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A Comparison of Media Outlets and Owners for Ten Selected Markets (1960, 1980, 2000)

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I. Executive Summary

The purpose of this study is to compare the availability and ownership of media in ten different radio markets¹ at three different points in time. This report contains a count of the number of broadcast outlets, cable systems, direct broadcast satellite systems and daily newspapers located in 10 selected radio markets for the years 1960, 1980 and 2000. We also count the number of owners for each of the above and the number of unique owners across all these media.

Collectively, the number of media outlets and owners increased tremendously over the 40-year period from 1960 to 2000. The percent increase in the number of outlets averaged almost 200 percent across all ten markets. The percent increase in owner count, somewhat less dramatic due to consolidation, averaged 140 percent. For each media we find:

- The number of broadcast outlets increased dramatically from 1960 to 2000. The number of broadcast owners also increased significantly from 1960 to 1980 but, from 1980 to 2000, the count of owners was generally, relatively stagnant. This is mainly due to tremendous consolidation, especially in the radio industry, ² since passage of the 1996 Telecom Act.³
- In 1960, cable was present only in two of the selected markets. By 1980, cable was available in all ten markets and about one-third of TV households, on average, subscribed to cable. Cable subscription doubled in these markets by the year 2000, to about two-thirds of TV households, on average. Cable ownership has also experienced significant consolidation especially in the last several years.⁴
- Direct broadcast satellite (DBS), which was unavailable in 1960 and 1980, is now available nationwide. DBS was available from two companies in 2000.
- The count of daily newspapers/owners has, in general, remained flat in the ten markets since 1960.

¹ The radio market represents a core geographic area where most consumers reside. Virtually all media is available from the perspective of these residents.

² See FCC, Mass Media Bureau, Radio IndustryReview 2002: Trends in Ownership, Format and Finance, September 2002.

³ Pub. L. No. 104-104, 110 Stat. 56 (1996).

⁴ Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, *Eighth Annual Report*, CS Docket No. 01-129, 17 FCC Rcd 1244 (2002), at para. 28.

II. Methodology

Selection of markets:

There are 285 Arbitron radio Metro markets.⁵ In order to have 10 observations, representing both large and small markets, we started with market #1 [NY] and every 28th market thereafter for a total of 10 markets. The counties that made up the radio markets for the year 2000 as designated by Arbitron were used to generate comparable data for the two prior dates, 1980 and 1960.

Compilation of data:

All commercial and non-commercial TV stations in the DMA⁶ and all commercial and non-commercial radio stations licensed to communities in the radio Metro market were counted. If cable was available within the radio Metro, it counted as one system and one owner. DBS counts as two available outlets and two owners for all ten markets for the year 2000 only. Daily newspapers published in the radio Metro principal city were also tallied. All data were cross-checked for common ownership. For data sources, see Appendix.

III. Results

Table 1 - Summary of Media Outlets and Owner Count for 10 Selected Radio Markets

This table is a count of media outlets and unique owners for 1960, 1980 and 2000, for the ten selected markets with the percent increase in the number of outlets and owners from 1960 to 2000. The number of media outlets and owners increased tremendously over the 40-year period from 1960 to 2000. The percent increases in outlets ranged from 79% in Lancaster PA to a whopping 533% in Myrtle Beach SC with an average increase of almost 200% across all ten markets. The percent increases in owner count, somewhat less dramatic due to consolidation, ranged from 67% in Altoona PA to a huge 283% in Myrtle Beach SC resulting in a 140% average increase in the number of owners for all ten markets from 1960 to 2000.

While the number of media outlets increased dramatically from 1960 to 2000 in all ten markets, the New York market (#1) experienced a net loss of two owners by 2000 from peak year 1980. The number of owners in the Kansas City market (#29) remained

⁵ An Arbitron radio Metro market is a specific geographic area consisting of one or more contiguous counties that generally coincide with a Metropolitan Statistical Area as specified by OMB. The terms radio Metro market and radio market are used interchangeably.

⁶ Designated Market Area (DMA) is the television market as specified by Nielsen Media Research. For this exercise, we assume all TV stations located in the DMA are receivable in the radio market. We did not count low-power TV stations.

the same from 1980 to 2000. The other eight [smaller] markets experienced moderate increases, averaging about 25%, in unique owner count from 1980 to 2000.

Table 2 – Outlet Count by Media for 10 Selected Radio Markets

This table is a breakdown of the outlet count; separating broadcast, cable, DBS and newspaper counts for each market and year. The broadcast numbers account for virtually all of the dramatic changes in the overall media counts in Table 1.

Table 3 – Count of Broadcast Outlets for 10 Selected Radio Markets

This table focuses on the broadcast outlet count from Table 2. The broadcast count is divided into radio and television, commercial and non-commercial, counts for each market and year, further illustrating the consolidation in the commercial radio industry between 1980 and 2000.

Table 4 – Summary of Cable System Availability for 10 Selected Radio Markets

This table exhibits the tremendous growth of cable in each of the ten markets, not only in the number of communities served, but also in channel capacity and subscriber count. Cable, virtually non-existent in 1960, has grown to be the dominant video delivery vehicle in the U.S. This table also depicts the declining number of cable system owners, reflecting recent consolidation.

Appendix – Data Sources

BIA Associates, BIA Master Access Data Base (March 2002):

FCC's Cable Operations and Licensing System (COALS) data base;

Television Digest, Inc., Television Factbook, Services Volume, 1967 Edition No. 37,

Services Volume, 1980 Edition No. 49, 1966 Edition No. 36, Services Volume and

Stations Volume, 1981-82 Edition No. 50, Edition No. 30 and 31 (1960);

Television Digest, Inc., 1961 Radio Station Directory;

Warren Publishing, Television & Cable Factbook, Cable Volume No. 68, Vols. 1 and 2;

Nielsen Media Research, U. S. Television Household Estimates, September 2000;

Television Digest, Inc. Cable & Station Coverage Atlas, 1980-81;

Warren Publishing, Cable & Station Coverage Atlas, 1993;

Broadcasting Publications Inc., Broadcasting Yearbook, 1972, 1974, 1981;

R.R. Bowker, Broadcasting & Cable Yearbook, 2000;

Directory of Newspapers and Periodicals (1960); Ayer Directory of Publications (1980); 2000 Ayer Directory of Publications.

Table 1 - Summary of Media Outlets and Owner Count for 10 Selected Radio Markets (1960, 1980, 2000)

Ne	w York NY		Burlington	VT/Plattsburg	gh NY
Ma	rket Rank #1			ket Rank #141	<u> </u>
	Media Outlets	Owners		Media Outlets	Owners
1960	89	60	1960	15	13
1980	154	116	1980	37	28
2000	184	114	2000	53	34
% Change '60-'00	107%	90%	% Change '60-'00	253%	162%
			, i		
Kan	sas City MO		Myrt	tle Beach SC	
	rket Rank #29			ket Rank #169	
iviai	Not Rain #20		Mai	Not Italik # 100	
	Media Outlets	Owners		Media Outlets	Owners
1960	22	16	1960	6	6
1980	44	33	1980	22	16
2000	53	33	2000	38	23
% Change '60-'00	141%	106%	% Change '60-'00	533%	283%
Biri	mingham Al		Ter	re Haute IN	
	rket Rank #57		Mar	ket Rank #197	
	Media Outlets	Owners		Media Outlets	Owners
1960	28	20	1960	12	8
1980	44	34	1980	26	19
2000	59	38	2000	33	22
% Change '60-'00	111%	90%	% Change '60-'00	175%	175%
Litt	tle Rock AR		Char	lottesville VA	
Mai	rket Rank #85		Mar	ket Rank #225	
	Media Outlets	Owners		Media Outlets	Owners
1960	17	14	1960	8	5
1980	35	30	1980	13	10
2000	60	33	2000	23	14
% Change '60-'00	253%	136%	% Change '60-'00	188%	180%
La	ncaster PA		A	Itoona PA	
Mar	ket Rank #113		Mar	ket Rank #253	
				- 2	
	Media Outlets	Owners		Media Outlets	Owners
1960	14	10	1960	11	9
1980	21	16	1980	19	12
2000	25	20	2000	23	15
% Change '60-'00	79%	100%	% Change '60-'00	109%	67%

Table 2 - Outlet Count by Media for 10 Selected Radio Markets (1960, 1980, 2000)

