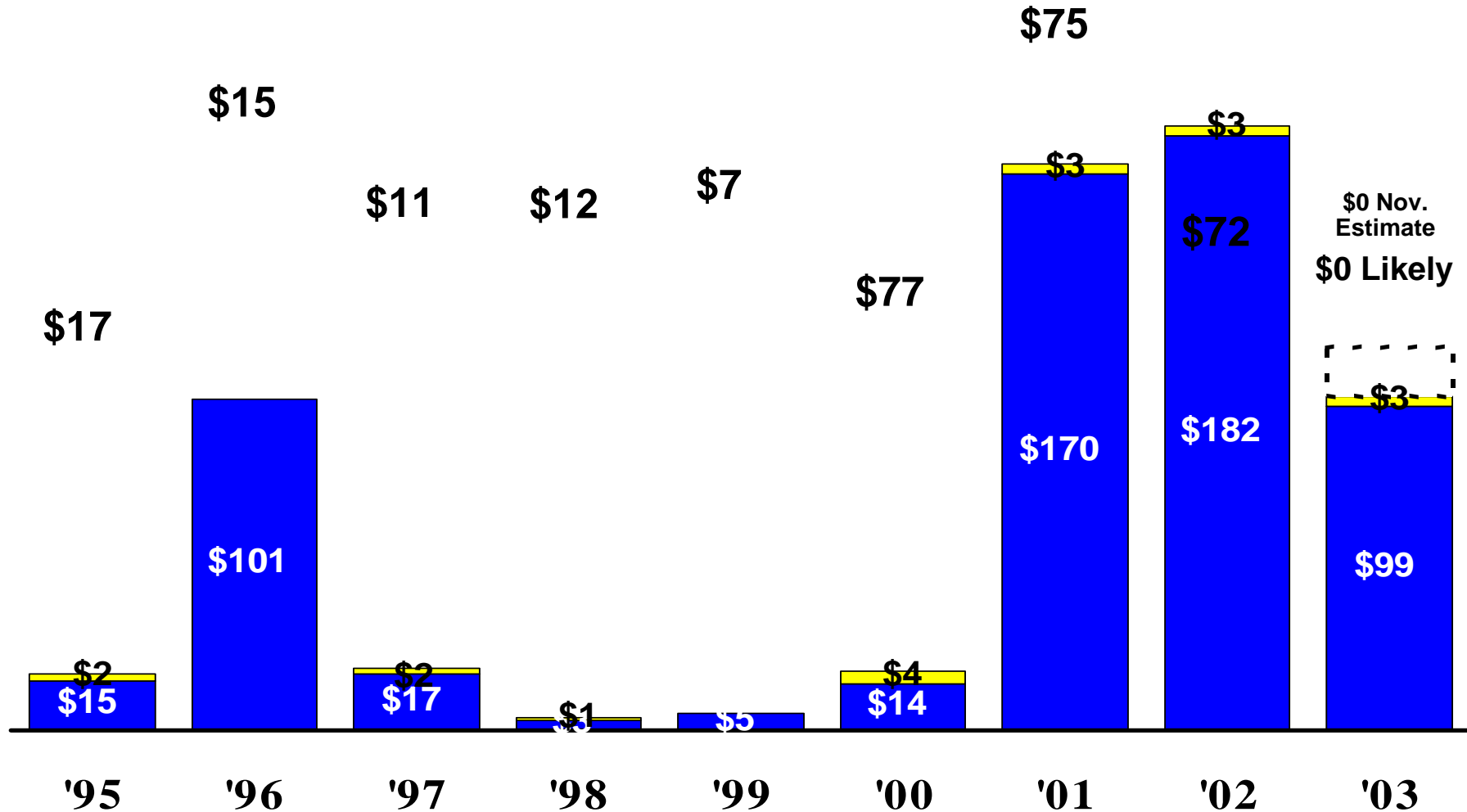




4Q'03 Prime Scatter Pacing



% Sold	'95	'96	'97	'98	'99	'00	'01	'02	'03
% Sold	99%	100%	99%	100%	100%	97%	99%	98%	98%

Of Current View \$00

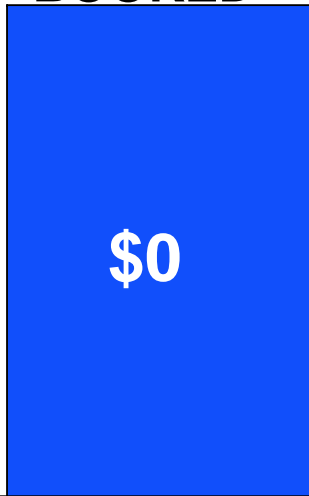


4Q '03 Prime Scatter

(Gross Sales \$MM)

•gdfgdfg	\$8.0		
•gddfg	7.5		
•gdfgdf	5.5		
•gdfgdf	3.9		
•gdfgdfg	3.5		
•dgdfgfdg	.3		
•gdfgdf	.0		
•gdfgfdg	.9		
•gdfg	.8		
•fgdfg	.7		
•gdfg	.6		
•fgd	.5	•hfgfhg	\$1.0
•gdg	.1	•hfgfh	0.8
•fdf TV	.0	•hff	0.2
•hhfh	.0	•hg	0.1

