co	101.0	41.9	26.6	10.7	8.1		2.8	1.0	3.5		5.4
Dayton Hudson Corp	153.2	4.2	25.7		0.2		3.5	65.7	0.3	0.2	0.2
Eastman Kodak Co	154.2	56.2	6.9	9.2	13.1	0.9	0.1	0.7	10.8	1.4	0.6
Federated Department Stores	128.1		9.8				1.2	86.7	1.0	1.2	0.1
Ford Motor Co	628.8	38.4	21.3	0.5	3.8	0.4	0.3	8.5	26.2	0.3	0.4
Ford Motor Co Dealers Assn	170.2	0.8	84.9				3.5	10.5			0.3
Ford Motor Co Local Dealers	284.5		19.0				0.0	79.4		0.0	1.5
General Mills Inc	335.7	33.9	47.4	1.8	8.0	0.3	0.3	0.2	7.5	0.4	0.3
General Motors Corp	928.0	37.1	16.2	3.2	6.4	1.7	0.1	6.6	26.4	1.1	1.3
General Motors Corp Dealers Assn	298.4		79.1				6.6	14.2			0.1
General Motors Corp Local Dealers	246.5		18.6				0.1	77.9		0.0	3.5
Grand Metropolitan Plc	223.0	32.2	28.2	9.8	6.6		4.5	2.2	12.6	1.4	2.5
Honda Motor Co Ltd	275.3	33.2	35.7	0.7	4.4		0.4	5.3	19.7	0.0	0.7
Johnson & Johnson	329.7	67.0	4.3	5.8	6.1	0.4	0.3	0.3	14.3	1.5	0.0
KMart Corp	197.6	18.8	20.8	0.0	1.1	3.9	4.6	43.2	5.5	1.5	0.7
Kellogg Co	371.2	56.3	17.1	16.2	8.9		0.0	0.5	0.9	0.2	0.0
Macy RH & Co Inc	139.1		7.0				0.3	86.9	2.2	3.6	0.0
Mars Inc	154.7	47.7	11.6	18.6	15.5	0.6	0.9	0.3	3.8	0.8	0.2
Matsushita Electric Industrial Co Ltd	153.6	27.6	22.5	2.6	6.1	0.4	2.6	28.0	6.1	0.6	3.4
May Department Stores Co	257.1	6.2	3.3	1.2	0.5	0.1	1.2	83.7	1.5	2.3	0.0
Mazda Motor Corp	160.3	21.1	48.1		3.1			12.6	14.1	0.3	0.7
McDonalds Corp	324.0	53.5	26.4	5.7	8.2		0.6	0.3	0.8		4.6
MCI Communications Corp	238.4	56.0	18.6	2.9	12.8	0.7	3.9	1.3	3.5		0.4
Mitsubishi Motors Corp	114.2	32.6	36.0		2.4			15.3	13.1		0.6

Appendix Table E-11 **Leading national advertisers 10-media breakdown, Jan. - Sept. 1994**

Parent company	10-media total (\$millions)	Row percent									
		Network television	Spot television	Syndicated television	Cable TV networks	Network radio	Spot radio	Newspapers	Magazines	Sunday magazines	Outdoor
National Amusements Inc	146.9	20.1	37.1	4.1	7.4	0.8	2.2	23.0	3.3		2.0
Nestle SA	376.7	42.6	15.3	6.5	5.0	0.0	0.6	1.0	27.9	0.8	0.3
News Corp Ltd	304.7	16.8	7.9	4.7	2.4	1.6	5.8	52.7	7.0	0.3	0.8
Nike Inc	108.5	53.4	4.0	0.0	6.2		0.4	0.4	33.6	0.3	1.6
Nissan Motor Co Ltd	277.0	27.1	34.1	2.7	5.2			17.1	12.7	0.9	0.2
Penney JC Co Inc	181.6	39.4	4.4	8.0	6.8	2.4	1.1	36.8	1.1	0.0	0.1
PepsiCo Inc	553.5	53.4	34.7	1.2	5.2	0.2	2.2	0.4	1.8		0.8
Phillip Morris	992.2	33.3	18.0	13.8	5.1	0.7	0.7	1.2	20.5	1.5	5.1
Procter & Gamble Co	1,013.1	47.2	13.1	12.5	11.1	0.6	0.1	0.2	14.2	0.9	0.0
Quaker Oats Co	119.8	36.1	19.1	10.3	6.5	4.6	0.5	0.1	19.9	0.2	2.6
Ralston Purina Co	107.1	36.4	7.0	12.9	16.9		1.3	0.4	24.1	0.9	0.0
RJR Nabisco Holdings Corp	201.6	48.0	4.3	14.2	6.0	0.8	0.7	2.7	16.8	1.3	5.2
Rolf International Corp	119.4		0.2	2.7	0.1			0.5	38.6	57.9	
Sara Lee Corp	112.1	43.2	9.5	18.9	9.1		1.4	1.5	14.7	1.4	0.3
Sears Roebuck & Co	446.3	27.6	10.5	4.7	5.7	13.2	4.1	28.5	4.9	0.7	0.1
Sony Corp	231.9	21.4	13.9	4.3	6.1		1.1	15.1	21.2	16.3	0.6
Sprint Corp	137.5	53.9	12.3	2.0	14.3		1.6	3.7	11.9		0.3
Time Warner	324.2	17.1	23.1	15.7	8.5	0.3	0.9	14.4	19.1	0.7	0.2
Toyota Motor Co Ltd Local Dealers	172.8		17.7				0.0	81.5	0.0	0.0	0.8
Toyota Motor Corp	350.8	25.3	36.2	0.1	3.3		0.0	7.0	26.5	1.3	0.3
Unilever Plc	301.5	41.2	9.7	18.1	4.9	0.5	1.2	0.7	21.9	1.3	0.3
US Government	106.8	25.3	8.4	1.5	4.8	13.4	2.7	20.9	17.4	3.8	1.7
Valassis Communications Inc	141.0							100.0			
Walt Disney Co	333.0	35.5	30.1	4.8	3.5		2.3	15.4	7.3	0.2	0.9
Warner-Lambert Co	206.4	57.5	11.6	12.9	4.1	7.4	0.1	0.0	5.8	0.4	0.0
Wendy's International Inc	117.3	52.0	36.4	4.1	5.2	0.0	0.4	0.0	0.1	0.0	1.8
Total	16176.7	33.3	21.7	5.7	6.0	1.1	1.2	16.3	12.2	1.3	1.2

Note: Table includes national advertisers with 10-media totals over \$100 million for Jan.- Sept. 1994.

