Section C

Cable

Top 25 Cable/Satellite Operators	
The Top 25 Cable/Satellite TV Operators	
Top 100 Cable Systems	
Top 100 Cable Systems, by Owner	
Cable Penetration by DMA	
Top 50 DMA by Cable Penetration	
Bottom 50 DMA by Cable Penetration	
Top 50 DMA by Cable Households	

Top 25 Cable/Satellite Operators

Ranked by Basic Subscribers*

Rank	Company	Subscribers
1	Comcast	21,477,000
2	DirecTV	12,640,000
3	Time Warner Cable	10,909,000
4	Echostar	10,000,000
5	Cox Cable	6,262,523
6	Charter	6,192,000
7	Adelphia	5,380,729
8	Cablevision	2,941,180
9	Bright House	2,136,000
10	Mediacom	1,533,000
11	Insight	1,282,400
12	Cable One	711,900
13	Cebridge	440,000
14	RCN	370,187
15	Bresnan	311,000
16	Service Electric TV	293,000
17	WOW	288,000
18	Atlantic Broadband	255,000
19	Susquehanna	234,051
20	Armstrong	216,530
21	Midcontinent	200,000
22	Northland	198,466
23	Blue Ridge	178,233
24	Knology Holdings	174,957
25	Buckeye Cablevision	149,640

^{*}As of August 9, 2004

The Top 25 Cable/Satellite TV Operators

Ranked by Basic Cable Subscribers

The following ranking appeared in the August 9 issue of *Broadcasting & Cable* magazine. HSD stands for high-speed data or cable modern. Basic sub penetration is the percentage of all homes within the cable operator's service or franchise areas. Digital, HSD, and phone penetrations are percentages of basic subscribers. This listing was compiled by George Winslow, a Portland, Oregon, freelance writer and editor.

1 Comcast Cable

1500 Market St., East Tower, Philadelphia, PA 19102 Phone: (215) 665-1700; Fax: (215) 981-7790; Web: http://www.comcast.com Steve Burke, president, Com Communications/COO, Comcast Corp. Comcast NASDAQ Symbols: CMCSA, CMCSK Basic Subs/Penetration: 21,477,000/53.3% Digital Subs/Penetration: 8,064,000/37.5% HSD Subs/Penetration: 6,005,000/16.1% Phone Subs/Penetration: 1,225,000/12.5% Average Revenue Per Sub: \$74.95 2003 Revenue: \$17.39 billion 2003 Operating Income before Depreciation and Amortization: \$6.35 billion 2003 Basic-Sub Rank: 1

Since taking over the old AT&T systems in October 2002, Philadelphia-based Comcast has improved the operating performance of those systems, which had lost 483,000 subscribers in 2002, while continuing to boost the numbers at its own, older systems. Comcast boost the numbers at its own, older systems. Comcast expects to produce \$7.5 billion worth of cable operating cash flow in 2004, an 18% bounce from 2003. In recent quarters, it has enjoyed some impressive operating gains, with digital subscribers increasing by 15.8% from second quarter 2003 to June 30, 2004, and data subscribers spiking by 36.8%. During 2004, Comcast also expects to add as many as 1.6 million high-speed-data customers and up to 1 million digital subscribers. About 600,000 homes currently have HD set-top boxes. Comcast has stopped aggressively marketing its existing phone service until it can roll out VoIP in 2005. After suffering some defections, it expects its basic-subscriber base this year to be about what it was in 2003.

2 DirecTV

2230 Imperial Highway, El Segundo, CA 90245
Phone: (310) 535-5000; Web: http://www.directv.com
Mitchell Stern, president/CEO
NYSE Symbol: DTV (Fox Entertainment Group, a
publicly traded 82% owned subsidiary of News
Corp, owns 34%)
Basic Subs: 12.64 million*

Average Revenue Per Sub: \$63.60*
2003 Revenue: \$7.70 billion
2003 Operating Income before Depreciation and
Amortization: \$956 million
2003 Basic-Sub Rank: 2

*First quarter 2004, includes National Rural Telecommunications Cooperative subscribers that take DirecTV programming.

One major reason for cable's slumping basic-subscriber counts and disappointing stock prices can be found at the El Segundo, California, headquarters of DirecTV, where Rupert Murdoch's new management has been aggressively marketing the service, adding new programming, and planning the rollout of advanced set-top boxes with interactive TV and DVR functions. It's also capitalizing on Fox's sports programming, with plans to offer up to 100 HD games on its NFL Sunday Ticket package, and the operator continues to offer more local channels. In June, local stations were available to DirecTV customers in 88 markets. People are noticing: In first quarter 2004, DirecTV added 460,000 customers, but marketing costs to get them were a hefty \$645 per head. Some analysts are disappointed by the first-quarter cash flow of \$145 million. Second-quarter numbers were being announced just as this report was going to press.

3 Time Warner Cable

290 Harbor Dr., Stamford, CT, 06902 Phone: (203) 328-0600; Fax: (203) 328-0690; Web: http://www.aoltimewarner.com Glenn Britt, chairman/CEO NYSE Symbol: TWX Basic Subs/Penetration: 10,909,000/57% Digital Subs/Penetration: 4,610,000/42% HSD Subs/Penetration: 3,548,000/19% Average Revenue Per Sub: \$75.39 2003 Revenue: \$7.23 billion 2003 Adjusted Operating Income before Depreciation and Amortization: \$2.99 billion 2003 Basic-Sub Rank: 3

Time Warner Cable lost 21,000 basic subscribers in the second quarter of 2004, but most of its other numbers remained strong. Over the past year, it has added 124,000 digital-TV subscribers, a 13% increase, and 127,000 high-speed-data subscribers, a 24% bounce. A 25% increase in HSD revenues and price hikes for basic packages allowed the company to increase its cable revenues by 10% in the second quarter and improve adjusted operating income before depreciation and amortization by 9%. Average revenue per basic subscriber also increased 10%. Over the year, the company expanded the number of homes with DVRs to 591,000, 18% of its digital-video customers, and the number of VOD homes to 1.3 million, a 28% penetration. And it has expansive plans for telephony. By the end of the year, phone services will be available in all 31 divisions, up from 15 today. Further growth could come through acquisitions, but, during a second-quarter eamings call, Time Warner chairman/CEO Richard Parsons stressed that the company will be tight-fisted.

