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* See Section A for detailed information on Multiple Systems Operators (MSOs), Independent Owners & Cable Systems in the U.S and Canada

Cable Penetration by Market

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) with the number of cable homes and the percentage of penetration. Cable household estimates are from September 1997; cable penetration figures are from November 1997. (Copyright 1998 Nielsen Media Research.)

Designated Market Area	Cable Households	Cable Penetration (%)
Abilene-Sweetwater	78,570	71
Albany, GA	86,890	63
Albany-Schenectady-Troy	375,880	74
Albuquerque-Santa Fe	332,260	59
Alexandria, LA	56,960	70
Alpena	10,680	65
Amarillo	126,560	67
Anchorage	72,320	59
Anniston	36,160	84
Atlanta	1,144,080	68
Augusta	137,780	61
Austin	299,280	66
Bakersfield	128,730	73
Baltimore	641,250	65
Bangor	66,500	52
Baton Rouge	201,560	75
Beaumont-Port Arthur	113,960	71
Bend, OR	27,770	71
Billings	53,480	57
Biloxi-Gulfport	92,060	81
Binghamton	97,300	75
Birmingham	363,430	66
Bluefield-Beckley-Oak Hill	108,640	79
Boise	97,230	52
Boston	1,694,410	78
Bowling Green	41,230	55
Buffalo	474,740	75
Burlington-Plattsburgh	183,140	63
Butte-Bozeman	29,710	55
Casper-Riverton	30,790	64
Cedar Rapids-Waterloo & Dubuque	197,570	64
Champaign & Springfield-Decatur	249,490	75
Charleston, SC	139,840	65
Charleston-Huntington	352,850	73
Charlotte	561,420	67
Charlottesville	32,380	64
Chattanooga	216,730	70
Cheyenne-Scottsbluff-Sterling	35,890	72
Chicago	1,949,910	62
Chico-Redding	105,830	60
Cincinnati	490,310	62
Clarksburg-Weston	73,590	70
Cleveland	1,026,140	70
Colorado Springs-Pueblo	188,240	68
Columbia, SC	182,340	60
Columbia-Jefferson City	89,020	60
Columbus, GA	131,620	72
Columbus, OH	473,100	64
Columbus-Tupelo-West Point	99,300	58
Corpus Christi	124,390	67

Designated Market Area	Cable Households	Cable Penetration (%)
Dallas-Fort Worth	989,090	52
Davenport-Rock Island-Moline	201,520	67
Dayton	351,000	70
Denver	741,290	62
Des Moines-Ames	232,660	61
Detroit	1,191,410	67
Dothan	58,500	68
Duluth-Superior	85,150	50
El Paso	159,980	61
Elmira	67,100	73
Erie	101,920	67
Eugene	137,630	66
Eureka	42,760	76
Evansville	167,900	61
Fairbanks	10,960	37
Fargo-Valley City	139,230	63
Flint-Saginaw-Bay City	291,980	66
Florence-Myrtle Beach	151,160	68
Fresno-Visalia	263,250	53
Fort Myers-Naples	252,940	79
Fort Smith-Fay-Sprngdl-Rgrs	141,010	65
Fort Wayne	137,860	57
Gainesville	69,090	69
Glendive	2,730	68
Grand Junction-Montrose	35,730	64
Grand Rapids-Kalamazoo-Battle Creek	411,670	62
Great Falls	36,820	59
Green Bay-Appleton	225,820	59
Greensboro-High Point-Winston Salem	366,510	64
Greenville-New Bern-Washington	152,120	65
Greenville-Spartanburg-Asheville-Anderson	428,740	60
Greenwood-Greenville	54,650	71
Harlingen-Weslaco-Brownsville-McAllen	109,610	46
Harrisburg-Lancaster-Lebanon-York	449,080	76
Harrisonburg	59,970	74
Hartford & New Haven	791,980	86
Hattiesburg-Laurel	54,860	58
Helena	14,240	68
Honolulu	333,470	88
Houston	917,710	56
Huntsville-Decatur, Florence	234,500	71
Idaho Falls-Pocatello	51,760	55
Indianapolis	618,080	65
Jackson, MS	177,470	60
Jackson, TN	38,590	62
Jacksonville, Brunswick	375,580	75
Johnstown-Altoona	229,590	80
Jonesboro	52,930	70
Joplin-Pittsburg	81,880	56
Kansas City	517,950	65
Knoxville	298,800	68
La Crosse-Eau Claire	106,720	60
Lafayette, IN	39,930	82
Lafayette, LA	143,050	70
Lake Charles	56,690	72

