

New York: By The Numbers



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Did you know? NY Metro 2...

- ... reaches over **43%** of the **DMA TV Households**.
- ... represents over **half (51.3%)** of the **sellable cable households** in the market.
- ... **exceeds NY Metro 1 Interconnect UE** by 9% when DirecTV and Dish are included.

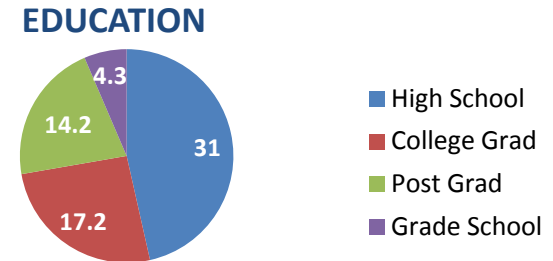
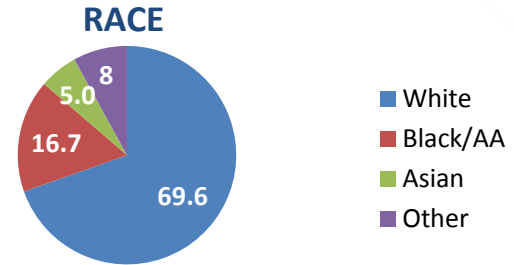
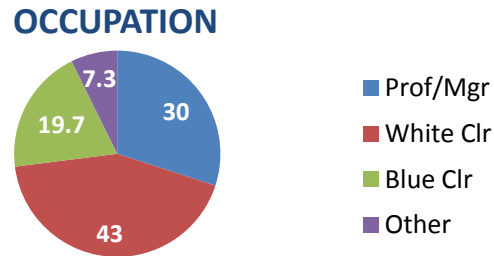
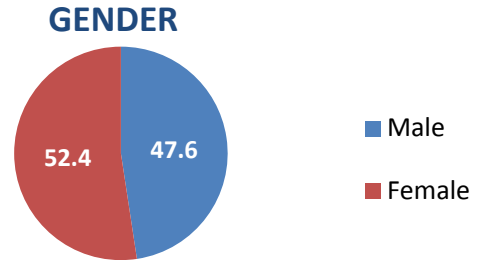
Market Snapshot



DMA: #1
Measurement: Local People Meter
TV HHs: 7,348,620
Total Cable HHs: 6,184,360
ADS HHs: 661,376
NY Metro 2 HHs: 3,172,440

Interconnect	Universe Estimate	% of Cable (NYM1+ NYM2)	% of DMA
NY Metro 2 + DirectTV	3,454,404	51.3%	43.1%
NY Metro 2 + DirectTV and Dish	3,552,714		
NY Metro 1	2,849,210	46.1%	38.8%

Qualitative Fast Facts:



AGE/INCOME/HOME VALUE

	NYM 2 Interconnect	NY DMA	National
Age	47	47	47
Income	\$64,907	\$65,593	\$52,054
Home Value	\$410,875	\$408,744	\$193,748

Presence of Children

Under 2	5.8%
Age 2-5	12.7%
Age 6-11	18.3%
Age 12-17	19.3%

Own/Rent

Own	53.3%
Rent	42.4%
Other	4.3%

Of the People Who Reside In the NY Metro 2 Interconnect...

79% of the HHs Subscribe to Cable

- 86% have watched any Cable network in the past 7 days

Television Habits

- 57% typically watch Comedies
- 39% typically watch Sports
- 41% typically watch Dramas
- 37% typically watch Documentaries