BOOKED



WORKING

\$2

TO GO

\$1

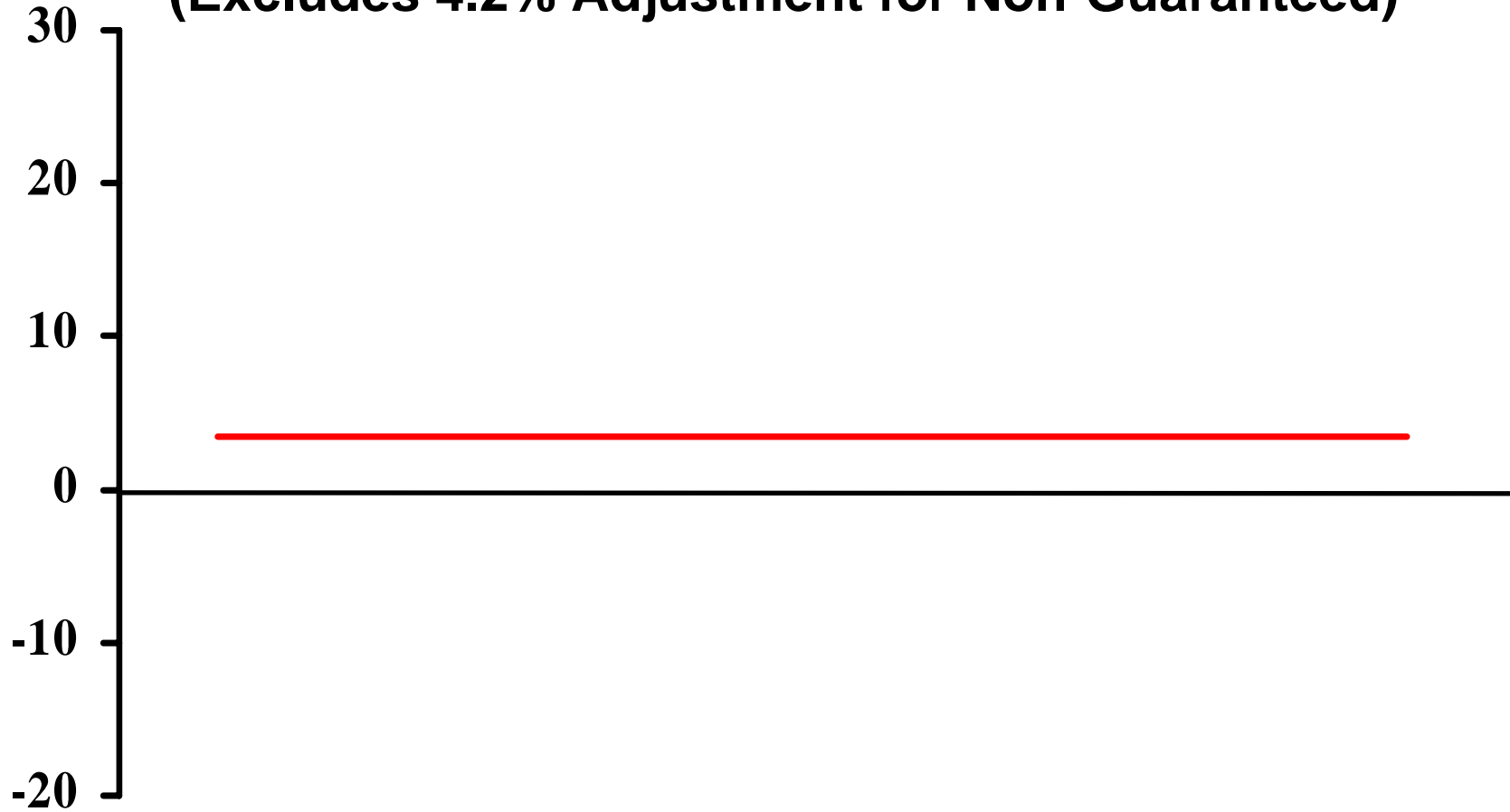
\$0 Nov. Estimate





4Q'03 Prime Scatter Pricing by Month

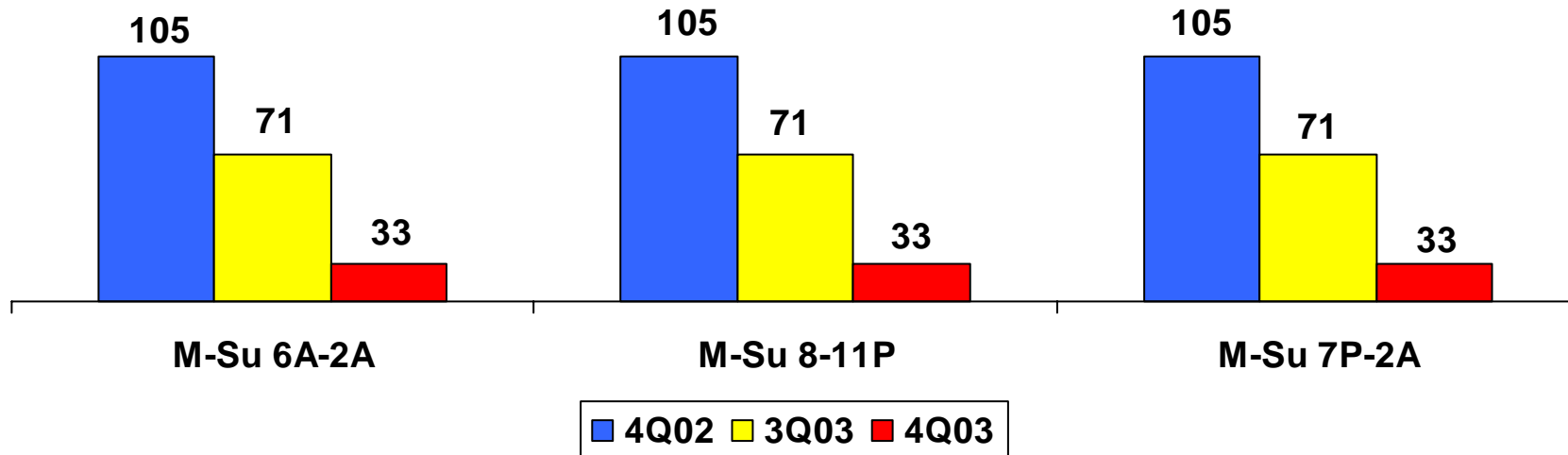
**Scatter CPM's 0 vs. Upfront on \$0
(Excludes 4.2% Adjustment for Non-Guaranteed)**



	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
\$MM	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pricing	0%	09%	0%	0%	-0%	-0%	-0%



MSNBC dfsgsdgs TRENDS



4Q03 v. 4Q02	-0%	-0%	-0%
4Q03 v. 3Q03	+0%	+0%	+0%



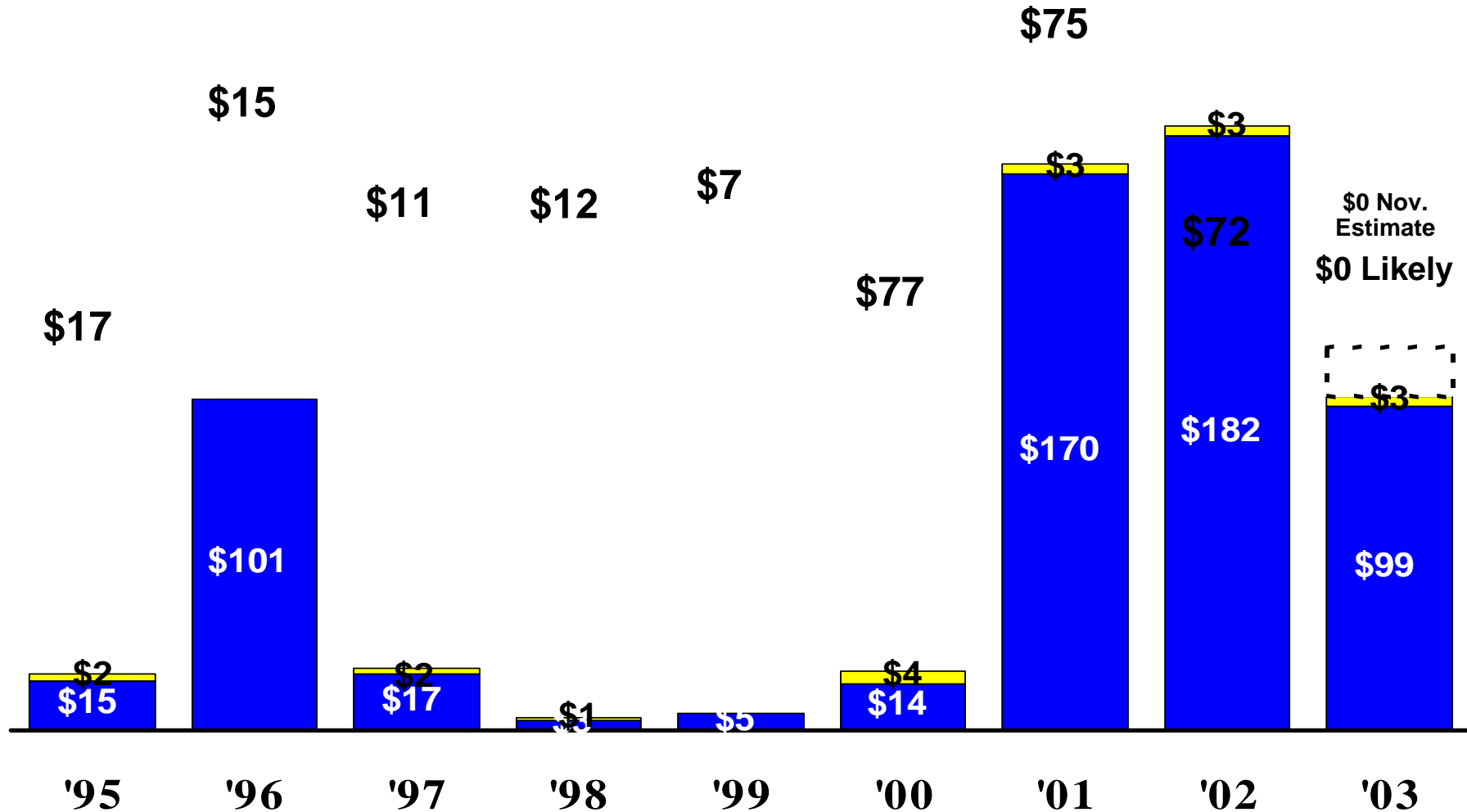
We'lfk;jnasl;kf;alsknfdcnaSC

RATINGS			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	2.3 NBA (ABC)	2.2 NBA (ABC)	2.2 NBA (ABC)
2 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.4 College B-Ball (CBS)
1.6 College B-Ball (ABC)	1.1 College B-Ball (ABC)	1.0 NHL (ABC)*	1.1 College B-Ball (ABC)
1.1 AFL (NBC)	1.0 NBA (ESPN)	1.0 College B-Ball (ABC)	1.0 NHL (ABC)
1.1 NBA (ESPN)	0.9 NHL (ABC)*	0.9 NBC (ESPN)	0.8 NBA (ESPN)
1.1 NHL (ABC)	0.9 NBA (TNT)	0.8 NBA (TNT)	0.8 NBA (TNT)
1 NBA (TNT)	0.6 AFL (NBC)	0.7 AFL (NBC)	0.7 AFL (NBC)

VPVH			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	32 NBA (ESPN)	55 NBA (ESPN)	47 NHL (ABC)
2 College B-Ball (CBS)	28 NBA (TNT)	50 NBA (TNT)	46 NBA (ESPN)
1.6 College B-Ball (ABC)	26 NBA (ABC)	49 NBA (ABC)	46 NBA (TNT)
1.1 AFL (NBC)	23 NHL (ABC)	49 NHL (ABC)	45 NBA (ABC)
1.1 NBA (ESPN)	20 College B-Ball (ABC)	39 College B-Ball (CBS)	39 College B-Ball (CBS)
1.1 NHL (ABC)	20 College B-Ball (CBS)	39 College B-Ball (ABC)	38 College B-Ball (ABC)
1 NBA (TNT)	17 AFL (NBC)	36 AFL (NBC)	35 AFL (NBC)