4 Echostar

9631 South Meridian Blvd., Englewood, CO 80112 Web: http://www.dishnetwork.com Charles Ergen, chairman/CEO NASDAQ Symbol: (DISH) Basic Subs: 10 million* Digital Subs: 10 million*

Average Revenue Per Sub: \$51.76** 2003 Revenue: \$5.7 billion 2003 Net Income: \$225 million 2003 Basic-Sub Rank: 4

*June 2004 **First quarter 2004

EchoStar Communications passed million-subscriber mark in June, more than doubling its subscriber base in four years. It offers less expensive programming packages coupled with aggressive marketing to ethnic subscribers. Also, in the recent JD Power survey of customer satisfaction, EchoStar tied with DirecTV for the top spot with a 71 rating, much with Direct V for the top spot with a 71 rating, much higher than the nearest cable competitor, Cox, which had a 63 rating. But EchoStar faces challenges. In the first quarter of 2004, the cost of acquiring new subscribers jumped 26% to \$604 per head, and free cash flow declined 20% to \$224 million. To compete against DirecTV, EchoStar continues to add local broadcast signals of the officines and new provides local signals. signals to its offerings and now provides local signals in all 50 states. EchoStar teamed with SBC Communications to provide bundled video and DSL services, and, in the first quarter, that brought EchoStar 40,000 new subscribers.

5 Cox

1400 Lake Hearn Dr., Atlanta, GA 30319 Phone: (404) 843-5000; Fax: (404) 847-6336; Web: http://www.cox.com Jim Robbins, president/CEO NYSE Symbol: COX (Cox Enterprises owns approximately 63%) Basic Subs/Penetration: 6,262,688/60%

Digital Subs/Penetration: 2,278,523/36% HSD Subs/Penetration: 2,246,109/21.7% Phone Subs/Penetration: 1,133,650/20.8%

Broadcasting & Cable Yearbook 2005

2003 Revenue: \$5.8 billion

2003 Operating Income: \$586.9 million

2003 Basic-Sub Rank: 6

Big changes are afoot: Recently, Cox Communications announced a \$7.9 billion plan to buy out shareholders and take the company private so that Cox won't have to be a slave to its share price. Cox was the first cable operator to aggressively introduce bundling, rolling out a triple play of video, voice and data in its Los Angeles systems in 1997. Good plan: Cox was one of the few cable companies to increase its basic-subscriber counts cable companies to increase its basic-subscriber counts in the past year, seeing 0.6% growth from second quarter of 2003 to the same period in 2004. And, once again, it got the highest customer-service ranking of any MSO in the J.D. Powers annual survey. The MSO added 97,517 high-speed-data subscribers in second quarter 2004, a 34% increase over a year ago, and 66,265 telephony subscribers, a 35% jump.

6 Charter

12405 Powerscourt Dr., St. Louis, MO 63131 Phone: (314) 965-0555; Fax: (314) 965-8793; Web: Priorie: (314) 965-055; Fax: (314) 965-http://www.charter.com Carl Vogel, president/CEO NASDAQ Symbol: CHTR Basic Subs/Penetration: 2,657,400/23%* HSD Subs/Penetration: 1,653,000/16%* Phone Subs: 26,300* Average Revenue Per Sub: \$63.75* 2003 Revenue: \$4.819 billion 2003 Adjusted EBITDA: \$1.217 billion 2003 Basic-Sub Rank: 5

*First quarter 2004

Since revelations of accounting irregularities hammered Charter Communications' stock in 2002, the St. Louis-based operator has spent two years reorganizing operations. The company hit on a plan to sell "non-strategic" systems serving about 600,000 subscribers. Sales proceeds and improved results gave Charter a negative cash flow of about \$70 million in 2003, a substantial reduction from the \$1.5 billion a in 2003, a substantial reduction from the \$1.5 billion a year before. Charter added 437,000 high-speed-data customers in 2003, and the company's policy of offering data services at the same price to non-video customers helped attract another 125,200 in first quarter 2004. Charter reduced its basic-subscriber losses and, in the first quarter, gained 68,800 digital-video subscribers, a big bounce from the comparable quarter in 2003, when it lost 31,500 digital customers. CEO Vogel says 2004 is the year Charter will "regain our operational momentum."

7 Adelphia

5619 DTC Pkwy., Greenwood Village, CO 80111 Phone: (303) 268-6300; Fax: (303) 268-6484; http://www.adelphia.com William Schleyer, chairman/CEO
Ownership: In Chapter 11 bankruptcy-protection proceedings Basic Subs: 5,380,729 Digital Subs: 2,015,346 HSD Subs: 1,241,166 2003 Basic-Sub Rank: 7

Following the massive accounting scandal at Adelphia Communications that pushed the MSO into bankruptcy protection in June 2002, a new management team led by industry veteran William Schleyer began working to turn around its operations, which were bleeding subscribers. Under his direction, the company has added more than half a million HSD subscribers and upgraded its systems. Today, about 93% of Adelphia customers have access to two-way digital-TV and HSD services up from only two-thirds in late 2002. But HSD services, up from only two-thirds in late 2002. But the company continued to lose subscribers—more than 90,000 in 2003—and the prospects of Adelphia's surviving as a separate company remain clouded. If Adelphia is broken up, analysts have valued the

systems at \$17 billion to \$21 billion, with Time Warner, Comcast, and Cox among the possible bidders.