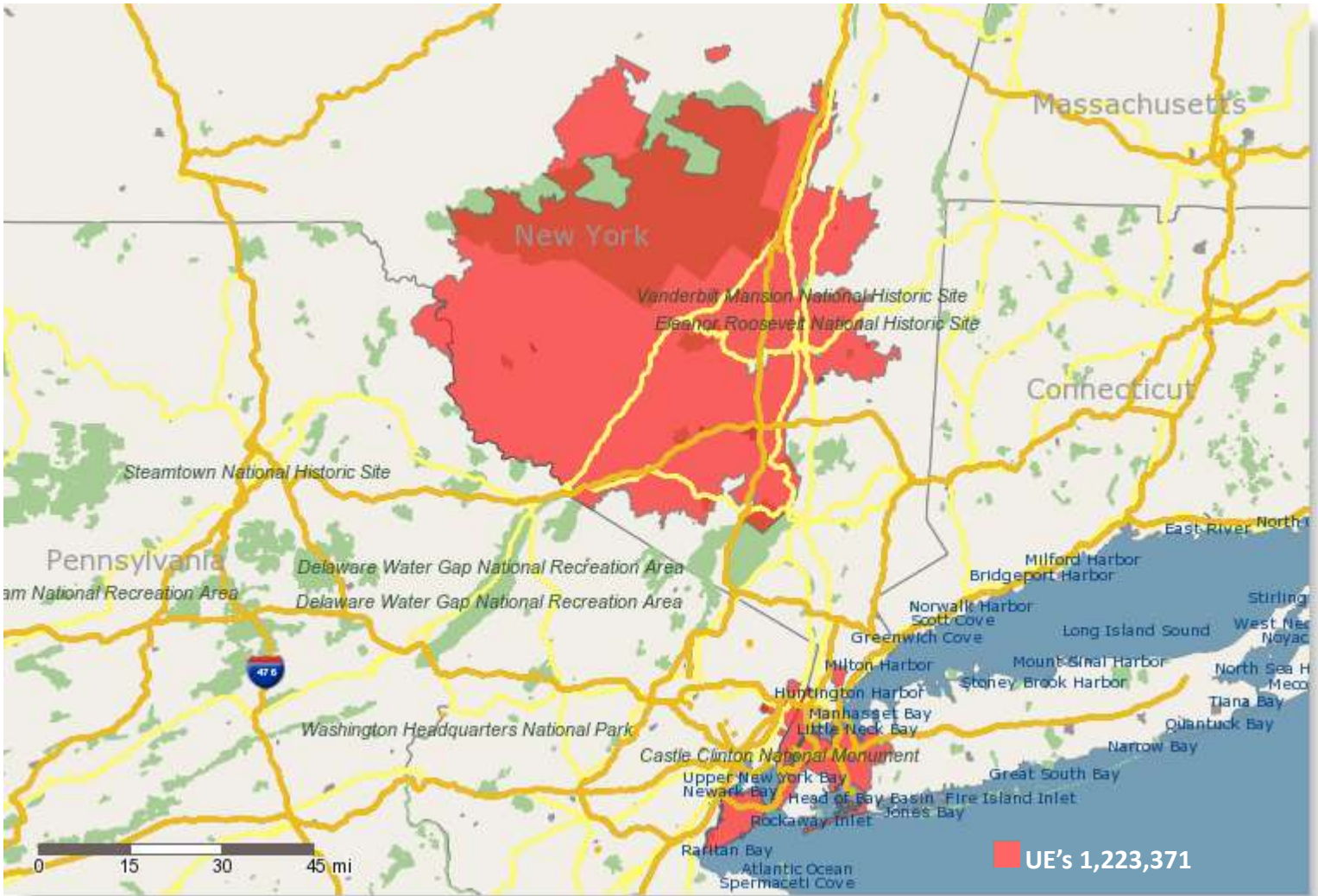
Financials

- 80% have a Checking Account
- 64% have a Savings Account
- 64% have a Debit Card
- 56% have a Credit Card
- 23% have a Home Mortgage

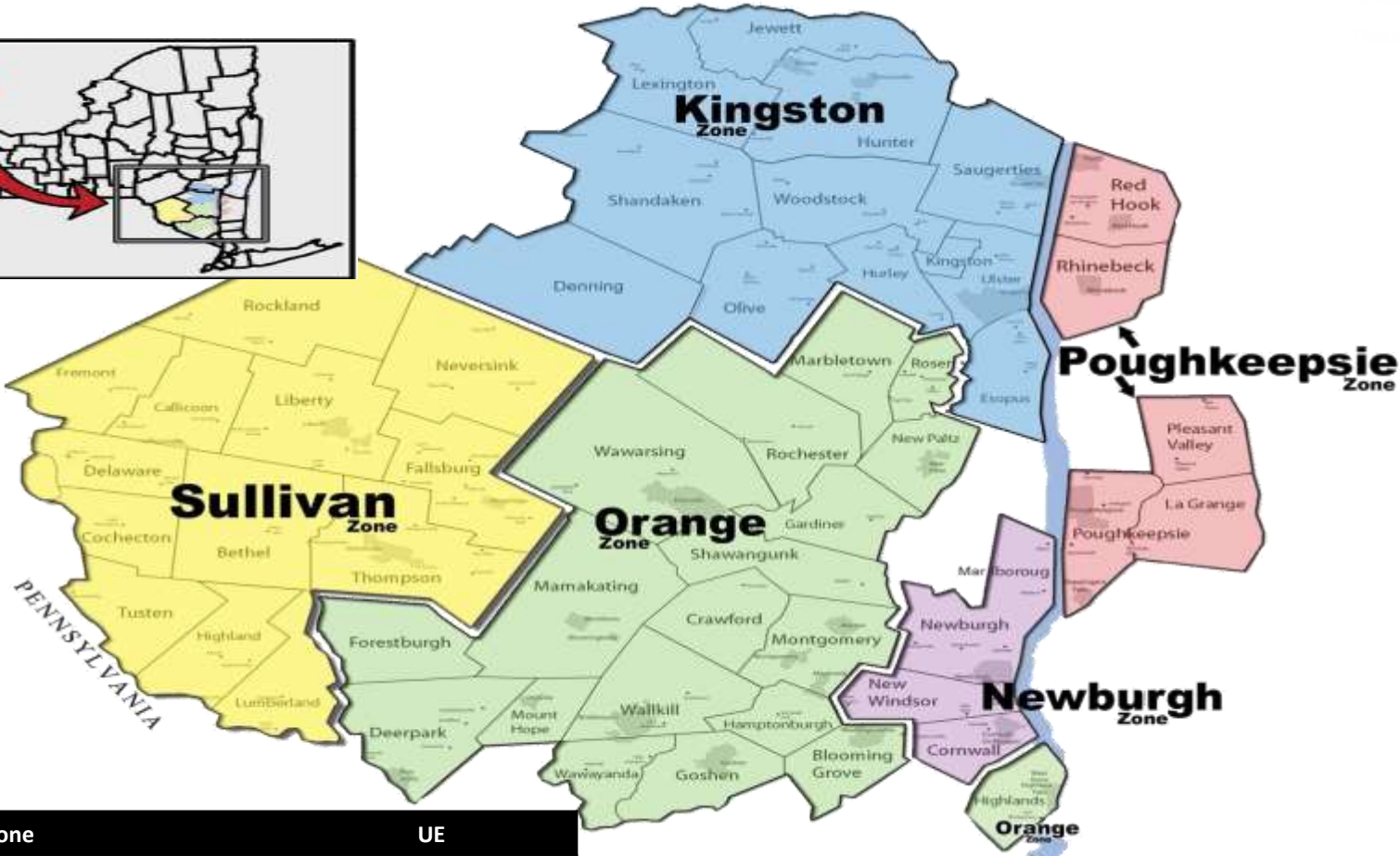
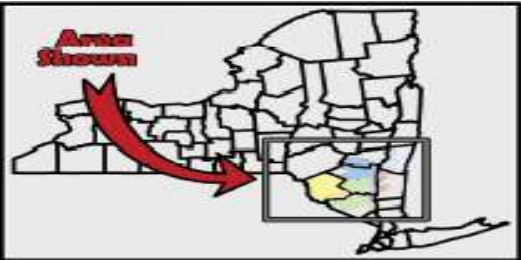
Automotive

