

BIA/Kelsey's Local Market Competition Survey - TV 2

1. What TV stations in your market do you compete against directly? (name all that seem appropriate)

Number	Response Date	Response Text	Categories
1	May 17, 2013 7:55 PM	K***, K***	
2	Apr 23, 2013 4:41PM	***** , ***** , *****	

2. Besides TV stations, what other media outlets do you compete against in your market?

Number	Response Date	Response Text	Categories
1	May 17, 2013 7:55 PM	RADIO STATIONS	
2	Apr 23, 2013 4:41PM	Radio & Cable	

3. What are the most important factors your station faces in regards to selling advertising time?

Number	Response Date	Response Text	Categories
1	May 17, 2013 7:55 PM	Market conditions, pricing, ratings	
2	Apr 23, 2013 4:41PM	Managing Inventory with minimal waste	

4. Who do you consider the dominant competitor in your market?

Number	Response Date	Response Text	Categories
1	May 17, 2013 7:55 PM	K***	
2	Apr 23, 2013 4:41PM	*****	

5. Who do you see as an emerging competitor in your market?

Number	Response Date	Response Text	Categories
1	May 17, 2013 7:55 PM	K***	
2	Apr 23, 2013 4:41PM	***** *****	

6. What challenges do you face in selling advertising time in your local market?

Number	Response Date	Response Text	Categorie s
1	May 17, 2013 7:55 PM	Economic / market conditions	
2	Apr 23, 2013 4:41PM	Current economic conditions with Small Busienss Owners having enough advertising/marketing budget to achieve results for them	

7. How many minutes per hour (or hours per day) of local news do you provide on your station every week?

Number	Response Date	Response Text	Categorie s
1	May 17, 2013 7:55 PM	3 hours per day	
2	Apr 23, 2013 4:41PM		60

8. What challenges do you face when delivering news and information on your station?

Number	Response Date	Response Text	Categorie s
1	May 17, 2013 7:55 PM	Having appropriate staffing numbers to cover the market	
2	Apr 23, 2013 4:41PM	Keeping viewer attention	

9. Who are the competitive local media outlets (both broadcast and non-broadcast) that provide news and information?

Number	Response Date	Response Text	Categorie s
1	May 17, 2013 7:55 PM	K***, K***	
2	Apr 23, 2013 4:41PM	*****, ***** , ***** **	