Cable Penetration by Market

Designated Market Area	Cable Households	Cable Penetration (%)
Lansing	157,280	67
Laredo	34,040	69
Las Vegas	302,350	67
Lexington	276,900	69
Lima	30,970	81
Lincoln & Hastings-Kearney Plus	174,620	69
Little Rock-Pine Bluff	300,850	63
Los Angeles	3,132,980	63
Louisville	361,360	65
Lubbock	89,400	64
Macon	134,500	66
Madison	198,280	63
Mankato	41,470	71
Marquette	61,510	73
Medford-Klamath Falls	96,540	63
Memphis	390,430	64
Meridian	35,220	53
Miami-Fort Lauderdale	992,860	72
Milwaukee	477,410	60
Minneapolis-St. Paul	745,960	52
Minot-Bismarck-Dickinson	83,830	63
Missoula	48,490	53
Mobile-Pensacola	323,840	72
Monroe-El Dorado	107,360	63
Monterey-Salinas	159,910	78
Montgomery	152,190	69
Nashville	496,280	63
New Orleans	454,630	73
New York	4,824,730	71
Norfolk-Portsmouth-Newport News	473,830	75
North Platte	9,430	65
Odessa-Midland	98,270	73
Oklahoma City	374,410	63
Omaha	255,900	69
Orlando-Daytona Beach-Melbourne	796,270	76
Ottumwa-Kirksville	29,470	61
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	213,380	60
Palm Springs	101,680	91
Panama City	79,130	68
Parkersburg	47,690	77
Peoria-Bloomington	158,910	71
Philadelphia	2,032,740	76
Phoenix	755,480	59
Pittsburgh	899,280	79
Portland, OR	611,440	63
Portland-Auburn	265,880	76
Presque Isle	19,090	73
Providence-New Bedford	438,180	77
Quincy-Hannibal-Keokuk	68,450	61
Raleigh-Durham	512,210	62
Rapid City	51,070	58
Reno	154,250	72
Richmond-Petersburg	288,670	63
Roanoke-Lynchburg	263,230	66
Rochester, NY	267,380	73

Designated Market Area	Cable Households	Cable Penetration (%)
Rochester-Mason City-Austin	82,010	63
Rockford	114,910	69
Sacramento-Stockton-Modesto	726,490	64
Salisbury	80,330	76
Salt Lake City	386,930	56
San Angelo	39,860	80
San Antonio	422,290	65
San Diego	762,450	82
San Francisco-Oakland-San Jose	1,639,830	71
Santa Barbara-Santa Maria-San Luis Obispo	182,570	84
Savannah	175,580	68
Seattle-Tacoma	1,103,580	72
Sherman, TX-Ada, OK	68,730	62
Shreveport	217,300	59
Sioux City	100,200	65
Sioux Falls (Mitchell)	148,530	65
South Bend-Elkhart	185,180	59
Spokane	232,570	62
Springfield, MO	179,000	49
Springfield-Holyoke	197,260	81
St. Joseph	35,840	68
St. Louis	585,170	53
Syracuse	279,480	74
Tallahassee-Thomasville	147,180	67
Tampa-St. Petersburg, Sarasota	1,042,950	73
Terre Haute	97,220	62
Toledo	274,320	67
Topeka	111,810	71
Traverse City-Cadillac	120,160	56
Tri-Cities, TN-VA	213,880	74
Tucson (Nogales)	215,220	61
Tulsa	298,520	64
Tuscaloosa	47,570	80
Twin Falls	32,300	58
Tyler-Longview (Lufkin & Nacogdoches)	142,660	62
Utica	75,980	81
Victoria	20,370	72
Waco-Temple-Bryan	180,370	66
Washington, DC	1,330,770	69
Watertown	63,110	74
Wausau-Rhineland	85,810	53
West Palm Beach-Fort Pierce	495,860	84
Wheeling-Steubenville	122,080	77
Wichita Falls & Lawton	105,600	69
Wichita-Hutchinson Plus	290,400	68
Wilkes Barre-Scranton	452,210	80
Wilmington	93,900	72
Yakima-Pasco-Richland-Kennewick	121,690	61
Youngstown	196,260	72
Yuma-El Centro	54,420	66
Zanesville	24,350	76

Top 50 DMA Ranked by Percentage of Cable Penetration

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by percentage of cable penetration. The estimates are from November 1997. (Copyright 1998 Nielsen Media Research.)