- 15% own/lease Domestic SUVs
- 17% own/lease Foreign Mid Size Vehicles
- 20% own/lease Foreign SUVs
- 16% own/lease Foreign Compact Vehicles

Coverage Overview Map



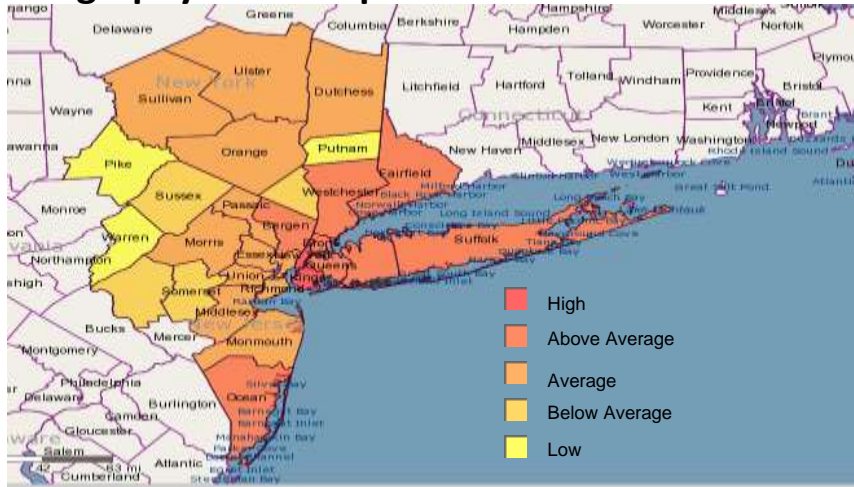
Hudson Valley



Zone	UE
Hudson Valley	158,974
Orange	67,023
Sullivan	18,308
Kingston	33,661
Poughkeepsie	19,179
Newburgh	20,803

DirectTV

Geography Heat Map



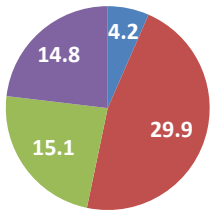
Universe Estimates

Total HHs: 7,368,320
 Cable HHs: 6,256,430
 ADS HHs: 736,832
 DTV DVR HHs: 268,383

	Subscriber	NY DMA	National
Age	46	47	47
Income	\$68,658	\$65,593	\$52,054
Home Value	\$413,446	\$408,744	\$193,748

