

Table 4: Live Game/Event Program Analysis (8/1/04 TO 5/31/08) (TMS DATA)

	NFLN	NFLN	Share of
	(minutes)	(minutes)	Total Prog.
College Football	1,620	27.0	0.08%
High School Football	180	3.0	0.01%
NFL Europa Football	6,480	108.0	0.32%
NFL Football	3,105	51.8	0.15%
NFL Football Scrimmage	90	1.5	0.00%
NFL Preseason Football	4,710	78.5	0.23%
Total Live	16,185	269.8	0.80%
Total Programming	2,015,940	33,599.0	100.00%
	VERSUS	VERSUS	Share of
	(minutes)	(hours)	Total Prog.
Arena Football	1,470	24.5	0.07%
Baseball	1,770	29.5	0.09%
Boxing	2,490	41.5	0.12%
Bull Riding	4,080	68.0	0.20%
College Basketball	2,190	36.5	0.11%
College Football	6,090	101.5	0.30%
Cycling	13,380	223.0	0.66%
Darts	180	3.0	0.01%
Girls High School Basketball	720	12.0	0.04%
High School Basketball	810	13.5	0.04%
MISL Soccer	450	7.5	0.02%
NHL Hockey	48,540	809.0	2.41%
NLL Lacrosse	150	2.5	0.01%
Powerboat Racing	60	1.0	0.00%
Running	750	12.5	0.04%
Tennis	5,280	88.0	0.26%
Triathlon	60	1.0	0.00%
Women's College Basketball	270	4.5	0.01%
World Extreme Cagefighting	510	8.5	0.03%
WTA Tennis	3,480	58.0	0.17%
Yachting	3,150	52.5	0.16%
Total Live	95,880	1,598.0	4.76%
Total Programming	2,016,000	33,600.0	100.00%
	GOLF	GOLF	GOLF

	(minutes)	(hours)	Total Prog.
Canadian Golf Tour	2,400	40.0	0.12%
European PGA Golf	50,955	849.3	2.53%
European PGA Tour Golf	10,770	179.5	0.53%
Golf	19,440	324.0	0.96%
LPGA Golf	12,750	212.5	0.63%
LPGA Tour Golf	3,840	64.0	0.19%
PGA Golf	74,220	1,237.0	3.68%
PGA Tour Golf	19,350	322.5	0.96%
Total Live	193,725	3,228.8	9.61%
Total Programming	2,016,000	33,600.0	100.00%

Source: Analysis of Tribune Media Services data.

Table 5: Basic Cable Network Breakeven Analysis – 109 Networks

Network	Breakeven Year	Yearend Subs (mil.)	Average Fee Per Sub Per Mo.
America's Preview	2005	12.0	\$0.00
Animal Planet	2000	66.3	\$0.06
Antena 3	2003	1.1	\$0.18
AZN	1999	8.6	\$0.07
B-Mania	2008	23.7	\$0.05
BBC America	2005	43.4	\$0.10
Beauty&Fashion Channel	2001	6.8	\$0.00
BET J	2002	8.8	\$0.06
Big Ten Network	2008	20.9	\$0.56
Biography Channel	2004	31.4	\$0.06
Bloomberg TV	2006	41.0	\$0.02
Boomerang	2007	24.4	\$0.06
Canal Sur	2003	1.6	\$0.06
Caracol TV	2008	1.5	\$0.15
Chiller	2007	20.9	\$0.05
CNBC	2001	6.2	\$0.01
CNN en Espanol	2006	3.6	\$0.19
CNN International	2004	19.0	\$0.11
Comedy Central	1997	46.3	\$0.08
Court TV	1998	33.9	\$0.09
CSTV: College Sports TV	2007	31.4	\$0.19
Current	2002	14.2	\$0.11
Discovery en Espanol	2006	8.4	\$0.15
Discovery Health	2007	69.1	\$0.13
Discovery Home	2003	30.5	\$0.03
Discovery Kids	2005	45.4	\$0.06
Discovery Times	2005	37.4	\$0.06
Discovery Travel and Living	2008	6.8	\$0.17
DIY Economics	2007	50.2	\$0.04
Drive	2005	12.0	\$0.00
ESPN Classic	1999	20.0	\$0.10
ESPN News	2004	42.9	\$0.09
ESPN2	1997	54.0	\$0.12
Fine Living	2007	50.2	\$0.05
Food Network	1999	44.2	\$0.03
Fox College Sports	2004	20.0	\$0.49
Fox Movie	2001	18.7	\$0.13

Fox News	2001	77.2	\$0.17
Fox Reality	2007	41.8	\$0.07
Fox Soccer Channel	2002	15.7	\$0.12
Fox Sports en Espanol	2003	5.3	\$0.15
FSN	2000	71.5	\$0.90
Fuel TV	2006	22.0	\$0.11
FUSE	2007	54.3	\$0.07
FX Network	1998	38.1	\$0.24
G4 Videogame TV	2005	53.5	\$0.06
Galavision	2002	29.0	\$0.02
Golf Channel	1998	21.4	\$0.14
Golf TV	2008	18.4	\$0.10
Great American Country	2006	46.2	\$0.01
GSN: The Game Show Network	2003	53.6	\$0.04
Hallmark	2007	80.9	\$0.05
Healthy Living	2001	6.8	\$0.00
HGTV	1998	48.4	\$0.03
History Channel	1997	44.1	\$0.10
History International	2004	30.3	\$0.06
HTV Musical	2006	1.9	\$0.12
Independent Film	1999	11.2	\$0.14
INSP	2000	14.6	\$0.00
LatinoAmerica Television	2008	1.2	\$0.15
Lifetime Movie Network	2002	36.4	\$0.06
Lifetime Real Women	2007	30.0	\$0.04
Men's Channel	2002	8.2	\$0.00
Military Channel	2002	26.7	\$0.02
MSNBC	2004	83.2	\$0.14
MTV 2	2002	47.6	\$0.02
MTV Hits	203	10.1	\$0.01
MTV Jams	2001	3.6	\$0.01
MTV Tr3s	2001	7.3	\$0.01
mun2	2005	10.2	\$0.09
National Geographic	2003	46.9	\$0.18
NBA TV	2005	16.4	\$0.34
Nektons	2005	36.1	\$0.04
Nick GAS	2002	12.4	\$0.10
Nick Too	2007	29.6	\$0.00
Noggin	2003	37.7	\$0.11
Outdoor Channel	1999	5.3	\$0.03
Ovation	2001	5.5	\$0.05