4Q'03 Prime Scatter Pacing



% Sold	'95	'96	'97	'98	'99	'00	'01	'02	'03
% Sold	99%	100%	99%	100%	100%	97%	99%	98%	98%

Of Current View \$00

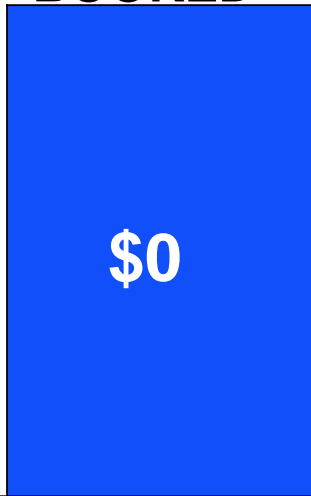


4Q '03 Prime Scatter

(Gross Sales \$MM)

•gdfgdfg	\$8.0		
•gddfg	7.5		
•gdfgdf	5.5		
•gdfgdf	3.9		
•gdfgdfg	3.5		
•dgdfgfdg	.3		
•gdfgdf	.0		
•gdfgfdg	.9		
•gdfg	.8		
•fgdfg	.7		
•gdfg	.6		
•fgd	.5	•hfgfhg	\$1.0
•gdg	.1	•hfgfh	0.8
•fdf TV	.0	•hff	0.2
•hhfh	.0	•hg	0.1

BOOKED



WORKING

\$2

TO GO

\$1

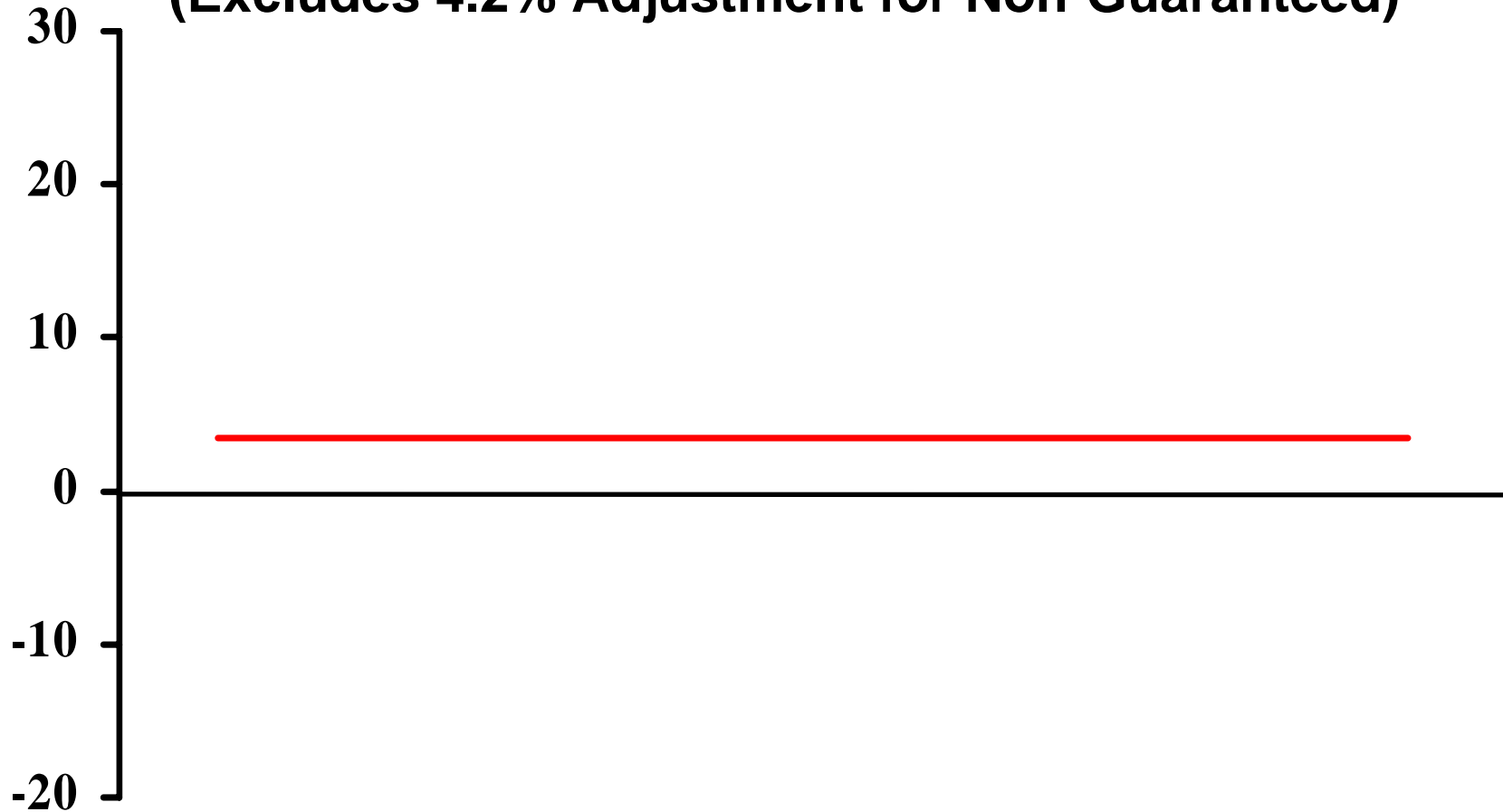
\$0 Nov.
Estimate





4Q'03 Prime Scatter Pricing by Month

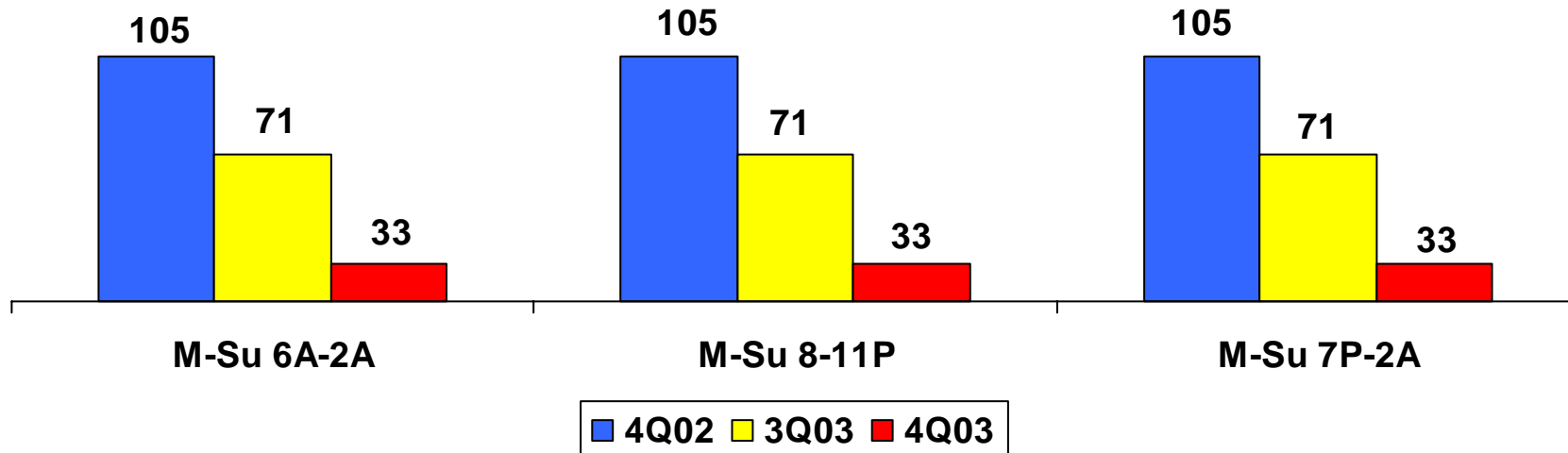
**Scatter CPM's 0 vs. Upfront on \$0
(Excludes 4.2% Adjustment for Non-Guaranteed)**



	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
\$MM	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pricing	0%	09%	0%	0%	-0%	-0%	-0%



