

Membership in a Digital World

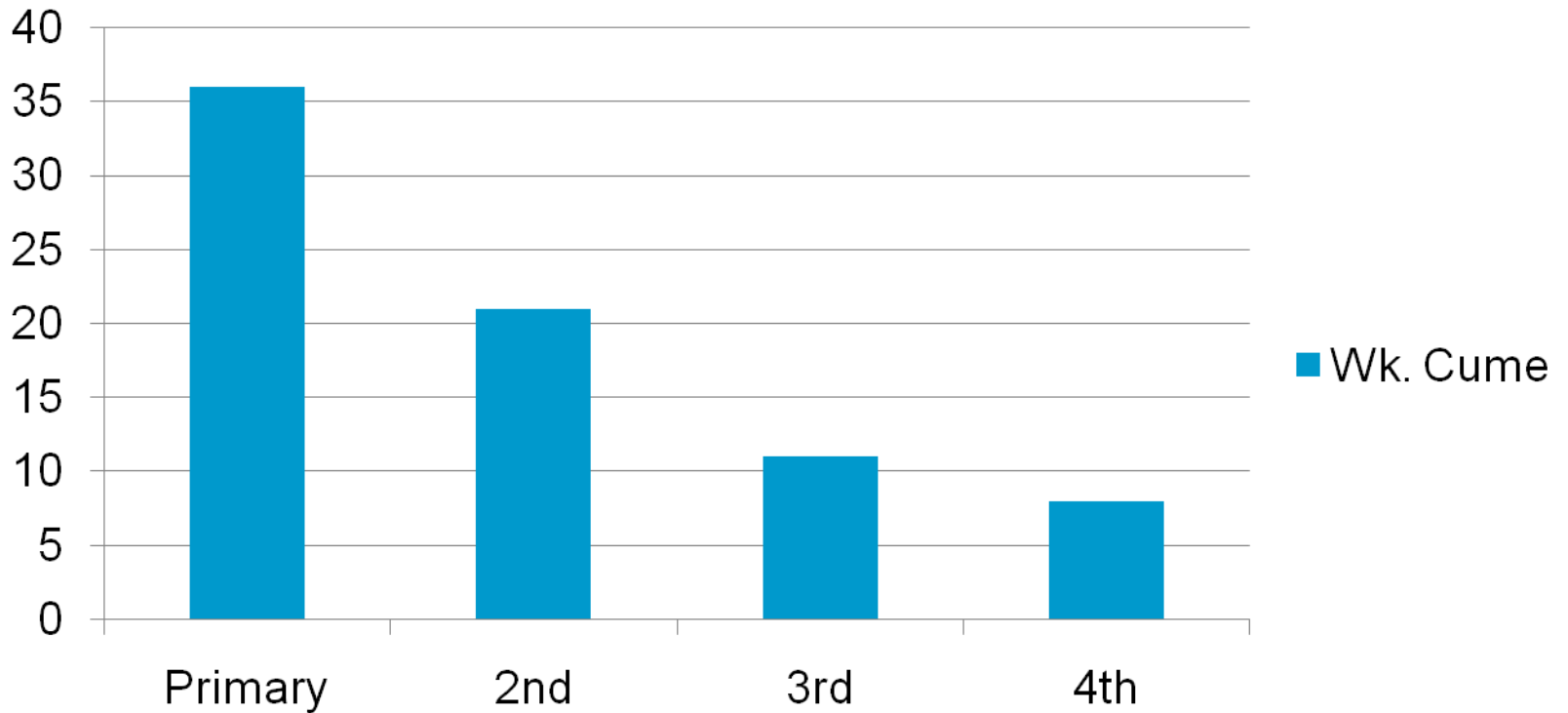
Digital World

- Viewership did not converge on one platform
- it's not a zero-sum game anymore
- The audience is the SAME (although it may be smaller...)
- Should I pledge all my channels??

Reach of Mature Multiple Services



Wk. Cume



Multicasting

- More channels mean more GRPs
- Multicast channels add viewing NOT cume (almost no new people)
- Your viewers spend more time with you

Digital Data (7 Station Avg)

- Whole Week Cume 8, grows to 12 in a month
- Prime Time 4, grows to 7
- This is about 25% of your main channel, and we hope it will grow to 50%!

Should I Pledge My 2nd Channel?

- Remember trying to pledge against *Who Wants to Be a Millionaire* when it was new?
- If you run regular PTV fare against your own pledge shows you create the PERFECT network competition
- Do you want to pledge against *ARS*???

Pledge Results on 2nd Channels

- Station that has pledged the 2nd channel for about a year is bringing in 39% of what they earn on the main channel
- Station brand new out of the box in Sept. brought in 24% of main channel (when adjusted for smaller reach)
- Mature duopoly brings in about 40%

The Pledge Take Away

- Give them pledge choices – counter-program (with strong shows!)
- Eventually the maximum you can expect to make on a 2nd channel is 40% of your main channel
- You will probably start off at around 20% and build into the 30% range