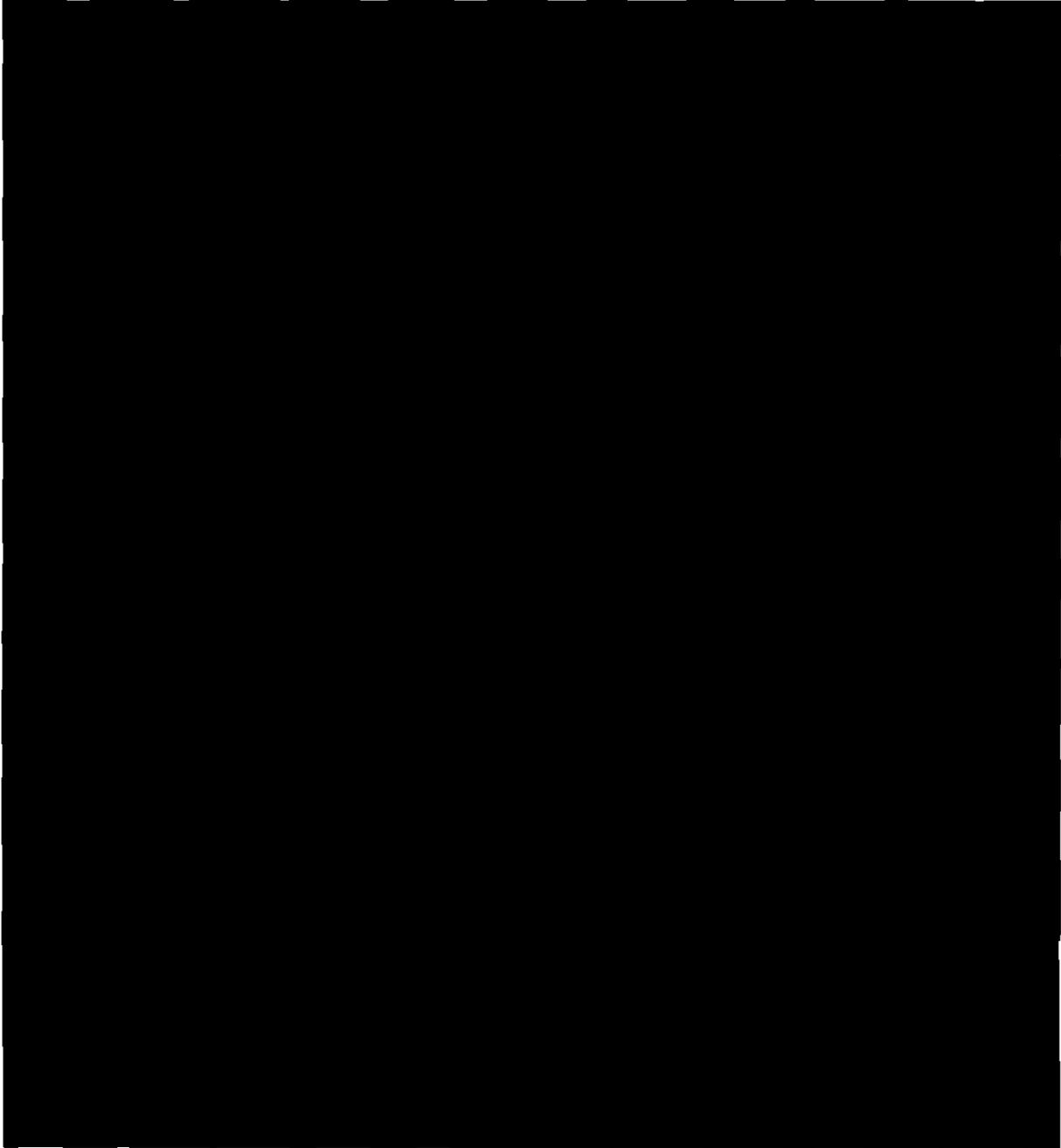


Table 6: Current NFL Broadcast Fees and Licenses⁴⁸

Party	Total Fee paid	Fee per year	Rights acquired	# Games
DIRECTV	\$3.5 billion (4 years)	\$700 million	All Sunday day games	App. 215 games
FOX	\$4.3 billion (4 years)	\$712.5 million	NFC game rights	App. 110 games
CBS	\$3.7 billion (4 years)	\$622.5 million	AFC game rights	App. 110 games
ESPN	\$1.1 billion (8 years)	\$137.5 million	Monday Night Football	17 games
NBC	\$600 million (4 years)	\$75 million	Sunday Night Football	17 games

⁴⁸ See Comcast Ex. 125; Comcast Ex. 126; Comcast Ex. 127; and Comcast Ex. 127.

Table 7: 2008 NFL Broadcast Schedule ⁴⁹

Week 1 ⁵⁰			
Day	Matchup	Time	TV
Thursday, Sept. 4	Washington Redskins at New York Giants	7 p.m.	NBC
Sunday, Sept. 7	Cincinnati Bengals at Baltimore Ravens	1 p.m.	CBS/DIRECTV
Sunday, Sept. 7	New York Jets at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Sept. 7	Kansas City Chiefs at New England Patriots	1 p.m.	CBS/DIRECTV
Sunday, Sept. 7	Houston Texans at Pittsburgh Steelers	1 p.m.	CBS/DIRECTV
Sunday, Sept. 7	Jacksonville Jaguars at Tennessee Titans	1 p.m.	CBS/DIRECTV
Sunday, Sept. 7	Detroit Lions at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Sept. 7	Seattle Seahawks at Buffalo Bills	1 p.m.	FOX/DIRECTV
Sunday, Sept. 7	Tampa Bay Buccaneers at New Orleans Saints	1 p.m.	FOX/DIRECTV
Sunday, Sept. 7	St. Louis Rams at Philadelphia Eagles	1 p.m.	FOX/DIRECTV
Sunday, Sept. 7	Dallas Cowboys at Cleveland Browns	4:15 p.m.	FOX/DIRECTV
Sunday, Sept. 7	Carolina Panthers at San Diego	4:15	FOX/DIRECTV

⁴⁹ See Comcast Ex. 127; Comcast Ex. 129; Comcast Ex. 128; Comcast Ex. 130; Comcast Ex. 131.