MSNBC dfsgsdgs TRENDS



4Q03 v. 4Q02	-0%	-0%	-0%
4Q03 v. 3Q03	+0%	+0%	+0%



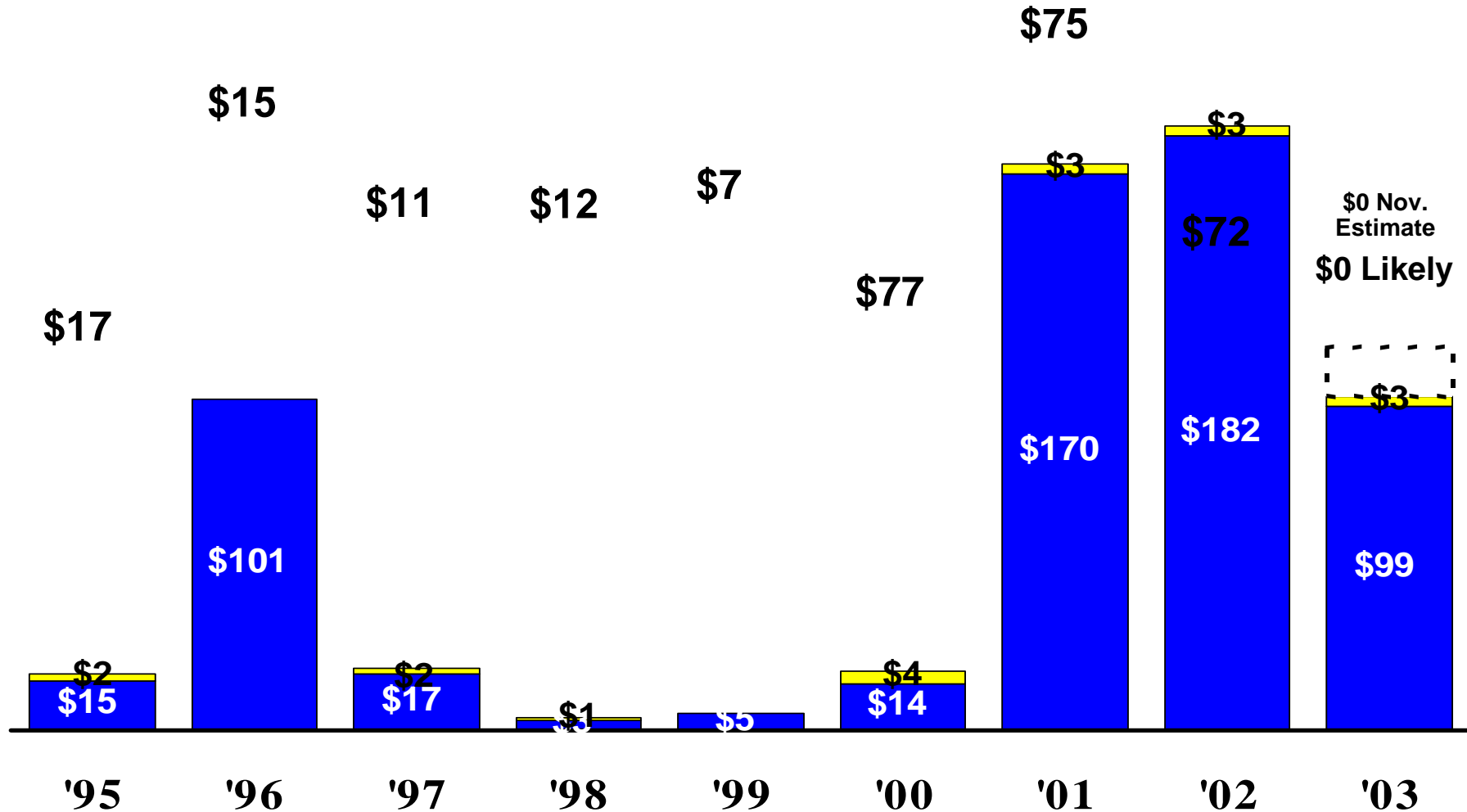
We'lfk;jnasl;kf;alsknfdcnaSC

RATINGS			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	2.3 NBA (ABC)	2.2 NBA (ABC)	2.2 NBA (ABC)
2 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.4 College B-Ball (CBS)
1.6 College B-Ball (ABC)	1.1 College B-Ball (ABC)	1.0 NHL (ABC)*	1.1 College B-Ball (ABC)
1.1 AFL (NBC)	1.0 NBA (ESPN)	1.0 College B-Ball (ABC)	1.0 NHL (ABC)
1.1 NBA (ESPN)	0.9 NHL (ABC)*	0.9 NBC (ESPN)	0.8 NBA (ESPN)
1.1 NHL (ABC)	0.9 NBA (TNT)	0.8 NBA (TNT)	0.8 NBA (TNT)
1 NBA (TNT)	0.6 AFL (NBC)	0.7 AFL (NBC)	0.7 AFL (NBC)

VPVH			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	32 NBA (ESPN)	55 NBA (ESPN)	47 NHL (ABC)
2 College B-Ball (CBS)	28 NBA (TNT)	50 NBA (TNT)	46 NBA (ESPN)
1.6 College B-Ball (ABC)	26 NBA (ABC)	49 NBA (ABC)	46 NBA (TNT)
1.1 AFL (NBC)	23 NHL (ABC)	49 NHL (ABC)	45 NBA (ABC)
1.1 NBA (ESPN)	20 College B-Ball (ABC)	39 College B-Ball (CBS)	39 College B-Ball (CBS)
1.1 NHL (ABC)	20 College B-Ball (CBS)	39 College B-Ball (ABC)	38 College B-Ball (ABC)
1 NBA (TNT)	17 AFL (NBC)	36 AFL (NBC)	35 AFL (NBC)



4Q'03 Prime Scatter Pacing



% Sold	'95	'96	'97	'98	'99	'00	'01	'02	'03
% Sold	99%	100%	99%	100%	100%	97%	99%	98%	98%

Of Current View \$00

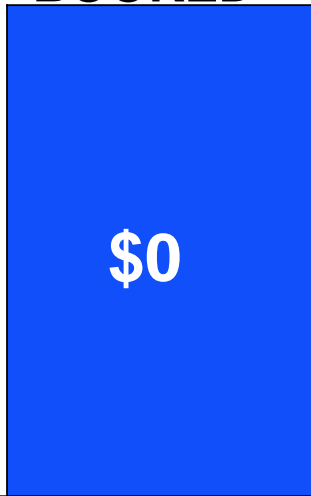


4Q '03 Prime Scatter

(Gross Sales \$MM)

•gdfgdfg	\$8.0		
•gddfg	7.5		
•gdfgdf	5.5		
•gdfgdf	3.9		
•gdfgdfg	3.5		
•dgdfgfdg	.3		
•gdfgdf	.0		
•gdfgfdg	.9		
•gdfg	.8		
•fgdfg	.7		
•gdfg	.6		
•fgd	.5	•hfgfhg	\$1.0
•gdg	.1	•hfgfh	0.8
•fdf TV	.0	•hff	0.2
•hhfh	.0	•hg	0.1