Source: *Competitive Media Reporting, LNA/Media Watch Multi-Media Service, Company/Brand \$, Jan.- Sept. 1994.*

APPENDIX F

**HHI CALCULATIONS FOR LOCAL ADVERTISING IN
FIVE DMAS**

**Appendix
Table F-1**

New York DMA advertising HHI: television, cable, radio and leading daily newspapers, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	BHC COMM.	WWOR-TV	SECA., NJ	\$65,868	\$65,868	3.4	11.6	\$126,777	\$126,777	4.5	20.7
	CAPITAL CITIES/ABC	WABC-TV	NY	\$138,507				\$266,588			
RADIO	CAPITAL CITIES/ABC	WABC-A	NY	\$12,075				\$14,800			
RADIO	CAPITAL CITIES/ABC	WPLJ-F	NY	\$10,851				\$13,300			
	CAPITAL CITIES/ABC	TOTAL			\$161,433	8.3	69.7		\$294,688	10.6	111.7
BCAST TV	CBS	WCBS-TV	NY	\$96,032				\$184,834			
RADIO	CBS	WCBS-F	NY	\$21,213				\$26,000			
RADIO	CBS	WCBS-A	NY	\$17,133				\$21,000			
	CBS	TOTAL			\$134,378	6.9	48.3		\$231,834	8.3	69.1
BCAST TV	FOX TELEVISION	WNYW-TV	NY	\$83,104	\$83,104	4.3	18.5	\$159,953	\$159,953	5.7	32.9
	MOUNTAIN BCASTG	WMBC-TV	NEWTON								
	NBC/GE	WNBC-TV	NY	\$101,572	\$101,572	5.3	27.6	\$195,498	\$195,498	7.0	49.2
	NEW MASS MEDIA	WTZA-TV	KINGSTON								
	PERENCHIO TELE.	WXTV-TV	PATERSON	\$19,699	\$19,699	1.0	1.0	\$37,915	\$37,915	1.4	1.8
	SILVER KING COMM.	WHSI-TV	SMITH.								
	SILVER KING COMM.	WHSE-TV	NEWARK								
	TELEMUNDO GROUP	WNJU-TV	LINDEN	\$9,849	\$9,849	0.5	0.3	\$18,957	\$18,957	0.7	0.5
BCAST TV	TRIBUNE	WPIX-TV	NY	\$85,567				\$164,692			
RADIO	TRIBUNE	WQCD-F	NY	\$9,790				\$12,000			
	TRIBUNE	TOTAL			\$95,357	4.9	24.3		\$176,692	6.3	40.2
BCAST TV	TRINITY BCASTG NET.	WTBY-TV	P'KEEPSIE								
	VALUEVISION INTNATL	WHAI-TV	B'PRT								
	WLIG INC	WLIG-TV	L.I.								
CABLE	TIME WARNER		NY	\$13,695				\$16,000			
	CABLEVISION SYS.		W. L.I.	\$11,983				\$14,000			
	CABLEVISION SYS.		E. L.I.	\$4,194				\$4,900			
	COMCAST		E. ORANGE	\$5,234				\$6,115			
	TKR #		M'SEX, NJ	\$3,167				\$3,700			
CABLE IC	WNYI (CNI)		NY	\$16,262				\$19,000			
	METROBASE		PHILA.	\$10,784				\$12,600			
	HUDSON VALLEY IC		ALB./NYC	\$1,526				\$1,783			
	CABLE TV NET. OF NJ		NJ	\$1,362				\$1,591			
	CCIS		CT	\$300				\$350			
	MONMOUTH-OCEAN IC*		NJ	\$1,883				\$2,200			
	CABLE ADV., INC.*		NEW ENG.	\$428				\$500			
	CABLE	TOTAL	NY DMA		\$70,817	3.7	13.4		\$82,739	3.0	8.8
MMDS	MICROBAND WIRELESS CABLE		NY								
RADIO	BARNSTABLE BCASTG	WHLI-A	L.I.	\$775				\$950			

Appendix
Table F-1

New York DMA advertising HHI: television, cable, radio and leading daily newspapers, 1993

Medium	Owner	Local advertising revenue				Total advertising revenue					
		Advertising outlet	Location	Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	BARNSTABLE BCASTG	WKJY-F	L.I.	\$3,019				\$3,700			
	BARNSTABLE BCASTG	TOTAL		\$0	\$3,794	0.2	0.0		\$4,650	0.2	0.0
	EVERGREEN MEDIA PTNRS.	WYNY-F	NY	\$8,975	\$8,975	0.5	0.2	\$11,000	\$11,000	0.4	0.2
	BERKSHIRE BCASTG	WLAD-A, WDAQ-F	B'PRT	\$2,162	\$2,162	0.1	0.0	\$2,650	\$2,650	0.1	0.0
	BONNEVILLE INTNATL	WMXV-F	NY	\$15,338	\$15,338	0.8	0.6	\$18,800	\$18,800	0.7	0.5
	BUCKLEY BCASTG	WOR-A	NY	\$15,094	\$15,094	0.8	0.6	\$18,500	\$18,500	0.7	0.4
	CHANCELLOR	WALK-AF	L.I.	\$6,282	\$6,282	0.3	0.1	\$7,700	\$7,700	0.3	0.1
	CRB BCASTG	WNLK-A, WEFX-F	B'PRT	\$1,795	\$1,795	0.1	0.0	\$2,200	\$2,200	0.1	0.0
	EMMIS BCASTG	WQHT-F	NY	\$10,606				\$13,000			
	EMMIS BCASTG	WRKS-F	NY	\$14,033				\$17,200			
	EMMIS BCASTG	TOTAL			\$24,639	1.3	1.6		\$30,200	1.1	1.2
	GARY STARR	WINE-A, WRKI-F	B'PRT	\$1,632				\$2,000			
	GARY STARR	WGSM-A	L.I.	\$571				\$700			
	GARY STARR	WMJC-F	L.I.	\$1,305				\$1,600			
	GARY STARR	WRCN-F	L.I.	\$816				\$1,000			
	GARY STARR	TOTAL			\$4,324	0.2	0.0		\$5,300	0.2	0.0
	GREENWICH BCASTG	WGCH-A	B'PRT	\$408	\$408	0.0	0.0	\$500	\$500	0.0	0.0
	HEFTEL	WADO-A	NY	\$3,835	\$3,835	0.2	0.0	\$4,700	\$4,700	0.2	0.0
	INFINITY	WFAN-A	NY	\$28,555				\$35,000			
	INFINITY	WXRK-F	NY	\$19,826				\$24,300			
	INFINITY	TOTAL			\$48,381	2.5	6.3		\$59,300	2.1	4.5
	INNER CITY BCASTG	WBLS-F	NY	\$9,954	\$9,954	0.5	0.3	\$12,200	\$12,200	0.4	0.2
	JARAD BCASTG	WDRE-F	L.I.	\$2,284	\$2,284	0.1	0.0	\$2,800	\$2,800	0.1	0.0
	LIBERTY BCASTG	WBAB-F	L.I.	\$4,814				\$5,900			
	LIBERTY BCASTG	WBLI-F	L.I.	\$5,466				\$6,700			
	LIBERTY BCASTG	WHFM-F	L.I.	\$506				\$620			
	LIBERTY BCASTG	TOTAL			\$10,786	0.6	0.3		\$13,220	0.5	0.2
	NEW CITY COMM.	WEZN-F	B'PRT	\$4,161	\$4,161	0.2	0.0	\$5,100	\$5,100	0.2	0.0
	PARK COMM.	WPAT-AF	NY	\$7,669	\$7,669	0.4	0.2	\$9,400	\$9,400	0.3	0.1
	SHAMROCK	WHTZ-F	NY	\$10,443	\$10,443	0.5	0.3	\$12,800	\$12,800	0.5	0.2
	SHORE MEDIA	WBZO-F	L.I.								
	SPANISH BCASTG SYS.	WSKQ-AF	NY	\$6,201	\$6,201	0.3	0.1	\$7,600	\$7,600	0.3	0.1
	SUBOTNICK	WSTC-A, WHKL-F	B'PRT	\$1,387	\$1,387	0.1	0.0	\$1,700	\$1,700	0.1	0.0
	VIACOM	WLTW-F	NY	\$21,621	\$21,621	1.1	1.2	\$26,500	\$26,500	1.0	0.9
	WESTINGHOUSE	WINS-A	NY	\$24,476				\$30,000			
	WESTINGHOUSE	WNEW-F	NY	\$13,543				\$16,600			
	WESTINGHOUSE	TOTAL			\$38,019	2.0	3.9		\$46,600	1.7	2.8
	WIN COMM.	WEBE-F	B'PRT	\$3,590				\$4,400			

