TABLES

TABLE 1: MARKET CONCENTRATION (HHI)

MARKET	CONCENTRATION INDEX
LOCAL MARKETS	
VIEWING/PROGRAMMING[16]	
New York	1622
Cleveland	1978
Portland	2107
Richmond	2655
Amarillo	2501
ADVERTISING[17]	
New York	892
Cleveland	1601
Portland	2244
Richmond	2299
Amarillo	3111
NATIONAL MARKETS	
PROGRAMMING[18]	1055
ADVERTISING[19]	1666

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[16] Applies the 35 mile rule to networks, independents and cable.

[17] The Commission includes local TV advertising, radio and newspapers. This index is calculated based on the 35 mile rule.

[18] The Commission excludes video cassettes from its definition of the TV market. This calculation excludes home video revenues. It assumes that networks and major cable operators do not account for purchase of programming for video cassettes.

[19] Includes national TV advertising, not spot or other media.

TABLE 2:
CORRELATION COEFFICIENTS FOR PERCENTAGE ADVERTISING DOLLARS SPENT ON VARIOUS MEDIA (SIXTY ADVERTISERS WITH MORE THAN $100 MILLION EXPENDITURES)

	NETWORK TV	SYNDICATED TV	CABLE TV	SPOT TV
NETWORK TV				
SYNDICATED TV	.5**			
CABLE TV	.7**	.5**		
SPOT TV	-.2	-.3*	-.2	
NEWSPAPERS	-.8**	-.5**	-.6**	-.2

** = Significant at the .01 level
* = Significant at the .05 level

Source: Data from Economists Incorporated, An Economic Analysis of the Broadcast Television National Ownership, Local Ownership and Radio Cross-Ownership Rules, In Re: Review of the Commission's Regulations Governing Television Broadcasting, MM Docket No. 91-221, May 17, 1995, Table E-11.

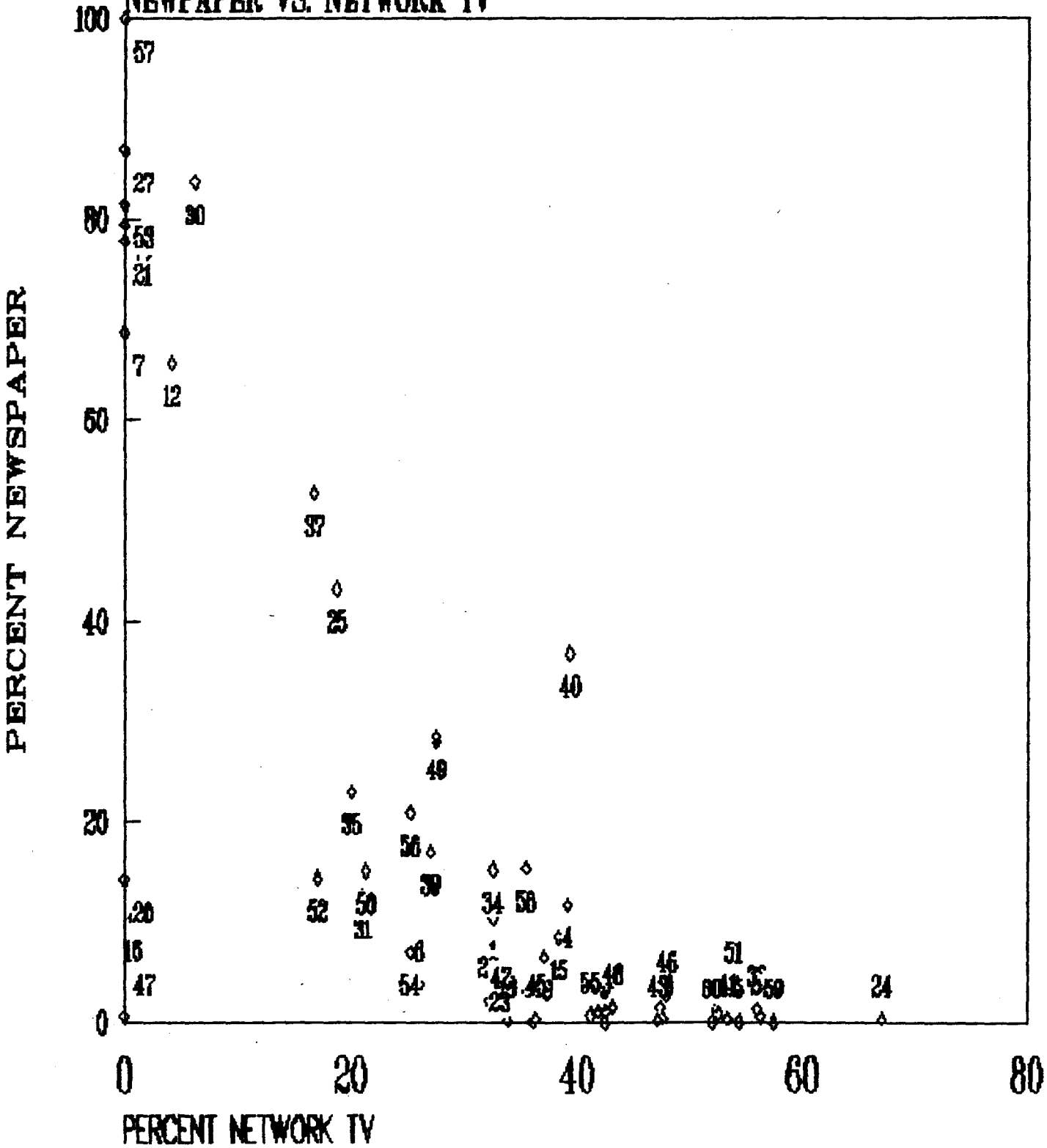
TABLE 3:
RESULTS OF FACTOR ANALYSIS OF ADVERTISING MEDIA USAGE PATTERNS
(Rotated Factor Loadings)