8 Cablevision

1111 Stewart Ave., Bethpage, NY 11714
Phone: (516) 803-2300; Web: http://www.cablevision.com
James Dolan, president/CEO
NYSE Symbol: CVC
Basic Subs/Penetration: 2,941,180/35.9%*
Digital Subs/Penetration: 1,055,720/35.9%*
HSD Subs/Penetration: 1,128,930/25.6%*
Phone Subs: 81,455*
Average Revenue Per Sub: \$79.02*
2003 Revenue: \$4.2 billion
2003 Adjusted Operating Cash Flow: \$1.1 billion
2003 Basic-Sub Rank: 8

*First quarter 2004

In July, the company took an important step toward spinning off its operations into two companies. If its plan goes through, Cablevision Systems will hold the cable operations and a variety of other assets, and Rainbow Media Enterprises will own Rainbow DBS (called Voom), Rainbow Programming and Rainbow Movies. On the cable side, the company lost 19,600 basic subscribers in 2003 and another 820 in the first quarter of 2004, the most recent data available at press time. But company executives believe basic subscribers will grow slightly in 2004, and the company's other offerings have been growing at a very healthy rate, adding 150,000 digital subscribers, 71,900 high-speed-data subscribers and 42,200 VoIP customers in the first quarter alone. That has boosted monthly revenues per subscriber by 18% between the first quarter of 2003 and the first quarter of 2004 and produced a 17% increase in telecommunications revenues

9 Bright House

500 Campuswood Dr., East Syracuse, NY 13057 Phone: (315) 438-4100; Fax: (315) 438-4643 Robert Miron, chairman/CEO Ownership: Private (Advance/Newhouse Communications and Time Warner Entertainment) Basic Subs/Penetration: 2,136,000/58.6% Pay Units/Penetration: 1,628.000/76.2% Digital Subs/Penetration: 864,000/40.5% HSD Subs: 702,900 2003 Basic-Sub Rank: 9

As part of the restructuring of Time Warner Entertainment, Advance Newhouse Communications took over management control of 2.1 million cable subscribers in the spring of 2003 and then rebranded the operations as Bright House Networks. The systems cover several large markets, including Tampa/Central Florida systems, which are contiguous and form one of the country's largest cable clusters. Advance/Newhouse increased its basic customers by about 1.5% in 2003. Digital also showed a healthy bounce, growing by 93,400 in 2003. To continue those gains, the company remains committed to rolling out new services. Currently, VOD and high-speed data are available to about 95% of all Bright House customers.

10 Mediacom

100 Crystal Run Rd., Middletown, NY 10941
Phone: (845) 695-2609; Fax: (845) 695-2639; Web:
http://www.knology.com
Rocco B. Commisso, chairman/CEO
NASDAQ Symbol: MCCC
Basic Subs/Penetration: 1,533,000/44.4%*
Digital Subs/Penetration: 372,000/24.3%*
HSD Subs/Penetration: 302,000/10.0%*
Average Revenue Per Sub: \$57.10*
2003 Revenue: \$1 billion
2003 Operating Income: \$132.4 million
2003 Basic-Sub Rank: 10

*First quarter

Over the past five quarters, DBS providers have been chipping away at Mediacom's customer base, and the operator lost 59,000 basic customers between the end of 2002 and the first quarter of 2004. Digital subscribers declined by 11,000 in the first quarter of this year, but high-speed-data customers jumped by 42,000 to 302,000. Mediacom is adding local channels and pumping up marketing, and it has introduced a less expensive (but slower) data package. The company hopes to have

HD services available in more than 80% of its digital homes by the end of 2004. Sometime late this year, it plans to add phone services to its product mix. Management expects cash flow to increase by 4%-7% to at least \$425 million and predicts that Mediacom could lose another 2%-2.5% of its subscriber base this year. Mediacom was releasing second-quarter earnings as this report was being prepared.

11 Insight

810 Seventh Ave., New York, NY 10019
Phone: (917) 286-2300; Fax: (917) 286-2301; Web: http://www.insight-com.com
Michael Willner, president/CEO
NASDAQ Symbol: ICCI (Comcast owns 50%)
Basic Subs/Penetration: 1,282,400/54.6%
Digital Subs: 418,200
HSD Subs/Penetration: 273,900/12%
Phone Subs/Penetration: 61,600/8%
Average Revenue Per Sub: \$64.76
2003 Revenue: \$902.6 million
2003 Operating Income: \$155.3 million
2003 Basic-Sub Rank: 11

By the end of the second quarter of 2004, 97% of Insight Communications' customers were in areas served by a two-way, high-capacity network. That investment helped the company boost its revenues by 12% and its operating cash flow by 13% over last year. While basic subscribers declined over the past year by about 13,400, it saw healthy increases in phone and digital subscribers, and the number of HSD customers spiked by 42%. The company has rolled out HDTV and VOD in most markets and has been one of the most aggressive operators in interactive TV. The company expects to generate about \$50 million in free cash flow and 11% or 12% revenue growth this year.

12 Cable One

2003 Basic-Sub Rank: 12

1314 N. Third St., 3rd Fl., Phoenix, AZ 85004
Phone: (602) 364-6000; Fax: (602) 364-6010; Web:
http://www.cableone.net
Thomas O. Might, president/CEO
NYSE Symbol: WPO (The Washington Post Co.)
Basic Subs: 711,900
Digital Subs/Penetration: 220,400/31%
High-Speed Subs: 152,300
2003 Operating Revenue: \$459.4 million
2003 Operating Income: \$88.4 million

To bolster its flight against satellite, Cable One froze basic rates in 2003 and offered a \$1,000 bonus to every employee of systems that gained subscribers. That strategy paid off: The company gained about 2,500 basic subscribers in 2003, a major turnaround from 2002, when its systems lost 36,000. Price hikes earlier this year, however, have slightly reduced basic-subscriber counts, which were down about 2,600 since the second quarter of 2003. The company, which operates in smaller markets, has taken a cautious approach to new technologies; it was the last major MSO to roll out digital-TV and HSD services. Those products are now, however, an essential part of its mix, with HSD subscribers nearly doubling since the end of 2002. The MSO has rolled out HDTV services and began offering DVRs last spring. Telephony's coming, too.

13 Cebridge Connections

12444 Powerscourt Dr., Ste. 450, St. Louis, MO 63131 Phone: (314) 965-2020; Fax: (314) 965-0500; Web: http://www.cebridge.net Jerry Kent, CEO Ownership: Private Basic Subs: 440,000 HSD Subs: 40,000 2003 Basic-Sub Rank: 14

Formerly known as Classic Communications, this fast-growing company is led today by Jerry Kent, the former CEO of Charter Communications. It acquired several Houston-area systems from Shaw Communications in mid 2003. So far this year, it has acquired systems from Alliance Communications Partners, LP (January 2004), Thompson Cablevision (March 2004), and Tele-Media Corp., pushing its subscriber counts up to about 440,000 customers in 18 states. Later this year, the company is scheduled to close on a deal to acquire the assets of USA Media, which

would further boost its subscriber count to about 480,000. By the end of 2004, it will have upgraded systems serving about 80% of its customers.