**Appendix
Table F-1**

New York DMA advertising HHI: television, cable, radio and leading daily newspapers, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	WIN COMM.	WICC-A	B'PRT	\$1,469				\$1,800			
	WIN COMM.	TOTAL			\$5,058	0.3	0.1	\$6,200	0.2	0.0	
	[WNCN]	WNCN-F	NY	\$4,243	\$4,243	0.2	0.0	\$5,200	\$5,200	0.2	0.0
NEWSPAPER	THOMSON	CONN. POST	B'PRT	\$32,888	\$32,888	1.7	2.9	\$40,398	\$40,398	1.4	2.1
	OTTAWAY	NEWS-TIMES	DANBURY	\$17,586	\$17,586	0.9	0.8	\$21,602	\$21,602	0.8	0.6
NEWSPAPER	MURDOCH	NY POST	NY	\$51,220	\$51,220	2.6	7.0	\$62,916	\$62,916	2.3	5.1
NEWSPAPER	NY TIMES	NY TIMES	NY	\$262,221				\$322,097			
RADIO	NY TIMES	WQXR-F	NY	\$4,079				\$5,000			
	NY TIMES	TOTAL			\$266,301	13.8	189.6	\$327,097	11.7	137.6	
NEWSPAPER	TIMES-MIRROR	NEWSDAY	NY	\$209,538	\$209,538	10.8	117.4	\$257,383	\$257,383	9.2	85.2
	NEWHOUSE	STAR LEDGER	NEWARK	\$156,588	\$156,588	8.1	65.6	\$192,343	\$192,343	6.9	47.6
	ZUCKERMAN	NY DAILY NEWS	NY	\$200,890	\$200,890	10.4	107.9	\$246,761	\$246,761	8.8	78.3
	Total				\$1,933,940	100.0	722	\$2,788,372	100.0	703	
						Increase in HHI	HHI		Increase in HHI	HHI	
						4	726		4	707	
						3	728		3	710	

Median TV, AM, and FM stations combined. (WPIX-TV, WNCN-F and WADO-A)*

Preceding combination acquires next largest FM and AM stations. (WEZN-F, WICC-A)*

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$600,199	31.0	\$1,155,213	41.4
CABLE	\$70,817	3.7	\$82,739	3.0
RADIO	\$331,993	17.2	\$406,920	14.6
NEWSPAPERS	\$930,932	48.1	\$1,143,500	41.0
TOTAL	\$1,933,940	100.0	\$2,788,372	100.0

Projected 1994 revenue.

* Projected 1993 revenue.

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle as well, as is the case with WPIX-TV and WICC-A, the increase in HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18

Appendix
Table F-2

Cleveland DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue					
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI		
BCAST TV	CANTON 67	WOAC-TV	CANTON										
	CHRISTIAN FAITH BRDCST.	WGGN-TV	SAND.										
	MALRITE COMM	WOIO-TV	SHKR HTS.	\$19,699				\$37,915					
	MALRITE COMM.*	WUAB-TV	LORAIN	\$16,005				\$30,806					
	MALRITE COMM	TOTAL			\$35,704	9.3	87.4		\$68,720	12.4	154.6		
	MID-STATE TV	WMFD-TV	MANSFD.										
	MULTIMEDIA BRDCST.	WKYC-TV	CLEVE.	\$22,777	\$22,777	6.0	35.6	\$43,839	\$43,839	7.9	62.9		
	NEW WORLD TELEVISION	WJW-TV	CLEVE.	\$28,317	\$28,317	7.4	55.0	\$54,502	\$54,502	9.9	97.2		
	SCRIPPS HOWARD BRDCST.	WEWS-TV	CLEVE.	\$32,626	\$32,626	8.5	73.0	\$62,796	\$62,796	11.4	129.1		
	SILVER KING COMM.	WQHS-TV	CLEVE.										
	TRINITY BRDCST. NET.	WDLI-TV	CANTON										
	VALUEVISION INTNATL	WAKC-TV	AKRON	\$1,847	\$1,847	0.5	0.2	\$3,555	\$3,555	0.6	0.4		
	WINSTON BRDCST.	WBNX-TV	AKRON										
	CABLE	CABLEVISION IND.	N. OHIO INTER.	CLEVE.	\$6,248				\$7,300				
CABLEVISION SYSTEMS		CABLEVISION SYS.	CLEVE.	\$5,392				\$6,300					
CABLE		TOTAL	CLEVE.		\$11,640	3.0	9.3		\$13,600	2.5	6.1		
MMDS RADIO	METROTEN	METROPOLITAN CBLVSN	CLEVE.										
	ARDMAN BRDCST.	WENZ-F	CLEVE.	\$897	\$897	0.2	0.1	\$1,100	\$1,100	0.2	0.0		
	BARNSTABLE BRDCST.	WSLR-A	AKRON	\$367				\$450					
	BARNSTABLE BRDCST.	WKDD-F	AKRON	\$2,692				\$3,300					
	BARNSTABLE BRDCST.	TOTAL			\$3,060	0.8	0.6		\$3,750	0.7	0.5		
	BEAVERKETTLE	WHBC-A	CANTON	\$1,632				\$2,000					
	BEAVERKETTLE	WHBC-F	CANTON	\$1,550				\$1,900					
	BEAVERKETTLE	TOTAL			\$3,182	0.8	0.7		\$3,900	0.7	0.5		
	BOOTH AMERICAN	WLTF-F	CLEVE.	\$5,548				\$6,800					
	BOOTH AMERICAN	WWWE-A	CLEVE.	\$2,611				\$3,200					
	BOOTH AMERICAN	TOTAL			\$8,159	2.1	4.6		\$10,000	1.8	3.3		
	CANTON/AKRON RADIO	WRQK-F	CANTON	\$1,061	\$1,061	0.3	0.1	\$1,300	\$1,300	0.2	0.1		
	CLEAR CHANNEL	WNCX-F	CLEVE.	\$5,181				\$6,350					
	CLEAR CHANNEL	WERE-A	CLEVE.	\$530				\$650					
	CLEAR CHANNEL	TOTAL			\$5,711	1.5	2.2		\$7,000	1.3	1.6		
	CV RADIO ASSOCIATES	WKNR-A	CLEVE.	\$1,387	\$1,387	0.4	0.1	\$1,700	\$1,700	0.3	0.1		
	DA PETERSON	WZKL-F	CANTON	\$1,305	\$1,305	0.3	0.1	\$1,600	\$1,600	0.3	0.1		
	INDEPENDENT GROUP	WDOK-F	CLEVE.	\$5,222				\$6,400					
	INDEPENDENT GROUP	WRMR-A	CLEVE.	\$1,469				\$1,800					
	INDEPENDENT GROUP	TOTAL			\$6,690	1.8	3.1		\$8,200	1.5	2.2		
	MEDIA-COM	WNIR-F	AKRON	\$2,040	\$2,040	0.5	0.3	\$2,500	\$2,500	0.5	0.2		
	MORTENSON BRDCST.	WHLO-A	AKRON	\$490	\$490	0.1	0.0	\$600	\$600	0.1	0.0		
	NATIONWIDE COMM.	WGAR-F	CLEVE.	\$5,711	\$5,711	1.5	2.2	\$7,000	\$7,000	1.3	1.6		
OMNI AMERICA	WMMS-F	CLEVE.	\$5,140				\$6,300						
OMNI AMERICA	WHK-A	CLEVE.	\$449				\$550						