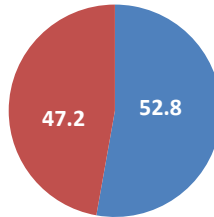
Viewer Demographics

EDUCATION



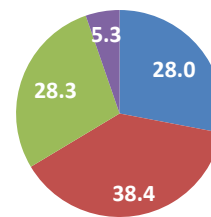
Grde Schl HS Grd
 Clg Grd Post Grd

GENDER



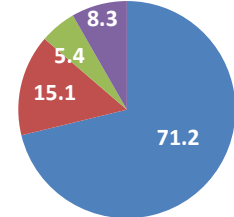
Male Female

OCCUPATION



Prof/Mngr White Clr
 Blue Clr Other

RACE



White Black
 Asian Other

Insertable Networks



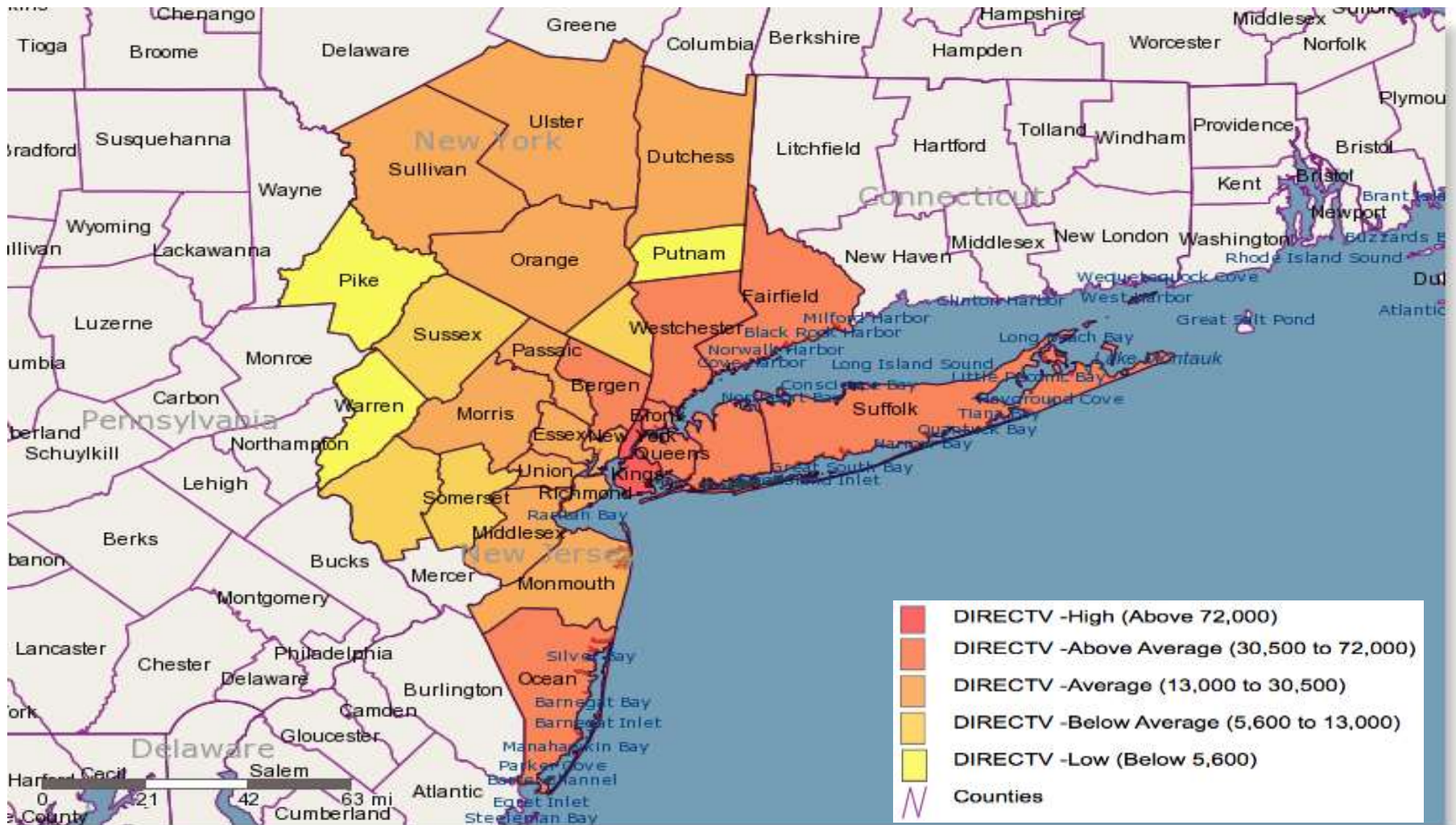
Children In HH

Under 2	4.6%
Age 2-5	12.3%
Age 6-11	21.6%
Age 12-17	23.5%

Own/Rent

Own	59.3%
Rent	38.3%
Other	2.4%

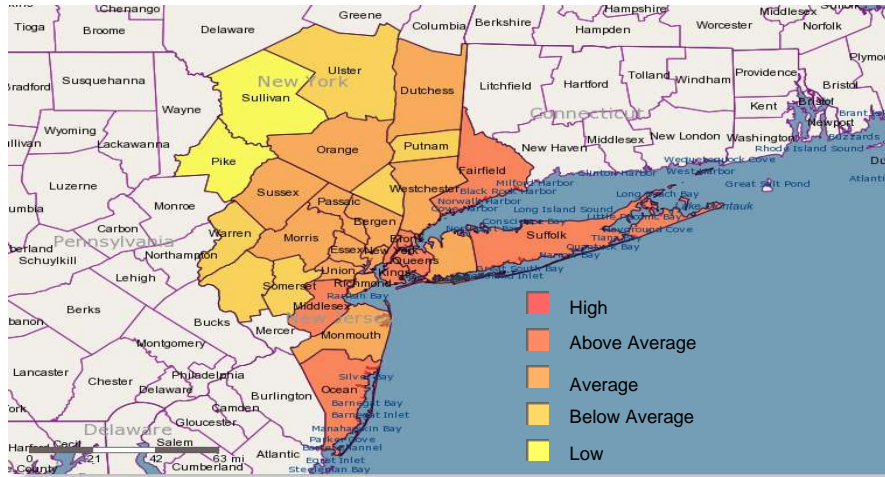
DirectTV Heat Map



Geography: Fairfield, Bergen, Essex, Hudson, Hunterdon, Middlesex, Monmouth, Morris, Ocean, Passaic, Somerset, Sussex, Union, Warren, Bronx, Dutchess, Kings, Nassau, New York, Orange, Putnam, Queens, Richmond, Rockland, Suffolk, Sullivan, Ulster, Westchester, Pike