Rank	Designated Market Area	Cable Penetration (%)
1	Palm Springs	91
2	Honolulu	88
3	Hartford-New Haven	86
4	Anniston	84
4	Santa Barbara-Santa Maria-San Luis Obispo	84
4	West Palm Beach-Fort Pierce	84
5	Lafayette, IN	82
5	San Diego	82
6	Biloxi-Gulfport	81
6	Lima	81
6	Springfield-Holyoke	81
6	Utica	81
7	Johnstown-Altoona	80
7	San Angelo	80
7	Tuscaloosa	80
7	Wilkes Barre-Scranton	80
8	Bluefield-Beckley-Oak Hill	79
8	Fort Myers-Naples	79
8	Pittsburgh	79
9	Boston	78
9	Monterey-Salinas	78
10	Parkersburg	77
10	Providence-New Bedford	77
10	Wheeling-Steubenville	77
11	Eureka	76
11	Harrisburg-Lancaster-Lebanon-York	76
11	Orlando-Daytona Beach-Melbourne	76
11	Philadelphia	76
11	Portland-Auburn	76
11	Salisbury	76
11	Zanesville	76
12	Baton Rouge	75
12	Binghamton	75
12	Buffalo	75
12	Champaign & Springfield-Decatur	75
12	Jacksonville, Brunswick	75
12	Norfolk-Portsmouth-Newport News	75
13	Albany-Schenectady-Troy	74
13	Harrisonburg	74
13	Syracuse	74
13	Tri-Cities, TN-VA	74
13	Watertown	74
14	Bakersfield	73
14	Charleston-Huntington	73
14	New Orleans	73
14	Odessa-Midland	73
14	Rochester, NY	73
14	Seattle-Tacoma	73
14	Tampa-St. Petersburg, Sarasota	73
14	Marquette	73

Top 50 DMA Ranked by Cable Television Households

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by number of cable television households. The estimates are from September 1997. (Copyright 1998 Nielsen Media Research.)

Rank	Designated Market Area	Cable Television Households
1	New York	4,824,730
2	Los Angeles	3,132,980
3	Philadelphia	2,032,740
4	Chicago	1,949,910
5	Boston	1,694,410
6	San Francisco-Oakland-San Jose	1,639,830
7	Washington, DC	1,330,770
8	Detroit	1,191,410
9	Atlanta	1,144,080
10	Seattle-Tacoma	1,103,580
11	Tampa-St. Petersburg-Sarasota	1,042,950
12	Cleveland	1,026,140
13	Miami-Fort Lauderdale	992,860
14	Dallas-Fort Worth	989,090
15	Houston	917,710
16	Pittsburgh	899,280
17	Orlando-Daytona Beach-Melbourne	796,270
18	Hartford & New Haven	791,980
19	San Diego	762,450
20	Phoenix	755,480
21	Minneapolis-St. Paul	745,960
22	Denver	741,290
23	Sacramento-Stockton-Modesto	726,490
24	Baltimore	641,250
25	Indianapolis	618,080
26	Portland, OR	611,440
27	St. Louis	585,170
28	Charlotte	561,420
29	Kansas City	517,950
30	Raleigh-Durham	512,210
31	Nashville	496,280
32	West Palm Beach-Fort Pierce	495,860
33	Cincinnati	490,310
34	Milwaukee	477,410
35	Buffalo	474,740
36	Norfolk-Portsmouth-Newport News	473,830
37	Columbus, OH	473,100
38	New Orleans	454,630
39	Wilkes Barre-Scranton	452,210
40	Harrisburg-Lancaster-Lebanon-York	449,080
41	Providence-New Bedford	433,180
42	Greenville-Spartanburg-Asheville-Anderson	428,740
43	San Antonio	422,290
44	Grand Rapids-Kalamazoo-Battle Creek	411,670
45	Memphis	390,430
46	Salt Lake City	386,930
47	Albany-Schenectady-Troy	375,880
48	Jacksonville-Brunswick	375,580
49	Oklahoma City	374,410
50	Greensboro-High Point-Winston Salem	366,510

Top 50 DMA Ranked by Television Households

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by television households. Television household estimates are from January 1998; cable TV household estimates are from September 1997. Cable penetration figures are from November 1997. (Copyright 1998 Nielsen Media Research.)

