



**TEMPORAL COMPARISON OF TELEVISION STATIONS AND CABLE PENETRATION (1975 to 2000)**

|             | <u>Television Stations in DMA</u><br><u>1975 Data<sup>1</sup></u> |                  | <u>Television Stations in DMA</u><br><u>2000 Data<sup>2</sup></u> |                  | <u>Cable Penetration in DMA</u><br><u>1975 Data<sup>3</sup></u> <u>2000 Data<sup>4</sup></u> |     |
|-------------|---|------------------|---|------------------|--|-----|
|             | Tampa   | 4 commercial     | 2 non-commercial  | 12 commercial    | 2 non-commercial   | 13% |
| Roanoke     | 3 commercial  | 1 non-commercial | 7 commercial  | 1 non-commercial | 12%  | 65% |
| Tri-Cities  | 3 commercial  | 2 non-commercial | 6 commercial  | 2 non-commercial | 24%  | 73% |
| Florence    | 1 commercial  | 1 non-commercial | 4 commercial  | 2 non-commercial | 24%  | 70% |
| Columbus    | 3 commercial  | 3 non-commercial | 5 commercial  | 2 non-commercial | 27%  | 74% |
| Panama City | 2 commercial  | 0 non-commercial | 5 commercial  | 1 non-commercial | 27%  | 65% |

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<sup>1</sup> 1976 Broadcasting and Cable Yearbook  
<sup>2</sup> 2001 Broadcasting and Cable Yearbook  
<sup>3</sup> 1977 TV & Cable Factbook  
<sup>4</sup> 2001 TV & Cable Factbook



**Temporal Comparison of Radio Outlet and Format Diversity**  
**1975 to 2000**

| Metro Market       | Operating Stations |                   |        | Owners            |                   |        |
|--------------------|--------------------|-------------------|--------|-------------------|-------------------|--------|
|                    | 1975 <sup>a</sup>  | 2000 <sup>b</sup> | Change | 1975 <sup>a</sup> | 2000 <sup>b</sup> | Change |
| <b>Tampa</b>       | 35                 | 49                | ↑      | 26                | 27                | ↑      |
| <b>Roanoke</b>     | 25                 | 40                | ↑      | 20                | 22                | ↑      |
| <b>Tri-Cities</b>  | 24                 | 39                | ↑      | 17                | 23                | ↑      |
| <b>Florence</b>    | 9                  | 24                | ↑      | 7                 | 9                 | ↑      |
| <b>Columbus</b>    | 10                 | 19                | ↑      | 9                 | 8                 | ↓      |
| <b>Panama City</b> | 8                  | 20                | ↑      | 6                 | 7                 | ↑      |
|                    |                    |                   |        |                   |                   |        |

For 2000, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, as identified in *2001 Broadcasting & Cable Yearbook*, and operating full-power commercial stations receiving ratings in such markets, according to *BIA Investing in Radio Market Report 2001*.

For 1975, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, according to *Broadcasting Yearbook 1976*. (For consistency, the list of counties and jurisdictions identified in the *2001 Broadcasting & Cable Yearbook* as comprising the radio metro markets in 2000 was used to define radio metro markets in extracting information from the *Broadcasting Yearbook 1976*.)

<sup>a</sup> *Broadcasting Yearbook 1976*.

<sup>b</sup> *2001 Broadcasting & Cable Yearbook; BIA 2001 Radio Market Report*.



**Temporal Comparison of Radio Outlet and Format Diversity**  
**1994 to 2000**

| Metro Market       | Operating Stations |                   | Owners            |                   |        | Formats           |                   |        |
|--------------------|--------------------|-------------------|-------------------|-------------------|--------|-------------------|-------------------|--------|
|                    | 1994 <sup>a</sup>  | 2000 <sup>b</sup> | 1994 <sup>a</sup> | 2000 <sup>b</sup> | Change | 1994 <sup>a</sup> | 2000 <sup>b</sup> | Change |
| <b>Tampa</b>       | 47                 | 49                | 35                | 27                | ↓      | 23                | 23                | ↔      |
| <b>Roanoke</b>     | 38                 | 40                | 26                | 22                | ↓      | 18                | 19                | ↑      |
| <b>Tri-Cities</b>  | 27                 | 39                | 26                | 23                | ↓      | 18                | 18                | ↔      |
| <b>Florence</b>    | 23                 | 24                | 12                | 9                 | ↓      | 11                | 14                | ↑      |
| <b>Columbus</b>    | 19                 | 19                | 14                | 8                 | ↓      | 13                | 15                | ↑      |
| <b>Panama City</b> | 18                 | 20                | 12                | 7                 | ↓      | 14                | 15                | ↑      |
|                    |                    |                   |                   |                   |        |                   |                   |        |

For 2000, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, as identified in *2001 Broadcasting & Cable Yearbook*, and operating full-power commercial stations receiving ratings in such markets, according to *BIA Investing in Radio Market Report 2001*.

For 1994, data includes operating commercial and non-commercial full-power radio stations licensed to communities in the counties or other jurisdictions comprising the Arbitron metro markets, as identified in *1995 Broadcasting & Cable Yearbook*, and operating full-power commercial stations receiving ratings in such markets, according to *BIA Investing in Radio Market Report 1995*.

Actual number of formats may be slightly higher due to unspecified programming formats for certain stations in source material.

<sup>a</sup> *1995 Broadcasting & Cable Yearbook; BIA 1995 Radio Market Report.*

<sup>b</sup> *2001 Broadcasting & Cable Yearbook; BIA 2001 Radio Market Report.*



**Percent of Households with Computers and Internet Access, by State, 2000<sup>1</sup>**

| <b>State</b>   | <b>Total Households<br/>(Number in<br/>Thousands)</b> | <b>Percent with<br/>Computers</b> | <b>Percent with<br/>Internet Access</b> |
|----------------|---|-----------------------------------|---|
| Alabama        | 1,742   | 44.2                              | 35.5                                    |
| Florida        | 6,235   | 50.1                              | 43.2                                    |
| Georgia        | 3,066   | 47.1                              | 38.3                                    |
| Kentucky       | 1,614   | 46.2                              | 36.6                                    |
| North Carolina | 3,047   | 45.3                              | 35.3                                    |
| South Carolina | 1,557   | 43.3                              | 32.0                                    |
| Tennessee      | 2,220   | 45.7                              | 36.3                                    |
| Virginia       | 2,722   | 53.9                              | 44.3                                    |

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<sup>1</sup> U.S. Department of Commerce, Economics and Statistics Administration, National Telecommunications and Information Administration, *Falling Through The Net: Toward Digital Inclusion, A Report on Americans' Access to Technology Tools* (October 2000), available at <http://www.esa.doc.gov>.