Dish Network

Geography Heat Map



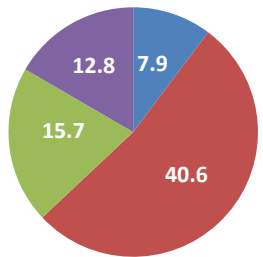
Universe Estimates

Total HHs: 7,368,320
Cable HHs: 6,256,430
ADS HHs: 736,832
Dish HHs: 98,310

	Subscriber	NY DMA	National
Age	42	47	47
Income	\$62,8194	\$65,593	\$52,054
Home Value	\$364,741	\$408,744	\$193,748

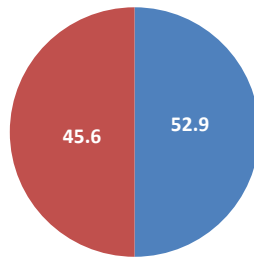
Viewer Demographics

EDUCATION



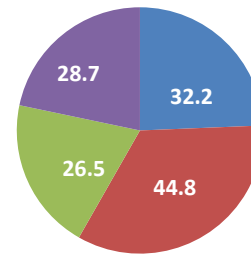
■ Grde Schl ■ HS Grd
 ■ Clg Grd ■ Post Grd

GENDER



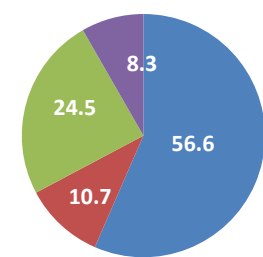
■ Male ■ Female

OCCUPATION



■ Prof/Mngr ■ White Clr
 ■ Blue Clr ■ Other

RACE



■ White ■ Black
 ■ Asian ■ Other

Insertable Networks



Children In HH

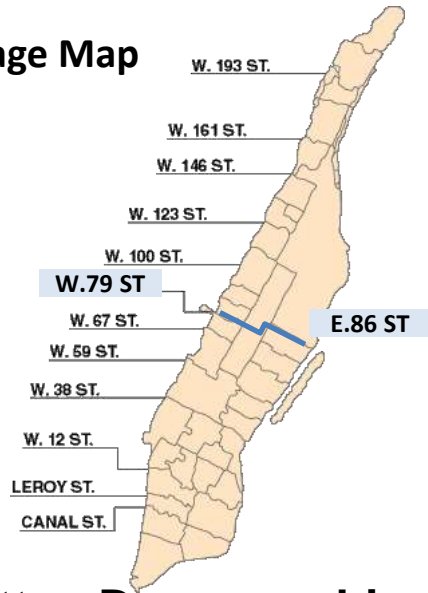
Under 2	6.1%
Age 2-5	4.9%
Age 6-11	15.6%
Age 12-17	22.6%

Own/Rent

Own	53.6%
Rent	35.4%
Other	11.0%

Manhattan Zone Profile

Coverage Map



NSI Universe Estimates

Total HHs: 726,240
Cable HHs: 639,091

ADS HHs: 14,525
Insertable HHs: 642,645

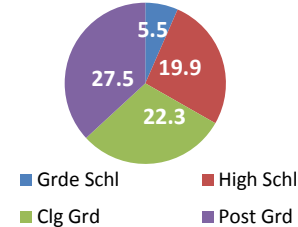
ZIP CODES

10013	10037	10009	10036
10014	10038	10010	10022
10016	10039	10011	10023
10017	10040	10012	10024
10018	10044	10033	10025
10019	10069	10034	10162
10021	10128	10035	10280
10001	10004	10026	10029
10002	10005	10027	10030
10003	10006	10028	10031
10007	10032	10463	10282

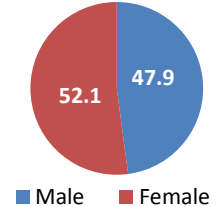
Manhattan Demographics

	Manhattan	NY DMA	National
Age	45	47	47
Income	\$68,902	\$65,593	\$52,054
Home Value	\$776,422	\$408,744	\$193,748

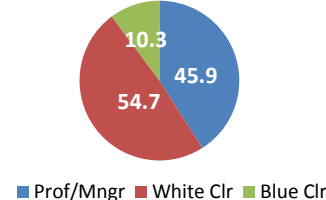
EDUCATION



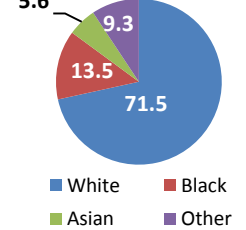
GENDER



OCCUPATION



RACE



Favorite Networks in Manhattan



Children In HH

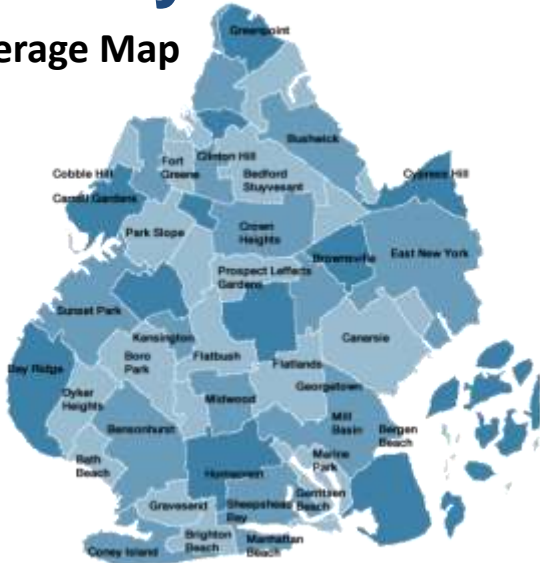
Under 2	2.6%
Age 2-5	9.9%
Age 6-11	9.9%
Age 12-17	10.9%