Rank	Designated Market Area	Television Households	Cable Penetration (%)	Cable TV Households
1	New York	6,755,510	71	4,824,730
2	Los Angeles	5,009,230	63	3,132,980
3	Chicago	3,140,460	62	1,949,910
4	Philadelphia	2,659,260	76	2,032,740
5	San Francisco-Oakland-San Jose	2,297,880	71	1,639,830
6	Boston	2,174,300	78	1,694,410
7	Washington, DC	1,928,290	69	1,330,770
8	Dallas-Fort Worth	1,899,330	52	989,090
9	Detroit	1,781,710	67	1,191,410
10	Atlanta	1,674,700	68	1,144,080
11	Houston	1,624,340	56	917,710
12	Seattle-Tacoma	1,513,900	73	1,103,580
13	Cleveland	1,469,010	70	1,026,140
14	Minneapolis-St. Paul	1,448,100	52	745,960
15	Tampa-St. Petersburg-Sarasota	1,435,520	73	1,042,950
16	Miami-Fort Lauderdale	1,385,940	72	992,860
17	Phoenix	1,289,210	59	755,480
18	Denver	1,198,580	62	741,290
19	Pittsburgh	1,140,330	79	899,280
20	Sacramento-Stockton-Modesto	1,126,990	64	726,490
21	St. Louis	1,108,930	53	585,170
22	Orlando-Daytona Beach-Melbourne	1,041,380	76	796,380
23	Baltimore	988,040	65	641,250
24	Portland, OR	976,190	63	611,440
25	Indianapolis	957,050	65	618,080
26	San Diego	924,190	82	762,450
27	Hartford & New Haven	915,770	86	791,980
28	Charlotte	840,290	67	561,420
29	Raleigh-Durham	826,010	62	512,210
30	Cincinnati	797,230	62	490,310
31	Kansas City	791,800	65	517,950
32	Milwaukee	790,660	60	477,410
33	Nashville	789,220	63	496,280
34	Columbus, OH	739,440	64	473,100
35	Greenville-Spartanburg-Asheville-Anderson	717,510	60	428,740
36	Salt Lake City	690,310	56	386,930
37	Grand Rapids-Kalamazoo-Battle Creek	659,340	62	411,670
38	San Antonio	648,550	65	422,290
39	Norfolk-Portsmouth-Newport News	635,810	75	437,830
40	Buffalo	629,970	75	474,740
41	New Orleans	622,760	73	454,630
42	Memphis	614,050	64	390,430
43	West Palm Beach-Fort Pierce	593,480	84	495,860
44	Oklahoma City	593,040	63	374,410
45	Greensboro-High Point-Winston Salem	577,070	64	366,510
46	Wilkes Barre-Scranton	566,270	80	452,210
47	Albuquerque-Santa Fe	560,130	59	332,260
48	Providence-New Bedford	559,080	77	433,180
49	Louisville	554,240	65	361,360
50	Birmingham	546,620	66	363,430

Bottom 50 DMA Ranked by Percentage of Cable Penetration

Listed below are Nielsen Media Research Designated Market Areas (DMAs) ranked by percentage of cable penetration. Fairbanks has the lowest percentage. The estimates are from November 1997. (Copyright 1998 Nielsen Media Research.)

Rank	Designated Market Area	Cable Penetration (%)
1	Fairbanks	37
2	Harlingen-Weslaco-Brownsville-McAllen	46
3	Springfield, MO	49
4	Duluth-Superior	50
5	Evansville	61
6	Bangor	52
6	Boise	52
6	Dallas-Fort Worth	52
6	Minneapolis-St. Paul	52
7	Fresno-Visalia	53
7	Meridian	53
7	Missoula	53
7	St. Louis	53
7	Wausau-Rhineland	53
8	Bowling Green	55
8	Butte-Bozeman	55
8	Idaho Falls-Pocatello	55
9	Houston	56
9	Joplin-Pittsburg	56
9	Salt Lake City	56
9	Traverse City-Cadillac	56
10	Billings	57
10	Fort Wayne	57
11	Columbus-Tupelo-West Point	58
11	Hattiesburg-Laurel	58
11	Rapid City	58
11	Twin Falls	58
12	Albuquerque-Santa Fe	59
12	Anchorage	59
12	Great Falls	59
12	Green Bay-Appleton	59
12	Phoenix	59
12	Shreveport	59
12	South Bend-Elkhart	59
13	Chico-Redding	60
13	Columbia-Jefferson City	60
13	Columbia, SC	60
13	Greenville-Sparta-Asheville-Anderson	60
13	Jackson, MS	60
13	La Crosse-Eau Claire	60
13	Milwaukee	60
13	Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	60
14	Augusta	61
14	Des Moines	61
14	El Paso	61
14	Quincy-Hannibal-Keokuk	61
14	Tuscon (Nogales)	61
14	Yakima-Pasco-Richland-Kennewick	61
15	Cincinnati	62
15	Grand Rapids-Kalamazoo-Battle Creek	62

Top 50 MSOs

The following list ranks MSOs by number of basic subscribers as reported by the MSOs themselves. For more information on these and other MSOs, see *Multiple Systems Operators, Independent Owners & Cable Systems in the U.S. & Canada*, Section A.