TVNET	.91	-.07	-.08	-.03
TVSYND	.69	-.14	-.06	.05
TVCABLE	.83	-.06	-.30	.01
NEWSPAPER	-.87	-.31	-.34	.04
MAGS	.36	.79	-.09	-.07
SUNMAGS	-.17	.83	-.09	-.00
TVSPOT	-.14	-.14	.91	-.17
RADIOSPOT	-.07	-.20	.55	.62
RADIONET	.10	-.03	-.15	.83
OUTDOOR	.11	-.35	.08	-.38

Source: Data from Economists Incorporated, An Economic Analysis of the Broadcast Television National Ownership, Local Ownership and Radio Cross-Ownership Rules, In Re: Review of the Commission's Regulations Governing Television Broadcasting, MM Docket No. 91-221, May 17, 1995, Table E-11.

FIGURES

FIGURE 1:
SPECIALIZATION IN ADVERTISING MEDIA
NEWPAPER VS. NETWORK TV



LIST OF COMPANIES

ID	COMPANY	ID	COMPANY
1	AMERICAN EXPRESS	36	NESTLE SA
2	AMERICAN HOME PRODUCTS	37	NEWS CORP LTD.
3	ANHEUSER-BUSCH	38	NIKE
4	AT&T	39	NISSAN
5	BRISTOL-MEYERS	40	J.C. PENNY
6	CHRYSLER	41	PEPSI
7	CHRYSLER LOCAL DEALERS	42	PHILLIP MORRIS
8	CIRCUIT CITY	43	PROCTOR & GAMBLE
9	CLOROX	44	QUAKER OATS
10	COCA COLA	45	RALSTON PURINA
11	COORS	46	RJR NABISCO
12	DAYTON HUDSON	47	ROLL INTERNATIONAL
13	EASTMAN KODAK	48	SARA LEE
14	FEDERATED DEPARTMENT ST	49	SEARS
15	FORD MOTOR COMPANY	50	SONY
16	FORD DEALERS	51	SPRINT
17	FORD LOCAL DEALERS	52	TIME WARNER
18	GENERAL MILLS	53	TOYOTA DEALERS
19	GENERAL MOTORS	54	TOYOTA
20	GENERAL MOTORS DEALERS	55	UNILEVER
21	GENERAL MOTORS LOCAL DE	56	US GOVT.
22	GRAND METROPOLITAN	57	VALASSIS COMM.
23	HONDA	58	WALT DISNEY
24	JOHNSON AND JOHNSON	59	WARNER-LAMBERT
25	KMART	60	WENDYS INTERNATIONAL
26	KELLOG		
27	MACY RH		
28	MARS		
29	MATSUSHITA ELECTRIC		
30	MAY DEPARTMENT STORE		
31	MAZDA		
32	McDONALDS		
33	MCI		
34	MISTUBISHI MOTORS		
35	NATIONAL AMUSEMENTS		