Own/Rent

Own	30.2%
Rent	67.0%
Other	2.9%

Brooklyn Zone Profile

Coverage Map



NSI Universe Estimates

Total HHs: 893,500

ADS HHs: 125,090

Cable HHs: 705,865

Insertable HHs: 246,566

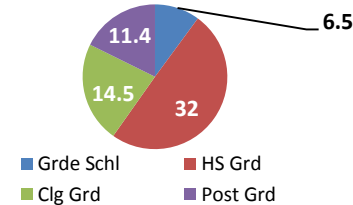
ZIP CODES

11201	11208	11214	11220	11226	11233	11239
11203	11209	11215	11221	11228	11234	
11204	11210	11216	11222	11229	11235	
11205	11211	11217	11223	11230	11236	
11206	11212	11218	11224	11231	11237	
11207	11213	11219	11225	11232	11238	

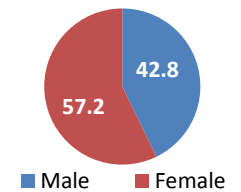
Brooklyn Demographics

	Brooklyn	NY DMA	National
Age	42	47	47
Income	\$44,417	\$65,593	\$51,796
Home Value	\$581,925	\$408,744	\$187,853

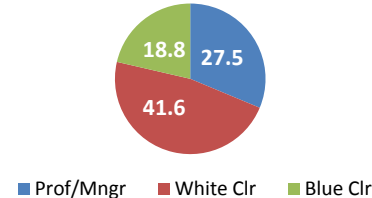
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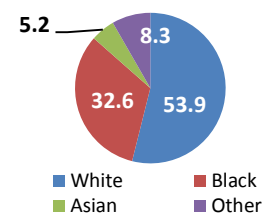
GENDER



OCCUPATION



RACE



Favorite Networks in Brooklyn



Children In HH

Under 2	9.2%
Age 2-5	17.5%
Age 6-11	24.3%
Age 12-17	19.4%

Own/Rent

Own	33.1%
Rent	61.6%
Other	5.3%

Queens Zone Profile

Coverage Map



NSI Universe Estimates

Total HHs: 766,090

ADS HHs: 99,592

Cable HHs: 628,194

Insertable HHs: 563,959

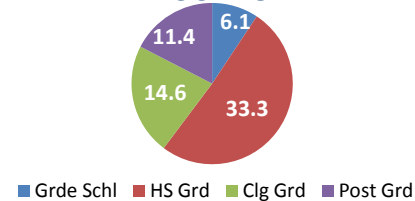
ZIP CODES

11004	11354	11362	11370	11385	11418	11428
11005	11355	11363	11372	11411	11419	11429
11101	11356	11364	11373	11412	11420	11432
11102	11357	11365	11374	11413	11421	11433
11103	11358	11366	11375	11414	11422	11434
11104	11359	11367	11377	11415	11423	11435
11105	11360	11368	11378	11416	11426	11436
11106	11361	11369	11379	11417	11427	11691
11004	11354	11362	11370	11385	11418	11428
11005	11355	11363	11372	11411	11419	11429
11101	11356	11364	11373	11412	11420	11432

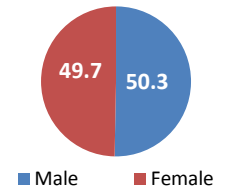
Queens Demographics

	Queens	NY DMA	National
Age	49	47	47
Income	\$51,214	\$65,593	\$52,054
Home Value	\$472,929	\$408,744	\$193,748

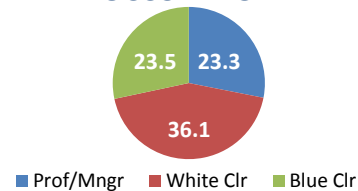
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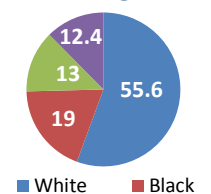
GENDER



OCCUPATION



RACE



Favorite Networks in Queens



Children In HH

Under 2	4.3%
Age 2-5	11.1%
Age 6-11	17.5%
Age 12-17	17.4%

Own/Rent

Own	44.0%
Rent	51.7%
Other	4.3%

Staten Island Zone Profile

Coverage Map



NSI Universe Estimates

Total HHs: 157,830 ADS HHs: 23,675
 Cable HHs: 138,890 Insertable HHs: 155,872

ZIP CODES

10301	10308
10302	10309
10303	10310
10304	10312
10305	10314
10306	10301
10307	10302

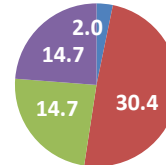
Staten Island Demographics

	Staten Island	NY DMA	National
Age	46	47	47
Income	\$79,127	\$65,593	\$52,054
Home Value	\$483,731	\$408,744	\$193,748

