

Appendix:	2007		2008		2009E		2010E		2011E	
	\$ Million	Annual Growth/Decline								
Broadcast Television	35,781.2	-1.7%	34,029.2	-4.9%	27,789.3	-18.3%	29,047.9	4.5%	27,384.0	-5.7%
Network Broadcast TV (a) (b)	15,515.2	0.1%	14,676.9	-5.4%	13,334.0	-9.2%	12,998.6	-2.5%	12,889.1	-0.8%
Network Broadcast TV - Olympics	0.0	-100.0%	600.0		0.0	-100.0%	487.5		0.0	-100.0%
National Syndication	1,974.2	0.2%	1,934.8	-2.0%	1,792.4	-7.4%	1,672.2	-6.7%	1,636.8	-2.1%
Local Broadcast TV (d)	17,614.5	8.9%	14,817.4	-15.9%	11,751.3	-20.7%	11,499.2	-2.1%	11,616.7	1.0%
Local Broadcast TV - Political	677.3	-67.7%	2,000.0	195.3%	911.6	-54.4%	2,390.3	162.2%	1,241.5	-48.1%
Cable Television	20,819.5	6.1%	21,608.2	3.8%	20,148.8	-6.8%	21,491.7	6.7%	22,477.3	4.6%
National Cable TV (a)	17,053.0	6.8%	17,885.7	4.9%	17,186.9	-3.9%	18,050.0	5.0%	19,148.4	6.1%
Local Cable TV (d)	3,713.2	11.0%	3,337.1	-10.1%	2,787.4	-16.5%	2,914.9	4.6%	3,036.5	4.2%
Local Cable TV - Political	53.3	-82.2%	385.3	622.5%	174.5	-54.7%	526.7	201.8%	292.3	-44.5%
Radio	19,702.3	-2.5%	17,755.9	-9.9%	14,062.0	-20.8%	13,447.4	-4.4%	13,418.3	-0.2%
Network and Satellite Radio	1,226.3	4.1%	1,219.9	-0.5%	1,090.9	-10.6%	1,081.6	-0.9%	1,099.3	1.6%
Local Broadcast Radio	18,476.0	-2.9%	16,536.0	-10.5%	12,971.1	-21.6%	12,365.9	-4.7%	12,319.0	-0.4%
Digital/Online	21,266.7	25.8%	23,542.1	10.7%	22,843.7	-3.0%	24,611.7	7.7%	26,792.0	8.9%
National Digital/Online Media (c)	5,992.2	21.2%	6,186.7	3.2%	5,577.5	-9.8%	5,636.7	1.1%	5,896.2	4.6%
Local Digital/Online Media (c)	3,763.4	23.7%	3,828.7	1.7%	3,403.0	-11.1%	3,532.2	3.8%	3,812.4	7.9%
Direct Online Media	11,511.0	29.0%	13,526.7	17.5%	13,863.3	2.5%	15,442.8	11.4%	17,083.4	10.6%
Paid Search	8,760.0	28.8%	10,500.0	19.9%	10,873.3	3.6%	12,149.2	11.7%	13,482.6	11.0%
Internet Yellow Pages	1,161.0	42.9%	1,336.7	15.1%	1,368.0	2.3%	1,524.0	11.4%	1,685.9	10.6%
Lead Generation	1,590.0	21.4%	1,690.0	6.3%	1,622.0	-4.0%	1,769.6	9.1%	1,914.9	8.2%
Newspapers	42,209.1	-9.4%	34,739.5	-17.7%	25,805.7	-25.7%	23,429.3	-9.2%	22,449.5	-4.2%
National Newspapers (a)	1,378.7	-9.7%	1,180.3	-14.4%	911.8	-22.7%	876.0	-3.9%	862.5	-1.5%
Local Newspapers (a)	40,830.4	-9.4%	33,559.2	-17.8%	24,893.9	-25.8%	22,553.3	-9.4%	21,587.1	-4.3%
Magazines (a)	21,503.1	-4.0%	19,191.8	-10.7%	15,511.0	-19.2%	14,553.0	-6.2%	14,233.4	-2.2%
Directories (a)	13,461.0	1.2%	12,182.2	-9.5%	10,711.8	-12.1%	10,174.5	-5.0%	9,556.4	-6.1%