⁵⁰ This summary is based on initial NFL Broadcast schedules and is subject to minor changes, due to the NFL Flexible Scheduling Rules and to other changes made by the NFL. These changes do not impact NFLN games: "Only Sunday afternoon games are eligible to be moved to Sunday night, in which case the tentatively scheduled Sunday night game will be moved to an afternoon start time. Flexible scheduling will not be applied to games airing on Thursday, Saturday or Monday nights." See Comcast Ex. 132.

	Chargers	p.m.	
Sunday, Sept. 7	Arizona Cardinals at San Francisco 49ers	4:15 p.m.	FOX/DIRECTV
Sunday, Sept. 7	Chicago Bears at Indianapolis Colts	8:15 p.m.	NBC
Monday, Sept. 8	Minnesota Vikings at Green Bay Packers	7 p.m.	ESPN
Monday, Sept. 8	Denver Broncos at Oakland Raiders	10:15 p.m.	ESPN
Week 2			
Sunday, Sept. 14	Tennessee Titans at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Sept. 14	Buffalo Bills at Jacksonville Jaguars	1 p.m.	CBS/DIRECTV
Sunday, Sept. 14	Oakland Raiders at Kansas City Chiefs	1 p.m.	CBS/DIRECTV
Sunday, Sept. 14	Indianapolis Colts at Minnesota Vikings	1 p.m.	CBS/DIRECTV
Sunday, Sept. 14	Chicago Bears at Carolina Panthers	1 p.m.	FOX/DIRECTV
Sunday, Sept. 14	Green Bay Packers at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Sept. 14	New York Giants at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Sept. 14	New Orleans Saints at Washington Redskins	1 p.m.	FOX/DIRECTV
Sunday, Sept. 14	Atlanta Falcons at Tampa Bay Buccaneers	4:05 p.m.	FOX/DIRECTV
Sunday, Sept. 14	San Francisco 49ers at Seattle Seahawks	4:05 p.m.	FOX/DIRECTV
Sunday, Sept. 14	New England Patriots at New York Jets	4:15 p.m.	CBS/DIRECTV
Sunday, Sept. 14	San Diego Chargers at Denver Broncos	4:15 p.m.	CBS/DIRECTV

Sunday, Sept. 14	Miami Dolphins at Arizona Cardinals	4:15 p.m.	CBS/DIRECTV
Sunday, Sept. 14	Baltimore Ravens at Houston Texans	4:15 p.m.	CBS/DIRECTV ⁵¹
Sunday, Sept. 14	Pittsburgh Steelers at Cleveland Browns	8:15 p.m.	NBC
Monday, Sept. 15	Philadelphia Eagles at Dallas Cowboys	8:30 p.m.	ESPN
Week 3			
Sunday, Sept. 21	Kansas City Chiefs at Atlanta Falcons	1 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Oakland Raiders at Buffalo Bills	1 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Cincinnati Bengals at New York Giants	1 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Miami Dolphins at New England Patriots	1 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Houston Texans at Tennessee Titans	1 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Tampa Bay Buccaneers at Chicago Bears	1 p.m.	FOX/DIRECTV
Sunday, Sept. 21	Arizona Cardinals at Washington Redskins	1 p.m.	FOX/DIRECTV
Sunday, Sept. 21	Carolina Panthers at Minnesota Vikings	1 p.m.	FOX/DIRECTV
Sunday, Sept. 21	New Orleans Saints at Denver Broncos	4:05 p.m.	FOX/DIRECTV
Sunday, Sept. 21	Detroit Lions at San Francisco 49ers	4:05 p.m.	FOX/DIRECTV
Sunday, Sept. 21	St. Louis Rams at Seattle Seahawks	4:05 p.m.	FOX/DIRECTV

⁵¹ Damage to Reliant Stadium by Hurricane Ike resulted in schedule changes for the Houston Texans, the Baltimore Ravens and the Cincinnati Bengals. These changes do not impact this analysis. See Comcast Ex. 133.

Sunday, Sept. 21	Jacksonville Jaguars at Indianapolis Colts	4:15 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Pittsburgh Steelers at Philadelphia Eagles	4:15 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Cleveland Browns at Baltimore Ravens	4:15 p.m.	CBS/DIRECTV
Sunday, Sept. 21	Dallas Cowboys at Green Bay Packers	8:15 p.m.	NBC
Monday, Sept. 22	New York Jets at San Diego Chargers	8:30 p.m.	ESPN
Week 4			
Sunday, Sept. 28	Cleveland Browns at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Sept. 28	Houston Texans at Jacksonville Jaguars	1 p.m.	CBS/DIRECTV
Sunday, Sept. 28	Denver Broncos at Kansas City Chiefs	1 p.m.	CBS/DIRECTV
Sunday, Sept. 28	Atlanta Falcons at Carolina Panthers	1 p.m.	FOX/DIRECTV
Sunday, Sept. 28	Arizona Cardinals at New York Jets	1 p.m.	FOX/DIRECTV
Sunday, Sept. 28	San Francisco 49ers at New Orleans Saints	1 p.m.	FOX/DIRECTV
Sunday, Sept. 28	Green Bay Packers at Tampa Bay Buccaneers	1 p.m.	FOX/DIRECTV
Sunday, Sept. 28	Minnesota Vikings at Tennessee Titans	1 p.m.	FOX/DIRECTV
Sunday, Sept. 28	San Diego Chargers at Oakland Raiders	4:05 p.m.	CBS/DIRECTV
Sunday, Sept. 28	Buffalo Bills at St. Louis Rams	4:05 p.m.	CBS/DIRECTV
Sunday, Sept. 28	Washington Redskins at Dallas Cowboys	4:15 p.m.	FOX/DIRECTV