14 RCN

105 Carnegie Center, Princeton, NJ 08540
Phone: (609) 734-3700; Fax: (609) 951-8632; Web: http://www.rcn.com
Dave C. McCort, chairman/CEO
Ownership: In Chapter 11 bankruptcy-protection proceedings
Basic Subs: 370,187*
HSD Subs: 174,898*
Phone Subs: 246,711*
Average Revenue Per Sub: \$94.37**
2003 Revenue: \$484.9 million
2003 Net Loss: \$499.1 million
2003 Basic-Sub Rank: 13

*Dec. 31, 2003 **First quarter 2004

Over the past year, RCN executives have worked to revamp the heavily indebted overbuilder's balance sheet. Debt was reduced from \$2.7 billion in 2001 to \$1.7 billion in 2004, and the company put some systems on the block, selling its Princeton, New Jersey, operation for about \$245 million and Carmel, New York, system for \$120 million. In February, RCN's management began negotiating with bondholders to further reduce its debts. The company expects to emerge from bankruptcy protection in the fourth quarter. Despite its financial troubles, it continues to roll out new services and post reasonably good operating numbers.

15 Bresnan

777 Westchester Ave., White Plains, NY 10604 Phone: (914) 641-3300; Fax: (914) 641-3424; Web: http://www.breshan.com
William Bresnan, president/CEO
Ownership: Private (William Bresnan and other investors, including Comcast)
Basic Subs/Penetration: 311,000/54.4*
Pay Units: 253,000*
Digital Subs/Penetration: 106,000/34%*
High-Speed Subs: 44,000*
2003 Basic-Sub Rank: 15

*First quarter 2004

William Bresnan, a cable-industry pioneer, got out of the business in 1999 but returned four years later, spending \$525 million to acquire Comcast systems in Colorado, Montana, Wyoming, and Utah, a deal that also gave Comcast an equity interest in the company. Since then, Bresnan Communications has been focused on a \$200 million rebuild of the systems, which should be about 96% complete in the third quarter, notes Executive VP, Operations, Steve Brookstein: "We're doing in 12 to 18 months what the industry did in four years."

16 Service Electric Television

2260 Ave. A, Bethlehem, PA 18017
Phone: (610) 865-9100; Fax: (610) 865-5031; Web: http://www.sectv.com
Margaret Walson, CEO
Ownership: Private (Walson family)
Basic Subs/Penetration: 293,000/70%
Digital Subs: 45,000
High-Speed Subs: 16,000
2003 Basic-Sub Rank: 16

Founded in 1948 by John Walson, Service Electric has the distinction of being the country's first cable system. Today, it's still run by his family, with Margaret Walson serving as CEO and her son as president. Service Electric has rolled out HD service in about two-thirds of its footprint and plans to offer the service in all areas by first quarter 2005. It plans to begin rolling out VoIP in early 2005 and hopes to have DVRs and VODs available in most communities by the middle of next year.

17 WOW

7807 E. Peakview Ave., Englewood, CO 80111 Web: http://www.wideopenwest.com Colleen Abdoulah, president/CEO

Ownership: Private Basic Subs: 288,000* 2003 Basic-Sub Rank: 17

*2003 estimate by Paul Kagan Associates

WOW, which sold its Denver operations in 2003, is an overbuilder offering telecommunications services over the old Ameritech systems in four states. It does not release any data on its subscribers or finances. To lure subscribers away from its main competition, incumbent cable operators, WOW attempts to offer attractive bundles and a wider range of Internet services. It has rolled out HD and DVR services in most of its markets but has no immediate plans to offer telephony.

18 Atlantic Broadband

1 Batterymarch Park, Suite 405, Quincy, MA 02169 Phone: (617) 786-8800; Fax: (671) 786-8803; Web: http://www.atlanticbb.com

David Keefe, CEO Ownership: Private Basic Subs: 255,000 Digital Subs/Penatreti

Digital Subs/Penetration: 83,500 HSD Subs: 45,000 2003 Basic-Sub Rank: New to list

Founded by cable veterans, David Keefe and Edward Holleran, Atlantic Broadband Finance jumped into the top-25 ranking with a March \$765 million deal to purchase systems with 228,000 subscribers from Charter. Since then, the company has been working to rebrand the operations and to roll out new services. Keefe notes that, after rebranding its systems in May, it relaunched its digital package in July. It has also begun offering a slower but less expensive data service and has increased the speed for its main cable-modern offering. In August and September, it will begin rolling out DVRs and hopes to launch VoIP in 2005. By late 2004 or early 2005, it hoppes to have upgraded systems serving about 93% of its customers so they can get HD and DVR services.

19 Susquehanna

Susquehanna Commerce Center West, 140 E. Market St., York, PA 17401
Phone: (717) 852-2395; Fax: (717) 771-1439; Web: http://www.suscom.net
James Munchel, president/COO
Ownership: Private (Susquehanna Media)
Basic Subs/Penetration: 234,051/66.9*
Digital Subs/Penetration: 56,958/24.3%*
HSD Subs/Penetration: 55,875/18.4%*
Telephony Customers/Penetration: 9,000/25%*
2003 Basic-Sub Rank: 21

*First quarter 2004

Susquehanna Communications last year spent \$120 million to acquire a 30,000-subscriber system in Carmel, New York, from RCN Corp. That put the company in the voice-over-cable business for the first time, and it plans to test a VoIP system in Williamsport, Pennsylvania, this year, with a launch in 2005. Susquehanna plans to launch DVRs in York, Pennsylvania, in late 2004 and expand those offerings next year. It has big plans for HD and beefed up its HSD offering by adding a tier of Internet content. More acquisitions could be on the way once the company completes construction of a new network-operations center and consolidates its

call-center functions. But no deals are imminent.