Appendix
Table F-2

Cleveland DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	OMNI AMERICA	WMJI-F	CLEVE.	\$7,343				\$9,000			
	OMNI AMERICA	TOTAL			\$12,932	3.4	11.5		\$15,850	2.9	8.2
	RADIO SEAWAY	WCLV-F	CLEVE.	\$1,550	\$1,550	0.4	0.2	\$1,900	\$1,900	0.3	0.1
	RUBBER CITY RADIO GP	WONE-F	AKRON	\$2,448				\$3,000			
	RUBBER CITY RADIO GP	WQMX-F	AKRON	\$1,713				\$2,100			
	RUBBER CITY RADIO GP	WAKR-A	AKRON	\$1,387				\$1,700			
	RUBBER CITY RADIO GP	TOTAL			\$5,548	1.5	2.1		\$6,800	1.2	1.5
	WABQ	WABQ-A	CLEVE.	\$326	\$326	0.1	0.0	\$400	\$400	0.1	0.0
	WIN COMM.	WQAL-F	CLEVE.	\$3,590	\$3,590	0.9	0.9	\$4,400	\$4,400	0.8	0.6
	ZAPIS COMM. CORP	WZAK-F	CLEVE.	\$5,303	\$5,303	1.4	1.9	\$6,500	\$6,500	1.2	1.4
	ZEBRA BRDCST.	WJMO-A/F	CLEVE.	\$734	\$734	0.2	0.0	\$900	\$900	0.2	0.0
	WNWV	WNWV-F	CLEVE.	\$1,387	\$1,387	0.4	0.1	\$1,700	\$1,700	0.3	0.1
	WZJM	WZJM-F	CLEVE.	\$1,632	\$1,632	0.4	0.2	\$2,000	\$2,000	0.4	0.1
NEWSPAPER	KNIGHT-RIDDER	AKRON BEACON-JNL	AKRON	\$36,472	\$36,472	9.5	91.2	\$44,800	\$44,800	8.1	65.7
	NEWHOUSE NEWSPAPERS	PLAINDEALER	CLEVE.	\$118,046	\$118,046	30.9	955.2	\$145,000	\$145,000	26.2	688.2
	THOMSON NEWSPAPERS	CANTON REPOSITORY	CANTON	\$21,818	\$21,818	5.7	32.6	\$26,800	\$26,800	4.8	23.5
	Total				\$381,941	100.0	1370		\$552,712	100.0	1250
						Increase in HHI	HHI		Increase in HHI	HHI	
						9	1380		11	1261	
						9	1389		10	1270	

Median TV, AM, and FM stations combined (WKYC-TV, WONE-F, WERE-A)**

Preceding combination acquires next largest FM and AM stations (WNIR-F and WHLO-A)**

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$121,271	31.8	\$233,412	42.2
CABLE	\$11,640	3.0	\$13,600	2.5
RADIO	\$72,694	19.0	\$89,100	16.1
NEWSPAPER	\$176,336	46.2	\$216,600	39.2
TOTAL	\$381,941	100.0	\$552,712	100.0

* WUAB-TV is owned by Cannell Communications, L.P., but since 1994 has operated under a time brokerage agreement or LMA with Malrite Communications.

** Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle as well, as is the case for WONE-F and WERE-A, the increase in HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: Appendix Table F-18.