Sunday, Sept. 28	Philadelphia Eagles at Chicago Bears	8:15 p.m.	NBC
Monday, Sept. 29	Baltimore Ravens at Pittsburgh Steelers	8:30 p.m.	ESPN
Week 5			
Sunday, Oct. 5	Buffalo Bills at Arizona Cardinals	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 5	Tennessee Titans at Baltimore Ravens	1 p.m.	CBS/DIRECTV
Sunday, Oct. 5	Kansas City Chiefs at Carolina Panthers	1 p.m.	CBS/DIRECTV
Sunday, Oct. 5	Indianapolis Colts at Houston Texans	1 p.m.	CBS/DIRECTV
Sunday, Oct. 5	San Diego Chargers at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Oct. 5	Chicago Bears at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Oct. 5	Atlanta Falcons at Green Bay Packers	1 p.m.	FOX/DIRECTV
Sunday, Oct. 5	Seattle Seahawks at New York Giants	1 p.m.	FOX/DIRECTV
Sunday, Oct. 5	Washington Redskins at Philadelphia Eagles	1 p.m.	FOX/DIRECTV
Sunday, Oct. 5	Tampa Bay Buccaneers at Denver Broncos	4:05 p.m.	FOX/DIRECTV
Sunday, Oct. 5	Cincinnati Bengals at Dallas Cowboys	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 5	New England Patriots at San Francisco 49ers	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 5	Pittsburgh Steelers at Jacksonville Jaguars	8:15 p.m.	NBC
Monday, Oct. 6	Minnesota Vikings at New Orleans Saints	8:30 p.m.	ESPN
Week 6			

Sunday, Oct. 12	Miami Dolphins at Houston Texans	1 p.m.	CBS/DIRECTV
Sunday, Oct. 12	Baltimore Ravens at Indianapolis Colts	1 p.m.	CBS/DIRECTV
Sunday, Oct. 12	Cincinnati Bengals at New York Jets	1 p.m.	CBS/DIRECTV
Sunday, Oct. 12	Oakland Raiders at New Orleans Saints	1 p.m.	CBS/DIRECTV
Sunday, Oct. 12	Chicago Bears at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Oct. 12	Detroit Lions at Minnesota Vikings	1 p.m.	FOX/DIRECTV
Sunday, Oct. 12	Carolina Panthers at Tampa Bay Buccaneers	1 p.m.	FOX/DIRECTV
Sunday, Oct. 12	St. Louis Rams at Washington Redskins	1 p.m.	FOX/DIRECTV
Sunday, Oct. 12	Jacksonville Jaguars at Denver Broncos	4:05 p.m.	CBS/DIRECTV
Sunday, Oct. 12	Green Bay Packers at Seattle Seahawks	4:15 p.m.	FOX/DIRECTV
Sunday, Oct. 12	Dallas Cowboys at Arizona Cardinals	4:15 p.m.	FOX/DIRECTV
Sunday, Oct. 12	Philadelphia Eagles at San Francisco 49ers	4:15 p.m.	FOX/DIRECTV
Sunday, Oct. 12	New England Patriots at San Diego Chargers	8:15 p.m.	NBC
Monday, Oct. 13	New York Giants at Cleveland Browns	8:30 p.m.	ESPN
Week 7			
Sunday, Oct. 19	San Diego Chargers at Buffalo Bills	1 p.m.	CBS/DIRECTV
Sunday, Oct. 19	Pittsburgh Steelers at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Oct. 19	Tennessee Titans at Kansas City Chiefs	1 p.m.	CBS/DIRECTV

Sunday, Oct. 19	Baltimore Ravens at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Oct. 19	New Orleans Saints at Carolina Panthers	1 p.m.	FOX/DIRECTV
Sunday, Oct. 19	Minnesota Vikings at Chicago Bears	1 p.m.	FOX/DIRECTV
Sunday, Oct. 19	San Francisco 49ers at New York Giants	1 p.m.	FOX/DIRECTV
Sunday, Oct. 19	Dallas Cowboys at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Oct. 19	Detroit Lions at Houston Texans	4:05 p.m.	FOX/DIRECTV
Sunday, Oct. 19	Cleveland Browns at Washington Redskins	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 19	Indianapolis Colts at Green Bay Packers	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 19	New York Jets at Oakland Raiders	4:15 p.m.	CBS/DIRECTV
Sunday, Oct. 19	Seattle Seahawks at Tampa Bay Buccaneers	8:15 p.m.	NBC
Monday, Oct. 20	Denver Broncos at New England Patriots	8:30 p.m.	ESPN
Week 8			
Sunday, Oct. 26	San Diego Chargers at New Orleans Saints	1 p.m.	CBS/DIRECTV
Sunday, Oct. 26	Oakland Raiders at Baltimore Ravens	1 p.m.	CBS/DIRECTV
Sunday, Oct. 26	Buffalo Bills at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Oct. 26	Kansas City Chiefs at New York Jets	1 p.m.	CBS/DIRECTV
Sunday, Oct. 26	Arizona Cardinals at Carolina Panthers	1 p.m.	FOX/DIRECTV
Sunday, Oct. 26	Tampa Bay Buccaneers at Dallas Cowboys	1 p.m.	FOX/DIRECTV

Sunday, Oct. 26	Washington Redskins at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Oct. 26	St. Louis Rams at New England Patriots	1 p.m.	FOX/DIRECTV
Sunday, Oct. 26	Atlanta Falcons at Philadelphia Eagles	1 p.m.	FOX/DIRECTV
Sunday, Oct. 26	Cleveland Browns at Jacksonville Jaguars	4:05 p.m.	CBS/DIRECTV
Sunday, Oct. 26	Cincinnati Bengals at Houston Texans	4:05 p.m.	DIRECTV
Sunday, Oct. 26	New York Giants at Pittsburgh Steelers	4:15 p.m.	FOX/DIRECTV
Sunday, Oct. 26	Seattle Seahawks at San Francisco 49ers	4:15 p.m.	FOX/DIRECTV
Monday, Oct. 27	Indianapolis Colts at Tennessee Titans	8:30 p.m.	ESPN
Week 9			
Sunday, Nov. 2	New York Jets at Buffalo Bills	1 p.m.	CBS/DIRECTV
Sunday, Nov. 2	Jacksonville Jaguars at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Nov. 2	Baltimore Ravens at Cleveland Browns	1 p.m.	CBS/DIRECTV
Sunday, Nov. 2	Houston Texans at Minnesota Vikings	1 p.m.	CBS/DIRECTV
Sunday, Nov. 2	Detroit Lions at Chicago Bears	1 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Tampa Bay Buccaneers at Kansas City Chiefs	1 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Arizona Cardinals at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Green Bay Packers at Tennessee Titans	1 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Miami Dolphins at Denver Broncos	4:05 p.m.	CBS/DIRECTV