Rank	MSO	Total Basic Subscribers
1	Tele-Communications Inc.	14,000,000
2	Time Warner Cable	11,700,000
3	Comcast Cable Communications	4,300,000
4	Cox Communications Inc.	3,316,282
5	Cablevision Systems Corp.	2,600,000
6	Rogers Cablesystems Ltd.	2,508,000
7	Adelphia Communications	1,907,715
8	Jones Intercable Inc.	1,500,000
8	Shaw Communications	1,500,000
10	Cablevision Industries Inc.	1,402,561
11	Century Communications Corp.	1,250,000
12	Marcus Cable	1,195,287
13	Falcon Cable TV	1,100,000
14	Charter Communications	1,075,560
15	Suburban Cable TV Co. Inc.	994,339
16	InterMedia Partners	937,000
17	Prime Cable	861,812
18	TCA Cable TV Inc.	640,000
19	Cable ONE Inc.	632,430
20	MediaOne Inc.	558,000
21	Multimedia Cablevision Inc.	458,000
22	Triax Telecommunications Co.	447,377
23	Cogeco Cable	400,000
24	C-TEC Cable Systems Inc.	367,192
25	Rifkin & Assoc.	312,082
26	Fanch Communications Inc.	275,000
27	Tele-Media Corp. of Delaware	274,086
28	S.B.C. Media Ventures	256,000
29	Harron Communications Corp.	252,000
30	Media General Inc.	245,538
31	Greater Media Inc.	239,193
32	Moffat Communications Ltd.	216,972
33	Bresnan Communications Co.	212,000
34	Northland Communications Corp.	210,000
35	Garden State Cable TV	206,500
36	Galaxy Cablevision	200,000
37	Armstrong Cable Svc. Inc.	195,804
38	Classic Cable Inc.	166,526
39	Pencor Svcs. Inc.	164,000
40	Blade Communications Inc.	157,953
41	Helicon Corp.	155,000
42	Buford Television Inc.	153,432
43	Susquehanna Cable Co.	147,000
44	Prestige Cable TV Inc.	138,000
45	Midcontinent Cable Co.	135,030
46	Coaxial Communications	125,571
47	WEHCO Video Inc.	117,000
48	Great Southern Printing & Manufacturing	106,954
49	Staten Island Cable	101,000
50	St. Joseph Cablevision	95,000

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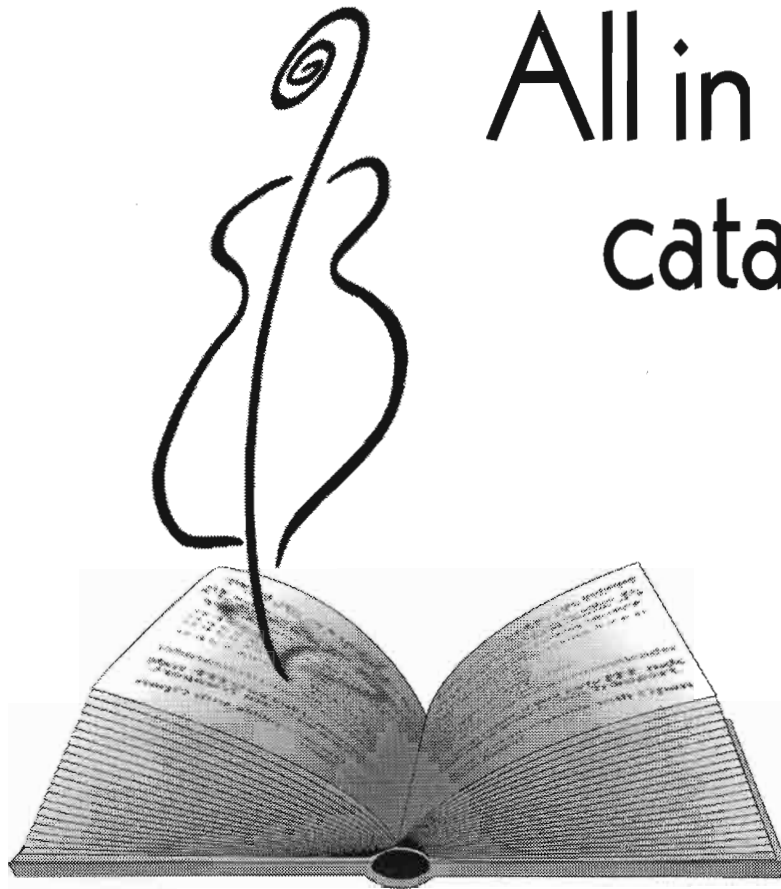
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