Appendix
Table F-3

Portland DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	BLACKSTAR COMM	KBSP-TV	SALEM								
	CHANNEL 32	KEBN-TV	SALEM								
	CANNELL COMM.	KPDX-TV	VANC.	\$9,234	\$9,234	3.8	14.1	\$17,773	\$17,773	5.0	24.8
	FISHER BCAST	KATU-TV	PORT.	\$20,561	\$20,561	8.4	69.9	\$39,573	\$39,573	11.1	122.9
	LEE ENTERPRISES	KOIN-TV	PORT.	\$19,760	\$19,760	8.0	64.6	\$38,033	\$38,033	10.7	113.5
	NATL MINORITY TV	KNMT-TV	PORT.								
	PROVIDENCE JOURNAL	KGW-TV	PORT.	\$15,821	\$15,821	6.4	41.4	\$30,450	\$30,450	8.5	72.8
	CHRIS-CRAFT INDUST.	KPTV-TV	PORT.	\$14,035	\$14,035	5.7	32.6	\$27,014	\$27,014	7.6	57.3
CABLE	KBL-TV CABLE ADV. IC		PORT.	\$3,167				\$3,700			
	COLUMBIA INT.		PORT. DMA	\$986				\$1,152			
	FALCON		PORT. DMA	\$396				\$462			
	VIACOM		PORT. DMA	\$319				\$373			
	TCI		PORT. DMA	\$285				\$333			
	CENTURY COMM		PORT. DMA	\$154				\$180			
	CABLE	TOTAL			\$5,307	2.2	4.7		\$6,200	1.7	3.0
RADIO	ALEXANDER BCAST	KXL-A	PORT.	\$4,406				\$5,400			
	ALEXANDER BCAST	KXL-F	PORT.	\$1,876				\$2,300			
	ALEXANDER BCAST	TOTAL			\$6,282	2.6	6.5		\$7,700	2.2	4.7
	APOGEE COMM.	KFXX	PORT.	\$979				\$1,200			
	APOGEE COMM.	KGON-F	PORT.	\$3,508				\$4,300			
	APOGEE COMM.	TOTAL			\$4,487	1.8	3.3		\$5,500	1.5	2.4
	BAYCOM PARTNERS	KUPL-AF	PORT.	\$5,466				\$6,700			
	BAYCOM PARTNERS	KKBK-F	PORT.								
	BAYCOM PARTNERS	KKJZ	PORT.	\$816				\$1,000			
	BAYCOM PARTNERS	TOTAL			\$6,282	2.6	6.5		\$7,700	2.2	4.7
	CITICASTERS	KKCW-F	PORT.	\$6,119	\$6,119	2.5	6.2	\$7,500	\$7,500	2.1	4.4
	GREAT AMER. BCAST	KEX	PORT.	\$5,140				\$6,300			
	GREAT AMER. BCAST	KKRZ-F	PORT.	\$3,590				\$4,400			
	GREAT AMER. BCAST	TOTAL			\$8,730	3.5	12.6		\$10,700	3.0	9.0
	HENRY BCAST	KUFO-AF	PORT.	\$4,895	\$4,895	2.0	4.0	\$6,000	\$6,000	1.7	2.8
HERITAGE MEDIA	KKSN-F	PORT.	\$3,590				\$4,400				
HERITAGE MEDIA	KXYQ-F	PORT.	\$1,876				\$2,300				
HERITAGE MEDIA	KKSN	PORT.	\$897				\$1,100				
HERITAGE MEDIA	TOTAL			\$6,364	2.6	6.7		\$7,800	2.2	4.8	
PORTLAND RADIO	KINK-AF	PORT.	\$5,303	\$5,303	2.2	4.6	\$6,500	\$6,500	1.8	3.3	

**Appendix
Table F-3**

Portland DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
NEWSPAPER	TOMLIN/KNAPP	KWJJ-AF	PORT.	\$3,753	\$3,753	1.5	2.3	\$4,600	\$4,600	1.3	1.7
	NEWHOUSE	OREGONIAN	PORT.	\$109,009	\$109,009	44.3	1964.5	\$133,900	\$133,900	37.5	1407.2
Total					\$245,942	100.0	2244	\$356,944	100.0	1839	
						Increase in HHI	HHI			Increase in HHI	HHI
Median TV, AM, and FM stations combined (KGW-TV and KUPL-AF)*						29	2273			32	1871
Preceding combination acquires next largest FM and AM stations (KINK-AF)*						37	2310			38	1909
				Local advertising revenue				Total advertising revenue			
Subtotals				(000)	%			(000)	%		
TELEVISION				\$79,411	32.3			\$152,844	42.8		
CABLE				\$5,307	2.2			\$6,200	1.7		
RADIO				\$52,216	21.2			\$64,000	17.9		
NEWSPAPER				\$109,009	44.3			\$133,900	37.5		
TOTAL				\$245,942	100.0			\$356,944	100.0		

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KUPL-AF, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-4

Richmond-Petersburg DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	ACT III BCAST	WRLH-TV	RICH.	\$6,217	\$6,217	5.1	25.6	\$11,967	\$11,967	6.8	45.7
	CHRISTEL BCASTG	WAWB-TV	ASHLD.								
	JEFFERSON-PILOT COMM.	WWBT-TV	RICH.	\$9,849	\$9,849	8.0	64.3	\$18,957	\$18,957	10.7	114.6
	PARK COMM.	WTVR-TV	RICH.	\$12,250	\$12,250	10.0	99.5	\$23,578	\$23,578	13.3	177.3
	YOUNG BCAST.	WRIC-TV	P'BURG	\$10,280	\$10,280	8.4	70.1	\$19,787	\$19,787	11.2	124.8
CABLE	CONTINENTAL CBLVSN			\$1,256				\$1,468			
	COMCAST			\$599				\$699			
	ADELPHIA			\$393				\$459			
	TELE-MEDIA			\$166				\$194			
	SAMMONS			\$154				\$180			
	CABLE	TOTAL			\$2,568	2.1	4.4		\$3,000	1.7	2.9
	RADIO	ABS COMM.	WKHK-F	RICH.	\$4,079				\$5,000		
	ABS COMM.	WKIK-F	RICH.	\$816				\$1,000			
	ABS COMM.	TOTAL			\$4,895	4.0	15.9		\$6,000	3.4	11.5
	BENCHMARK COMM.	WVGO-F	RICH.	\$2,040				\$2,500			
	BENCHMARK COMM.	WDCK-F	RICH.	\$1,224				\$1,500			
	BENCHMARK COMM.	TOTAL			\$3,263	2.7	7.1		\$4,000	2.3	5.1
	CLEAR CHANNEL	WRVA-A	RICH.	\$3,753				\$4,600			
	CLEAR CHANNEL	WRVQ-F	RICH.	\$2,856				\$3,500			
	CLEAR CHANNEL	WRXL-F	RICH.	\$2,937				\$3,600			
	CLEAR CHANNEL	TOTAL			\$9,546	7.8	60.4		\$11,700	6.6	43.7
	LIBERTY BCASTG	WMXB-F	RICH.	\$3,427	\$3,427	2.8	7.8	\$4,200	\$4,200	2.4	5.6
	SINCLAIR TELECABLE	WCDX-F	RICH.	\$3,263				\$4,000			
	SINCLAIR TELECABLE	WPLZ-F	RICH.	\$1,469				\$1,800			
	SINCLAIR TELECABLE	TOTAL			\$4,732	3.9	14.8		\$5,800	3.3	10.7
	TOMLIN/KNAPP	WTVR-F	RICH.	\$1,876	\$1,876	1.5	2.3	\$2,300	\$2,300	1.3	1.7
NEWSPAPER	MEDIA GENERAL	TIMES-DISPATCH	RICH.	\$53,907	\$53,907	43.9	1926.7	\$65,800	\$65,800	37.2	1380.6
Total					\$122,811	100.0	2299		\$177,089	100.0	1924
				Increase in				Increase in			
				HHI				HHI			
Median TV, FM, and AM stations combined (WRIC-TV, WRVQ-F, and WRVA-A)*				104				2403			
Preceding combination acquires next largest FM station (WVGO-F)*				46				2449			