Favorite Networks in Staten Island

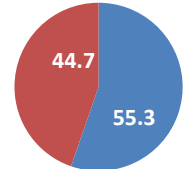


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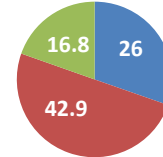
■ Grde Schl ■ HS Grd ■ Clg Grd ■ Post Grd

GENDER



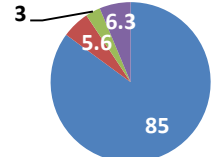
■ Male ■ Female

OCCUPATION



■ Prof/Mngr ■ White Clr ■ Blue Clr

RACE



■ White ■ Black ■ Asian ■ Other

Children In HH

Under 2	9.4%
Age 2-5	16.7%
Age 6-11	17.0%
Age 12-17	22.0%

Own/Rent

Own	67.9%
Rent	30.1%
Other	2.0%

Bergen/Mt. Vernon Zone Profile

Coverage Map



NSI Universe Estimates

Total HHs: 327,880 ADS HHs: 16,673
 Cable HHs: 301,650 Insertable HHs: 58,246

ZIP CODES

07010	07605
07020	07608
07022	07631
07024	07632
07074	07643
07086	07650
07093	07657
10550	07660
10552	10553
10708	

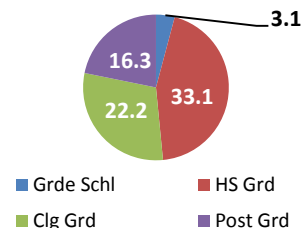
Bergen, NJ Demographics

	Bergen, New Jersey	NY DMA	National
Age	51	47	47
Income	\$84,078	\$65,593	\$52,054
Home Value	\$437,221	\$408,744	\$193,748

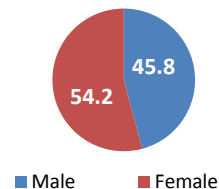
Favorite Networks in Bergen, New Jersey



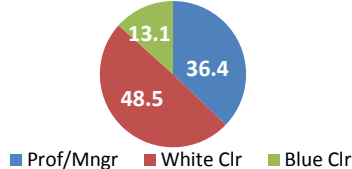
EDUCATION



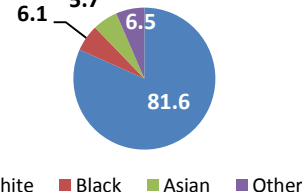
GENDER



OCCUPATION



RACE



Children In HH

Under 2	4.8%
Age 2-5	9.8%
Age 6-11	14.1%
Age 12-17	17.6%

Own/Rent

Own	68.6%
Rent	26.8%
Other	4.5%

Hudson Valley Zone Profile

Coverage Map



NSI Universe Estimates

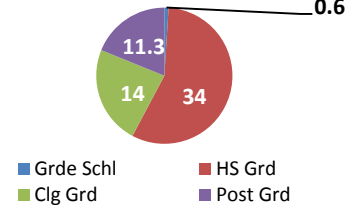
Total HHs: 312,580 ADS HHs: 87,494
 Cable HHs: 223,348 Insertable HHs: 158,974

See Appendix for full list of Hudson Valley Zip Codes

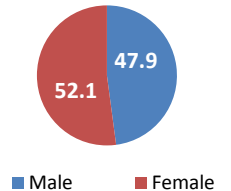
Hudson Valley Demographics

	Hudson Valley	NY DMA	National
Age	50	47	47
Income	\$62,797	\$65,593	\$52,054
Home Value	\$265,250	\$408,744	\$193,748

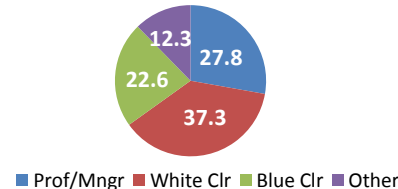
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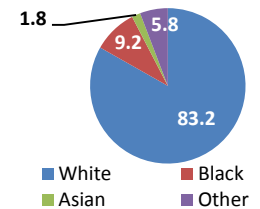
GENDER



OCCUPATION



RACE



Favorite Networks in Hudson Valley



Children In HH

Under 2	7.3%
Age 2-5	10.8%
Age 6-11	19.9%
Age 12-17	25.0%

Own/Rent

Own	70.9%
Rent	24.5%
Other	4.6%

Hispanic Reach

The New York DMA is the **2nd largest** Hispanic market in the US.