20 Armstrong

One Armstrong Place, Butler, PA 16001
Phone: (724) 283-0925; Fax (724) 283-9655; Web: http://www.armstrongonewire.com
Jeff Ross, president
Ownership: Private (Armstrong Holdings)
Basic Subs/Penetration: 216,530/70.4%
Pay Units/Penetration: 82,500/38%
Digital Subs/Penetration: 44,200/20.5%
High-Speed Subs/Penetration: 85,000/39.5%

This efficient cable operator is holding its own. It slightly expanded its subscriber count over the last year, gained market share for high-speed-data products, and attracted 4,250 HD and 3,000 DVR subscribers. Testing for VoIP is set for late 2004, with a launch in 2005.

21 Midcontinent

2003 Basic-Sub Rank: 22

2003 Basic-Sub Rank: 19

5001 W. 41st St., Sioux Falls, SD 57106 Phone: (605) 357-5491; Fax: (605) 339-4419; Web: http://www.midcocomm.com Mark Niblick, president/CEO Ownership: Private (Midcontinent Media and Comcast Corp.) Basic Subs/Penetration: 200,000/67% Pay Units/Penetration: 80,000/40% Digital Subs/Penetration: 40,000/15% HSD Subs/Penetration: 65,000/21% Phone Customers/Penetration: 20,000/14%

Midcontinent, which manages systems it jointly owns with Comcast in four states, equaled or exceeded most of its subscriber goals over the past year, adding 15,000 data subscribers, 15,000 digital subscribers, and 10,000 telephony customers. VP of Public Policy Tom Simmons attributes much of that success to better customer service. Over the past year, it has doubled the speed of its high-speed-data product and, in the next two years, plans to expand its rollout to 55 more communities and small towns.

22 Northland

101 Stewart St., Ste. 700, Seattle, WA 98101 Phone: (206) 621-1351; Fax: (206) 623-9015; Web: http://www.northlandcabletv.com John Whetzell, chairman Ownership: Private Basic Subs/Penetration: 198,466/57% Pay Units/Penetration: 96,635/49% Digital Subs/Penetration: 20,322/11% HSD Subs: 2,499 Average Revenue Per Sub: \$47.60 2003 Basic-Sub Rank: 20

Northland Communications, founded 23 years ago, sold systems serving about 40,000 subscribers in Washington and South Carolina in 2003, leaving it with operations in nine states. Digital tiers, which were first rolled out in 2001, are now available in more than 90% of Northland's subscriber homes. In 2004, the company has been focusing on the rollout of HSD

services. There are no immediate plans to launch VOD services.

23 Blue Ridge

613 Third St., PO Box 215, Palmerton, PA 18071 Phone: (610) 826-2551; Web: http://www.brctv.com Fred Reinhard, president Ownership: Private (Pencor Services) Basic Subs: 178, 233 Digital Subs/Penetration: 24,350/12% High-Speed Subs/Penetration: 37,652/12% 2003 Basic-Sub Rank: 23

Blue Ridge is working to bolster its competitive position against satellite by adding VOD, SVOD, DVRs, and HD services to its digital offerings. DVR services were launched in July 2004, and the company has been adding VOD programming. HD, DVR, and VOD services are now available in most markets, helping boost the company's digital-subscriber numbers by more than 10,000 in the past year. HSD subs have climbed by more than 11,000. It launches VoIP in some markets next year.

24 Knology Holdings

1241 O.G. Skinner Dr., West Point, GA 31833
Phone: (706) 645-3000; Fax: (706) 645-1446; Web: http://www.knology.com
Rodger L. Johnson, president/CEO
NASDAQ Symbol: KNOL
Basic Subs: 174,957
High-Speed Subs: 77,174
Phone Subs: 127,859
Average Revenue Per Sub: \$46.95
2003 Revenue: \$172.9 million
2003 EBITDA: \$33 million
2003 Basic-Sub Rank: New to the list

Knology vaulted into the top 25 with the acquisition of about 60,000 Verizon Media subscribers in Florida and California. The company is focusing on the South and, in May, announced plans to sell the Cerritos, California, systems for about \$14.8 million. Faced with heavy debt, the MSO's predecessor filed a Chapter 11 reorganization plan in September 2002. After emerging from bankruptcy protection, the new Knology went public last December, raising about \$56 million in one of the first cable-sector IPOs since the telecom bubble burst in 2001. The company has used most of the IPO money to complete the purchase of systems and to upgrade the Florida systems, an overbuild competing with Bright House.

25 Buckeye Cablesystem

5566 Southwyck Blvd., Toledo, OH 43614
Phone: (419) 724-9802; Fax: (419) 724-7074; Web: http://www.buckeyecablesystem.com
Walter H. "Chip" Carstensen, president/general manager
Ownership: Private (Block Communications)
Basic Subs/Penetration: 149,640/55.1%
Pay Units/Penetration: 36,446/20.5%
Digital Subs/Penetration: 30,446/27.2%
HSD Subs/Penetration: 33,167/22.2%
2003 Basic-Sub Rank: 25

Although Buckeye lost about 3,000 basic subscribers in the past year, it has posted healthy gains elsewhere as it beefed up its digital offerings, rolling out HD and VOD services. Since the middle of 2003, it added more than 12,000 pay units, more than 7,000 digital subscribers, and more than 8,000 high-speed-data customers.