**Appendix
Table F-4**

Richmond-Petersburg DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

	Local advertising revenue		Total advertising revenue	
Subtotals	(000)	%	(000)	%
TELEVISION	\$38,597	31.4	\$74,289	42.0
CABLE	\$2,568	2.1	\$3,000	1.7
RADIO	\$27,740	22.6	\$34,000	19.2
NEWSPAPER	\$53,907	43.9	\$65,800	37.2
TOTAL	\$122,811	100.0	\$177,089	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WRVQ-F and WVGO-F, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

**Appendix
Table F-5**

Amarillo DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	CANNAN COMM.	KAMR-TV	AMARILLO	\$2,588	\$2,588	7.9	62.9	\$4,976	\$4,976	10.4	108.6
	KCIT ACQUISITION CO.	KCIT-TV	AMARILLO	\$1,787	\$1,787	5.5	30.0	\$3,436	\$3,436	7.2	51.8
	MARSH MEDIA	KVII-TV	AMARILLO	\$3,573				\$6,872			
	MARSH MEDIA	KVIJ-TV	SAYRE, OK								
	MARSH MEDIA	KVIH-TV	CLOVIS, NM								
	MARSH MEDIA	TOTAL			\$3,573	11.0	120.0	\$6,872	\$6,872	14.4	207.2
	PANHANDLE TELECASTG.	KFDA-TV	AMARILLO	\$3,204	\$3,204	9.8	96.5	\$6,161	\$6,161	12.9	166.5
CABLE	RAMAR COMM.	KMZN-TV	FARWELL								
	TCA CABLE		AMARILLO	\$561				\$655			
	SAMMONS		AMARILLO	\$201				\$235			
	MISSION CABLE		AMARILLO	\$94				\$110			
		TOTAL		\$856	2.6	6.9	\$1,000		2.1	4.4	
RADIO	CATALYST	KMML-A	AMARILLO	\$734				\$900			
	CATALYST	KIXZ-A	AMARILLO	\$220				\$270			
	CATALYST	KLSF-F	AMARILLO								
	CATALYST	TOTAL			\$955	2.9	8.6	\$1,170		2.5	6.0
	DEL NORTE	KZIP-A	AMARILLO								
	KAEZ-FM	KAEZ-F	AMARILLO	\$228	\$228	0.7	0.5	\$280	\$280	0.6	0.3
	KARX BCASTG OF TX	KARX-F	AMARILLO	\$449	\$449	1.4	1.9	\$550	\$550	1.2	1.3
	MEYER COMM.	KATP-F	AMARILLO	\$253	\$253	0.8	0.6	\$310	\$310	0.6	0.4
	WALTON COMM.	KBUY-F	AMARILLO	\$416	\$416	1.3	1.6	\$510	\$510	1.1	1.1
	WESTWIND BCASTG	KPUR-AF	AMARILLO	\$432	\$432	1.3	1.8	\$530	\$530	1.1	1.2
NEWSPAPER	WISKES-ABARIS COMM.	KQJZ-F	AMARILLO	\$693	\$693	2.1	4.5	\$850	\$850	1.8	3.2
	MORRIS	GLOBE-TIMES	AMARILLO								
	MORRIS	NEWS	AMARILLO								
	MORRIS	NEWS-GLOBE	AMARILLO								
	MORRIS	NEWSPAPER TOTAL		\$15,631			\$19,200				
RADIO	MORRIS	KGNC-A	AMARILLO	\$816			\$1,000				
RADIO	MORRIS	KGNC-F	AMARILLO	\$734			\$900				
	MORRIS	TOTAL		\$17,181	52.7	2775.0	\$21,100		44.2	1953.0	
	Total			\$32,615	100.0	3111	\$47,745		100.0	2505	

**Appendix
Table F-5**

Amarillo DMA advertising HHI: television, cable, radio and leading daily newspapers, 1994

	Local advertising revenue		Total advertising revenue	
	Increase in HHI	HHI	Increase in HHI	HHI
Median TV, FM, and AM stations combined (KFDA-TV, KBUY-F, KMML-A)*	75	3186	80	2585
Preceding combination acquires next largest FM and AM stations (KATP-F and KIXZ-A)*	40	3226	39	2625

	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
Subtotals				
TELEVISION	\$11,152	34.2	\$21,445	44.9
CABLE	\$856	2.6	\$1,000	2.1
RADIO	\$4,977	15.3	\$6,100	12.8
NEWSPAPER	\$15,631	47.9	\$19,200	40.2
TOTAL	\$32,615	100.0	\$47,745	100.0

* Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of KMML-A and KIXZ-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

**Appendix
Table F-6**

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
BCAST TV	BHC COMM.	WWOR-TV	SECA., NJ	\$65,868	\$65,868	2.6	6.5	\$126,777	\$126,777	3.5	12.5
	CAPITAL CITIES/ABC	WABC-TV	NY	\$138,507				\$266,588			
RADIO	CAPITAL CITIES/ABC	WABC	NY	\$12,075				\$14,800			
RADIO	CAPITAL CITIES/ABC	WPLJ-F	NY	\$10,851				\$13,300			
	CAPITAL CITIES/ABC	TOTAL			\$161,433	6.3	39.3		\$294,688	8.2	67.5
BCAST TV	CBS	WCBS-TV	NY	\$96,032				\$184,834			
RADIO	CBS	WCBS-F	NY	\$21,213				\$26,000			
RADIO	CBS	WCBS	NY	\$17,133				\$21,000			
	CBS	TOTAL			\$134,378	5.2	27.2		\$231,834	6.5	41.8
BCAST TV	FOX TELEVISION	WNYW-TV	NY	\$83,104	\$83,104	3.2	10.4	\$159,953	\$159,953	4.5	19.9
	MOUNTAIN BCASTG	WMBC-TV	NEWTON								
	NBC/GE	WNBC-TV	NY	\$101,572	\$101,572	3.9	15.5	\$195,498	\$195,498	5.5	29.7
	NEW MASS MEDIA	WTZA-TV	KINGSTON								
	PERENCHIO TELE.	WXTV-TV	PATERSON	\$19,699	\$19,699	0.8	0.6	\$37,915	\$37,915	1.1	1.1
	SILVER KING COMM.	WHSI-TV	SMITH.								
	SILVER KING COMM.	WHSE-TV	NEWARK								
	TELEMUNDO GROUP	WNJU-TV	LINDEN	\$9,849	\$9,849	0.4	0.1	\$18,957	\$18,957	0.5	0.3
BCAST TV	TRIBUNE	WPIX-TV	NY	\$85,567				\$164,692			
RADIO	TRIBUNE	WQCD-F	NY	\$9,790				\$12,000			
	TRIBUNE	TOTAL			\$95,357	3.7	13.7		\$176,692	4.9	24.3
BCAST TV	TRINITY BCASTG NET.	WTBY-TV	P'KEEPSIE								
	VALUEVISION INTNATL	WHAI-TV	B'PRT								
	WLIG INC	WLIG-TV	L.I.								
CABLE	TIME WARNER		NY	\$13,695				\$16,000			
	CABLEVISION SYS.		W. L.I.	\$11,983				\$14,000			
	CABLEVISION SYS.		E. L.I.	\$4,194				\$4,900			
	COMCAST		E. ORANGE	\$5,234				\$6,115			
	TKR #		M'SEX, NJ	\$3,167				\$3,700			
CABLE IC	WNYI (CNI)		NY	\$16,262				\$19,000			
	METROBASE		PHILA.	\$10,784				\$12,600			
	HUDSON VALLEY IC		ALB./NYC	\$1,526				\$1,783			
	CABLE TV NET. OF NJ		NJ	\$1,362				\$1,591			
	CCIS		CT	\$300				\$350			
	MONMOUTH-OCEAN IC*		NJ	\$1,883				\$2,200			
	CABLE ADV., INC.*		NEW ENG.	\$428				\$500			
	CABLE	TOTAL	NY DMA		\$70,817	2.7	7.6		\$82,739	2.3	5.3
MMDS	MICROBAND WIRELESS		NY								
RADIO	BARNSTABLE BCASTG	WHLI	L.I.	\$775				\$950			
	BARNSTABLE BCASTG	WKJY-F	L.I.	\$3,019				\$3,700			
	BARNSTABLE BCASTG	TOTAL			\$3,794	0.1	0.0		\$4,650	0.1	0.0