BOOKED



WORKING

\$2

TO GO

\$1

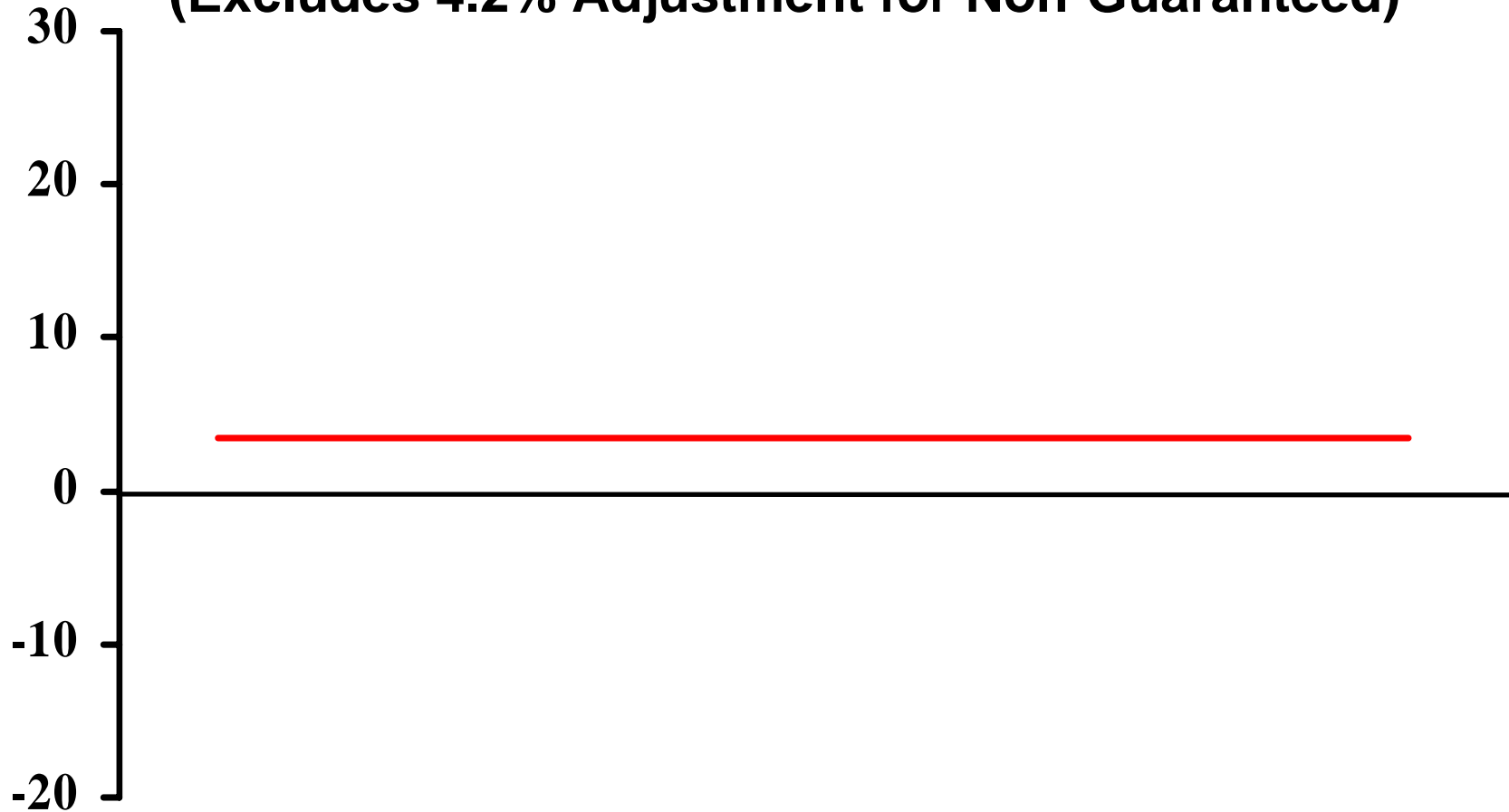
\$0 Nov. Estimate





4Q'03 Prime Scatter Pricing by Month

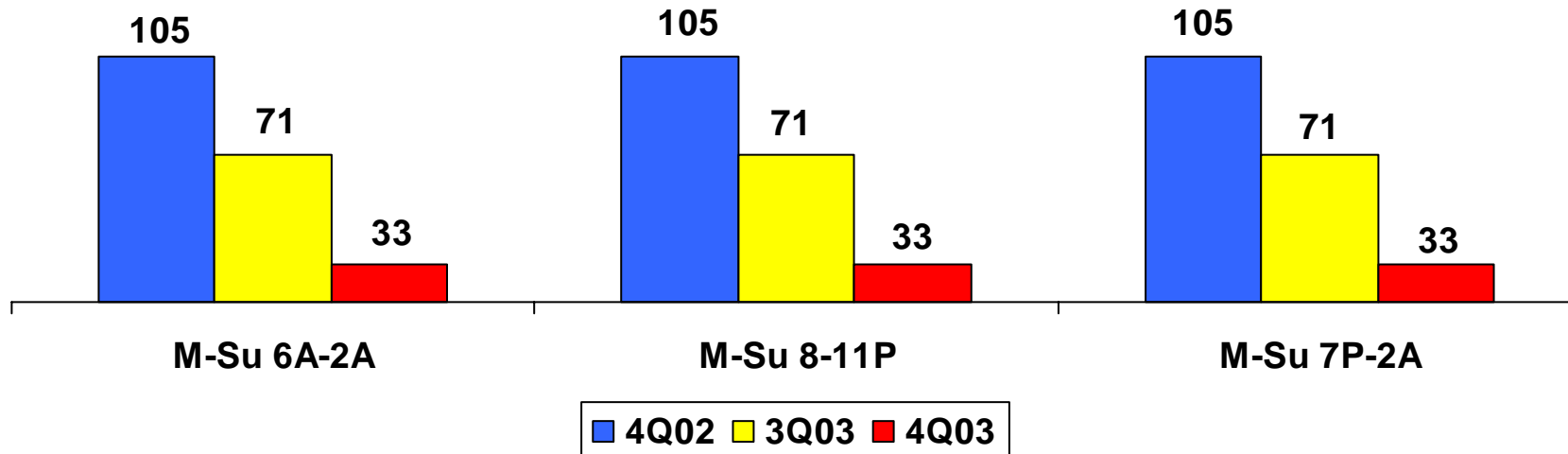
**Scatter CPM's 0 vs. Upfront on \$0
(Excludes 4.2% Adjustment for Non-Guaranteed)**



	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
\$MM	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pricing	0%	0%	0%	0%	-0%	-0%	-0%



MSNBC dfsgsdgs TRENDS



4Q03 v. 4Q02	-0%	-0%	-0%
4Q03 v. 3Q03	+0%	+0%	+0%



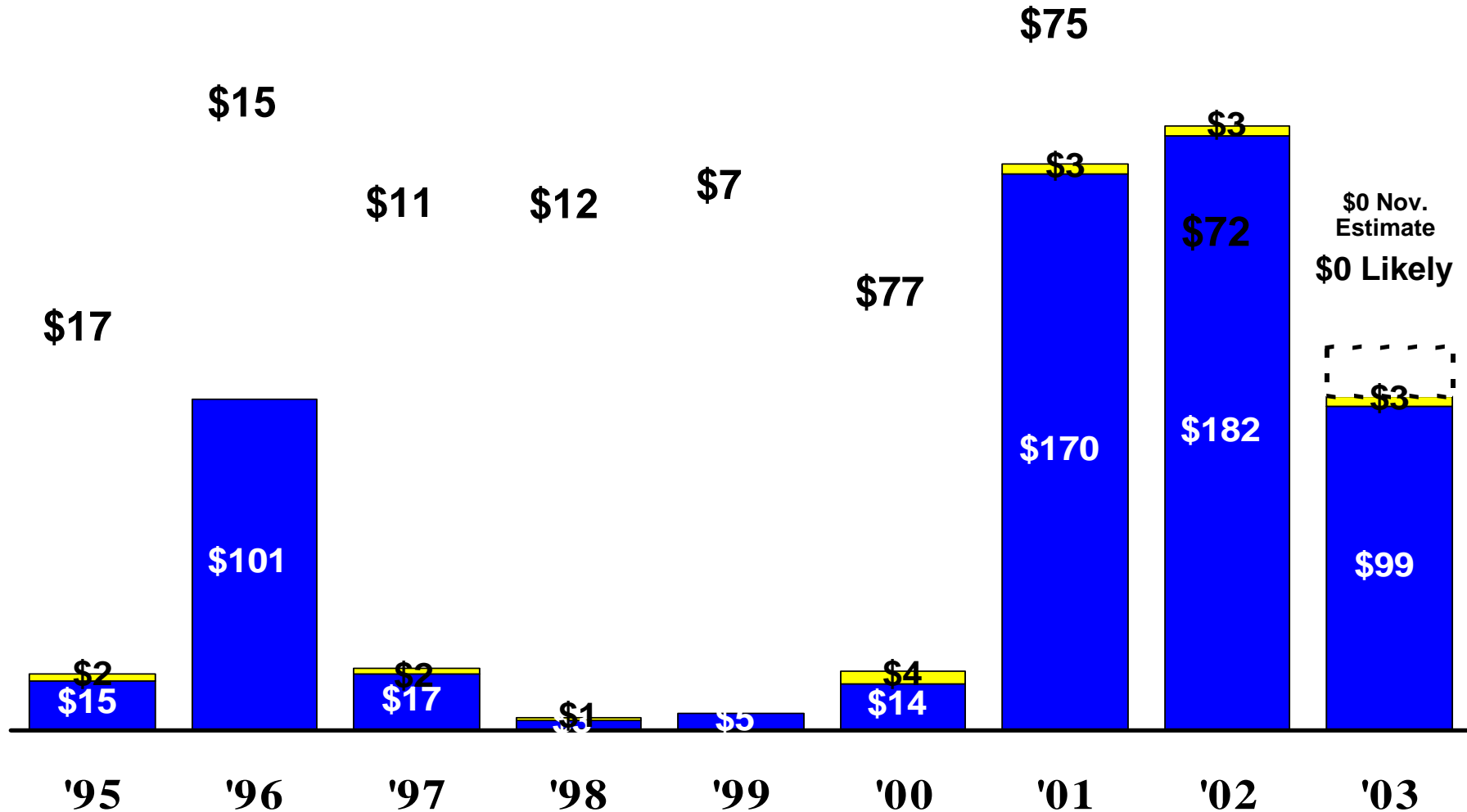
We'lfk;jnasl;kf;alsknfdcnaSC

RATINGS			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	2.3 NBA (ABC)	2.2 NBA (ABC)	2.2 NBA (ABC)
2 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.4 College B-Ball (CBS)
1.6 College B-Ball (ABC)	1.1 College B-Ball (ABC)	1.0 NHL (ABC)*	1.1 College B-Ball (ABC)
1.1 AFL (NBC)	1.0 NBA (ESPN)	1.0 College B-Ball (ABC)	1.0 NHL (ABC)
1.1 NBA (ESPN)	0.9 NHL (ABC)*	0.9 NBC (ESPN)	0.8 NBA (ESPN)
1.1 NHL (ABC)	0.9 NBA (TNT)	0.8 NBA (TNT)	0.8 NBA (TNT)
1 NBA (TNT)	0.6 AFL (NBC)	0.7 AFL (NBC)	0.7 AFL (NBC)