Sunday, Nov. 2	Dallas Cowboys at New York Giants	4:15 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Philadelphia Eagles at Seattle Seahawks	4:15 p.m.	FOX/DIRECTV
Sunday, Nov. 2	Atlanta Falcons at Oakland Raiders	4:15 p.m.	FOX/DIRECTV
Sunday, Nov. 2	New England Patriots at Indianapolis Colts	8:15 p.m.	NBC/DIRECTV
Monday, Nov. 3	Pittsburgh Steelers at Washington Redskins	8:30 p.m.	ESPN
Week 10			
<u>Thursday, Nov. 6</u>	<u>Denver Broncos at Cleveland Browns</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Nov. 9	Tennessee Titans at Chicago Bears	1 p.m.	CBS/DIRECTV
Sunday, Nov. 9	Jacksonville Jaguars at Detroit Lions	1 p.m.	CBS/DIRECTV
Sunday, Nov. 9	Cincinnati Bengals at Houston Texans	1 p.m.	CBS/DIRECTV
Sunday, Nov. 9	Baltimore Ravens at Houston Texans	1 p.m.	CBS/DIRECTV
Sunday, Nov. 9	Buffalo Bills at New England Patriots	1 p.m.	CBS/DIRECTV
Sunday, Nov. 9	New Orleans Saints at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Nov. 9	Seattle Seahawks at Miami Dolphins	1 p.m.	FOX/DIRECTV
Sunday, Nov. 9	Green Bay Packers at Minnesota Vikings	1 p.m.	FOX/DIRECTV
Sunday, Nov. 9	St. Louis Rams at New York Jets	1 p.m.	FOX/DIRECTV
Sunday, Nov. 9	Carolina Panthers at Oakland Raiders	4:05 p.m.	FOX/DIRECTV
Sunday, Nov. 9	Indianapolis Colts at Pittsburgh Steelers	4:15 p.m.	CBS/DIRECTV

Sunday, Nov. 9	Kansas City Chiefs at San Diego Chargers	4:15 p.m.	CBS/DIRECTV
Sunday, Nov. 9	New York Giants at Philadelphia Eagles	8:15 p.m.	NBC
Monday, Nov. 10	San Francisco 49ers at Arizona Cardinals	8:30 p.m.	ESPN
Week 11			
<u>Thursday, Nov. 13</u>	<u>New York Jets at New England Patriots</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Nov. 16	Denver Broncos at Atlanta Falcons	1 p.m.	CBS/DIRECTV
Sunday, Nov. 16	Houston Texans at Indianapolis Colts	1 p.m.	CBS/DIRECTV
Sunday, Nov. 16	Tennessee Titans at Jacksonville Jaguars	1 p.m.	CBS/DIRECTV
Sunday, Nov. 16	Oakland Raiders at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Nov. 16	Baltimore Ravens at New York Giants	1 p.m.	CBS/DIRECTV
Sunday, Nov. 16	Detroit Lions at Carolina Panthers	1 p.m.	FOX/DIRECTV
Sunday, Nov. 16	Philadelphia Eagles at Cincinnati Bengals	1 p.m.	FOX/DIRECTV
Sunday, Nov. 16	Chicago Bears at Green Bay Packers	1 p.m.	FOX/DIRECTV
Sunday, Nov. 16	New Orleans Saints at Kansas City Chiefs	1 p.m.	FOX/DIRECTV
Sunday, Nov. 16	Minnesota Vikings at Tampa Bay Buccaneers	1 p.m.	FOX/DIRECTV
Sunday, Nov. 16	St. Louis Rams at San Francisco 49ers	4:05 p.m.	FOX/DIRECTV
Sunday, Nov. 16	Arizona Cardinals at Seattle Seahawks	4:05 p.m.	FOX/DIRECTV
Sunday, Nov. 16	San Diego Chargers at Pittsburgh Steelers	4:15 p.m.	CBS/DIRECTV

Sunday, Nov. 16	Dallas Cowboys at Washington Redskins	8:15 p.m.	NBC
Monday, Nov. 17	Cleveland Browns at Buffalo Bills	8:30 p.m.	ESPN
Week 12			
<u>Thursday, Nov. 20</u>	<u>Cincinnati Bengals at Pittsburgh Steelers</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Nov. 23	Houston Texans at Cleveland Browns	1 p.m.	CBS/DIRECTV
Sunday, Nov. 23	Buffalo Bills at Kansas City Chiefs	1 p.m.	CBS/DIRECTV
Sunday, Nov. 23	New England Patriots at Miami Dolphins	1 p.m.	CBS/DIRECTV
Sunday, Nov. 23	New York Jets at Tennessee Titans	1 p.m.	CBS/DIRECTV
Sunday, Nov. 23	Carolina Panthers at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Philadelphia Eagles at Baltimore Ravens	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	San Francisco 49ers at Dallas Cowboys	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Tampa Bay Buccaneers at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Minnesota Vikings at Jacksonville Jaguars	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Chicago Bears at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Oakland Raiders at Denver Broncos	4:05 p.m.	CBS/DIRECTV
Sunday, Nov. 23	New York Giants at Arizona Cardinals	4:15 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Washington Redskins at Seattle Seahawks	4:15 p.m.	FOX/DIRECTV
Sunday, Nov. 23	Indianapolis Colts at San Diego Chargers	8:15 p.m.	NBC

