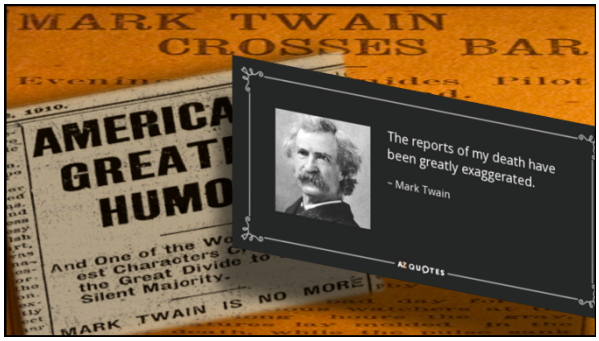
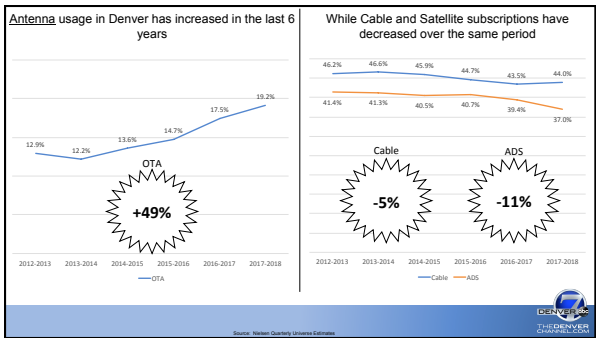
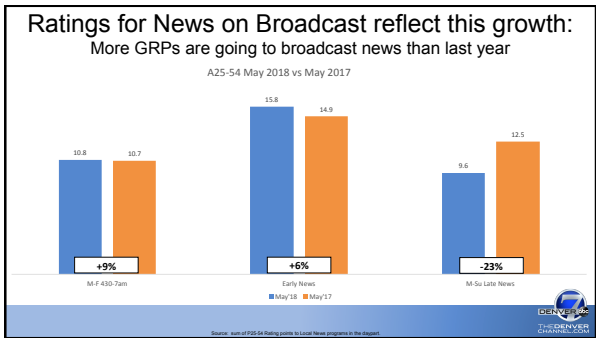
Cable TV


MARK TWAIN
CROSSES BAR
The reports of my death have been greatly exaggerated.
~ Mark Twain
AZ QUOTES


Antenna usage in Denver has increased in the last 6 years
12.9%
12.2%
13.6%
14.7%
17.5%
19.2%
OTA
+49%
2012-2013
2013-2014
2014-2015
2015-2016
2016-2017
2017-2018
OTA
While Cable and Satellite subscriptions have decreased over the same period
46.2%
46.6%
45.9%
44.7%
43.5%
44.0%
41.4%
41.3%
40.5%
40.7%
39.4%
37.0%
Cable
ADS
-5%
-11%
2012-2013
2013-2014
2014-2015
2015-2016
2016-2017
2017-2018
Cable
ADS
Source: Nielsen Quarterly Universe Estimates


Ratings for News on Broadcast reflect this growth:
More GRPs are going to broadcast news than last year
A25-54 May 2018 vs May 2017
10.8
10.7
+9%
M-F 430-7am
15.8
14.9
+6%
Early News
9.6
12.5
-23%
M-Su Late News
May'18
May'17
Source: sum of P25-54 Rating points to Local News programs in the diagram

amazon fire
ROKU