Top 100 Cable Systems

Ranked by Basic Subscribers

Rank	System	Owner	Subscribers
1	Eastern Division	Comcast	5,200,000
2	Atlantic Division	Comcast	3,800,000
3	Greater New York	Cablevision	2,954,956
4	Northeast Region	Adelphia	2,000,000
5	Bay Area	Comcast	1,700,000
6	Greater Chicago Region	Comcast	1,600,000
7	New York & New Jersey	Time Warner	1,410,544
8	Southern California	Adelphia	1,200,000
9	Washington	Comcast	1,095,000
10	Greater Detroit Region	Comcast	1,005,282
11		Advance/Newhouse	1,003,202
12	Bright House, Tampa	Cox	805,000
	Middle America	Time Warner	
13	Houston		785,000
14	Arizona	Cox	770,954
15	Bright House, Central Fla.	Advance/Newhouse	750,000
16	South Florida Region	Comcast	700,000
17	Denver	Comcast	675,000
18	Pittsburgh	Comcast	651,000
19	Oregon/SW Washington	Comcast	551,000
20	Southern California Region	Comcast	540,000
21	San Diego	Cox	535,541
22	Oklahoma	Cox	517,000
23	Dallas	Comcast	515,000
24	Southeast Region	Adelphia	495,000
25	St. Louis	Charter	490,000
26	Raleigh	Time Warner	478,000
27	New England	Cox	451,689
28	Northeast Ohio Division	Time Warner	427,549
29	Hampton Roads	Cox	420,000
29	Milwaukee	Time Warner	420,000
29	Western Ohio Division	Time Warner	420,000
32	Las Vegas	Cox	397,000
33	Charlotte	Time Warner	392,000
34	Sacramento	Comcast	390,000
34	Hawaii	Time Warner	390,000
36	Cincinnati	Time Warner	350,000
36	Los Angeles	Time Warner	350,000
38	Greensboro	Time Warner	349,000
39	Syracuse	Time Warner	345,000
40	St. Paul	Comcast	339,000
40	San Antonio	Time Warner	339,000
42	South Carolina	Time Warner	336,000
43	Middle Tennessee	Comcast	330,000
44	Columbus	Time Warner	327,000
44	Rochester	Time Warner	327,000
46	Albany	Time Warner	320,000
46	Austin	Time Warner	320,000
48	Western Michigan	Comcast	319,789
49	Kansas	Cox	319,000
50	New Mexico	Comcast	311,800
50	Kansas City	Time Warner	303,000
52	Los Angeles Metro	Charter	295,000
52 53	Orange County	Cox	272,000
54	Atlanta North	Comcast	271,547

Rank	System	Owner	Subscribers
55	New Orleans	Cox	267,278
56	Northern Virginia	Cox	253,000
57	Jacksonville	Comcast	250,000
58	Salt Lake City	Comcast	246,870
59	West Texas	Cox	239,976
60	Richmond	Comcast	235,000
61	Madison	Charter	233,000
62	Louisville	Insight	227,189
63	Worcester	Charter	220,000
63	West Florida	Comcast	220,000
65	Atlanta Central	Comcast	217,547
66	Greenville/Spartanburg	Charter	212,000
67	Memphis	Time Warner	210,000
68	Minneapolis Division	Time Warner	208,000
69	Fresno	Comcast	206,000
70	San Diego	Time Warner	205,000
71	Naples/Ft. Myers	Comcast	200,000
71	Binghamton	Time Warner	200,000
73	Omaha	Cox	192,300
74	Indiana	Comcast	191,000
75	Baton Rouge	Cox	178,000
76	Ft. Worth	Charter	173,000
77	Birmingham	Charter	171,000
78	Gulf Coast	Cox	167,800
79	Suburban Atlanta	Charter	165,000
80	Reno/Tahoe	Charter	156,000
81	Green Bay	Time Warner	150,000
82	Western N.C./Va.	Charter	142,000
83	Greater Des Moines	Mediacom	135,400
. 84	Toledo Buckeye Cable	Block Comm.	132,487
85	Peoria/ Bloomington	Insight	125,000
86	Bright House Networks Indiana	Advance/Newhouse	120,100
87	El Paso	Time Warner	118,000
87	Jackson/Monroe	Time Warner	118,000
89	Northeast Indiana	Insight	117,600
90	Springfield	Insight	116,988
91	Rio Grande Valley	Time Warner	116,288
92	Waco	Time Warner	114,000
93	Colorado Springs	Adelphia	113,000
94	Lincoln	Time Warner	111,000
95	Maine	Time Warner	110,000
96	Charleston	Charter	106,000
97	Greater Quad Cities Area	Mediacom	101,900
98	North Carolina	Cox	98,120
99	Central Florida	Cox	95,649
100	Fond du Lac	Charter	90,000
100	Toria da Edo	Official	30,000

Top 100 Cable Systems, by Owner

System rankings are given in parentheses.

ADELPHIA

Colorado Springs, CO (93) Northeast Region (4) Southeast Region (24) Southern California (8)

ADVANCE NEWHOUSE

(Bright House Networks) Central Florida (15) Indiana (86) Tampa Bay (11)

BLOCK COMMUNICATIONS

Toledo Buckeye CableSystem (84)

CABLEVISION

Greater New York (3)

CHARTER

Birmingham (77)
Charleston (96)
Fond du Lac (100)
Ft. Worth (76)
Greenville/Spartanburg (66)
Los Angeles Metro (52)
Madison (61)
Reno/Tahoe (80)
St. Louis (25)
Suburban Atlanta (79)
Western North Carolina/Virginia (82)

COMCAST

Atlanta Central (65)

Atlanta North (54)

Salt Lake City (58)

Washington (9)

West Florida (63)

Worcester (63)

Atlantic Division (2) Bay Area (5) Dallas (23) Denver (17) Eastern Division (1) Fresno (69) Greater Chicago Region (6) Greater Detroit Region (10) Indiana (74) Jacksonville (57) New Mexico (50) Middle Tennessee (43) Naples/Ft. Myers (71) Oregon and Southwest Washington (19) Pittsburgh (18) Richmond (60) Sacramento (34) St. Paul (40)

Southern California Region (20)

South Florida Region (16)

Western Michigan (48)

COX

Arizona (14) Baton Rouge (75) Central Florida (99) Gulf Coast (78) Hampton Roads (29) Kansas (49) Las Vegas (32) Middle America (12) New England (27) New Orleans (55) North Carolina (98) Northern Virginia (56) Oklahoma (22) Omaha (73) Orange County (53) San Diego (21) West Texas (59)

INSIGHT

Louisville (62) Peoria/Bloomington/Normal (85) Northeast Indiana (89) Springfield (90)

MEDIACOM

Greater Des Moines (83) Greater Quad Cities Area (97)

TIME WARNER

Albany (46) Austin (46) Binghamton (71) Charlotte (33) Cincinnati (36) Columbus (44) El Paso (87) Green Bay (81) Greensboro (38) Hawaii (34) Houston (13) Jackson/Monroe (87) Kansas City (51) Lincoln (94) Los Angeles (36) Maine (95) Memphis (67) Milwaukee (29) Minneapolis (68) New York & New Jersey (7) Northeast Ohio Division (28) Raleigh, NC (26) Rio Grande Valley (91) Rochester (44) San Antonio (40) San Diego (70) South Carolina (42) Syracuse (39) Waco (92) Western Ohio Division (29)

Cable Penetration by DMA

Listed below are the Neilsen Media Research Designated Market Areas (DMAs) with the number of cable homes and the percentage of penetration (copyright 2003 Nielsen Media Research).

