

TELEVISION VIEWING REACHES RECORD LEVELS

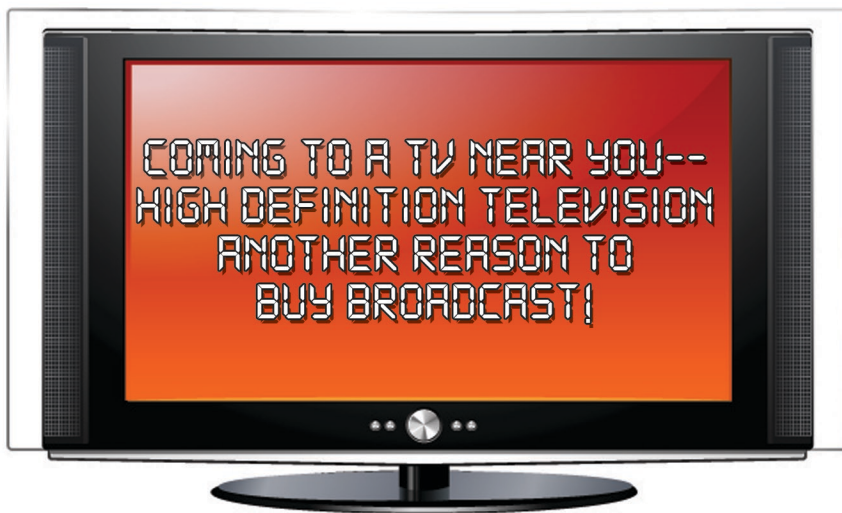
The Nielsen Company recently reported that Television viewing remained at the record levels set the previous year!



Consumers Continue to Allocate High Percentage of Total Daily Media Hours to Television.

*According to Nielsen, the total average time a household had a TV set tuned during the 2006-2007 TV year was **8 hours and 14 minutes**

* The average amount of TV watched by individual viewers was **4 hours and 34 minutes.** www.tvb.org



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