Monday, Nov. 24	Green Bay Packers at New Orleans Saints	8:30 p.m.	ESPN
Week 13			
	Tennessee Titans at Detroit Lions	12:30 p.m.	CBS
	Seattle Seahawks at Dallas Cowboys	4:15 p.m.	FOX
<u>Thursday, Nov. 27</u>	<u>Arizona Cardinals at Philadelphia Eagles</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Nov. 30	Indianapolis Colts at Cleveland Browns	1 p.m.	CBS/DIRECTV
Sunday, Nov. 30	Baltimore Ravens at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Nov. 30	Denver Broncos at New York Jets	1 p.m.	CBS/DIRECTV
Sunday, Nov. 30	Miami Dolphins at St. Louis Rams	1 p.m.	CBS/DIRECTV
Sunday, Nov. 30	San Francisco 49ers at Buffalo Bills	1 p.m.	FOX/DIRECTV
Sunday, Nov. 30	Carolina Panthers at Green Bay Packers	1 p.m.	FOX/DIRECTV
Sunday, Nov. 30	New Orleans Saints at Tampa Bay Buccaneers	1 p.m.	FOX/DIRECTV
Sunday, Nov. 30	New York Giants at Washington Redskins	1 p.m.	FOX/DIRECTV
Sunday, Nov. 30	Atlanta Falcons at San Diego Chargers	4:05 p.m.	FOX/DIRECTV
Sunday, Nov. 30	Pittsburgh Steelers at New England Patriots	4:15 p.m.	CBS/DIRECTV
Sunday, Nov. 30	Kansas City Chiefs at Oakland Raiders	4:15 p.m.	CBS/DIRECTV
Sunday, Nov. 30	Chicago Bears at Minnesota Vikings	8:15 p.m.	NBC
Monday, Dec. 1	Jacksonville Jaguars at Houston Texans	8:30 p.m.	ESPN

Week 14			
Thursday, Dec. 4	Oakland Raiders at San Diego Chargers	8:15 p.m.	NFLN
Sunday, Dec. 7	Jacksonville Jaguars at Chicago Bears	1 p.m.	CBS/DIRECTV
Sunday, Dec. 7	Houston Texans at Green Bay Packers	1 p.m.	CBS/DIRECTV
Sunday, Dec. 7	Cincinnati Bengals at Indianapolis Colts	1 p.m.	CBS/DIRECTV
Sunday, Dec. 7	Cleveland Browns at Tennessee Titans	1 p.m.	CBS/DIRECTV
Sunday, Dec. 7	Washington Redskins at Baltimore Ravens	1 p.m.	FOX/DIRECTV
Sunday, Dec. 7	Minnesota Vikings at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Dec. 7	Philadelphia Eagles at New York Giants	1 p.m.	FOX/DIRECTV
Sunday, Dec. 7	Atlanta Falcons at New Orleans Saints	1 p.m.	FOX/DIRECTV
Sunday, Dec. 7	Miami Dolphins at Buffalo Bills (Toronto)	4:05 p.m.	CBS/DIRECTV
Sunday, Dec. 7	Kansas City Chiefs at Denver Broncos	4:05 p.m.	CBS/DIRECTV
Sunday, Dec. 7	New York Jets at San Francisco 49ers	4:05 p.m.	CBS /DIRECTV
Sunday, Dec. 7	Dallas Cowboys at Pittsburgh Steelers	4:15 p.m.	FOX/DIRECTV
Sunday, Dec. 7	St. Louis Rams at Arizona Cardinals	4:15 p.m.	FOX/DIRECTV
Sunday, Dec. 7	New England Patriots at Seattle Seahawks	8:15 p.m. /4	NBC/DIRECTV
Monday, Dec. 8	Tampa Bay Buccaneers at Carolina Panthers	8:30 p.m.	ESPN
Week 15			

<u>Thursday, Dec. 11</u>	<u>New Orleans Saints at Chicago Bears</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Dec. 14	Pittsburgh Steelers at Baltimore Ravens	1 p.m.	CBS/DIRECTV
Sunday, Dec. 14	Denver Broncos at Carolina Panthers	1 p.m.	CBS/DIRECTV
Sunday, Dec. 14	Tennessee Titans at Houston Texans	1 p.m.	CBS/DIRECTV
Sunday, Dec. 14	San Diego Chargers at Kansas City Chiefs	1 p.m.	CBS/DIRECTV
Sunday, Dec. 14	Buffalo Bills at New York Jets	1 p.m.	CBS/DIRECTV
Sunday, Dec. 14	Tampa Bay Buccaneers at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	Washington Redskins at Cincinnati Bengals	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	Detroit Lions at Indianapolis Colts	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	Green Bay Packers at Jacksonville Jaguars	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	San Francisco 49ers at Miami Dolphins	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	Seattle Seahawks at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Dec. 14	Minnesota Vikings at Arizona Cardinals	4:05 p.m.	FOX/DIRECTV
Sunday, Dec. 14	New England Patriots at Oakland Raiders	4:15 p.m.	CBS/DIRECTV
Sunday, Dec. 14	New York Giants at Dallas Cowboys	8:15 p.m.	NBC
Monday, Dec. 15	Cleveland Browns at Philadelphia Eagles	8:30 p.m.	ESPN
Week 16			
<u>Thursday, Dec. 18</u>	<u>Indianapolis Colts at Jacksonville Jaguars</u>	<u>8:15 p.m.</u>	<u>NFLN</u>