VPVH			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	32 NBA (ESPN)	55 NBA (ESPN)	47 NHL (ABC)
2 College B-Ball (CBS)	28 NBA (TNT)	50 NBA (TNT)	46 NBA (ESPN)
1.6 College B-Ball (ABC)	26 NBA (ABC)	49 NBA (ABC)	46 NBA (TNT)
1.1 AFL (NBC)	23 NHL (ABC)	49 NHL (ABC)	45 NBA (ABC)
1.1 NBA (ESPN)	20 College B-Ball (ABC)	39 College B-Ball (CBS)	39 College B-Ball (CBS)
1.1 NHL (ABC)	20 College B-Ball (CBS)	39 College B-Ball (ABC)	38 College B-Ball (ABC)
1 NBA (TNT)	17 AFL (NBC)	36 AFL (NBC)	35 AFL (NBC)



4Q'03 Prime Scatter Pacing



% Sold	'95	'96	'97	'98	'99	'00	'01	'02	'03
% Sold	99%	100%	99%	100%	100%	97%	99%	98%	98%

Of Current View \$00

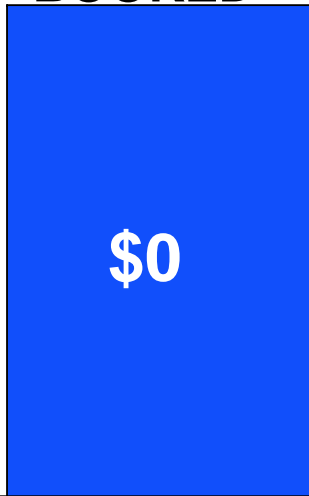


4Q '03 Prime Scatter

(Gross Sales \$MM)

•gdfgdfg	\$8.0		
•gddfg	7.5		
•gdfgdf	5.5		
•gdfgdf	3.9		
•gdfgdfg	3.5		
•dgdfgfdg	.3		
•gdfgdf	.0		
•gdfgfdg	.9		
•gdfg	.8		
•fgdfg	.7		
•gdfg	.6		
•fgd	.5	•hghfg	\$1.0
•gdg	.1	•hghf	0.8
•fdf TV	.0	•hff	0.2
•hhfh	.0	•hg	0.1