Market:	New Yo	rk NY				
Rank 1	196		198	0	200	0
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	81	53	145	109	172	103
		_		_		_
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	0	0	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0 Owners	0	0 Owners	2	2
	•	•				
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	8	8	8	8	9	9
	-		-	_	-	
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	89	60	154	116	184	114
Market:						
Rank 29	196		198		200	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	21	15	42	31	49	29
	Cable Sve	Owners	Cable Sve	Owners	Cable Sus	Owners
	Cable Sys. 0	Owners 0	Cable Sys.	Owners 1	Cable Sys. 1	Owners 1
	U	U	ı	1	I	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	0	2	2
	-	-	-			
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	1	1	1	1	1	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	22	16	44	33	53	33
Market:						
Market: Rank 57	196	0	198		200	
	196 B/C Outlets	0 B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	196	0				
	B/C Outlets 26	B/C Owners 20	B/C Outlets 42	B/C Owners 33	B/C Outlets 54	B/C Owners 33
	B/C Outlets 26 Cable Sys.	B/C Owners 20 Owners	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners	B/C Outlets 54 Cable Sys.	B/C Owners 33 Owners
	B/C Outlets 26	B/C Owners 20	B/C Outlets 42	B/C Owners 33	B/C Outlets 54	B/C Owners 33
	196 B/C Outlets 26 Cable Sys. 0	B/C Owners 20 Owners 0	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners 1	B/C Outlets 54 Cable Sys. 1	B/C Owners 33 Owners 1
	196 B/C Outlets 26 Cable Sys. 0 DBS	0 B/C Owners 20 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners	B/C Outlets 54 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners
	196 B/C Outlets 26 Cable Sys. 0	B/C Owners 20 Owners 0	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners 1	B/C Outlets 54 Cable Sys. 1	B/C Owners 33 Owners 1
	196 B/C Outlets 26 Cable Sys. 0 DBS 0	O B/C Owners 20 Owners 0 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2	B/C Owners 33 Owners 1 Owners 2
	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News.	O B/C Owners 20 Owners 0 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News.	B/C Owners 33 Owners 1 Owners 2 Owners
	196 B/C Outlets 26 Cable Sys. 0 DBS 0	O B/C Owners 20 Owners 0 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2	B/C Owners 33 Owners 1 Owners 2
Rank 57	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News.	O B/C Owners 20 Owners 0 Owners 0 Owners 1	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners 0 Owners 1 Owners 0 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2	Owners Owners Owners Owners Owners 2 Owners 2
	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2	O B/C Owners 20 Owners 0 Owners 0 Owners 1 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1	Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	Owners Owners Owners Owners Owners Owners Owners Owners
Rank 57	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News.	O B/C Owners 20 Owners 0 Owners 0 Owners 1	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners 0 Owners 1 Owners 0 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2	Owners Owners Owners Owners Owners 2 Owners 2
Rank 57	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2	O B/C Owners 20 Owners 0 Owners 0 Owners 1 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1	Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	Owners Owners Owners Owners Owners Owners Owners Owners
Rank 57	DBS Daily News. 28 Media Outlets 28	O B/C Owners 20 Owners 0 Owners 0 Owners 1 Owners 20	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1	Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	Owners Owners Owners Owners Owners Owners Owners Owners
Rank 57	196 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2	O B/C Owners 20 Owners 0 Owners 0 Owners 1 Owners 20 Cowners 20	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1	Owners Owners Owners Owners Owners Owners Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	Owners 2 Owners 2 Owners 2 Owners 38
Total	DBS Daily News. 2 Media Outlets 28 Little Ro	O B/C Owners 20 Owners 0 Owners 0 Owners 1 Owners 20 Cowners 20	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59	Owners 2 Owners 2 Owners 2 Owners 38
Total	DBS Daily News. 2 Media Outlets 28 Little Ro 196	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Cwners 20 Cwners 20 Ck AR 0	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners 1 Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59	Owners 2 Owners 2 Owners 2 Owners 38
Total	DBS Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Ck AR 0 B/C Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners A Owners Owners A Owners B/C Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets	Owners 2 Owners 2 Owners 2 Owners 38 Owners B/C Owners
Total	DBS Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Ck AR 0 B/C Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners A Owners Owners A Owners B/C Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets	Owners 2 Owners 2 Owners 2 Owners 38 Owners B/C Owners
Total	DBS O Daily News. 2 Media Outlets 28 Little Ro B/C Outlets	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Ck AR 0 B/C Owners 13	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32	Owners Owners Owners Owners Owners Owners BOWNERS Owners Owners Owners Owners A Owners A	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55	Owners 2 Owners 2 Owners 2 Owners 38 Owners 2 Owners 2 Owners 38
Total	DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys.	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 B/C Owners 13 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys.	Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys.	Owners 2 Owners 2 Owners 38 Owners 2 Owners 2 Owners 2 Owners 38 Owners Owners 28 Owners
Total	DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys.	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 B/C Owners 13 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys.	Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys.	Owners 2 Owners 2 Owners 38 Owners 2 Owners 2 Owners 2 Owners 38 Owners Owners 28 Owners
Total	DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys.	O B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 Ck AR 0 B/C Owners 13 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 Owners 34 Owners 27 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1	Owners 2 Owners 2 Owners 38 Owners 2 Owners 2 Owners 38 Owners 1
Total	DBS Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys. 0	O B/C Owners Owners Owners Owners Owners 1 Owners 20 Owners 1 Owners 20 Ck AR O B/C Owners 13 Owners Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 Owners 27 Owners 1 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS	Owners
Total	DBS Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys. 0	O B/C Owners Owners Owners Owners Owners 1 Owners 20 Owners 1 Owners 20 Ck AR O B/C Owners 13 Owners Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 Owners 27 Owners 1 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS	Owners
Total	Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 28 Cable Sys. 0 Daily News. 2 Media Outlets 28 Description of the control of	O B/C Owners Owners Owners Owners Owners 1 Owners 20 Ck AR O B/C Owners 13 Owners 0 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 27 Owners 1 Owners 27 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2	B/C Owners 33 Owners 1 Owners 2 Owners 38 0 B/C Owners 28 Owners 1 Owners 2
Total	Daily News. Cable Sys. O DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys. O DBS O DBS	0 B/C Owners 20 Owners 0 Owners 1 Owners 20 Ck AR 0 B/C Owners 13 Owners 0 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News.	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 27 Owners 1 Owners 27 Owners 0 Owners 0 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News.	B/C Owners 33 Owners 1 Owners 2 Owners 38 OB/C Owners 28 Owners 1 Owners 2 Owners 2 Owners 2 Owners 2 Owners 2 Owners 2 Owners 1
Total	Daily News. Cable Sys. O DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys. O DBS O DBS	0 B/C Owners 20 Owners 0 Owners 1 Owners 20 Ck AR 0 B/C Owners 13 Owners 0 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News.	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 27 Owners 1 Owners 27 Owners 0 Owners 0 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News.	B/C Owners 33 Owners 1 Owners 2 Owners 38 OB/C Owners 28 Owners 1 Owners 2 Owners 2 Owners 2 Owners 2 Owners 2 Owners 2 Owners 1
Total Market: Rank 85	Daily News. Cable Sys. O DBS O Daily News. 2 Media Outlets 28 Little Ro 196 B/C Outlets 15 Cable Sys. O DBS O DBS O DBS O DBS O	0 B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 20 Ck AR 0 B/C Owners 13 Owners 0 Owners 2	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 198 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News. 2	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 Owners 27 Owners 1 Owners 27 Owners 27 Owners 27 Owners 27	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News. 2	B/C Owners 33 Owners 1 Owners 2 Owners 38 Omners 38 Owners 1 Owners 28 Owners 28 Owners 20 Owners 20

Table 2 - Outlet Count by Media for 10 Selected Radio Markets (1960, 1980, 2000)

		5.4				
Market: Rank 113			198	60	200	0
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	12	10	18	14	20	16
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	0	0	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	0	2	2
					_	
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	2	1	2	1	2	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	14	10	21	16	25	20
Market:	Burlingt	on VT/Plattsb	urah NY			
Rank 141			198	0	200	0
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owner
	12	10	34	25	48	29
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	1	1	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	0	2	2
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	2	2	2	2	2	2
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
Total	15	13	37	28	53	34
Market:	Myrtle Be	ach SC				
Rank 169	196	0	198	0	200	0
	B/C Outlets 5	B/C Owners 5	B/C Outlets 20	B/C Owners 14	B/C Outlets 35	B/C Owner 20
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	0	0	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	0	2	2
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	1	1	1	1	0	0
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	6	6	22	16	38	23
Market:	Terre Ha	ute IN				
Rank 197		0	198	0	200	0
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owner
	10	7	23	17	29	18
	Cable Sys.	Owners 0	Cable Sys.	Owners 1	Cable Sys.	Owners 1
	DBS	Owners	DBS	Owners	DBS	Owners
	טטט	O MIIIGI 2	0	0 Owners	2	2
	0	0	U		-	
	0		-			
	0 Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	0		-			
Total	0 Daily News.	Owners	Daily News.	Owners	Daily News.	Owners

Table 2 - Outlet Count by Media for	10 Selected Radio Markets	; (1960, 1980, 2	2000)
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Table 2 - Outlet Count by Media for 10 Selected Radio Markets (1960, 1980, 2000)

Charlottes	ville VA				
	0	198	30	200	
B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
7	4	11	8	19	10
Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
0	0	1	1	1	1
DBS	Owners	DBS	Owners	DBS	Owners
0	0	0	0	2	2
Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
1	1	1	1	1	1
Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
8	5	13	10	23	14
		1980		200	00
				=	B/C Owners
9	7	17	10	20	12
Cable Svs.	Owners	Cable Svs.	Owners	Cable Svs.	Owners
1	1	1	1	1	1
DBS	Owners	DBS	Owners	DBS	Owners
0	0	0	0	2	2
Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
1	1	1	1	0	0
Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
			12		15
	196 B/C Outlets 7 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 8 Altoon 196 B/C Outlets 9 Cable Sys. 1 DBS 0	7 4 Cable Sys. Owners 0 0 DBS Owners 0 0 Daily News. Owners 1 1 Media Outlets Owners 8 5 Altoona PA 1960 B/C Outlets B/C Owners 9 7 Cable Sys. Owners 1 1 DBS Owners 0 0 Daily News. Owners 1 1	1960 1988 1980	1960 1980 B/C Outlets B/C Owners 7 4 11 8 8 C Owners 7 4 11 8 8 C Owners 7 4 11 8 8 C Owners 7 4 11 1 1 1 1 1 1 1	1960