Source: Data from Economists Incorporated, An Economic Analysis of the Broadcast Television National Ownership, Local Ownership and Radio Cross-Ownership Rules, In Re: Review of the Commission's Regulations Governing Television Broadcasting, MM Docket No. 91-221, May 17, 1995, Table E-11.

FIGURE 2
SPECIALIZATION IN ADVERTISING MEDIA
NEWSPAPERS V. NATIONAL TV MARKET

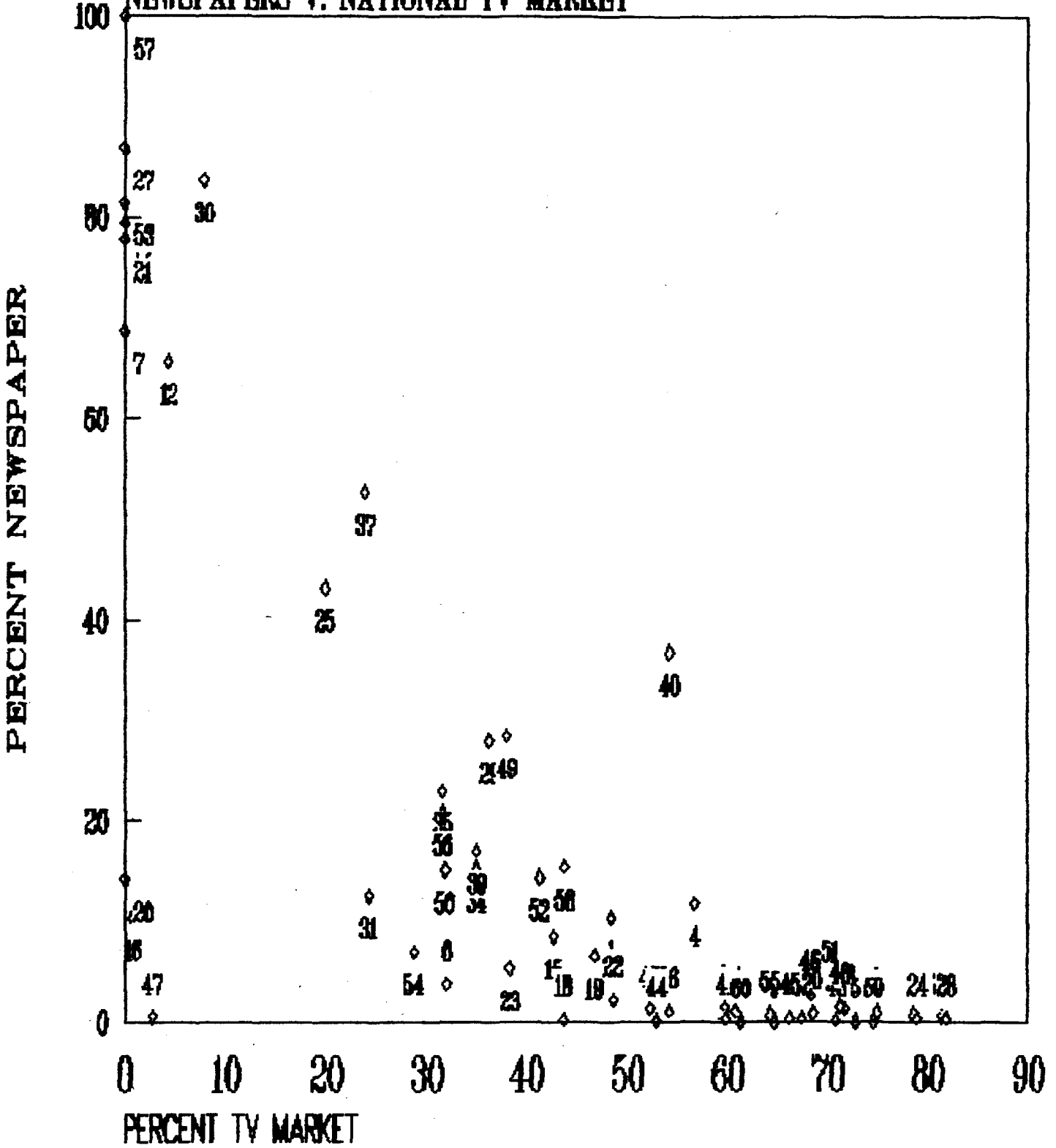


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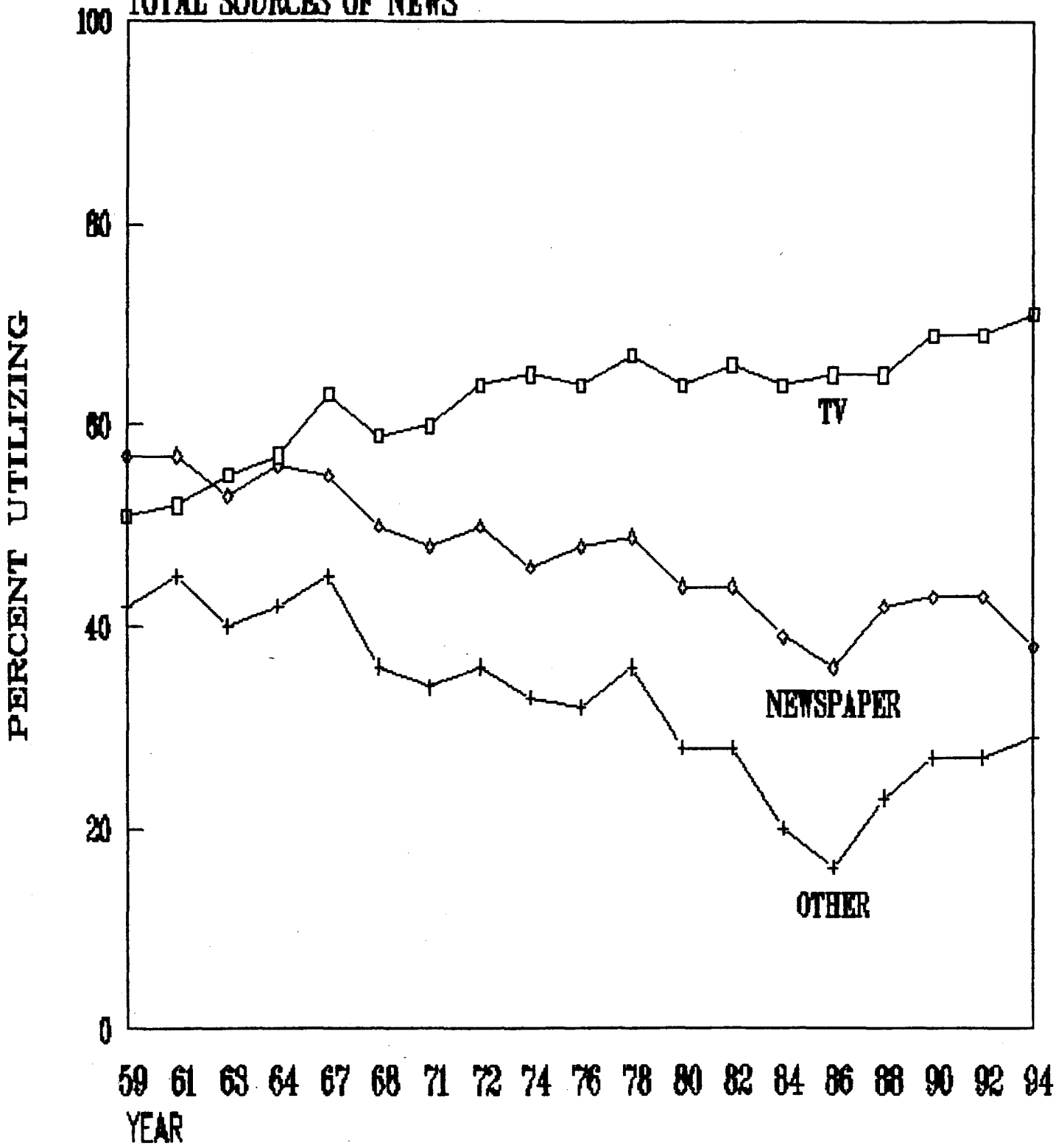
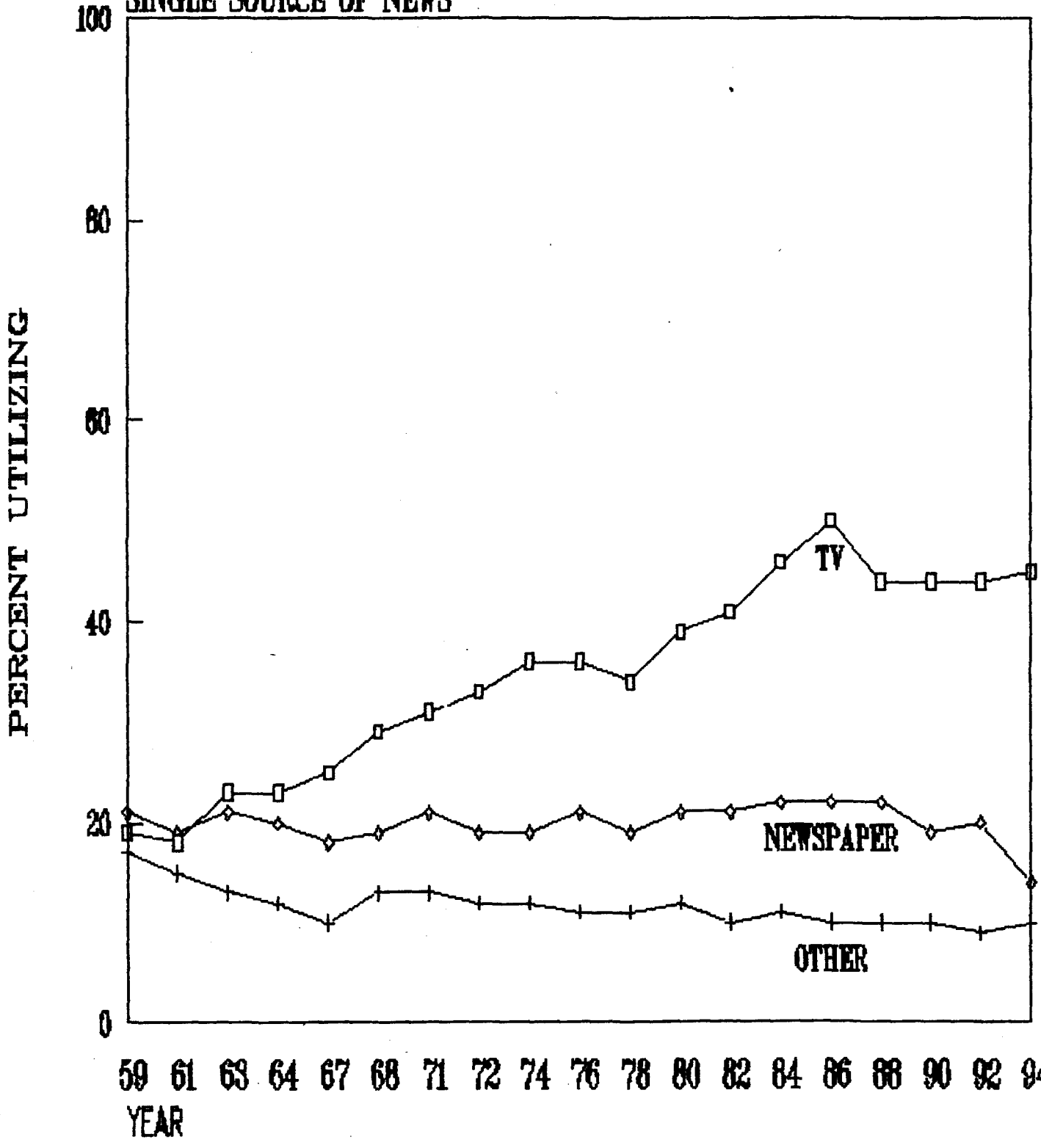
FIGURE 3
TOTAL SOURCES OF NEWS