Appendix
Table F-6

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
	EVERGREEN MEDIA PTNRS.	WYNY-F	NY	\$8,975	\$8,975	0.3	0.1	\$11,000	\$11,000	0.3	0.1
	BERKSHIRE BCASTG	WLAD, WDAQ-F	B'PRT	\$2,162	\$2,162	0.1	0.0	\$2,650	\$2,650	0.1	0.0
	BONNEVILLE INTNATL	WMXV-F	NY	\$15,338	\$15,338	0.6	0.4	\$18,800	\$18,800	0.5	0.3
	BUCKLEY BCASTG	WOR	NY	\$15,094	\$15,094	0.6	0.3	\$18,500	\$18,500	0.5	0.3
	CHANCELLOR	WALK-AF	L.I.	\$6,282	\$6,282	0.2	0.1	\$7,700	\$7,700	0.2	0.0
	CRB BCASTG	WNLK, WEFX-F	B'PRT	\$1,795	\$1,795	0.1	0.0	\$2,200	\$2,200	0.1	0.0
	EMMIS BCASTG	WQHT-F	NY	\$10,606				\$13,000			
	EMMIS BCASTG	WRKS-F	NY	\$14,033				\$17,200			
	EMMIS BCASTG	TOTAL			\$24,639	1.0	0.9		\$30,200	0.8	0.7
	GARY STARR	WINE, WRKI-F	B'PRT	\$1,632				\$2,000			
	GARY STARR	WGSN	L.I.	\$571				\$700			
	GARY STARR	WMJC-F	L.I.	\$1,305				\$1,600			
	GARY STARR	WRCN-F	L.I.	\$816				\$1,000			
	GARY STARR	TOTAL			\$4,324	0.2	0.0		\$5,300	0.1	0.0
	GREENWICH BCASTG	WGCH	B'PRT	\$408	\$408	0.0	0.0	\$500	\$500	0.0	0.0
	HEFTEL	WADO	NY	\$3,835	\$3,835	0.1	0.0	\$4,700	\$4,700	0.1	0.0
	INFINITY	WFAN	NY	\$28,555				\$35,000			
	INFINITY	WXRK-F	NY	\$19,826				\$24,300			
	INFINITY	TOTAL			\$48,381	1.9	3.5		\$59,300	1.7	2.7
	INNER CITY BCASTG	WBLS-F	NY	\$9,954	\$9,954	0.4	0.1	\$12,200	\$12,200	0.3	0.1
	JARAD BCASTG	WDRE-F	L.I.	\$2,284	\$2,284	0.1	0.0	\$2,800	\$2,800	0.1	0.0
	LIBERTY BCASTG	WBAB-F	L.I.	\$4,814				\$5,900			
	LIBERTY BCASTG	WBLI-F	L.I.	\$5,466				\$6,700			
	LIBERTY BCASTG	WHFM-F	L.I.	\$506				\$620			
	LIBERTY BCASTG	TOTAL			\$10,786	0.4	0.2		\$13,220	0.4	0.1
	NEW CITY COMM.	WEZN-F	B'PRT	\$4,161	\$4,161	0.2	0.0	\$5,100	\$5,100	0.1	0.0
	PARK COMM.	WPAT-AF	NY	\$7,669	\$7,669	0.3	0.1	\$9,400	\$9,400	0.3	0.1
	SHAMROCK	WHTZ-F	NY	\$10,443	\$10,443	0.4	0.2	\$12,800	\$12,800	0.4	0.1
	SHORE MEDIA	WBZO-F	L.I.								
	SPANISH BCASTG SYS.	WSKQ-AF	NY	\$6,201	\$6,201	0.2	0.1	\$7,600	\$7,600	0.2	0.0
	SUBOTNICK	WSTC, WHKL-F	B'PRT	\$1,387	\$1,387	0.1	0.0	\$1,700	\$1,700	0.0	0.0
	VIACOM	WLTW-F	NY	\$21,621	\$21,621	0.8	0.7	\$26,500	\$26,500	0.7	0.5
	WESTINGHOUSE	WINS	NY	\$24,476				\$30,000			
	WESTINGHOUSE	WNEW-F	NY	\$13,543				\$16,600			
	WESTINGHOUSE	TOTAL			\$38,019	1.5	2.2		\$46,600	1.3	1.7
	WIN COMM.	WEBE-F	B'PRT	\$3,590				\$4,400			
	WIN COMM.	WICC	B'PRT	\$1,469				\$1,800			
	WIN COMM.	TOTAL			\$5,058	0.2	0.0		\$6,200	0.2	0.0
	[WNCN]	WNCN-F	NY	\$4,243	\$4,243	0.2	0.0	\$5,200	\$5,200	0.1	0.0
NEWSPAPER	THOMSON	CONN. POST	B'PRT	\$32,888	\$32,888	1.3	1.6	\$40,398	\$40,398	1.1	1.3