	Cable	Cable
Designated Market Area	Households	Penetration (%)
Abilene-Sweetwater	70,360	61
Albany, GA	104,050	66
Albany-Schenectady-Troy	426,670	79
Albuquerque-Santa Fe	332,880	53
Alexandria, LA	62,110	67
Alpena	12,100	66
Amarillo	118,140	62
Anchorage	86,510	64
Atlanta	1,417,680	70
Augusta	168,240	69
Austin	401,140	69
Bakersfield	132,240	70
Baltimore	791,390	73
Bangor	71,050	<u>51</u>
Baton Rouge	226,410	75
Beaumont-Port Arthur	123,580	72
Bend, OR	31,050	61
Billings	54,920	55
Biloxi-Gulfport	96,570	72
Binghamton	105,070	75
Birmingham (Anniston, Tuscaloosa)	458,080	66
Bluefield-Beckley-Oak Hill	106,030	74
Boise	89,690	40
Boston (Manchester)	2,066,990	86
Bowling Green	42,380	53
Buffalo	489,770	76 50
Burlington-Plattsburgh	181,220	56
Butte-Bozeman	29,360	51
Casper-Riverton	32,240	64
Cedar Rapids-Waterloo & Dubuque Champaign & Springfield-Decatur	222,160 264,980	68 70
Charleston, SC	185,330	69
Charleston-Huntington	361,970	73
Charlotte	673,290	68
Charlottesville	45,360	65
Chattanooga	229,240	66
Cheyenne-Scottsbluff	39,890	75
Chicago	2,375,450	70 70
Chico-Redding	99,790	54
Cincinnati	564,390	65
Clarksburg-Weston	72,780	68
Cleveland	1,081,160	70
Colorado Springs-Pueblo	196,700	63
Columbia, SC	208,850	57
Columbia-Jefferson City	83,110	50
Columbus, GA	156,260	75
Columbus, OH	607,070	71
Columbus-Tupelo-West Point	100,810	54
Corpus Christi	141,360	73
Dallas-Fort Worth	1,077,600	48
Davenport-Rock Island-Moline	197,790	64
Dayton	366,100	72
Denver	853,340	61
Broad-selies & Oakle Ve		

	Cable	Cable
Designated Market Area	Households	Penetration (%)
Des Moines-Ames	233,390	58
Detroit	1,349,930	70
Dothan	68,880	69
Duluth-Superior	80,280	47
El Paso	163,500	58
Elmira	71,410	73
Erie	108,370	68
Eugene	136,660	60
Eureka	41,710	73
Evansville	170,870	60
Fairbanks	12,800	40
Fargo-Valley City	141,720	61
Flint-Saginaw-Bay City	304,840	64
Florence-Myrtle Beach Fresno-Visalia	258,430	73 40
	253,030	49 76
Fort Myers-Naples Fort Smith-Fayetteville-Springdale-Rogers	318,810	76
Fort Wayne	162,630 141,690	63 53
Gainesville	79,020	67
Glendive	3,670	74
Grand Junction-Montrose	36,050	58
Grand Rapids-Kalamazoo-Battle Creek	447,960	62
Great Falls	34,960	55
Green Bay-Appleton	248,620	58
Greensboro-High Point-Winston Salem	459,790	71
Greenville-New Bern-Washington	173,520	64
Greenville-Spartanburg-Asheville-Anderson	485,970	60
Greenwood-Greenville	54,580	69
Harlingen-Weslaco-Brownsville-McAllen	131,420	44
Harrisburg-Lancaster-Lebanon-York	506,260	79
Harrisonburg	55,120	64
Hartford & New Haven	890,040	89
Hattiesburg-Laurel	50,090	49
Helena	14,630	59
Honolulu	365,940	89
Houston	1,046,970	57
Huntsville-Decatur, Florence	255,980	70
Idaho Falls-Pocatello	47,300	43
Indianapolis	640,650	62
Jackson, MS	191,850	59
Jackson, TN	48,280	64
Jacksonville, Brunswick Johnstown-Altoona	411,520	69
Jonesboro	237,090	80 66
Joplin-Pittsburg	57,440 76,980	50
Juneau	18,310	71
Kansas City	582,600	67
Knoxville	338,900	68
La Crosse-Eau Claire	122,270	59
Lafayette, IN	46,010	73
Lafayette, LA	156,510	73 73
Lake Charles	65,060	73 70
Lansing	159,880	63
Laredo	39,940	66
Las Vegas	444,860	74
Lexington	301,240	65
Lima	50,810	72
	,	

	Coblo	Cable
Designated Market Area	Cable Households	Penetration (%)
_		` '
Lincoln & Hastings-Kearney Little Rock-Pine Bluff	180,980 302,370	66 58
Los Angeles	3,308,900	61
Louisville	401,780	64
Lubbock	85,060	56
Macon	151,090	67
Madison	204,280	58
Mankato	35,220	68
Marquette	64,640	72
Medford-Klamath Falls	96,690	60
Memphis	403,290	61
Meridian	36,660	52
Miami-Fort Lauderdale	1,119,010	74
Milwaukee	540,960	62
Minneapolis-St. Paul	881,160	54
Minot-Bismarck-Dickinson	77,520	59
Missoula	44,560	44
Mobile-Pensacola (Fort Walton Beach)	368,180	74
Monroe-El Dorado	108,200	62
Monterey-Salinas	160,090	71
Montgomery (Selma)	172,840	71
Nashville	548,180	61
New Orleans	518,600	78
New York	6,012,670	82
Norfolk-Portsmouth-Newport News	536,640	77
North Platte	9,980	64
Odessa-Midland	97,700	73
Oklahoma City	418,440	65
Omaha	290,090	75
Orlando-Daytona Beach-Melbourne	940,520	76
Ottumwa-Kirksville	28,270	55
Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	206,850	56
Palm Springs	107,970	86
Panama City	85,680	64
Parkersburg	51,270	79
Peoria-Bloomington	168,130	70
Philadelphia	2,410,950	84
Phoenix	930,740	60
Pittsburgh	918,960	78 50
Portland, OR	637,380	59 75
Portland-Auburn	300,740	75 62
Presque Isle Providence-New Bedford	18,660 522,860	82
Quincy-Hannibal-Keokuk	56,460	53
Raleigh-Durham (Fayetteville)	599,120	63
Rapid City	60,990	65
Reno	160,690	66
Richmond-Petersburg	336,890	66
Roanoke-Lynchburg	276,170	61
Rochester, NY	292,170	74
Rochester-Mason City-Austin	93,240	66
Rockford	117,690	66
Sacramento-Stockton-Modesto	759,910	59
Salisbury	108,340	75
Salt Lake City	357,980	46
San Angelo	38,710	72
San Antonio	479,880	65
Carry Vittoriio	.70,000	00