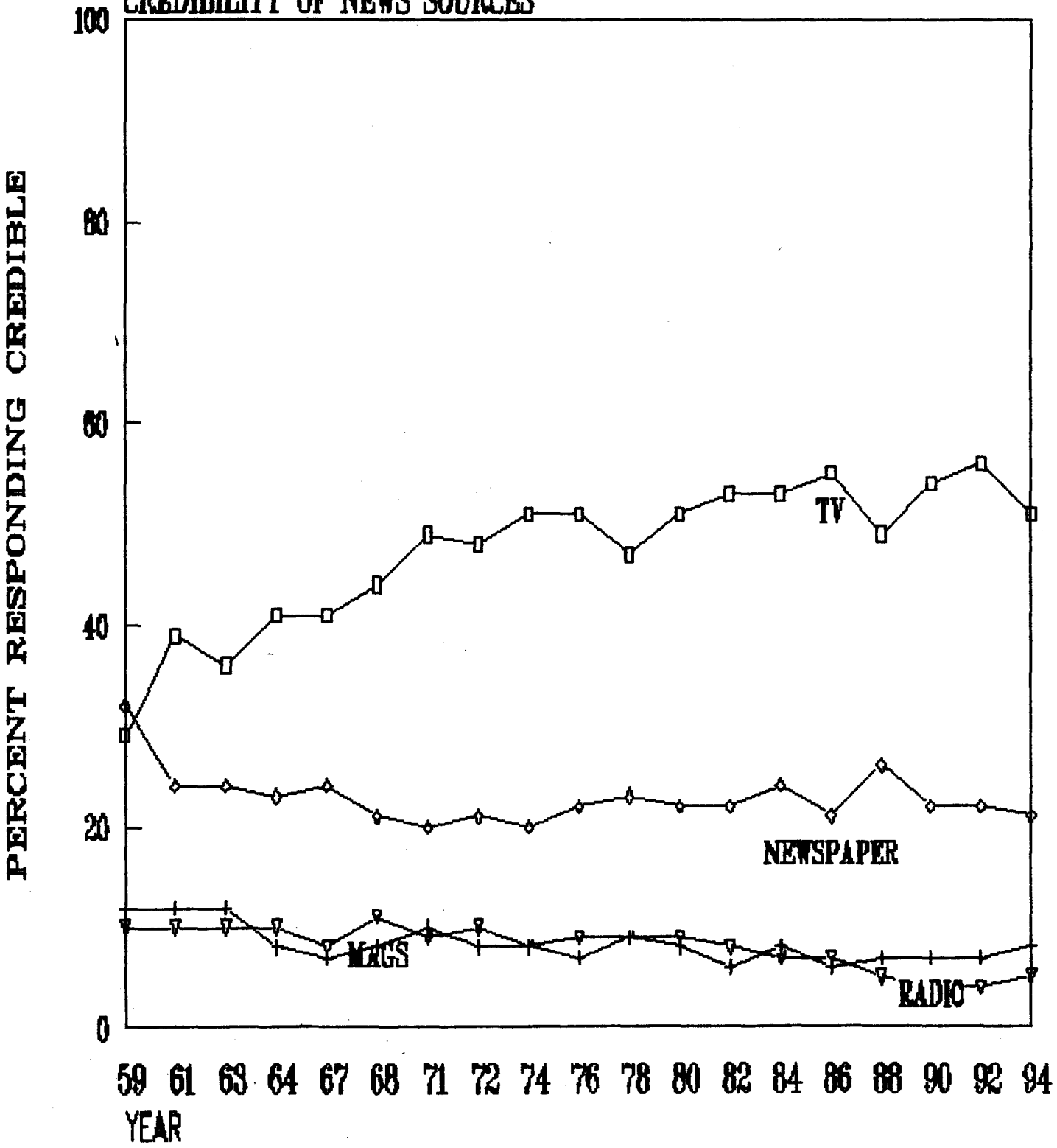
SOURCE: AMERICA'S WATCHING

FIGURE 4
SINGLE SOURCE OF NEWS



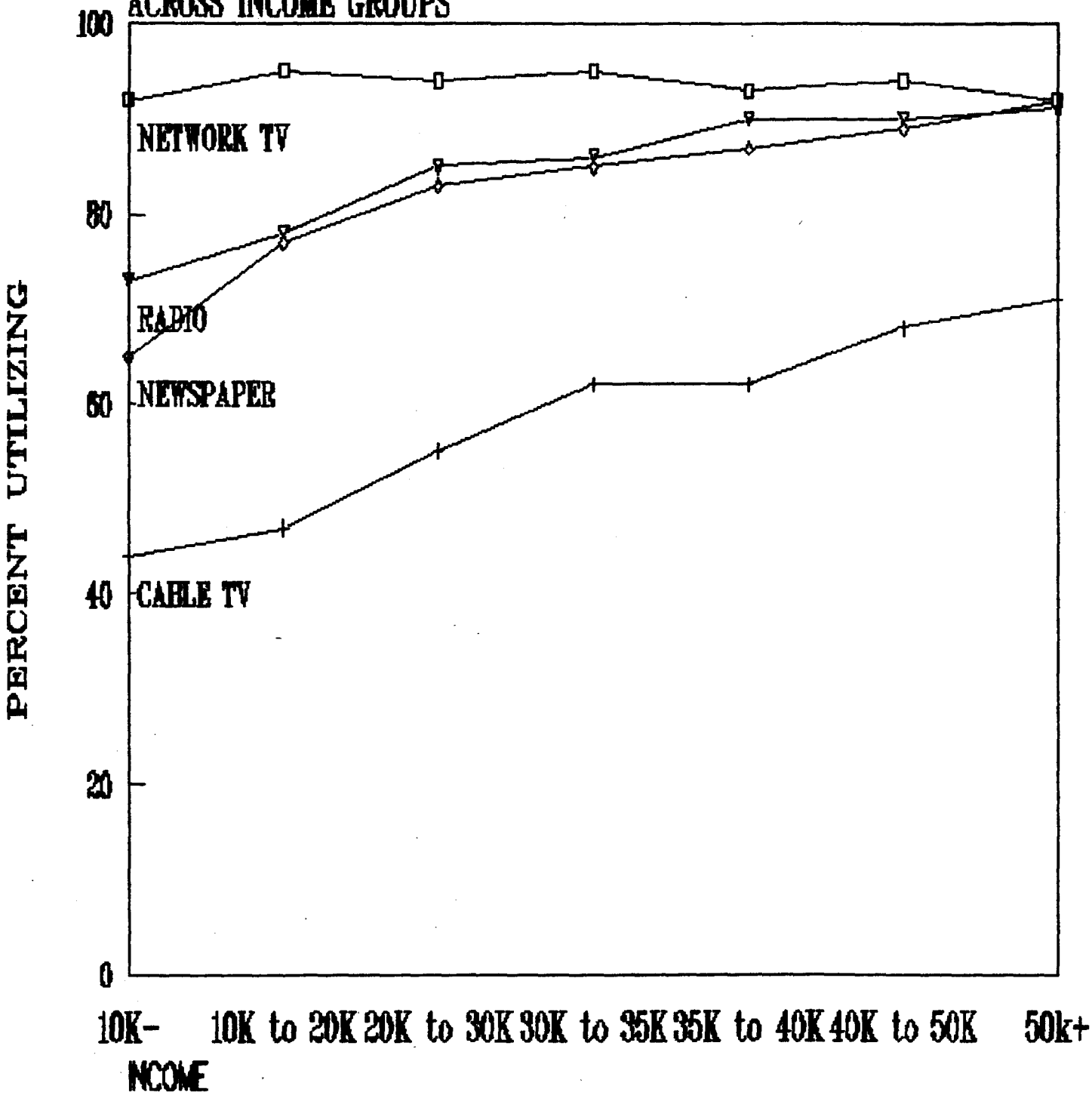
SOURCE: AMERICA'S WATCHING

FIGURE 5
CREDIBILITY OF NEWS SOURCES



SOURCE: AMERICA'S WATCHING

FIGURE 6
DIFFERENCES IN MEDIA UTILIZATION
ACROSS INCOME GROUPS



STATISTICAL ABSTRACT OF THE U.S., 1994
TABLE 863