

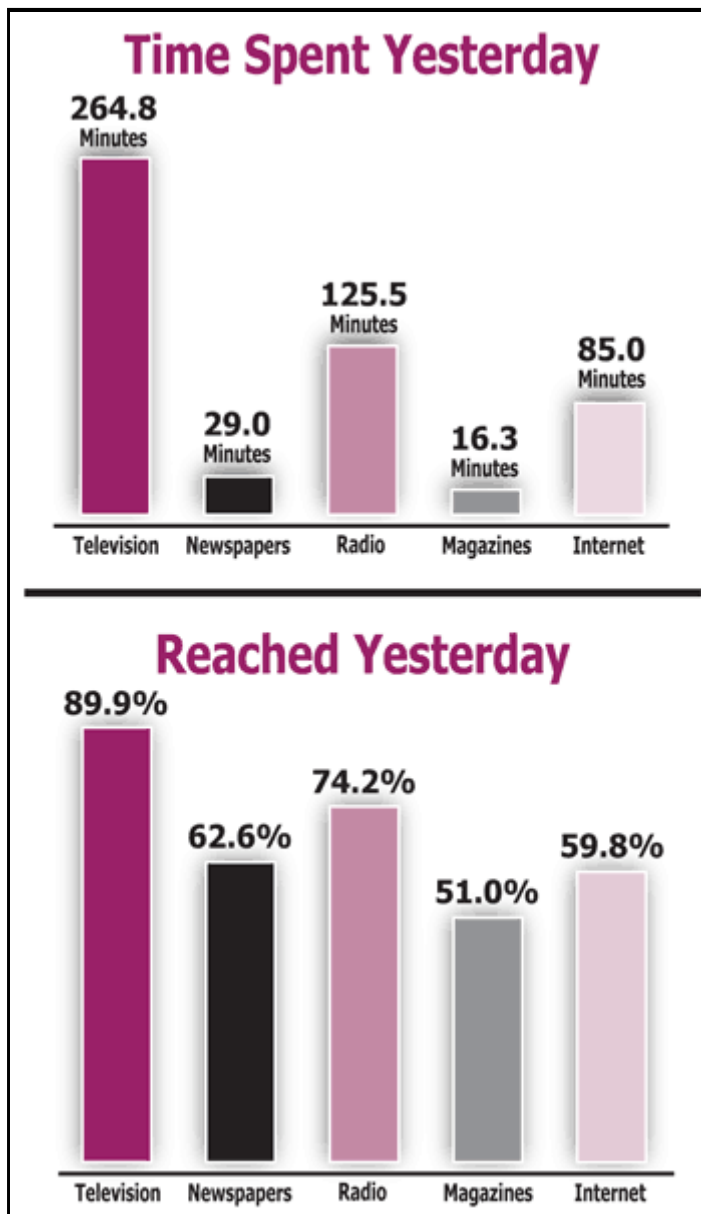


MEDIA TRENDS TRACK

TV Basics:


Time Spent & Daily Reach by Major Media



Research documents the extraordinary advantage TV enjoys both in the number of adults reached and the amount of time spent with that medium every day. In fact, adults spend more time with TV than with newspapers, radio, magazines and the Internet combined. And TV has the broadest daily reach among Adults 18+ with nearly 90%.



Source: TVB Media Comparisons Study 2006, Adults 18+



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