<u>Saturday, Dec. 20</u>	<u>Baltimore Ravens at Dallas Cowboys</u>	<u>8:15 p.m.</u>	<u>NFLN</u>
Sunday, Dec. 21	Cincinnati Bengals at Cleveland Browns	1 p.m.	CBS/DIRECTV
Sunday, Dec. 21	Buffalo Bills at Denver Broncos	1 p.m.	CBS/DIRECTV
Sunday, Dec. 21	Miami Dolphins at Kansas City Chiefs	1 p.m.	CBS/DIRECTV
Sunday, Dec. 21	Pittsburgh Steelers at Tennessee Titans	1 p.m.	CBS/DIRECTV
Sunday, Dec. 21	Philadelphia Eagles at Washington Redskins	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	Arizona Cardinals at New England Patriots	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	New Orleans Saints at Detroit Lions	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	Atlanta Falcons at Minnesota Vikings	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	Carolina Panthers at New York Giants	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	San Francisco 49ers at St. Louis Rams	1 p.m.	FOX/DIRECTV
Sunday, Dec. 21	New York Jets at Seattle Seahawks	4:05 p.m.	CBS/DIRECTV
Sunday, Dec. 21	Houston Texans at Oakland Raiders	4:05 p.m.	CBS/DIRECTV
Sunday, Dec. 21	San Diego Chargers at Tampa Bay Buccaneers	8:15 p.m. /1 p.m.	NBC/DIRECTV
Monday, Dec. 22	Green Bay Packers at Chicago Bears	8:30 p.m.	ESPN
Week 17			
Sunday, Dec. 28	Cleveland Browns at Pittsburgh Steelers	1 p.m.	CBS/DIRECTV

Sunday, Dec. 28	Tennessee Titans at Indianapolis Colts	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	New England Patriots at Buffalo Bills	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Jacksonville Jaguars at Baltimore Ravens	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Kansas City Chiefs at Cincinnati Bengals	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Miami Dolphins at New York Jets	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Oakland Raiders at Tampa Bay Buccaneers	1 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Dallas Cowboys at Philadelphia Eagles	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	New York Giants at Minnesota Vikings	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	Chicago Bears at Houston Texans	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	St. Louis Rams at Atlanta Falcons	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	Detroit Lions at Green Bay Packers	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	Carolina Panthers at New Orleans Saints	1 p.m.	FOX/DIRECTV
Sunday, Dec. 28	Denver Broncos at San Diego Chargers	4:15 p.m.	CBS/DIRECTV
Sunday, Dec. 28	Washington Redskins at San Francisco 49ers	4:15 p.m.	FOX/DIRECTV
Sunday, Dec. 28	Seattle Seahawks at Arizona Cardinals	4:15 p.m.	FOX/DIRECTV
Sunday, Dec. 28	TBD [<i>Denver Broncos at San Diego Chargers</i>]	8:15 p.m.	NBC
			DIRECTV Total: 215
			FOX Total: 109
			CBS Total: 106
			ESPN Total: 17
			NBC Total: 17
			NFLN Total: 8

Table 8: Demographic Comparison of MRI Tracked Networks

Cable Networks	Male Index	Cable Networks	18-49 Index	Cable Networks	Income	Cable Networks	College
VERSUS	194	MTV2	163	Bloomberg Television	142	Bloomberg Television	130
ESPN Classic	181	The N	161	CBS College Sports Network @	133	BBC America	125
CBS College Sports Network @	176	Adult Swim	161	Golf Channel	127	Style	118
Military Channel	175	Fuse	157	Fine Living	124	Golf Channel	117
FSN	174	MTV	156	FSN	121	Fine Living	112
Speed	173	Vh1	156	HGTV (Home & Garden TV)	119	FSN	112
Outdoor Channel	173	G4	151	VERSUS	118	MSNBC News	112
ESPN2	167	Cartoon Network	143	Military Channel	116	HGTV (Home & Garden TV)	112
G4	163	Vh1 Soul	141	DIY (Do It Yourself Network)	114	CNBC	112
ESPNEWS	159	Nickelodeon	139	BBC America	112	Bravo	111
Golf Channel	158	Logo	139	CNBC	112	E! (Entertainment Television)	110
NFL Network	155	BETJ	139	E! (Entertainment Television)	112	Sundance Channel	109
History International	155	Toon Disney	138	MSNBC News	112	Travel Channel	109

Bloomberg Television	154	Galavision	137	ESPNEWS	112	Headline News *	109
ESPN	153	BET (Black Entertainment TV)	136	ESPN2	111	CNN (Cable News Network)	108
Spike TV	152	Vh1 Classic	134	ESPN	111	Logo	108
The Science Channel	151	Comedy Central	133	Headline News *	110	History International	107
IFC (Independent Film Channel)	150	E! (Entertainment Television)	133	CNN (Cable News Network)	109	CBS College Sports Network @	107
Adult Swim	144	FX	131	The Science Channel	108	IFC (Independent Film Channel)	107
Flix	141	Music Choice	130	Food Network	108	Military Channel	106
Fuse	138	The Disney Channel	129	IFC (Independent Film Channel)	108	VERSUS	105
History Channel	132	Spike TV	129	History International	107	Food Network	105
WGN America ^	131	Nick at Nite	128	Travel Channel	107	Comedy Central	104
Comedy Central	129	VERSUS	128	Comedy Central	106	ESPN2	104
National Geographic Channel	129	Style	125	Bravo	106	National Geographic Channel	104
Sci-Fi Channel	127	TV One	124	National Geographic Channel	106	The Science Channel	103
Vh1 Classic	124	Speed	123	TLC (The Learning Channel)	106	TLC (The Learning Channel)	103
Sundance Channel	124	Great American Country (GAC)	120	History Channel	105	ESPN	103
Discovery	123	CBS College	120	Sundance	105	Biography	103

Channel		Sports Network @		Channel		Channel	
Investigation Discovery \$	123	IFC (Independent Film Channel)	119	Fuse	105	DIY (Do It Yourself Network)	102
MTV2	123	ABC Family	118	Discovery Channel	104	A&E Television Network	102
FX	122	ESPN Classic	118	NFL Network	104	History Channel	102
SLEUTH	121	CMT (Country Music TV)	117	Biography Channel	104	ESPNEWS	101
TCM (Turner Classic Movies)	116	TLC (The Learning Channel)	117	ESPN Classic	103	Vh1	101
BETJ	116	TBS	116	Planet Green #	103	TBS	99
AMC (American Movie Classics)	116	Sci-Fi Channel	114	A&E Television Network	102	AMC (American Movie Classics)	98
BBC America	116	USA Network	113	Fox News Channel	102	Discovery Channel	98
TNT (Turner Network Television)	114	SOAPnet	113	Vh1	101	TNT (Turner Network Television)	98
Headline News *	114	History International	113	Speed	100	QVC	98
CNBC	112	ESPNEWS	113	Style	100	SLEUTH	97
USA Network	111	Discovery Health Channel	112	Discovery Health Channel	100	MTV	97
TBS	111	Investigation Discovery \$	112	TBS	100	Adult Swim	97
MSNBC News	111	The Science Channel	111	FX	99	USA Network	97
Galavision	110	truTV %	111	The Weather Channel	98	TCM (Turner Classic Movies)	96
CNN (Cable News Network)	110	NFL Network	111	G4	98	HSN (Home Shopping)	96