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

		wners for 10 cial and Non-	-commercial)	iai NELS (130	υ, ι θ	ou, 2000	<i>)</i>
Market	•	60		980		20	00
iviai ket	13		18	700	-	20	00
New York* NY	Radio	(Com'l)	Radio	(Com'l)		Radio	(Com'l)
Radio Mkt Rank	stations	owners	stations	owners	5	stations	owners
1	64	43	94	67		101	41
· · · · · · · · · · · · · · · · · · ·		on-com'l)		lon-com'l)		Radio (N	
*Includes the following embedded	stations	owners	stations	owners	_	stations	owners
radio markets: Nassau-Suffolk:	10	9	34	33		47	43
Stamford/Norwalk CT;		Total		o Total	_	Radio	
Morristown NJ: Monmouth Co. NJ				1			
	stations	owners 52	stations 128	owners 100	-	stations	owners
Middlesex/Somerset/Union NJ;	74	52	128	100	_	148	84
Westchester NY.	T1 / /					T) / / C	
	,	Com'l)	TV (0			TV (C	
	stations	owners	stations	owners		stations	owners
	7	7	10	9		16	15
	TV (No	n-Com'l)	TV (No	n-Com'l)		TV (Nor	n-Com'l)
	stations	owners	stations	owners	5	stations	owners
	0	0	7	6		8	7
	TV	Total	TV	Total		TV 7	otal
	stations	owners	stations	owners	9	stations	owners
	7	7	17	15		24	22
		-					
	B/C Tota	al (Com'l)	B/C Total	al (Com'l)		B/C Tota	l (Com'l)
	stations	owners	stations	owners	_	stations	owners
	71	44	104	71	`	117	54
		1 1			- D		
	,	Non-Com'l)		(Non-Com'l)	_	,	Non-Com'l
	stations	owners	stations	owners		stations	owners
	10	9	41	38		55	49
	B/C	Total	B/C	Total		B/C	
	stations	owners	stations	owners	5	stations	owners
	81	53	145	109		172	103
Market	19	60	19	980		20	00
Kansas City MO	Radio	(Com'l)	Radio	(Com'l)		Radio	(Com'l)
Radio Mkt Rank	stations	owners	stations	owners	5	stations	owners
29	17	14	31	22		34	16
	Radio (N	on-com'l)		lon-com'l)		Radio (N	
	stations	owners	stations	owners	_	stations	owners
	1	1	5	5	_	6	6
		Total		o Total	_	Radio	
					_	stations	
	stations	owners			•		owners
	40	1 =	stations				20
	18	15	36	27		40	22
		-	36	27		40	
	TV (C	Com'I)	36 TV (0	27 Com'l)		40 TV (0	Com'l)
	TV (0	Com'l) owners	36 TV (0	27 Com'l) owners	5	40 TV (C	Com'l) owners
	TV (0 stations 3	Com'l) owners 3	36 TV (0 stations 5	27 Com'l) owners 5	5	40 TV (Costations 8	Com'l) owners
	TV (0	Com'l) owners 3	36 TV (0	27 Com'l) owners 5	5	40 TV (C	Com'l) owners
	TV (0 stations 3 TV (Nor	Com'l) owners 3	36 TV (0 stations 5 TV (No	27 Com'l) owners 5	5	40 TV (Costations 8	Com'l) owners
	TV (0 stations 3 TV (Nor stations 0	Com'l) owners 3 n-Com'l) owners	TV ((stations 5 TV (No stations 1	27 Com'l) owners 5 n-Com'l) owners 1	5	TV (Costations 8 TV (Norstations 1	com'l) owners 6 n-Com'l) owners 1
	TV (0 stations 3 TV (Nor stations	Com'l) owners 3 n-Com'l) owners	36 TV (0 stations 5 TV (No stations	27 Com'l) owners 5 n-Com'l) owners 1	5	TV (Contained and the stations and the stations and the stations are stations.	com'l) owners 6 n-Com'l) owners 1
	TV (0 stations 3 TV (Nor stations 0 TV	Com'l) owners 3 n-Com'l) owners	TV ((stations 5 TV (No stations 1	27 Com'l) owners 5 n-Com'l) owners 1 Total	5	TV (Costations 8 TV (Norstations 1	com'l) owners 6 n-Com'l) owners
	TV (0 stations 3 TV (Nor stations 0 TV	Com'l) owners 3 n-Com'l) owners 0	36 TV (0 stations 5 TV (No stations 1	27 Com'l) owners 5 n-Com'l) owners 1 Total	\$	TV (Costations 8 TV (Norestations 1 TV 7	com'l) owners 6 n-Com'l) owners 1
	TV (0 stations 3 TV (Noi stations 0 TV stations	com'l) owners 3 n-Com'l) owners 0 Total owners	TV (0 stations 5 TV (No stations 1 TV stations	27 Com'l) owners 5 n-Com'l) owners 1 Total owners	\$	TV (Contactions 8) TV (Nor stations 1) TV 1	com'l) owners 6 n-Com'l) owners 1 Total owners
	TV (0 stations 3 TV (Noi stations 0 TV stations 3	com'l) owners 3 n-Com'l) owners 0 Total owners 3	36 TV (0 stations 5 TV (No stations 1 TV stations 6	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6	\$	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9	com'l) owners 6 n-Com'l) owners 1 Total owners 7
	TV (0 stations 3 TV (Nor stations 0 TV stations 3	com'l) owners 3 n-Com'l) owners 0 Total owners 3	TV (0 stations 5 TV (No stations 1 TV stations 6	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l)	\$	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total	com'l) owners 6 n-Com'l) owners 1 Total owners 7
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners	TV (0 stations 5 TV (No stations 1 TV stations 6 B/C Tota stations	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners	\$	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total stations	Com'l) owners 6 n-Com'l) owners 1 Total owners 7
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14	TV (0 stations 5 TV (No stations 1 TV stations 6 B/C Tota stations 36	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25		TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total stations 42	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20 B/C Total (com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l)	TV (0 stations 5 TV (No stations 1 TV stations 6 B/C Total 6 B/C T	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l)	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	TV (Costations 8 TV (Nor stations 1 TV 1 stations 9 B/C Total stations 42	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20 B/C Total (stations	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l) owners	TV (vestations) 5 TV (No stations) 1 TV stations 6 B/C Total (stations)	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l) owners	\$ \$ B/	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total stations 42 C Total (stations stations 1)	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l owners
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20 B/C Total (stations 1	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l) owners	TV (vestations) 5 TV (No stations) 1 TV stations 6 B/C Total stations 6 B/C Total stations 6	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l) owners 6	\$ \$ \$ B/\$ \$	TV (Costations 8 TV (Norstations 1 TV 7 stations 9 B/C Total stations 42 C Total (stations 7	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l owners 7
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20 B/C Total (stations	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l) owners	TV (vestations) 5 TV (No stations) 1 TV stations 6 B/C Total (stations)	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l) owners 6	\$ \$ \$ B/\$ \$	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total stations 42 C Total (stations stations 1)	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l owners 7
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 B/C Total stations 20 B/C Total (stations 1	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l) owners 1 Total owners	TV (I stations 5 TV (No stations 1 TV stations 6 B/C Total (stations 6 B/C stations 6 B/C stations	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l) owners 6 Total owners	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	TV (Costations 8 TV (Norstations 1 TV 7 stations 9 B/C Total stations 42 C Total (stations 7	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l owners 7 Total owners
	TV (0 stations 3 TV (Nor stations 0 TV stations 3 TV (Stations 3 TV (Stations 20 TV Stations 20 TV Stations 1 TV S	com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners 14 Non-Com'l) owners 1 Total	36 TV (IO stations 5 TV (No stations 1 TV stations 6 B/C Total (stations 6 B/C Total (stations 6) B/C Total (stations 6)	27 Com'l) owners 5 n-Com'l) owners 1 Total owners 6 al (Com'l) owners 25 (Non-Com'l) owners 6 Total	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	TV (Costations 8 TV (Nor stations 1 TV 7 stations 9 B/C Total stations 42 'C Total (Instations 7 B/C 7	Com'l) owners 6 n-Com'l) owners 1 Total owners 7 Il (Com'l) owners 22 Non-Com'l owners 7 Total