BOOKED



WORKING

\$2

TO GO

\$1

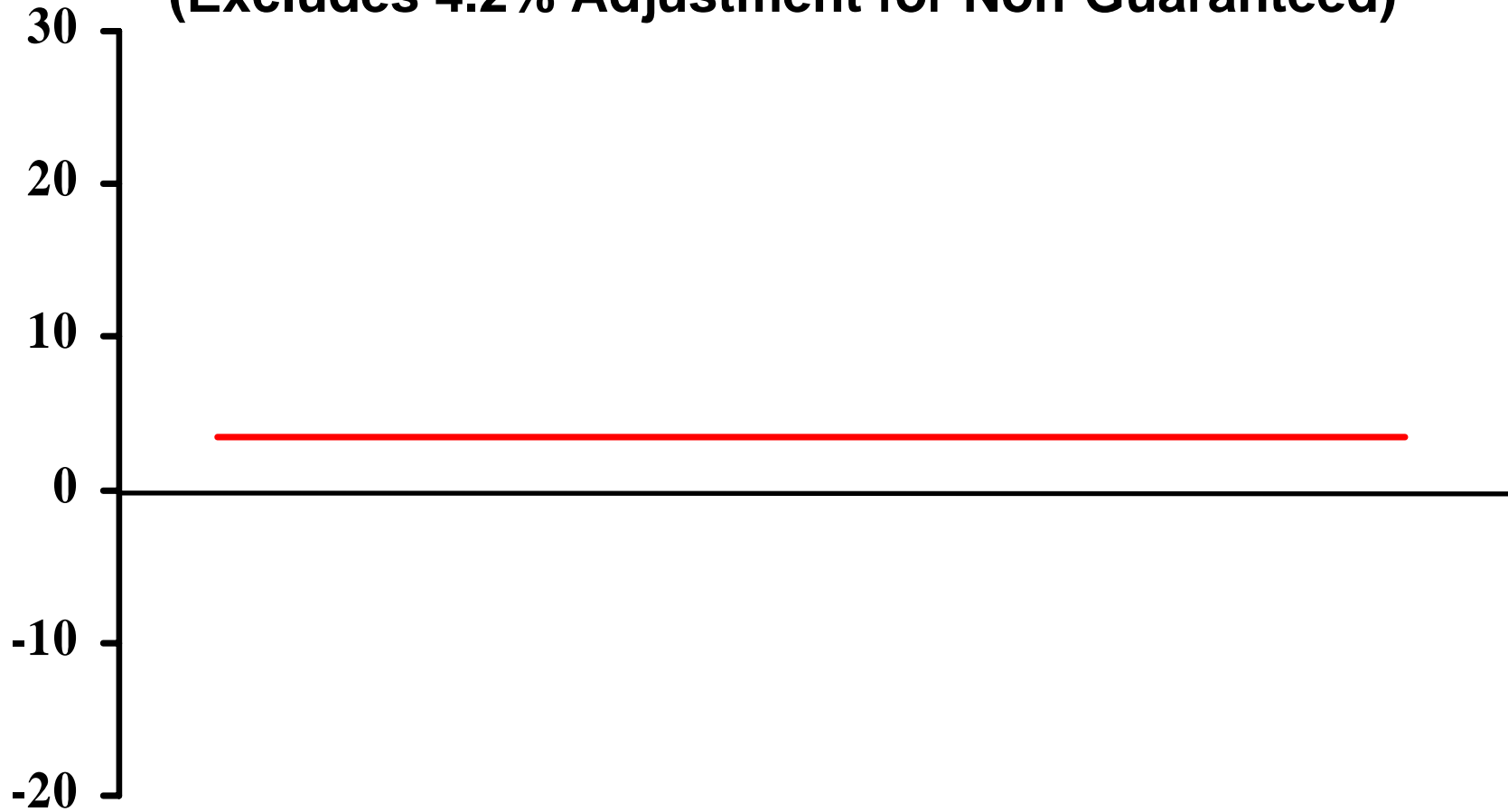
\$0 Nov. Estimate





4Q'03 Prime Scatter Pricing by Month

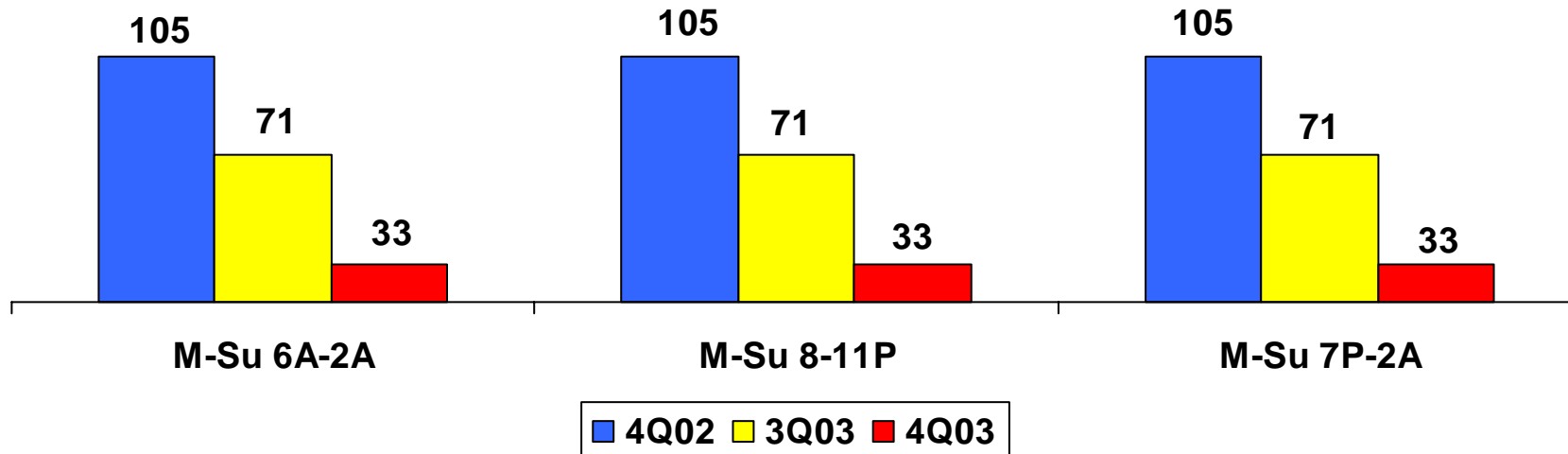
**Scatter CPM's 0 vs. Upfront on \$0
(Excludes 4.2% Adjustment for Non-Guaranteed)**



	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
\$MM	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pricing	0%	09%	0%	0%	-0%	-0%	-0%



MSNBC dfsgsdgs TRENDS



4Q03 v. 4Q02	-0%	-0%	-0%
4Q03 v. 3Q03	+0%	+0%	+0%



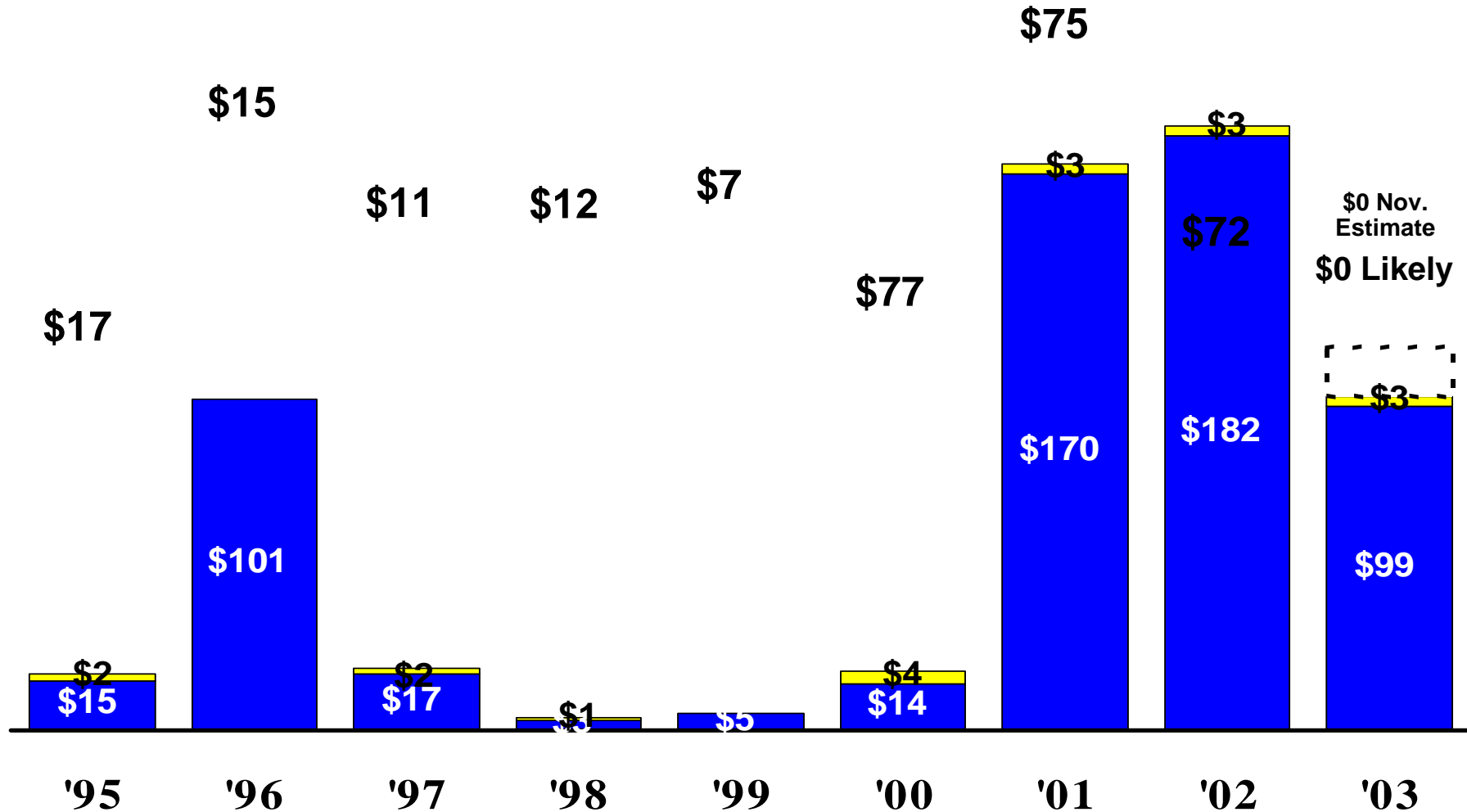
We'lfk;jnasl;kf;alsknfdcnaSC

RATINGS			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	2.3 NBA (ABC)	2.2 NBA (ABC)	2.2 NBA (ABC)
2 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.4 College B-Ball (CBS)
1.6 College B-Ball (ABC)	1.1 College B-Ball (ABC)	1.0 NHL (ABC)*	1.1 College B-Ball (ABC)
1.1 AFL (NBC)	1.0 NBA (ESPN)	1.0 College B-Ball (ABC)	1.0 NHL (ABC)
1.1 NBA (ESPN)	0.9 NHL (ABC)*	0.9 NBC (ESPN)	0.8 NBA (ESPN)
1.1 NHL (ABC)	0.9 NBA (TNT)	0.8 NBA (TNT)	0.8 NBA (TNT)
1 NBA (TNT)	0.6 AFL (NBC)	0.7 AFL (NBC)	0.7 AFL (NBC)

VPVH			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	32 NBA (ESPN)	55 NBA (ESPN)	47 NHL (ABC)
2 College B-Ball (CBS)	28 NBA (TNT)	50 NBA (TNT)	46 NBA (ESPN)
1.6 College B-Ball (ABC)	26 NBA (ABC)	49 NBA (ABC)	46 NBA (TNT)
1.1 AFL (NBC)	23 NHL (ABC)	49 NHL (ABC)	45 NBA (ABC)
1.1 NBA (ESPN)	20 College B-Ball (ABC)	39 College B-Ball (CBS)	39 College B-Ball (CBS)
1.1 NHL (ABC)	20 College B-Ball (CBS)	39 College B-Ball (ABC)	38 College B-Ball (ABC)
1 NBA (TNT)	17 AFL (NBC)	36 AFL (NBC)	35 AFL (NBC)



4Q'03 Prime Scatter Pacing



% Sold	'95	'96	'97	'98	'99	'00	'01	'02	'03
% Sold	99%	100%	99%	100%	100%	97%	99%	98%	98%

Of Current View \$00

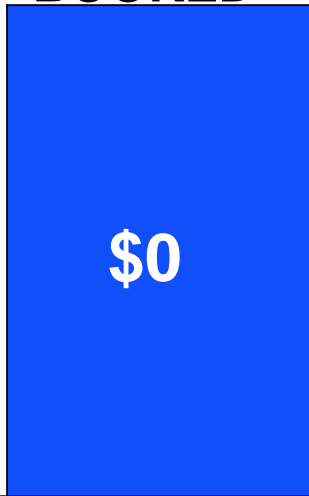


4Q '03 Prime Scatter

(Gross Sales \$MM)

•gdfgdfg	\$8.0		
•gddfg	7.5		
•gdfgdf	5.5		
•gdfgdf	3.9		
•gdfgdfg	3.5		
•dgdfgfdg	.3		
•gdfgdf	.0		
•gdfgfdg	.9		
•gdfg	.8		
•fgdfg	.7		
•gdfg	.6		
•fgd	.5	•hghfg	\$1.0
•gdg	.1	•hghf	0.8
•fdf TV	.0	•hff	0.2
•hhfh	.0	•hg	0.1

