



## Asian American TV Audience Fact Sheet

### U.S Market

#### Total Asian Population

- 11.9 million (U.S. Census Bureau, Census 2000)
- 14 million (2004 U.S. Census Bureau Community Survey)

#### Total Asian TV Homes:

- 4.5 million Households (Nielsen Media Research, 2007-2008)

#### Top 5 Asian markets:

- **Los Angeles, New York, San Francisco-Oak-San Jose, Honolulu and Chicago** account for 48% of the total Asian TV home markets in the U.S (*See attached Table 1*)

### San Francisco-Oakland-San Jose, DMA

**Asian Population:** 1,298,638 (U.S. Census Bureau, Census 2000)

#### Asian Ethnic Groups:

- Asian TV homes comprise 20.98% of total TV households in SF DMA
- Chinese, Filipino, Vietnamese, Asian Indian Japanese and Korean are the six major ethnicities, which account for 94% of SF's Asian market (*See attached Chart 1*)
- Chinese represents the largest segment in SF Asian market. Three counties in the market have the largest Chinese population: San Francisco (152,620), Santa Clara (115,781) and Alameda (112,006).
- SF DMA has the highest penetration of Chinese (37%) compared to all other Asian markets.

#### Language Ability:

- Total of 930,509 people speak at least one Asian language, which accounts for about 70% of the Asian population in the San Francisco market
- Among people who speak an Asian language in metropolitan area, at least 304,687 people or 49.3% don't speak English well or don't speak English at all\*.
- Chinese (388,202, 42%), Tagalog (221,617, 24%) and Vietnamese (131,214, 14%) are the three major Asian languages spoken in SF DMA

#### Cable and Satellite Penetration in SF DMA Chinese market\*\*

- Cable penetration is nearly 66%
- Satellite is less prevalent with 12% penetration (*See attached Chart 2*)
- **About 28% Chinese in the SF DMA don't have either cable or satellite, compared to 11% in the total SF DMA**
- **About 87% of the Chinese who don't have cable or satellite speak Mandarin or Cantonese at home, and only 9% speak English**

\*Source: U.S Census Bureau, 2006 American Community Survey \*\*Source: KTSF 2006 Consumer Study



### Top 5 Asian Markets by TV Homes

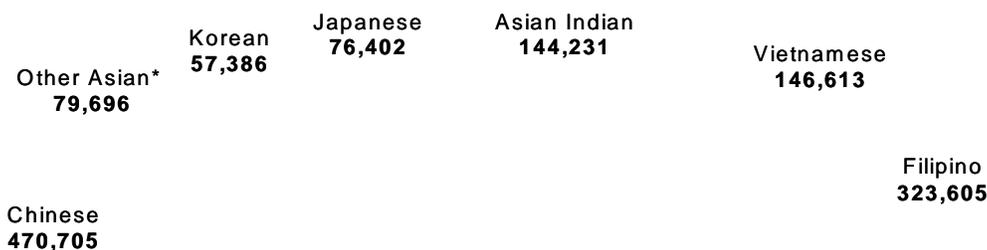
Table 1

Rank	DMA	Asian TV Homes	% of U.S. Asian TV Homes
1	Los Angeles	689,240	15.1%
2	New York	581,780	12.8%
3	San Francisco-Oak-San Jose	500,120	11%
4	Honolulu	221,550	4.8%
5	Chicago	171,060	3.8%

Source: Nielsen Media Research, 2007-2008 Local TV Market Universe Estimates

Chart 1

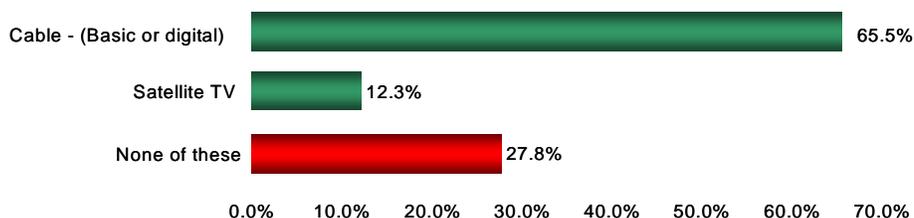
### San Francisco-Oakland-San Jose DMA Asian Ethnic Breakdown



Source: U.S Census Bureau, Census 2000

Chart 2

### SF DMA Cable and Satellite Penetration in Chinese Market



Source: KTSF 2005 Chinese Consumer Study

### About KTSF

KTSF Television is the largest Asian-language broadcast station in the United States. Established in 1976, KTSF is an independent, full-power television station providing news and entertainment programming to Asian American audiences in the San Francisco-Oakland-San Jose television market. KTSF's over-the-air broadcast on UHF channel 26, combined with total cable and satellite coverage in the market, reaches more than 2,750,000 television households. KTSF's signal provides programming to the following Bay Area counties: San Francisco, San Mateo, Santa Clara, Santa Cruz, Alameda, Contra Costa, Solano, Marin, Napa and Sonoma. KTSF also broadcasts a digital signal on channel 27.