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broadcast					arkets (196	0;	1980; 2000)
	(Commer	rcial and Non	-commerc	ial)	1			l
Market	19	060		19	80		20	00
Birmingham AL		(Com'l)			(Com'l)			(Com'l)
Radio Mkt Rank	stations	owners 19	statio 32	_	owners		stations	owners
57	22 Padio (N	lon-com'l)			24 on-com'l)		38 Padio (N	18 on-com'l)
	stations	owners	statio	_	owners		stations	owners
	0	0		113	3		7	7
	_	Total			Total		2	Total
	stations	owners	statio		owners		stations	owners
	22	19	35		27		45	25
	,	Com'l)		_ `	Com'l)		,	Com'l)
	stations	owners	statio		owners		stations	owners
	2	2		/ N I =	5		7 TV (N)	7
		n-Com'l)		•	n-Com'l)		TV (Nor	
	stations 2	owners 1	statio 2	ns	owners 1		stations 2	owners 1
		Total		T\/	լ <u> </u>			гоtal
	stations	owners	statio		owners		stations	owners
	4	3	7		6		9	8
			<u> </u>					
	B/C Tota	al (Com'l)	B/C	Tota	l (Com'l)		B/C Tota	al (Com'l)
	stations	owners	statio	ns	owners		stations	owners
	24	19	37		29		45	25
		(Non-Com'l)			Non-Com'l)		B/C Total (,
	stations	owners			owners		stations	
	2	1	5		4		9	8
		Total			Total			Total
	stations 26	owners 20	statio 42		owners 33		stations 54	owners 33
	20	20	42		33		34	33
8.6 t 4								
IVIARKET	19	060		19	80		20	00
Market	19	060		19	80		20	00
Little Rock AR		(Com'l)	Ra		80 (Com'l)		20 Radio	
	Radio stations	(Com'l) owners	statio	idio ((Com'l) owners		Radio stations	
Little Rock AR	Radio stations	(Com'l) owners 12	statio 23	idio ((Com'l) owners 20		Radio stations 37	(Com'l) owners 16
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N	(Com'l) owners 12 lon-com'l)	statio 23 Radi	idio ((Com'l) owners 20 on-com'l)		Radio stations 37 Radio (N	(Com'l) owners 16 on-com'l)
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations	(Com'l) owners 12 lon-com'l) owners	statio 23 Radi statio	idio ((Com'l) owners 20 on-com'l) owners		Radio stations 37 Radio (N stations	(Com'l) owners 16 on-com'l) owners
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0	(Com'l) owners 12 lon-com'l) owners 0	statio 23 Radi statio 3	ndio (ns o (No	(Com'l) owners 20 on-com'l) owners 3		Radio stations 37 Radio (N stations	(Com'l) owners 16 on-com'l) owners 5
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio	(Com'l) owners 12 lon-com'l) owners 0 Total	statio 23 Radi statio 3 R	ndio (ns o (No	(Com'l) owners 20 on-com'l) owners 3 Total		Radio stations 37 Radio (N stations 5 Radio	(Com'l) owners 16 on-com'l) owners 5 o Total
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations	(Com'l) owners 12 lon-com'l) owners 0 Total owners	statio 23 Radi statio 3 R	o (Nons	(Com'l) owners 20 on-com'l) owners 3 Total owners		Radio stations 37 Radio (N stations 5 Radio stations	(Com'l) owners 16 on-com'l) owners 5 oTotal owners
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio	(Com'l) owners 12 lon-com'l) owners 0 Total	statio 23 Radi statio 3 R	o (Nons	(Com'l) owners 20 on-com'l) owners 3 Total		Radio stations 37 Radio (N stations 5 Radio	(Com'l) owners 16 on-com'l) owners 5 o Total
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12	statio 23 Radi statio 3 R statio 26	o (Nons	(Com'l) owners 20 on-com'l) owners 3 Total owners		Radio stations 37 Radio (N stations 5 Radio stations	(Com'l) owners 16 on-com'l) owners 5 Total owners 21
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 Com'l)	statio 23 Radi statio 3 R statio 26	o (Nons)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l)		Radio stations 37 Radio (N stations 5 Radio stations 42	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l)
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 Com'l) owners 3	statio 23 Radi statio 3 R statio 26 T statio 3	o (Nons adio adio adio ns	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 Com'l) owners 3 n-Com'l)	statio 23 Radi statio 3 R statio 26 T statio 3 TV	adio (ns) o (Na) ns adio ns V (Cons)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l)		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nor	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l)
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio	adio (ns o (Na ns adio ns V (C ns (Norns	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 com'l) owners 3 n-Com'l) owners		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Nor stations stations 10 to 10	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l) owners
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 Com'l) owners 3 n-Com'l) owners 0	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 3 3	adio (Nons)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nor stations 4	(Com'l) owners 16 on-com'l) owners 5 oTotal owners 21 Com'l) owners 6 n-Com'l) owners 2
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total	statio 23 Radii statio 3 R statio 26 T statio 3 TV statio 3	adio (Nons) V (Cons) (Nons)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nor stations 4	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l) owners 2 Total
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 3 statio	adio (Nons) V (Cons) (Nons) TV 1 ns	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Nor stations 4 TV 5 stations 4	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l) owners 2 Total owners
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total	statio 23 Radii statio 3 R statio 26 T statio 3 TV statio 3	adio (Nons) V (Cons) (Nons) TV 1 ns	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nor stations 4	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l) owners 2 Total
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations 3	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 3 statio 6	o (Norns V (Cons (Norns TV 1)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners 4		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Nor stations 4 TV 7 stations 13	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 8
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations 3	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l)	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 3 statio 6	o (Nonns) adio (nns) o (Nonns) adio (nns) adio (nns) adio (nns) TV (Conns) TV 1	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners 4		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Nor stations 4 TV 7 stations 13	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 8
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Total	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l)	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 3 statio 6 B/C statio	o (Norns V (Constant) I (Norns Total	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners 4		Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nor stations 4 TV 7 Stations 13	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 8
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Tota stations 15	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners	statio 23 Radi statio 3 Radi statio 3 R statio 26 T statio 3 TV statio 6 B/C statio 26	o (Norns V (Constant) I (Norns Total)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 com'l) owners 3 n-Com'l) owners 4 fotal owners 4		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (0 stations) 9 TV (Nor stations) 4 TV 3 Stations 13 B/C Total stations 46	(Com'l) owners 16 on-com'l) owners 5 oTotal owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 8
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations 0 Radio stations 12 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Tota stations 15	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 13 al (Com'l) owners 13 Non-Com'l)	statio 23 Radi statio 3 Radi statio 3 R statio 26 T statio 3 TV statio 6 B/C statio 26	o (Norns V (Cons IT ota Ins Italia	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 1 Total owners 4 I (Com'l) owners 23		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Nor stations) 4 TV 3 Stations 13 B/C Total stations 46	(Com'l) owners 16 on-com'l) owners 5 oTotal owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 3
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations) 0 Radio stations 12 TV (0 stations) 3 TV (No stations) 0 TV stations 3 B/C Total stations 15 B/C Total (stations) 0	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 13 al (Com'l) owners 13 Non-Com'l) owners 13	statio 23 Radi statio 3 Radi statio 3 R statio 26 T statio 3 TV statio 6 B/C statio 26 B/C To statio 6	adio (nns) o (Nns) adio (nns) o (Nns) adio (nns) radio	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 com'l) owners 1 fotal owners 4 l (Com'l) owners 4 l (Com'l) owners 23 Non-Com'l) owners 4		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Nor stations) 4 TV 3 Stations 13 B/C Total stations 9	(Com'l) owners 16 on-com'l) owners 5 oTotal owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 2 Total owners 2 Total owners 2 Total owners 7
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations) 0 Radio stations 12 TV (0 stations) 3 TV (No stations) 0 TV stations 3 B/C Total stations 15 B/C Total (stations) 0 B/C	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 13 al (Com'l) owners 13 Non-Com'l) owners 0 Total	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 6 B/C statio 26 B/C To statio 6	adio (nns) o (Nns) adio (nns) o (Nns) adio (nns) radio	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 1 Total owners 4 I (Com'l) owners 23 Non-Com'l) owners 4 Total		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Nor stations) 4 TV 3 Stations 13 B/C Total (stations) 9 B/C total (stations)	(Com'l) owners 16 on-com'l) owners 5 oTotal owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 2 Total owners 2 Total owners 7 Total
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations) 0 Radio stations 12 TV (0 stations) 3 TV (No stations) 0 TV stations 3 B/C Total stations 15 B/C Total (stations) 0 B/C stations	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 13 al (Com'l) owners 13 Non-Com'l) owners 0 Total owners	statio 23 Radi statio 3 Radi statio 3 R statio 26 Statio 3 Statio 6 B/C statio 26 B/C To statio 6 Statio	o (Norns V (Constant) Total ns btal (Inns)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 com'l) owners 1 fotal owners 4 l (Com'l) owners 4 Total owners 4 Total owners		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Nor stations) 4 TV stations 13 B/C Total (stations) 9 B/C stations	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 2 Total owners 7 Total owners
Little Rock AR Radio Mkt Rank	Radio stations 12 Radio (N stations) 0 Radio stations 12 TV (0 stations) 3 TV (No stations) 0 TV stations 3 B/C Total stations 15 B/C Total (stations) 0 B/C	(Com'l) owners 12 lon-com'l) owners 0 Total owners 12 com'l) owners 3 n-Com'l) owners 0 Total owners 13 al (Com'l) owners 13 Non-Com'l) owners 0 Total	statio 23 Radi statio 3 R statio 26 T statio 3 TV statio 6 B/C statio 26 B/C To statio 6	o (Norns V (Constant) Total ns btal (Inns)	(Com'l) owners 20 on-com'l) owners 3 Total owners 23 Com'l) owners 1 Total owners 4 I (Com'l) owners 23 Non-Com'l) owners 4 Total		Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Nor stations) 4 TV 3 Stations 13 B/C Total (stations) 9 B/C total (stations)	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Total owners 2 Total owners 7 Total

