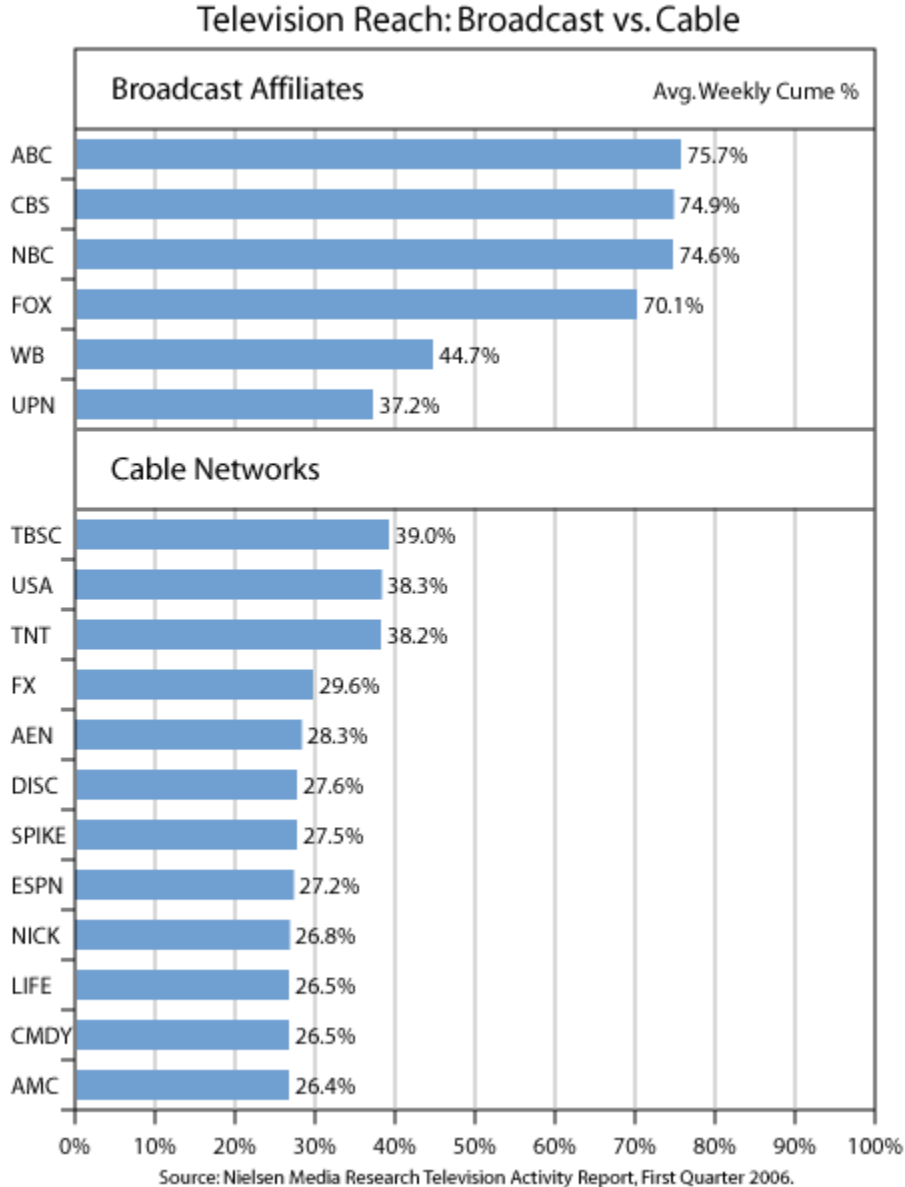


## Television Reach: Broadcast vs. Cable

While cable penetration (wired and unwired) currently stands at nearly 85% of TV households, no individual cable network comes to anything near that by the end of an average week. No one cable network tops 40%. By contrast, 3 of the 4 major networks reach over 70%.



## THINK ABOUT THIS

The REACH of Broadcast may be twice what Cable Reach is, but per spot costs on Cable are only 10%-25% of the cost of spots on Broadcast Networks. If you consider Satellite available Reach, it is conceivable that you could Reach 85% of US Households for half the price it would cost to reach 100% via Broadcast.