

# Television Station Financial Data 1999-2009

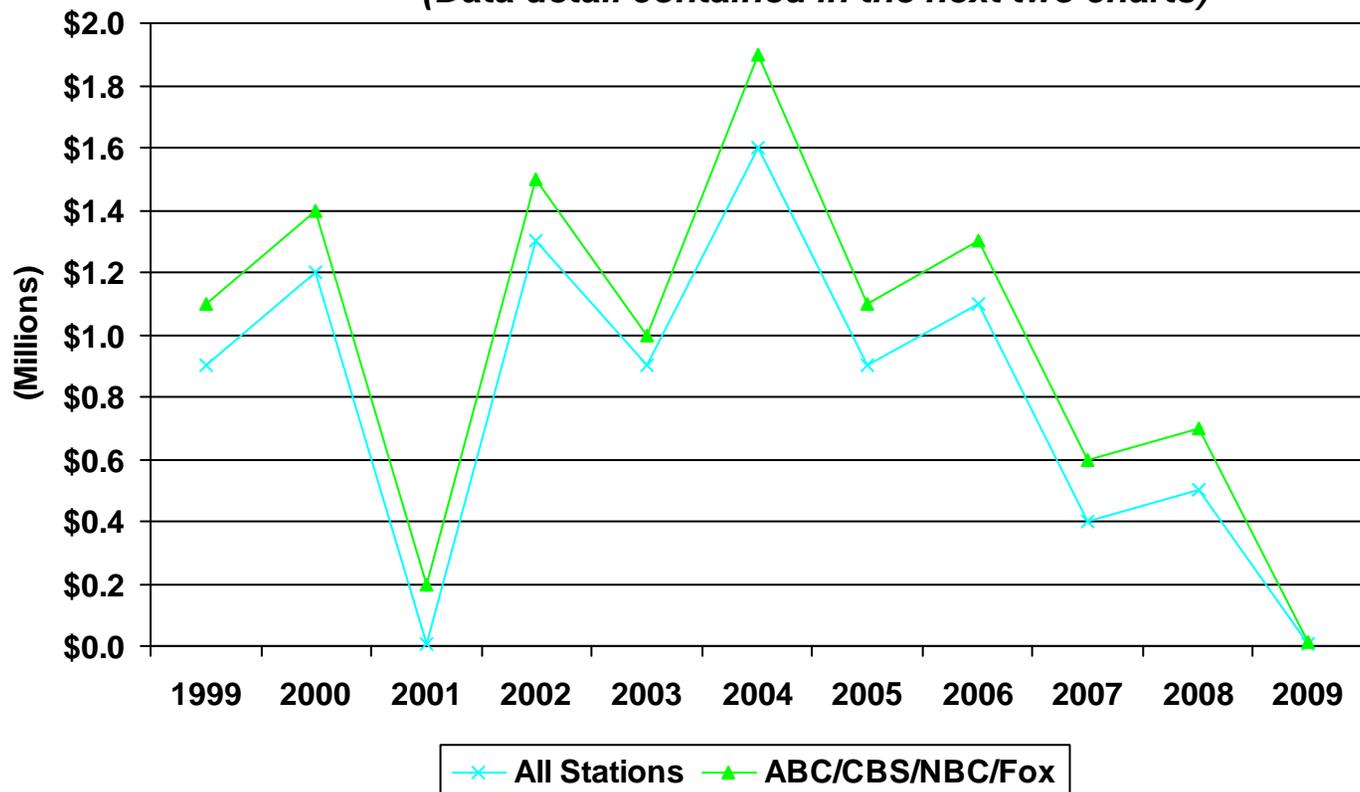
## Pre-Tax Profits and News Expense

*Source: NAB Television Financial Surveys: 2000-2010*

# Pre-Tax Profit Average

## Markets: 50-210

*(Data detail contained in the next two charts)*



	<i>Percent Change 1999-2009</i>	<i>CAGR 1999-2009</i>
All Stations	(95.4%)	(26.5%)
ABC/CBS/NBC/Fox	(88.0%)	(19.1%)

**Source: NAB Television Financial Surveys: 2000-2010**

**Pre-Tax Profits Average  
Markets: 50-210  
All Stations**

		-----Percentiles-----		
<b>Year</b>	<b>Average</b>	<b>25%</b>	<b>50%</b>	<b>75%</b>
1999	\$908,462	(\$601,340)	\$459,871	\$2,217,697
2000	\$1,158,747	(\$441,800)	\$707,730	\$2,595,927
2001	\$9,426	(\$1,379,567)	(\$55,989)	\$1,226,440
2002	\$1,321,800	(\$408,698)	\$662,564	\$2,475,608
2003	\$859,309	(\$510,777)	\$210,500	\$1,694,630
2004	\$1,566,372	(\$97,116)	\$841,950	\$2,692,097
2005	\$872,360	(\$513,000)	\$383,397	\$1,792,464
2006	\$1,056,903	(\$354,437)	\$696,942	\$2,362,563
2007	\$426,644	(\$561,750)	\$274,509	\$1,385,949
2008	\$486,163	(\$681,268)	\$375,674	\$1,653,518
2009	\$42,003	(\$995,402)	\$8,634	\$1,091,475
<b>Percent Change 1999-2009:</b>	(95.4%)			
<b>CAGR 1999-2009:</b>	(26.5%)			

**Pre-Tax Profits Average  
Markets: 50-210  
ABC/CBS/NBC/Fox Stations**

		-----Percentiles-----		
<b>Year</b>	<b>Average</b>	<b>25%</b>	<b>50%</b>	<b>75%</b>
1999	\$1,096,054	(\$297,763)	\$710,881	\$2,374,554
2000	\$1,366,816	(\$136,046)	\$932,941	\$2,869,060
2001	\$158,135	(\$1,216,481)	\$36,464	\$1,426,126
2002	\$1,520,384	(\$77,848)	\$900,314	\$2,801,227
2003	\$987,956	(\$328,281)	\$360,805	\$1,974,788
2004	\$1,856,973	\$83,870	\$1,140,392	\$2,907,824
2005	\$1,076,981	(\$327,515)	\$518,184	\$2,039,546
2006	\$1,327,500	(\$26,639)	\$963,444	\$2,589,755
2007	\$569,951	(\$403,340)	\$429,455	\$1,729,721
2008	\$705,130	(\$535,215)	\$517,602	\$2,052,326
2009	\$131,863	(\$862,773)	\$60,099	\$1,234,383
<b>Percent Change 1999-2009:</b>	(88.0%)			
<b>CAGR 1999-2009:</b>	(19.1%)			

# Definitions

- **CAGR (Compounded Annual Growth Rate)**: Annualized growth rate over a given period of time.
- **Percentiles**: The 50th percentile or median represents the mid-point of the range of figures reported for that line item with one-half of the stations reporting figures above it and one-half below. The 75th percentile case is equal to or greater than 75% of the responding stations. Thus, 75% of the responding stations reported a value lower than this case and 25% reported a value higher. Likewise, the 25th percentile case is equal to or less than 25% of the responding stations. Meaning, 25% of the responding stations fall below the reported figure and 75% of them fall above. Taken together the 25th percentile and the 75th percentile represent the "middle range." This represents the values of the middle 50% of stations when figures for a given item are arranged numerically from lowest to highest.