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Commercial and Non-commercial			wners for 1			arkets (196	0;	1980; 2000)
Lancaster PA Radio (Com!) Radio (Com!) Stations Owners		(Commer	cial and Non	-commer	cial)	1		ſ	
Lancaster PA Radio (Com!) Radio (Com!) Stations Owners	Market	19	160		19	980		20	00
Radio Mkt Rank	murket	,,,			,,,				
	Lancaster PA	Radio	(Com'l)	Ra	adio	(Com'l)		Radio	(Com'l)
Radio (Non-com1) Stations Owners Owners Stations Owners Stations Owners Stations Owners Stations Owners Stations Owners Stations Owners Owners Stations Owners Station	Radio Mkt Rank	stations		statio	ons	owners		stations	owners
Stations	113	7	5			_		_	-
Q		,	,						
Radio Total Stations Owners Stations									
		~	_					_	_
TV (Com'I)							-		
TV (Com'i) Stations Owners Stations									
Stations Owners Stat		1	3			'		10	11
Stations Owners Stat		TV ((Com'l)		TV ((Com'l)		TV (C	Com'l)
5 5 5 6 6 6 5 TV (Non-Com!) TV (Non-Com!) Stations Owners Stations Owners 0		,	, ,			, ,		,	
TV (Non-Com¹) Stations Owners Ow									
Stations Owners		TV (No	n-Com'l)					TV (Nor	n-Com'l)
TV Total Stations owners Stations ow		stations	owners			, ,		,	,
Stations Owners Owners Owners Owners Stations Owners Owner		0	0	1		1		1_	1
B/C Total (Com'l) Stations Owners 12 10 B/C Total (Non-Com'l) Stations Owners 12 10 B/C Total (Non-Com'l) Stations Owners Stations Owner					TV	Total		TV 1	Total
B/C Total (Com'l) Stations Owners 12 10 15 11 14 10 10 B/C Total (Non-Com'l) Stations Owners 15 11 14 10 B/C Total (Non-Com'l) Stations Owners									owners
Stations Owners 12 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 10		5	5	7		7		7	6
Stations Owners 12 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 15 11 10 10					_				
12			_ `			, , ,			_ `
B/C Total (Non-Com'l) stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners stations owners owners									
Stations Owners O									
D		,				`	-	,	
B/C Total Stations Owners Owners Stations Owners Owne									
Stations Owners 12 10 18 14 20 16		-	_						
Market			1			1			
Market									
Burlington VT/Plattsburgh NY Radio (Com'I) Stations owners S									10
Burlington VT/Plattsburgh NY Radio (Com'I) Stations owners S									
Radio Mkt Rank stations owners stations owners stations owners 141 9 8 19 14 28 14 Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Stations owners 1 1 5 5 9 8 Radio Total Radio Total Radio Total Radio Total Radio Total stations owners stations owners stations owners 10 9 24 19 37 22 TV (Com'l) TV (Non-Com'l) Stations owners stations	Market	19	60		19	980		20	00
Radio Mkt Rank stations owners stations owners stations owners 141 9 8 19 14 28 14 Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Radio (Non-com'l) Stations owners 1 1 5 5 9 8 Radio Total Radio Total Radio Total Radio Total Radio Total stations owners stations owners stations owners 10 9 24 19 37 22 TV (Com'l) TV (Non-Com'l) Stations owners stations									
141 9 8 19 14 28 14 Radio (Non-com'l) Radio (Non-com'l) Stations owners Stations		Radio	(Com'l)		oibe	(Com'l)		Radio	(Com'l)
Radio (Non-com'l) Radio (Non-com'l) Stations owners Owners Stations owners Stations owners Stations owners Ow	Podio Mit Pouls		` ′						, ,
Stations Owners O			owners	statio	ons			stations	
1		9	owners 8	statio	ons)	14		stations 28	14
Radio Total Stations Owners		9 Radio (N	owners 8 lon-com'l)	statio 19 Rad	ons) io (N	14 lon-com'l)		stations 28 Radio (N	14 on-com'l)
Stations Owners Stations Owners Stations Owners		9 Radio (N stations	owners 8 lon-com'l) owners	station 19 Rad station	ons) io (N ons	14 lon-com'l) owners		stations 28 Radio (N stations	14 on-com'l) owners
TV (Com'I) TV (Com'I) TV (Com'I) Stations owners O		9 Radio (N stations	owners 8 lon-com'l) owners 1	station 19 Rad station 5	ons) io (N ons	14 lon-com'l) owners 5		stations 28 Radio (N stations 9	14 on-com'l) owners 8
TV (Com'I) TV (Com'I) TV (Com'I) stations owners stations owners 2 2 4 4 5 4 TV (Non-Com'I) Stations owners 0 0 6 3 6 3 TV Total TV Total TV Total stations owners stations owners 2 2 10 7 11 7 B/C Total (Com'I) stations owners 11 9 23 17 33 18 B/C Total (Non-Com'I) stations owners 1 1 8 15 11 B/C Total (Stations owners 1 1 8 15 11 B/C Total (Stations owners 1 1 8 15 11 B/C Total (Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners Stations owners		9 Radio (N stations 1 Radio	owners 8 lon-com'l) owners 1 o Total	station 19 Rad station 5	ons io (N ons Radio	14 lon-com'l) owners 5 o Total		stations 28 Radio (N stations 9 Radio	14 on-com'l) owners 8 Total
Stations Owners Stations Owners Stations Owners		9 Radio (N stations 1 Radio stations	owners 8 lon-com'l) owners 1 o Total owners	station 19 Rad station 5 F station	ons io (N ons Radio	14 lon-com'l) owners 5 o Total owners		stations 28 Radio (N stations 9 Radio stations	14 on-com'l) owners 8 Total owners
2 2 4 4 5 4 TV (Non-Com'l) TV (Non-Com'l) TV (Non-Com'l) stations owners stations owners stations owners 0		9 Radio (N stations 1 Radio stations	owners 8 lon-com'l) owners 1 o Total owners	station 19 Rad station 5 F station	ons io (N ons Radio	14 lon-com'l) owners 5 o Total owners		stations 28 Radio (N stations 9 Radio stations	14 on-com'l) owners 8 Total owners
TV (Non-Com'I) Stations Owners		9 Radio (N stations 1 Radio stations 10	owners 8 lon-com'l) owners 1 o Total owners 9	statio 19 Rad statio 5 Fr statio 24	ons io (N ons Radio ons	14 lon-com'l) owners 5 o Total owners 19		stations 28 Radio (N stations 9 Radio stations 37	14 on-com'l) owners 8 Total owners 22
Stations Owners O		9 Radio (N stations 1 Radio stations 10 TV (0	owners 8 lon-com'l) owners 1 o Total owners 9 Com'l)	statio 19 Rad statio 5 F statio 24	ons io (Nons Radio	14 lon-com'l) owners 5 o Total owners 19 Com'l)		stations 28 Radio (N stations 9 Radio stations 37	14 on-com'l) owners 8 Total owners 22
0 0 6 3 6 3 TV Total TV Total TV Total TV Total stations owners stations owners 2 2 10 7 11 7 B/C Total (Com'l) Stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2	owners 8 lon-com'l) owners 1 o Total owners 9 com'l) owners 2	static 19 Rad static 5 F static 24 static 4	ons io (Nons Radio ons I TV (Cons	14 lon-com'l) owners 5 o Total owners 19 Com'l) owners 4		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations	14 on-com'l) owners 8 Total owners 22 Com'l) owners
TV Total Stations Owners Owner		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2	owners 8 lon-com'l) owners 1 o Total owners 9 com'l) owners 2	static 19 Rad static 5 F static 24 static 4	ons io (Nons Radio ons I TV (Cons	14 lon-com'l) owners 5 o Total owners 19 Com'l) owners 4		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5	14 on-com'l) owners 8 Total owners 22 com'l) owners 4
stations owners stations owners stations owners 2 2 10 7 11 7 B/C Total (Com'I) Stations owners stations owners stations owners stations owners stations owners stations owners B/C Total (Non-Com'I) Stations owners stations owners stations owners stations owners stations owners stations owners 1 1 1 8 15 11 B/C Total		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations	owners 8 lon-com'l) owners 1 o Total owners 9 com'l) owners 2 n-Com'l) owners	static 19 Rad static 5 F static 24 static 4 TV static	ons io (Nons Radio ons IV (Cons (Nons	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners
B/C Total (Com'l) B/C Total (Com'l) B/C Total (Com'l) Stations owners owners stations owners ow		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0	owners 8 lon-com'l) owners 1 Total owners 9 Com'l) owners 2 n-Com'l) owners 0	static 19 Rad static 5 F static 24 static 4 TV static 6	ons io (No	14 lon-com'l) owners 5 o Total owners 19 Com'l) owners 4 n-Com'l) owners 3		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3
B/C Total (Com'l) B/C Total (Com'l) B/C Total (Com'l) stations owners stations owners stations owners 11 9 23 17 33 18 B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) stations owners stations owners stations owners 1 1 1 8 15 11 B/C Total B/C Total B/C Total stations owners stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV	owners 8 lon-com'l) owners 1 Total owners 9 Com'l) owners 2 n-Com'l) owners 0 Total	static 19 Rad static 5 F static 24 static 4 TV static 6	ons One of the control of the contr	14 lon-com'l) owners 5 Total owners 19 com'l) owners 4 n-Com'l) owners 3 Total		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV 1	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total
stations owners stations owners stations owners 11 9 23 17 33 18 B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) Stations owners 1 1 1 8 15 11 B/C Total B/C Total B/C Total B/C Total stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations	owners 8 lon-com'l) owners 1 Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners	static 19 Rad static 5 F static 24 static 4 TV static 6	ons io (Nons Radico Ons ITV (Co Ons ITV (Co Ons ITV (Co Ons Ons ITV (Co Ons Ons Ons Ons	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total owners
stations owners stations owners stations owners 11 9 23 17 33 18 B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) Stations owners 1 1 1 8 15 11 B/C Total B/C Total B/C Total B/C Total stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations	owners 8 lon-com'l) owners 1 Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners	static 19 Rad static 5 F static 24 static 4 TV static 6	ons io (Nons Radico Ons ITV (Co Ons ITV (Co Ons ITV (Co Ons Ons ITV (Co Ons Ons Ons Ons	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total owners
11 9 23 17 33 18		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2	owners 8 lon-com'l) owners 1 Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10	ons io (Nons TV ((Nons TV - (Nons TV -	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners 7		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11	14 on-com'l) owners 8 Total owners 22 Com'l) owners 4 n-Com'l) owners 3 Total owners 7
B/C Total (Non-Com'l) B/C Total (Non-Com'l) B/C Total (Non-Com'l) stations owners stations owners stations owners 1		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota	owners 8 lon-com'l) owners 1 Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners 2	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10	ons io (Nons Radio ons TV ((ons TV - ons TV - ons	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners 7		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV 1 stations 11	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total owners 7
stations owners stations owners stations owners 1 1 1 8 15 11 B/C Total B/C Total B/C Total B/C Total stations owners stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations	owners 8 lon-com'l) owners 1 Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners 2 al (Com'l) owners	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10 B/C static	ons io (No ons (No ons TV TV Tota ons	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners 7		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV 1 stations 11 B/C Total stations	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total owners 7
1 1 11 8 15 11 B/C Total B/C Total B/C Total B/C Total stations owners stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11	owners 8 lon-com'l) owners 1 Total owners 9 Com'l) owners 2 n-Com'l) owners 0 Total owners 2 al (Com'l) owners 9	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10 B/C static 23	ons One of the control of the contr	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 3 Total owners 7 al (Com'l) owners 17		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV 1 stations 11 B/C Total stations 33	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 3 Total owners 7
B/C Total B/C Total B/C Total B/C Total stations owners stations owners stations owners		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11 B/C Total (owners 8 lon-com'l) owners 1 o Total owners 9 com'l) owners 2 n-Com'l) owners 0 Total owners 2 n-Com'l) owners 9 lon-Com'l) owners 9 Non-Com'l)	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10 B/C static 23 B/C To	ons io (No ons Radic ons ITV (((ons	14 lon-com'l) owners 5 Total owners 19 com'l) owners 4 n-Com'l) owners 3 Total owners 7 al (Com'l) owners 17 (Non-Com'l)		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11 B/C Total stations 33 B/C Total (i	14 on-com'l) owners 8 Total owners 22 Com'l) owners 4 n-Com'l) owners 7 Il (Com'l) owners 18 Non-Com'l)
		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11 B/C Total (stations	owners 8 lon-com'l) owners 1 Total owners 9 lon-com'l) owners 2 n-Com'l) owners 0 Total owners 2 n-Com'l) owners 9 lon-com'l) owners 9 Non-Com'l) owners	static 19 Rad static 5 F static 24 static 4 TV static 6 static 10 B/C static 23 B/C To static	ons io (Notations) Radicons Vons (Notations) Totations Totations botal (ons)	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 7 al (Com'l) owners 17 (Non-Com'l) owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11 B/C Tota stations 33 B/C Total (stations)	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 7 cotal owners 7 ll (Com'l) owners 18 Non-Com'l) owners
12 10 34 25 48 29		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11 B/C Total (stations 1	owners 8 lon-com'l) owners 1 Total owners 9 lon-com'l) owners 2 n-Com'l) owners 0 Total owners 9 Non-Com'l) owners 1	static 19 Rad static 5 F static 24 Static 4 TV static 6 static 23 B/C To static 11	ons io (Notations) Radicons TV ((Cons) Totations) Totations State (Notations)	14 Ion-com'l) owners 5 Total owners 19 Com'l) owners 4 n-Com'l) owners 7 al (Com'l) owners 17 (Non-Com'l) owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11 B/C Tota stations 33 B/C Total (stations 15	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 7 owners 18 Non-Com'l) owners 18
		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11 B/C Total (stations 1 B/C	owners 8 lon-com'l) owners 1 Total owners 9 lon-Com'l) owners 2 n-Com'l) owners 2 n-Com'l) owners 9 lon-Com'l) owners 2 lon-Com'l) owners 1 Total	static 19 Rad static 5 F static 24 static 4 TV static 6 static 23 B/C To static 11	ons io (Notations) Radicons TV ((Cons) Totations) Totations B/C	14 lon-com'l) owners 5 Total owners 19 com'l) owners 4 n-Com'l) owners 7 al (Com'l) owners 17 (Non-Com'l) owners 8 Total		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11 B/C Tota stations 33 B/C Total (I stations 15 B/C	14 on-com'l) owners 8 Total owners 22 Com'l) owners 4 n-Com'l) owners 7 Il (Com'l) owners 18 Non-Com'l) owners 11 Total
		9 Radio (N stations 1 Radio stations 10 TV (0 stations 2 TV (No stations 0 TV stations 2 B/C Tota stations 11 B/C Total (stations 1 B/C stations	owners 8 lon-com'l) owners 1 Total owners 9 lon-com'l) owners 2 n-Com'l) owners 0 Total owners 9 Non-com'l) owners 1 Total owners	static 19 Rad static 5 F static 24 static 4 TV static 6 static 23 B/C To static 11 static	ons io (No ons Radic ons ITV (((ons	14 lon-com'l) owners 5 Total owners 19 com'l) owners 4 n-Com'l) owners 7 al (Com'l) owners 17 (Non-Com'l) owners 8 Total owners		stations 28 Radio (N stations 9 Radio stations 37 TV (C stations 5 TV (Nor stations 6 TV T stations 11 B/C Tota stations 33 B/C Total (I stations 15 B/C stations	14 on-com'l) owners 8 Total owners 22 com'l) owners 4 n-Com'l) owners 7 fotal owners 7 ll (Com'l) owners 18 Non-Com'l) owners 11 Total owners

