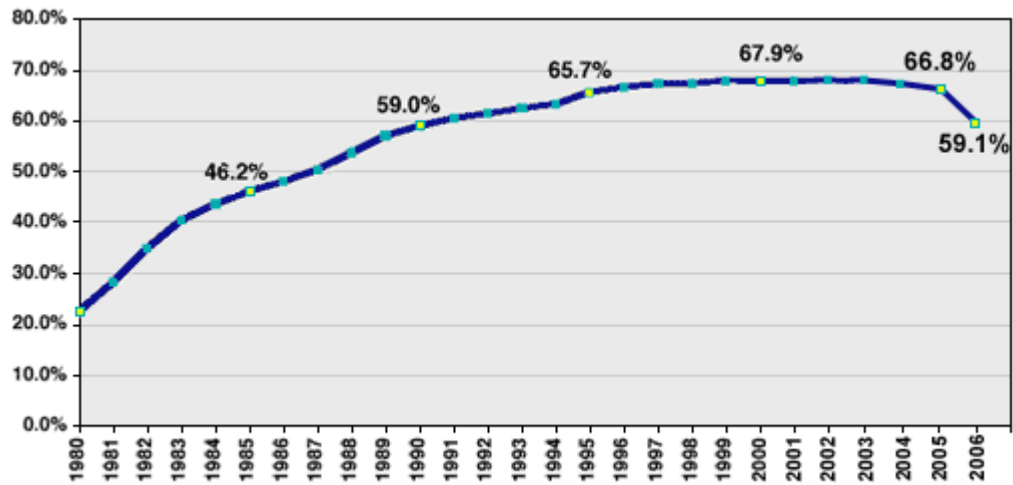


## Cable Size

### Percent of Households with Basic Cable (1980-2006)



Source: Nielsen Media Research

### Industry Statistics

US Television Households (June 2006) <sup>1</sup>	110,900,000
Basic Cable Subscribers (June 2006) <sup>1</sup>	65,500,000
Cable Penetration of TV Households (June 2006) <sup>1</sup>	59.1%
Occupied Homes Passed by Cable (June 2006) <sup>1</sup>	111,800,000
Cable Headends (July 2006) <sup>2</sup>	8,564
Premium Cable Units (June 2006) <sup>1</sup>	50,400,000
Cable Systems (2005) <sup>3</sup>	7,900
Annual Cable Revenue (residential) (2006 estimate) <sup>1</sup>	\$69.5 billion
Total Advertising Revenue (2006 estimate) <sup>1</sup>	\$24.6 billion
Cable Industry Construction/Upgrade Expenditures (2006 estimate) <sup>1</sup>	\$11.1 billion
Schools Served by <i>Cable in the Classroom</i> (August 2006) <sup>5</sup>	81,665
Students Served by <i>Cable in the Classroom</i> (August 2006) <sup>5</sup>	44,157,959
Digital Cable Customers (June 2006) <sup>1-</sup>	32,898,000
Cable High Speed Data Subscribers (June 2006) <sup>1</sup>	28,595,000
Residential Cable Telephony Customers (June 2006) <sup>4</sup>	7,458,000

<sup>1</sup> Kagan Research LLC

<sup>2</sup> A.C. Nielsen Media Research

<sup>3</sup> Warren Communications News, Inc.

<sup>4</sup> National Cable & Telecommunications Association

<sup>5</sup> Cable in the Classroom

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