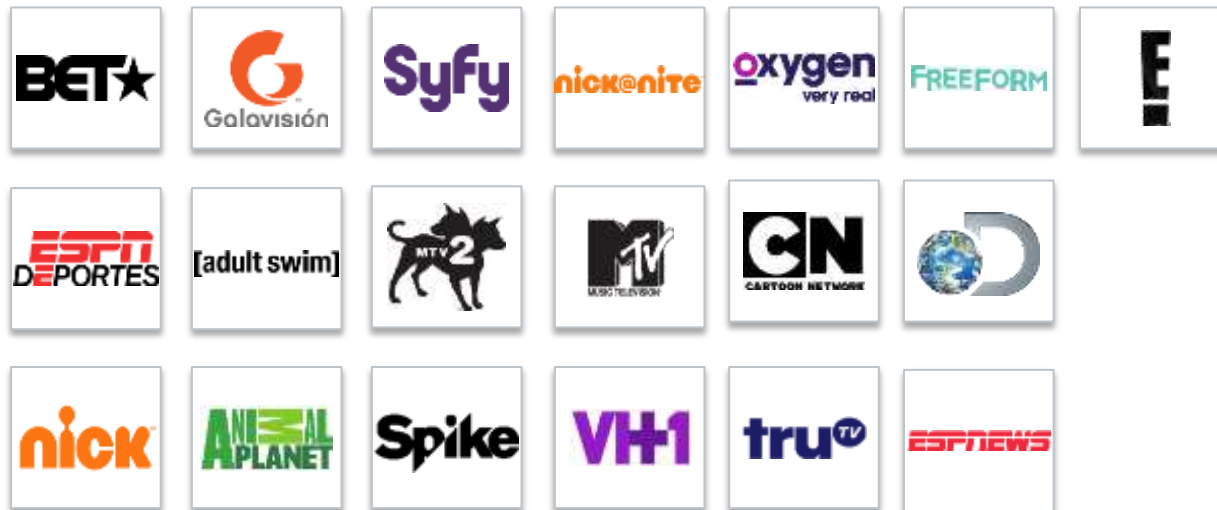
50% of Hispanics in the NY DMA live in the five boroughs.

27% of NYC is Hispanic.

Borough	% Hisp of Total
Bronx	50.2%
Queens	26.8%
Brooklyn	20.1%
Manhattan	26.0%
Staten Island	9.0%

Total Hispanic Population = Central American + Cuban + Dominican + Mexican + Puerto Rican + South American

Networks that index high for Hispanic households in the NY DMA:



NYM2 Coverage Map



NYM2 Zones and Universe Estimates

	UEs
Bronx	271,279
Brooklyn	396,953
Manhattan	500,755
Queens	334,889
Staten Island	55,907
Bergen, NJ/Mt. Vernon	58,246
Hudson Valley	158,974
TOTAL: 1,777,003	

Plus over...
31,000 hotel rooms
10,600 corporate offices
2,000 bars and restaurants

For a grand total of nearly 2,000,000!

Zones and Universe Estimates

ZONE		Location	County	UEs
Manhattan Division		All of Manhattan	New York	642,645
Brooklyn		Brooklyn	Kings	246,566
Queens		Queens	Queens	563,959
Staten Island		All of Staten Island	Richmond	155,872
Hudson Valley		Coverage in Orange, Sullivan, Ulster and Dutchess Counties	Orange, Sullivan, Ulster, and Dutchess	158,974
Orange				67,023
Sullivan				18,308
Newburgh				20,803
Kingston				33,661
Poughkeepsie				19,179
New Jersey/Mount Vernon		Southern Bergen County Northern Hudson County Mount Vernon	Bergen Hudson Westchester	58,246
Select Zone		Manhattan, Brooklyn, Queens, NJ		1,223,371
Super Zone		Full NY DMA Except New Jersey		1,211,962
DirectTV		Full NY DMA		259,656
Dish		Full NY DMA		98,310
NYM 2 Interconnect				3,135,500
NYM 2 Interconnect with DirecTV and Dish				3,493,466

Plus over...
24,000 hotel rooms
10,600 corporate offices
2,000 bars and restaurants



Appendix

Hudson Valley Zipcodes

10912	12404	12553	12733	12770	13856	12492	12346	12464	12542
10914	12411	12561	12734	12771	18415	12493	12363	12465	12547
10915	12419	12566	12736	12773	10940	12495	12409	12471	12550
10916	12420	12568	12737	12775	12401	12497	12410	12474	12551
10918	12428	12575	12738	12776	12404	12498	12412	12475	12553
10919	12435	12577	12739	12777	12409	12504	12414	12477	12575
10921	12440	12580	12740	12778	12417	12507	12415	12480	12577
10922	12446	12586	12741	12779	12420	12538	12416	12481	12584
10924	12453	12588	12742	12780	12426	12540	12421	12482	12589
10928	12458	12589	12743	12781	12429	12561	12422	12485	10550
10930	12461	12700	12745	12782	12433	12569	12424	12487	10552
10932	12466	12701	12746	12783	12443	12571	12427	12490	10553
10933	12471	12719	12747	12784	12447	12572	12430	12494	10708
10940	12472	12720	12748	12785	12448	12574	12432	12495	12479
10941	12474	12721	12749	12786	12449	12578	12436	12498	12484
10950	12481	12722	12750	12787	12450	12581	12438	12547	12487
10958	12483	12723	12751	12788	12457	12583	12440	12569	12489
10963	12484	12724	12752	12789	12461	12592	12441	12780	12491
10968	12485	12725	12754	12790	12462	12601	12442	10930	12455
10973	12486	12726	12758	12791	12466	12603	12444	10953	12456
10985	12487	12727	12759	12792	12471	12604	12445	10992	12457
10992	12489	12728	12762	12864	12472	12790	12449	12518	12461
10996	12515	12729	12763	12915	12475	10915	12450	12520	12463
12401	12525	12732	12764	12921	12477	12017	12453	12528	