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broadcast (0; 1980; 200	00)
	(Commer	rcial and Non	-commercial,) 		ĺ
Market	19	060	1	980	2	2000
Myrtle Beach SC		(Com'l)		(Com'l)		o (Com'I)
Radio Mkt Rank	stations 4	owners 4	stations		stations	
169	•	lon-com'l)	16 Padio (11 Non-com'l)	26	13 Non-com'l)
	stations		stations		stations	
	0	0	0		3	
		Total		io Total		io Total
	stations	owners	stations		stations	owners
	4	4	16	11	29	16
	,	Com'l)		(Com'l)		(Com'I)
	stations	owners	stations		stations	
	1	1	2		4 TV (N)	3
	,	n-Com'l)		on-Com'l)		on-Com'l)
	stations 0	owners 0	stations 2	owners 1	stations 2	owners 1
		Total		Total		/ Total
	stations	owners	stations		stations	
	1	1	4	3	6	4
		,			Ť	•
	B/C Tota	al (Com'l)	B/C To	tal (Com'l)	B/C To	tal (Com'l)
	stations	owners	stations	owners	stations	owners
	5	5	18	13	30	16
	B/C Total ((Non-Com'l)	B/C Total	(Non-Com'l)	B/C Total	(Non-Com'l)
	stations	owners		owners	stations	
	0	0	2		5	4
		Total		Total		C Total
	stations 5	owners 5	stations 20	owners 14	stations 35	owners 20
	5	5	20	14	33	20
Market	19	060	1	980		2000
Market	19)60 	1	980	2	2000
Market Terre Haute IN		(Com'l)		980 (Com'l)		2000
	Radio stations		Radio	o (Com'l) owners	Radio stations	o (Com'l)
Terre Haute IN	Radio stations 9	(Com'l) owners 7	Radio stations	o (Com'l) owners 12	Radions 20	o (Com'l) owners 10
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N	(Com'l) owners 7 lon-com'l)	Radio stations 17 Radio (o (Com'l) owners 12 Non-com'l)	Radio stations 20 Radio (o (Com'l) owners 10 Non-com'l)
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations	(Com'l) owners 7 lon-com'l) owners	Radio stations 17 Radio (stations	o (Com'l) owners 12 Non-com'l) owners	Radio stations 20 Radio (stations	o (Com'l) owners 10 Non-com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0	(Com'l) owners 7 lon-com'l) owners 0	Radio stations 17 Radio (stations	o (Com'l) owners 12 Non-com'l) owners 1	Radio stations 20 Radio (stations	o (Com'l) owners 10 Non-com'l) owners 4
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio	(Com'l) owners 7 lon-com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad	o (Com'l) owners 12 Non-com'l) owners 1 io Total	Radio stations 20 Radio (stations 4 Rad	o (Com'l) owners 10 Non-com'l) owners 4
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations	(Com'l) owners 7 lon-com'l) owners 0 Total owners	Radio stations 17 Radio (stations 1 Rad stations	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners	Radio stations 20 Radio (stations 4 Rad stations	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio	(Com'l) owners 7 lon-com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners	Radio stations 20 Radio (stations 4 Rad	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7	Radio stations 17 Radio (stations 1 Radio Radions 1 Radions 1 Radions 18	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners	Radio stations 20 Radio (stations 4 Radio stations 24 Stations 24	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l)	Radio stations 17 Radio (stations 1 Radio Radions 1 Radions 1 Radions 18	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13	Radio stations 20 Radio (stations 4 Radio stations 24 Stations 24	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l)
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l)	Radio stations 17 Radio (stations 1 Radio stations 1 Radio stations 1 TV	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners	Radio stations 20 Radio (stations 4 Radio stations 24 TV	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l) owners	Radio stations 17 Radio (stations 1 Radio stations 1 Rad stations 18 TV stations 3	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners	Radio stations 20 Radio (stations 4 Radio stations 24 TV stations 3	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l) owners 1 n-Com'l)	Radio stations 17 Radio (stations 1 Radio stations 1 Radio stations 18 TV stations 3 TV (No stations	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners 3 on-Com'l) owners	Radio stations 20 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations stations	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l) owners 1 n-Com'l) owners 0	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners 3 on-Com'l) owners 2	Radio stations 20 Radio (stations 4 Radio stations 4 Radio stations 24 TV stations 3 TV (N stations 2	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l) owners 1 n-Com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners 3 on-Com'l) owners 2 (Total	Radio stations 20 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 3 on-Com'I) owners 2 'Total owners	Radio stations 20 Radio (stations 4 Radio stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 2	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 ' Total owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 Com'l) owners 1 n-Com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV	o (Com'l) owners 12 Non-com'l) owners 1 io Total owners 13 (Com'l) owners 3 on-Com'l) owners 2 (Total	Radio stations 20 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 3 on-Com'I) owners 2 'Total owners 5	Radio stations 20 Radio (stations 4 Radio stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 5	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 ' Total owners 5
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Total	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l)	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5 B/C To	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 3 on-Com'I) owners 2 'Total owners 5 tal (Com'I)	Radio stations 20 Radio (stations 4 Radio stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 5 B/C To	o (Com'l) owners 10 Non-com'l) owners 4 dio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 ' Total owners 5 dtal (Com'l)
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Total stations	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l) owners	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV (stations 3 TV (No stations 2 TV stations 5 B/C To stations	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 3 on-Com'I) owners 2 Total owners 5 tal (Com'I) owners	Radio stations 20 Radio (stations 4 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 5 B/C To stations	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 Total owners 5 ttal (Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Tota stations 10	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l) owners 7	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5 B/C To stations 20	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 2 Total owners 2 Total owners 5 tal (Com'I) owners 14	Radio stations 20 Radio (stations 4 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 5 B/C To stations 23	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 Total owners 5 ttal (Com'l) owners 11
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Tota stations 10	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l) owners 7 Non-Com'l)	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5 B/C To stations 20	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 2 Total owners 2 Total owners 5 tal (Com'I) owners 14 (Non-Com'I)	Radio stations 20 Radio (stations 4 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 5 B/C To stations 23	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 ' Total owners 5 ltal (Com'l) owners 12 (Non-Com'l)
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Total (B/C Total ((Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l) owners 7 Non-Com'l) owners	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5 B/C To stations 20 B/C Total	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 2 Total owners 2 Total owners 5 tal (Com'I) owners 14 (Non-Com'I) owners	Radio stations 20 Radio (stations 4 Radio stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 2 TV stations 2 Stations 5 B/C Total	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 / Total owners 5 ltal (Com'l) owners 12 (Non-Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Tota stations 10 B/C Total (stations 0	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 1 al (Com'l) owners 7 Non-Com'l) owners	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV (No stations 2 TV (Stations 5 B/C Total stations 3 B/C Total stations 3	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 2 Total owners 2 Total owners 5 tal (Com'I) owners 14 (Non-Com'I) owners	Radio stations 20 Radio (stations 4 Rad stations 24 TV stations 3 TV (N stations 2 TV stations 2 Stations 5 B/C Total stations 6	o (Com'l) owners 10 Non-com'l) owners 4 lio Total owners 14 (Com'l) owners 3 on-Com'l) owners 2 / Total owners 5 ltal (Com'l) owners 12 (Non-Com'l) owners
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Tota stations 10 B/C Total (stations 0	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 7 lon-Com'l) owners 7 lon-Com'l) owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV (No stations 2 TV (Stations 5 B/C Total stations 3 B/C Total stations 3	o (Com'I) owners 12 Non-com'I) owners 1 io Total owners 13 (Com'I) owners 2 Total owners 2 Total owners 5 tal (Com'I) owners 14 (Non-Com'I) owners 14 (Non-Com'I) owners 3 C Total	Radio stations 20 Radio (stations 4 Rad stations 24 TV stations 3 TV (N stations 2 TV stations 2 Stations 5 B/C Total stations 6	o (Com'I) owners 10 Non-com'I) owners 4 lio Total owners 14 (Com'I) owners 3 on-Com'I) owners 2 / Total owners 5 ttal (Com'I) owners 12 (Non-Com'I) owners 6 C Total
Terre Haute IN Radio Mkt Rank	Radio stations 9 Radio (N stations 0 Radio stations 9 TV (0 stations 1 TV (No stations 0 TV stations 1 B/C Tota stations 10 B/C Total (stations 0 B/C	(Com'l) owners 7 lon-com'l) owners 0 Total owners 7 com'l) owners 1 n-Com'l) owners 0 Total owners 7 lon-Com'l) owners 7 lon-Com'l) owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total	Radio stations 17 Radio (stations 1 Rad stations 1 Rad stations 18 TV stations 3 TV (No stations 2 TV stations 5 B/C To stations 20 B/C Total stations 3 B/C	o (Com'I) owners 12 Non-com'I) owners 13 io Total owners 13 (Com'I) owners 3 on-Com'I) owners 2 Total owners 5 tal (Com'I) owners 14 (Non-Com'I) owners 14 (Non-Com'I) owners 3 C Total owners	Radio stations 20 Radio (stations 4 Radio (stations 4 Radio stations 24 TV stations 3 TV (N stations 2 TV stations 2 Stations 5 B/C To stations 23 B/C Total stations 6 B/C	o (Com'I) owners 10 Non-com'I) owners 4 lio Total owners 14 (Com'I) owners 3 on-Com'I) owners 2 / Total owners 5 ttal (Com'I) owners 12 (Non-Com'I) owners 6 C Total