BOOKED



WORKING

\$2

TO GO

\$1

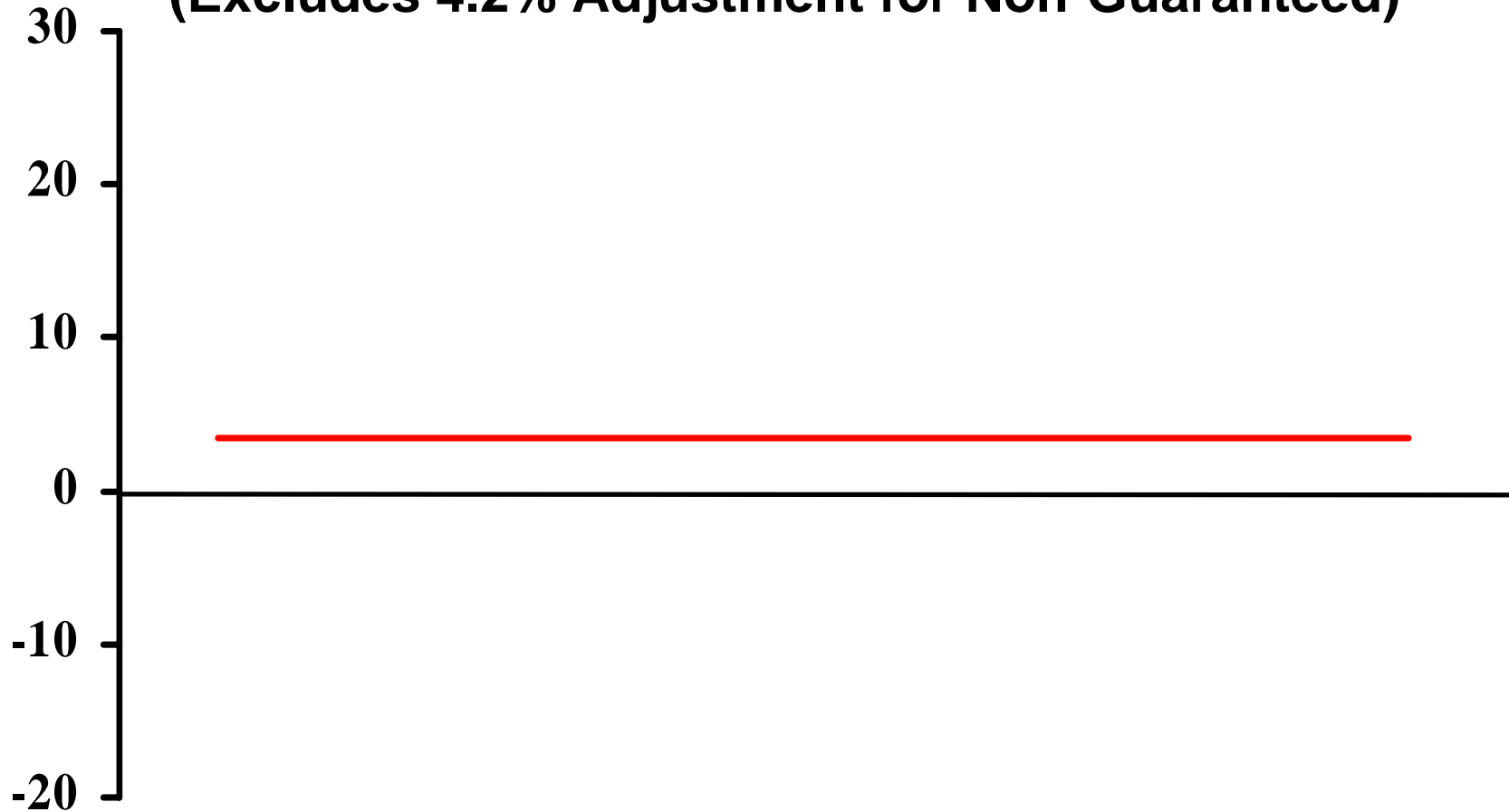
\$0 Nov.
Estimate





4Q'03 Prime Scatter Pricing by Month

**Scatter CPM's 0 vs. Upfront on \$0
(Excludes 4.2% Adjustment for Non-Guaranteed)**

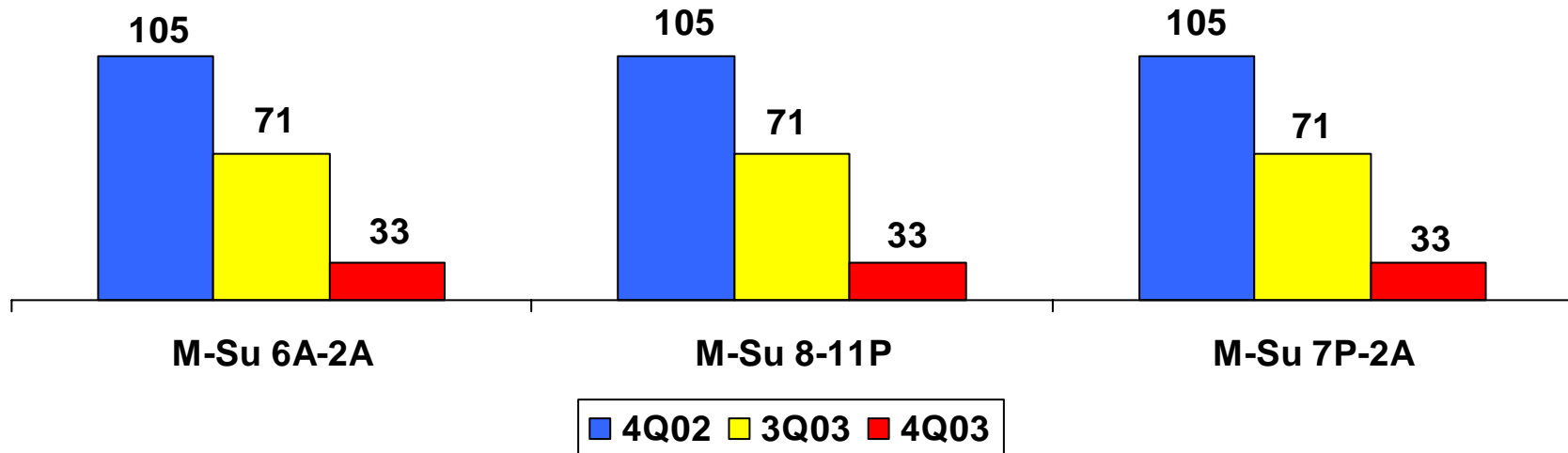


June July Aug. Sept. Oct. Nov. Dec.

\$MM	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Pricing	0%	0%	0%	0%	-0%	-0%	-0%



MSNBC dfsgsdgs TRENDS



4Q03 v. 4Q02	-0%	-0%	-0%
4Q03 v. 3Q03	+0%	+0%	+0%



We'lfk;jnasl;kf;alsknfdcnaSC

RATINGS			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	2.3 NBA (ABC)	2.2 NBA (ABC)	2.2 NBA (ABC)
2 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.3 College B-Ball (CBS)	1.4 College B-Ball (CBS)
1.6 College B-Ball (ABC)	1.1 College B-Ball (ABC)	1.0 NHL (ABC)*	1.1 College B-Ball (ABC)
1.1 AFL (NBC)	1.0 NBA (ESPN)	1.0 College B-Ball (ABC)	1.0 NHL (ABC)
1.1 NBA (ESPN)	0.9 NHL (ABC)*	0.9 NBC (ESPN)	0.8 NBA (ESPN)
1.1 NHL (ABC)	0.9 NBA (TNT)	0.8 NBA (TNT)	0.8 NBA (TNT)
1 NBA (TNT)	0.6 AFL (NBC)	0.7 AFL (NBC)	0.7 AFL (NBC)

VPVH			
HH RTG	M18-34	M18-49	M25-54
2.7 NBA (ABC)	32 NBA (ESPN)	55 NBA (ESPN)	47 NHL (ABC)
2 College B-Ball (CBS)	28 NBA (TNT)	50 NBA (TNT)	46 NBA (ESPN)
1.6 College B-Ball (ABC)	26 NBA (ABC)	49 NBA (ABC)	46 NBA (TNT)
1.1 AFL (NBC)	23 NHL (ABC)	49 NHL (ABC)	45 NBA (ABC)
1.1 NBA (ESPN)	20 College B-Ball (ABC)	39 College B-Ball (CBS)	39 College B-Ball (CBS)
1.1 NHL (ABC)	20 College B-Ball (CBS)	39 College B-Ball (ABC)	38 College B-Ball (ABC)
1 NBA (TNT)	17 AFL (NBC)	36 AFL (NBC)	35 AFL (NBC)