**Appendix
Table F-6**

New York DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1993

Medium	Owner	Advertising outlet	Location	Local advertising revenue				Total advertising revenue			
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI
NEWSPAPER	OTTAWAY	NEWS-TIMES	DANBURY	\$17,586	\$17,586	0.7	0.5	\$21,602	\$21,602	0.6	0.4
	MURDOCH	NY POST	NY	\$51,220	\$51,220	2.0	4.0	\$62,916	\$62,916	1.8	3.1
	NY TIMES	NY TIMES	NY	\$262,221				\$322,097			
RADIO	NY TIMES	WQXR-F	NY	\$4,079				\$5,000			
		TOTAL			\$266,301	10.3	106.8		\$327,097	9.1	83.2
NEWSPAPER	TIMES-MIRROR	NEWSDAY	NY	\$209,538	\$209,538	8.1	66.1	\$257,383	\$257,383	7.2	51.5
	NEWHOUSE	STAR LEDGER	NEWARK	\$156,588	\$156,588	6.1	36.9	\$192,343	\$192,343	5.4	28.8
	ZUCKERMAN	NY DAILY NEWS	NY	\$200,890	\$200,890	7.8	60.8	\$246,761	\$246,761	6.9	47.4
OUTDOOR	SUPPLIER 1		NY DMA	\$27,075	\$27,075	1.1	1.1	\$60,850	\$60,850	1.7	2.9
	SUPPLIER 2		NY DMA	\$27,075	\$27,075	1.1	1.1	\$60,850	\$60,850	1.7	2.9
Y. PAGES	NYNEX/BELL ATL/SNE		NY DMA	\$564,093	\$564,093	21.9	479.3	\$647,818	\$647,818	18.1	326.4
	Y*BOOK/TRANSWEST/BERRY		NY DMA	\$24,316	\$24,316	0.9	0.9	\$27,926	\$27,926	0.8	0.6
Total					\$2,576,500	100.0	889		\$3,585,816	100.0	758
							Increase in HHI			Increase in HHI	
Median TV, AM, and FM stations combined. (WPIX-TV, WNCN-F and WADO-A)**							2.1	891		2.6	760
Preceding combination acquires next largest FM and AM stations. (WEZN-F, WICC-A)**							1.6	893		1.9	762

Subtotals	Local advertising revenue		Total advertising revenue	
	(000)	%	(000)	%
TELEVISION	\$600,199	23.3	\$1,155,213	32.2
CABLE	\$70,817	2.7	\$82,739	2.3
RADIO	\$331,993	12.9	\$406,920	11.3
NEWSPAPERS	\$930,932	36.1	\$1,143,500	31.9
OUTDOOR	\$54,151	2.1	\$121,700	3.4
YELLOW PAGES	\$588,409	22.8	\$675,744	18.8
TOTAL	\$2,576,500	100.0	\$3,585,816	100.0

Projected 1994 revenue.

* Projected 1993 revenue.

** Where one of the stations named in a hypothetical combination is initially owned by an entity that owns another advertising vehicle, as in the case of WPIX-TV and WICC-A, the increase in the HHI is computed on the assumption that the combination in question involves a station that is initially independently owned but equal in size to the named group-owned station.

Source: See Appendix Table F-18.

Appendix
Table F-7

Cleveland DMA advertising HHI: television, cable, radio, leading daily newspapers, outdoor and yellow pages, 1994

Medium	Owner	Advertising outlet	City	Local advertising revenue				Total advertising revenue					
				Outlet (000)	Total (000)	Share (%)	HHI	Outlet (000)	Total (000)	Share (%)	HHI		
BCAST TV	CANTON 67	WOAC-TV	CANTON										
	CHRISTIAN FAITH BRDCST.	WGGN-TV	SAND.										
	MALRITE COMM	WOIO-TV	SHKR HTS.	\$19,699				\$37,915					
	MALRITE COMM.*	WUAB-TV	LORAIN	\$16,005				\$30,806					
	MALRITE COMM	TOTAL			\$35,704	7.1	50.8		\$68,720	9.8	96.5		
	MID-STATE TV	WMFD-TV	MANSFD.										
	MULTIMEDIA BRDCST.	WKYC-TV	CLEVE.	\$22,777	\$22,777	4.5	20.7	\$43,839	\$43,839	6.3	39.3		
	NEW WORLD TELEVISION	WJW-TV	CLEVE.	\$28,317	\$28,317	5.7	32.0	\$54,502	\$54,502	7.8	60.7		
	SCRIPPS HOWARD BRDCST.	WEWS-TV	CLEVE.	\$32,626	\$32,626	6.5	42.5	\$62,796	\$62,796	9.0	80.6		
	SILVER KING COMM.	WQHS-TV	CLEVE.										
	TRINITY BRDCST. NET.	WDLI-TV	CANTON										
	VALUEVISION INTNATL	WAKC-TV	AKRON	\$1,847	\$1,847	0.4	0.1	\$3,555	\$3,555	0.5	0.3		
	WINSTON BRDCST.	WBNX-TV	AKRON										
	CABLE	CABLEVISION IND.	N. OHIO INTER.	CLEVE.	\$6,248				\$7,300				
CABLEVISION SYSTEMS		CABLEVISION SYS.	CLEVE.	\$5,392				\$6,300					
CABLE		TOTAL	CLEVE.		\$11,640	2.3	5.4		\$13,600	1.9	3.8		
MMDS	METROTEN	METROPOLITAN CBLVSN	CLEVE.										
	ARDMAN BRDCST.	WENZ-F	CLEVE.	\$897	\$897	0.2	0.0	\$1,100	\$1,100	0.2	0.0		
RADIO	BARNSTABLE BRDCST.	WSLR-A	AKRON	\$367				\$450					
	BARNSTABLE BRDCST.	WKDD-F	AKRON	\$2,692				\$3,300					
	BARNSTABLE BRDCST.	TOTAL			\$3,060	0.6	0.4		\$3,750	0.5	0.3		
	BEAVERKETTLE	WHBC-A	CANTON	\$1,632				\$2,000					
	BEAVERKETTLE	WHBC-F	CANTON	\$1,550				\$1,900					
	BEAVERKETTLE	TOTAL			\$3,182	0.6	0.4		\$3,900	0.6	0.3		
	BOOTH AMERICAN	WLTF-F	CLEVE.	\$5,548				\$6,800					
	BOOTH AMERICAN	WWWE-A	CLEVE.	\$2,611				\$3,200					
	BOOTH AMERICAN	TOTAL			\$8,159	1.6	2.7		\$10,000	1.4	2.0		
	CANTON/AKRON RADIO	WRQK-F	CANTON	\$1,061	\$1,061	0.2	0.0	\$1,300	\$1,300	0.2	0.0		
	CLEAR CHANNEL	WNCX-F	CLEVE.	\$5,181				\$6,350					
	CLEAR CHANNEL	WERE-A	CLEVE.	\$530				\$650					
CLEAR CHANNEL	TOTAL			\$5,711	1.1	1.3		\$7,000	1.0	1.0			
CV RADIO ASSOCIATES	WKNR-A	CLEVE.	\$1,387	\$1,387	0.3	0.1	\$1,700	\$1,700	0.2	0.1			
DA PETERSON	WZKL-F	CANTON	\$1,305	\$1,305	0.3	0.1	\$1,600	\$1,600	0.2	0.1			