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broadcast					60;	1980; 2000)
	(Commer	cial and Non	-commercia	nl) 			
Market	19	060		1980		20	00
Charlottesville VA		(Com'l)		io (Com'I)		Radio	i
Radio Mkt Rank	stations	owners	station			stations	owners
225	6 Padia (N	3	9 Padia	(Non-com'l)	-	12 Padia (N	4
	stations	lon-com'l) owners		s owners	-	Radio (N stations	owners
	1	1		1		5	4
		Total		dio Total		Radio	
	stations	owners	station	s owners		stations	owners
	7	4	10	7		17	8
	,	Com'l)		' (Com'I)		TV (C	
	stations	owners	station		_	stations	owners
	0 TV (No.	0 n-Com'l)	1 TV (N	l 1 Non-Com'l)	-	1 TV (Nor	1 Com!!\
	stations	,	station			stations	owners
	0	0	0	0	-	1	1
		Total		V Total			rotal
	stations		station			stations	owners
	0	0	1	1		2	2
		al (Com'l)		otal (Com'l)		B/C Tota	
	stations	owners	station			stations	owners
	6 D/C Tatal /	3	10 D/C Tate	7		13 D/C Tatal //	5
	stations	Non-Com'l) owners		al (Non-Com'l) s owners)	B/C Total (
	1	1	1			6	5
		Total		C Total		B/C	
	stations	owners	station			stations	owners
	7	4	11	8		19	10
Market	19	060		1980		20	00
Altoona BA	Padio	(Com'l)	Pad	io (Com'l)	-	Padio	(Com'l)
Altoona PA Radio Mkt Rank		(Com'l)		io (Com'I)		Radio (`
Altoona PA Radio Mkt Rank 253	Radio stations 6	(Com'l) owners	Rad station	_ , _ ,	- ·	Radio stations	(Com'l) owners 7
Radio Mkt Rank	stations 6	owners	station 12	s owners	- ·	stations	owners 7
Radio Mkt Rank	stations 6	owners 5	station 12	s owners 7 (Non-com'l)		stations 14	owners 7
Radio Mkt Rank	stations 6 Radio (N stations 0	owners 5 lon-com'l) owners 0	station 12 Radio station 0	s owners 7 (Non-com'l) s owners 0		stations 14 Radio (N stations 0	owners 7 on-com'l) owners 0
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio	owners 5 lon-com'l) owners 0 Total	station 12 Radio station 0 Ra	s owners 7 (Non-com'l) s owners 0 dio Total		stations 14 Radio (N stations 0 Radio	owners 7 on-com'l) owners 0 Total
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations	owners 5 lon-com'l) owners 0 Total owners	station 12 Radio station 0 Ra station	s owners 7 (Non-com'l) s owners 0 dio Total s owners		stations 14 Radio (N stations 0 Radio stations	owners 7 on-com'l) owners 0 Total owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio	owners 5 lon-com'l) owners 0 Total	station 12 Radio station 0 Ra	s owners 7 (Non-com'l) s owners 0 dio Total s owners		stations 14 Radio (N stations 0 Radio	owners 7 on-com'l) owners 0 Total
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6	owners 5 lon-com'l) owners 0 Total owners 5	station 12 Radio station 0 Ra station 12	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7		stations 14 Radio (N stations 0 Radio stations 14	owners 7 on-com'l) owners 0 Total owners 7
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations	owners 5 lon-com'l) owners 0 Total owners 5 Com'l)	station 12 Radio station 0 Ra station 12 TV	s owners 7 (Non-com'l) s owners 0 dio Total s owners		stations 14 Radio (N stations 0 Radio stations	owners 7 on-com'l) owners 0 Total owners 7 Com'l)
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3	owners 5 lon-com'l) owners 0 Total owners 5 Com'l) owners 3	station 12 Radio station 0 Ra station 12 TV station 4	S Owners 7 (Non-com'l) S Owners 0 Odio Total S Owners 7 (Com'l) S Owners 4 Owners 4 Owners 4 Owners 4 Owners 4 Owners Owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C	owners 7 on-com'l) owners 0 Total owners 7 Com'l)
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3	owners 5 lon-com'l) owners 0 Total owners 5 Com'l) owners	station 12 Radio station 0 Ra station 12 TV station 4	S Owners 7 (Non-com'l) S Owners 0 Odio Total S Owners 7 (Com'l) S Owners S Owners Owne		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations	owners 5 lon-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Owners S Owners 4 Owners S Owners S Owners S Owners S Owners Own		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 1	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Own-Com'l) S Owners 1 Owners Owners 1 Owners Owner		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total	station 12 Radio station 0 Ra station 12 TV station 4 TV (It station 1 T	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Owners 1 Owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV 1	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1 Total
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 1 T station	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Owners 1 Owners 1 Owners 1 Owners 1 Owners 1 Owners S Owners Owners S Owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 1 Total owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total	station 12 Radio station 0 Ra station 12 TV station 4 TV (It station 1 T	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Owners 1 Owners 1 Owners 1 Owners 1 Owners 1 Owners S Owners Owners S Owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV 1	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1 Total
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 1 T station 5	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 4 Owners 1 Owners 1 Owners 1 Owners 1 Owners 1 Owners S Owners Owners S Owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1 Total owners 5
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 3	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1 Total owners 5
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Total	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 3	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l)		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6	owners 7 on-com'l) owners 0 Total owners 7 Com'l) owners 4 n-Com'l) owners 1 Total owners 5
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV (stations 3 B/C Tota stations 9	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 3 al (Com'l) owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16	S Owners 7 (Non-com'l) S Owners 0 Owners 7 Owners 7 Owners 4 Owners 1 Owners 1 Owners 5 Owners O		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 1 Total owners 5
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Total stations 9 B/C Total (stations	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16 B/C Tota	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l) s owners 9 al (Non-Com'l) s owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations 19 B/C Total (stations)	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 5 al (Com'l) owners 11 Non-Com'l) owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Tota stations 9 B/C Total (stations 0	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners 7	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16 B/C Tota station 1	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l) s owners 9 al (Non-Com'l) s owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations 19 B/C Total (I stations 1	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 5 al (Com'l) owners 11 Non-Com'l) owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Total stations 9 B/C Total (stations 0 B/C	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16 B/C Tota station 1 B/B/C Tota	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l) s owners 9 al (Non-Com'l) s owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations 19 B/C Total (I stations 1 B/C Total	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 5 al (Com'l) owners 11 Non-Com'l) owners 11 Total
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Tota stations 9 B/C Total (stations 0 B/C stations	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total owners	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16 B/C Tota station 1 B/S Station	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l) s owners 9 al (Non-Com'l) s owners 1 C Total s owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations 19 B/C Total (I stations 1 B/C stations 1 B/C stations	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 5 al (Com'l) owners 11 Non-Com'l) owners 11 Total owners
Radio Mkt Rank	stations 6 Radio (N stations 0 Radio stations 6 TV (0 stations 3 TV (No stations 0 TV stations 3 B/C Total stations 9 B/C Total (stations 0 B/C	owners 5 lon-com'l) owners 0 Total owners 5 com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total	station 12 Radio station 0 Ra station 12 TV station 4 TV (I station 5 B/C T station 16 B/C Tota station 1 B/B/C Tota	s owners 7 (Non-com'l) s owners 0 dio Total s owners 7 ((Com'l) s owners 4 Non-Com'l) s owners 1 V Total s owners 5 otal (Com'l) s owners 9 al (Non-Com'l) s owners 1 C Total s owners		stations 14 Radio (N stations 0 Radio stations 14 TV (C stations 5 TV (Nor stations 1 TV T stations 6 B/C Total stations 19 B/C Total (I stations 1 B/C Total	owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 5 al (Com'l) owners 11 Non-Com'l) owners 11 Total