Direct Mail	22,677.2	2.3%	21,613.5	-4.7%	19,176.1	-11.3%	19,574.8	2.1%	19,945.2	1.9%
Outdoor	7,282.7	7.0%	6,991.4	-4.0%	6,074.5	-13.1%	6,078.8	0.1%	6,349.4	4.5%
Total - Excluding Political and Olympics	203,972.2	1.3%	188,668.5	-7.5%	161,036.9	-14.6%	159,004.6	-1.3%	161,071.6	1.3%
Total - Including Political and Olympics	204,702.8	0.1%	191,653.8	-6.4%	162,123.0	-15.4%	162,409.2	0.2%	162,605.4	0.1%

Appendix:	2012E		2013E		2014E	
	\$ Million	Annual Growth/ Decline	\$ Million	Annual Growth/ Decline	\$ Million	Annual Growth/ Decline
Broadcast Television		29,350.7		7.2%		27,655.0
Network Broadcast TV (a) (b)	12,775.1	-0.9%	12,655.8	-0.9%	12,579.4	-0.6%
Network Broadcast TV - Olympics	621.7		0.0	-100.0%	498.9	
National Syndication	1,599.4	-2.3%	1,560.0	-2.5%	1,524.2	-2.3%
Local Broadcast TV (d)	11,763.1	1.3%	11,939.8	1.5%	12,195.5	2.1%
Local Broadcast TV - Political	2,591.4	108.7%	1,499.4	-42.1%	2,664.7	77.7%
Cable Television	24,135.2	7.4%	25,272.9	4.7%	27,214.2	7.7%
National Cable TV (a)	20,316.1	6.1%	21,559.6	6.1%	22,975.6	6.6%
Local Cable TV (d)	3,169.0	4.4%	3,313.4	4.6%	3,484.5	5.2%
Local Cable TV - Political	650.2	122.4%	400.0	-38.5%	754.1	88.5%
Radio	13,427.3	0.1%	13,474.5	0.4%	13,613.0	1.0%
Network and Satellite Radio	1,120.4	1.9%	1,145.1	2.2%	1,178.2	2.9%
Local Broadcast Radio	12,306.9	-0.1%	12,329.3	0.2%	12,434.8	0.9%
Digital/Online	29,199.3	9.0%	31,861.1	9.1%	34,944.8	9.7%
National Digital/Online Media (c)	6,236.8	5.8%	6,664.8	6.9%	7,216.2	8.3%
Local Digital/Online Media (c)	4,102.0	7.6%	4,403.3	7.3%	4,737.3	7.6%
Direct Online Media	18,860.5	10.4%	20,792.9	10.2%	22,991.3	10.6%
Paid Search	14,932.3	10.8%	16,514.2	10.6%	18,317.6	10.9%
Internet Yellow Pages	1,861.3	10.4%	2,052.0	10.2%	2,269.0	10.6%
Lead Generation	2,066.9	7.9%	2,226.7	7.7%	2,404.6	8.0%
Newspapers	21,536.5	-4.1%	20,682.4	-4.0%	19,957.4	-3.5%
National Newspapers (a)	850.6	-1.4%	840.4	-1.2%	834.8	-0.7%
Local Newspapers (a)	20,685.9	-4.2%	19,842.0	-4.1%	19,122.6	-3.6%
Magazines (a)	13,938.4	-2.1%	13,665.0	-2.0%	13,462.5	-1.5%
Directories (a)	8,914.1	-6.7%	8,239.9	-7.6%	7,554.4	-8.3%
Direct Mail	20,373.9	2.1%	20,864.3	2.4%	21,504.3	3.1%
Outdoor	6,636.5	4.5%	6,942.4	4.6%	7,298.2	5.1%
Total - Excluding Political and Olympics	163,648.8	1.6%	166,758.1	1.9%	171,093.8	2.6%
Total - Including Political and Olympics	167,512.0	3.0%	168,657.5	0.7%	175,011.5	3.8%