						Network)	
Fox News Channel	110	Oxygen	110	MTV	98	Fox News Channel	96
Travel Channel	109	Bravo	109	TNT (Turner Network Television)	96	Oxygen	96
Animal Planet	107	FSN	109	USA Network	96	FX	96
truTV %	107	ESPN2	109	Animal Planet	96	G4	95
Cartoon Network	106	WGN America ^	108	Vh1 Classic	95	The Weather Channel	95
BET (Black Entertainment TV)	105	Flix	108	AMC (American Movie Classics)	95	WGN America ^	95
MTV	105	WE tv	106	CMT (Country Music TV)	95	WE tv	94
Planet Green #	105	ESPN	106	Spike TV	94	Discovery Health Channel	93
A&E Television Network	105	Animal Planet	106	Logo	94	GSN	93
The Weather Channel	104	TNT (Turner Network Television)	106	Adult Swim	93	TV One	93
TV Land	104	Lifetime Movie Network (LMN)	106	QVC	93	ESPN Classic	92
Vh1	103	Discovery Channel	105	The Disney Channel	93	ABC Family	92
Music Choice	103	Military Channel	103	ABC Family	92	Animal Planet	91
GSN	102	Food Network	103	Great American Country (GAC)	92	NFL Network	91
Biography Channel	101	Planet Green #	103	Sci-Fi Channel	91	The Disney Channel	91
Vh1 Soul	100	GSN	102	Investigatio	91	The N	91

				n Discovery \$			
CMT (Country Music TV)	99	TV Land	102	Outdoor Channel	91	Sci-Fi Channel	91
Logo	99	National Geographic Channel	101	SLEUTH	91	Spike TV	90
TV One	98	A&E Television Network	100	HSN (Home Shopping Network)	91	Cartoon Network	90
DIY (Do It Yourself Network)	96	DIY (Do It Yourself Network)	99	TCM (Turner Classic Movies)	91	Investigati on Discovery \$	89
TV Guide Network +	91	History Channel	99	Nickelodeo n	90	Nickelode on	89
Bravo	91	Lifetime	99	MTV2	89	Fuse	89
TLC (The Learning Channel)	89	Sundance Channel	98	Vh1 Soul	88	Vh1 Soul	88
E! (Entertainmen t Television)	88	Outdoor Channel	98	Cartoon Network	88	TV Guide Network +	87
Great American Country (GAC)	86	HGTV (Home & Garden TV)	96	Oxygen	88	Vh1 Classic	87
Nickelodeon	86	MSNBC News	95	The N	87	Planet Green #	86
Nick at Nite	86	Fine Living	95	WGN America ^	87	Lifetime	86
Toon Disney	82	TV Guide Network +	95	Lifetime	87	Lifetime Movie Network (LMN)	85
The N	79	Biography Channel	94	WE tv	86	Nick at Nite	83
Discovery Health Channel	79	Travel Channel	92	Nick at Nite	86	TV Land	83
The Disney Channel	79	CNBC	92	TV Land	86	CMT (Country Music TV)	82

ABC Family	78	CNN (Cable News Network)	90	truTV %	86	Hallmark Channel	82
Food Network	78	BBC America	89	Lifetime Movie Network (LMN)	83	INSP (Inspiration Network)	82
HGTV (Home & Garden TV)	75	Headline News *	87	Music Choice	83	BETJ	82
Hallmark Channel	74	The Weather Channel	87	Flix	83	Flix	82
INSP (Inspiration Network)	74	Bloomberg Television	86	TV Guide Network +	82	truTV %	82
Fine Living	71	AMC (American Movie Classics)	86	GSN	81	Toon Disney	82
I-Life TV	70	Fox News Channel	85	Hallmark Channel	80	MTV2	82
HSN (Home Shopping Network)	60	HSN (Home Shopping Network)	84	Toon Disney	80	BET (Black Entertainment TV)	80
Lifetime	58	I-Life TV	83	TV One	78	SOAPnet	78
Oxygen	55	SLEUTH	83	SOAPnet	76	Great American Country (GAC)	76
WE tv	54	Golf Channel	73	BET (Black Entertainment TV)	75	Speed	76
QVC	53	QVC	73	BETJ	72	Music Choice	76
Lifetime Movie Network (LMN)	52	Hallmark Channel	68	INSP (Inspiration Network)	69	Outdoor Channel	72
Style	39	TCM (Turner Classic Movies)	66	I-Life TV	62	I-Life TV	67
SOAPnet	38	INSP (Inspiration Network)	60	Galavision	60	Galavision	40

@ CBS College Sports Network (Measured as CSTV (College Sports Television) in Waves 58 and 59).

*** Headline News (Measured as Headline CNN News in Waves 58 and 59).**

\$ Investigation Discovery (Measured as Discovery Times in Wave 58).

Planet Green (Measured as Discovery Home in Waves 58 and 59).

% truTV (Measured as Court TV in Wave 58).

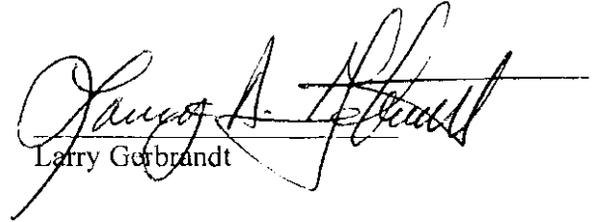
+ TV Guide Network (Measured as TV Guide Channel in Waves 58 and 59).

^ WGN America (Measured as Superstation WGN in Waves 58 and 59).

Source: MediaMark Research, MRI September 2007-October 2008 Survey

REDACTED VERSION

Under penalty of perjury, I state that the foregoing is true and correct.


Larry Gerbrandt

Dated: April 6, 2009