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

New York NY (rank #1)	1960	1980	2000
		40	
Total Number of Cable Systems	None	43	38
Number of Communities Served	n/a	381	521
Average Number of Broadcast Stations	n/a	16	14
Average Number of Cable Channels	n/a	1	34
Average Number of Premium Channels	n/a	2	8
Average Channel Capacity	n/a	28	65
Number of Owners	n/a	26	9
Total TV Households	5,075,280	5,992,310	6,299,040
Total Cable Households	n/a	975,387	3,253,830
Cable Penetration (Cable HH/TV HH)	n/a	16%	52%
Kansas City MO (rank #29)	1960	1980	2000
Total Number of Oakla Oastana	Nissa	47	0.5
Total Number of Cable Systems	None	17	35
Number of Communities Served	n/a	45	126
Average Number of Broadcast Stations	n/a	9	9
Average Number of Cable Channels	n/a	2	15
Average Number of Premium Channels	n/a	1	3
Average Channel Capacity	n/a	22	42
Number of Owners	n/a	11	12
Total TV Households	400,620	535,100	681,480
Total Cable Households	n/a	92,790	409,884
Cable Penetration (Cable HH/TV HH)	n/a	17%	60%
Rirmingham Alahama (rank #57)	1960	1980	2000
Birmingham, Alabama (rank #57)	1960	1980	2000
Birmingham, Alabama (rank #57) Total Number of Cable Systems	1960 None	1980	2000
Total Number of Cable Systems	None	11	26
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations	None n/a	11 40	26 120
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels	None n/a n/a	11 40 7	26 120 8
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels	None n/a n/a n/a	11 40 7 1	26 120 8 18 3
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels	None n/a n/a n/a n/a	11 40 7 1	26 120 8 18
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners	None n/a n/a n/a n/a n/a n/a n/a n/a	11 40 7 1 1 24 7	26 120 8 18 3 37 8
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340	11 40 7 1 1 24 7	26 120 8 18 3 37 8
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households	None n/a	11 40 7 1 1 24 7 312,630 56,843	26 120 8 18 3 37 8 387,650 223,530
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340	11 40 7 1 1 24 7	26 120 8 18 3 37 8
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households	None n/a	11 40 7 1 1 24 7 312,630 56,843	26 120 8 18 3 37 8 387,650 223,530
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH)	None n/a	11 40 7 1 1 24 7 312,630 56,843 18%	26 120 8 18 3 37 8 387,650 223,530 58%
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85)	None n/a	11 40 7 1 1 24 7 312,630 56,843 18%	26 120 8 18 3 37 8 387,650 223,530 58%
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems	None n/a	11 40 7 1 1 24 7 312,630 56,843 18%	26 120 8 18 3 37 8 387,650 223,530 58% 2000
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980	26 120 8 18 3 37 8 387,650 223,530 58% 2000
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5	26 120 8 18 3 37 8 387,650 223,530 58% 2000
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5	26 120 8 18 3 37 8 387,650 223,530 58% 2000
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Premium Channels Average Channel Capacity	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5	26 120 8 18 3 37 8 387,650 223,530 58% 2000
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5 3 2 26	26 120 8 18 3 37 8 387,650 223,530 58% 2000 13 43 8 23 4
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Premium Channels Average Channel Capacity	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5 3 2 26	26 120 8 18 3 37 8 387,650 223,530 58% 2000 13 43 8 23 4
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Premium Channels Average Channel Capacity Number of Owners	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a n/a n/a n/a n/a n/a n/a n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5 3 2 26 4	26 120 8 18 3 37 8 387,650 223,530 58% 2000 13 43 8 23 4 49 5
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households Total Cable Households Cable Penetration (Cable HH/TV HH) Little Rock, Arkansas (rank #85) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households	None n/a n/a n/a n/a n/a n/a n/a n/a n/a 208,340 n/a n/a 1960 None n/a	11 40 7 1 1 24 7 312,630 56,843 18% 1980 5 10 5 3 2 26 4	26 120 8 18 3 37 8 387,650 223,530 58% 2000 13 43 8 23 4 49 5

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

None n/a n/a n/a n/a	6 43 17 None	3 88 12
n/a n/a n/a n/a	43 17	88 12
n/a n/a n/a	17	12
n/a n/a		
n/a	None	
		28
·- / -	1	4
n/a	13	57
n/a	6	3
80,490	122,080	161,530
		135,881
n/a	43%	84%
1960	1980	2000
	0	10
		19
<u> </u>		83
	_	9
		25
	-	3
		44
1	6	7
63,700	97,650	128,290
		72,080
10%	33%	56%
1060	1080	2000
1300	1900	2000
None	5	9
n/a	19	33
n/a	10	10
n/a	3	30
n/a	3	4
n/a	19	50
n/a	4	5
22 270	42 F70	04 550
		94,550
		65,587 69%
II/a	07.70	0970
1960	1980	2000
None	6	22
n/a	11	49
n/a	10	7
n/a	2	15
	1	3
n/a	15	36
	5	9
n/a	J	
64,570	76,910	78,850
	1960 2 7 9 None None 8 1 63,700 6,250 10% 1960 None n/a n/a n/a n/a n/a n/a 1960 None n/a n/a	n/a 52,662 n/a 43% 1960 1980 2 8 7 33 9 8 None None None 1 8 14 1 6 63,700 97,650 6,250 31,936 10% 33% 1960 1980 None 5 n/a 19 n/a 3 n/a 19 n/a 4 23,370 43,570 n/a 29,099 n/a 67% 1960 1980 None 6 n/a 11 n/a 10 n/a 1 n/a 1

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

Charlottesville, Virginia (rank 225)	1960	1980	2000
Total Number of Cable Systems	None	2	4
Number of Communities Served	n/a	3	8
Average Number of Broadcast Stations	n/a	10	7
Average Number of Cable Channels	n/a	3	15
Average Number of Premium Channels	n/a	0	3
Average Channel Capacity	n/a	30	42
Number of Owners	n/a	2	2
Total TV Households	18,590	37,300	57,400
Total Cable Households	n/a	17,834	29,515
Cable Penetration (Cable HH/TV HH)	n/a	48%	51%
, , , , , , , , , , , , , , , , , , ,			
Altoona, Pennsylvania (rank #253)	1960	1980	2000
Total Number of Cable Systems	2	4	3
Number of Communities Served	1	25	31
Average Number of Broadcast Stations	n/a	9	7
Average Number of Cable Channels	n/a	None	16
Average Number of Premium Channels	n/a	1	4
Average Channel Capacity	n/a	23	38
Number of Owners	2	3	3
Total TV Households	39,590	48,720	50,050
Total Cable Households	n/a	28,743	46,268
Cable Penetration (Cable HH/TV HH)	n/a	59%	92%