Designated Market Area	Cable Households	Cable Penetration (%)
San Diego	865,450	84
San Francisco-Oakland-San Jose	1,876,220	77
Santa Barbara-Santa Maria-San Luis Obispo	173,060	75
Savannah	198,550	69
Seattle-Tacoma	1,232,730	73
Sherman, TX-Ada, OK	63,020	52
Shreveport	217,660	57
Sioux City	94,120	60
Sioux Falls (Mitchell)	157,700	64
South Bend-Elkhart	179,000	54
Spokane	214,530	56
Springfield, MO	160,770	41
Springfield-Holyoke	224,730	86
St. Joseph	33,440	66
St. Louis	630,350	52
Syracuse	295,050	77
Tallahassee-Thomasville	175,150	70
Tampa-St. Petersburg, Sarasota	1,254,530	76
Terre Haute	83,880	57
Toledo	282,870	66
Topeka	115,090	67
Traverse City-Cadillac	130,720	53
Tri-Cities, TN-VA	232,330	72
Tucson (Sierra Vista)	245,000	59
Tulsa	296,480	59
Twin Falls	24,630	42
Tyler-Longview (Lufkin & Nacogdoches)	146,480	56
Utica	81,250	77
Victoria	22,070	72
Waco-Temple-Bryan	212,190	68
Washington, DC (Hagerstown)	1,618,910	73
Watertown	64,250	70
Wausau-Rhinelander	85,110	48
West Palm Beach-Fort Pierce	576,340	81
Wheeling-Steubenville	107,200	75
Wichita Falls & Lawton	98,450	62
William Rayra Sarantan	308,340	69
Wilkes Barre-Scranton	471,870	80
Wilmington Yakima-Pasco-Richland-Kennewick	114,880	72 54
	109,080 206,150	54 74
Youngstown Yuma-El Centro	206,150 54,850	74 55
Zanesville	24,750	76
Lancoville	24,730	70

Top 50 DMA by Cable Penetration

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by percentage of cable penetration (copyright 2003 Nielsen Media Research).

Rank	Designated Market Area	Cable Penetration (%)
1	Hartford & New Haven	89
· 1	Honolulu	89
3	Boston (Manchester)	86
3	Palm Springs	86
3	Springfield-Holyoke	86
6	Philadelphia	84
6	San Diego	84
8	New York	82
8	Providence-New Bedford	82
10	West Palm Beach-Fort Pierce	81
11	Johnstown-Altoona	80
11	Wilkes Barre-Scranton	80
13	Albany-Schenectady-Troy	79
13	Harrisburg-Lancaster-Lebanon-York	79
13	Parkersburg	79
16	New Orleans	78
16	Pittsburgh	78
18	Norfolk-Portsmouth-Newport News	77
18	San Francisco-Oakland-San Jose	77
18	Syracuse	. 77
18	Utica	77
22	Buffalo	76
22	Fort Myers-Naples	76 70
22	Orlando-Daytona Beach-Melbourne	76
22	Tampa-St. Petersburg, Sarasota	76 70
22	Zanesville	76
27	Baton Rouge	75 75
27 27	Binghamton	75 75
27 27	Cheyenne-Scottsbluff	75 75
27 27	Columbus, GA Omaha	75 75
27	Portland-Auburn	75 75
27	Salisbury	75 75
27	Santa Barbara-Santa Maria-San Luis Obispo	75 75
27	Wheeling-Steubenville	75 75
36	Bluefield-Beckley-Oak Hill	74
36	Glendive	74 74
36	Las Vegas	74
36	Miami-Fort Lauderdale	74
36	Mobile-Pensacola (Fort Walton Beach)	74
36	Rochester, NY	74
36	Youngstown	74
43	Baltimore	73
43	Charleston-Huntington	73
43	Corpus Christi	73
43	Elmira	73
43	Eureka	73
43	Florence-Myrtle Beach	73
43	Lafayette, IN	73
43	Lafayette, LA	73
43	Odessa-Midland	73
43	Seattle-Tacoma	73
43	Washington, DC (Hagerstown)	73

Bottom 50 DMA by Cable Penetration

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by percentage of cable penetration. Boise and Fairbanks have the lowest percentage (copyright 2003 Nielsen Media Research).

		Cable
Rank	Designated Market Area	Penetration (%)
1	Boise	40
1	Fairbanks	40
3	Springfield, MO	41
4	Twin Falls	42
5	Idaho Falls-Pocatello	43
6	Harlingen-Weslaco-Brownsville-McAllen	44
6	Missoula	44
8	Salt Lake City	46
9	Duluth-Superior	47
10	Dallas-Fort Worth	48
10	Wausau-Rhinelander	48
12	Fresno-Visalia	49
12	Hattiesburg-Laurel	49
14	Columbia-Jefferson City	50
14	Joplin-Pittsburg	50
16	Bangor	51
16	Butte-Bozeman	51
18	Meridian	52
18	Sherman, TX-Ada, OK	52
18	St. Louis	52
21	Albuquerque-Santa Fe	53
21	Bowling Green	53
21	Fort Wayne	53
21	Quincy-Hannibal-Keokuk	53
21	Traverse City-Cadillac	53
26	Chico-Redding	54
26	Columbus-Tupelo-West Point	54
26	Minneapolis-St. Paul	54
26	South Bend-Elkhart	54
26	Yakima-Pasco-Richland-Kennewick	54
31	Billings	55
31	Great Falls	55
31	Ottumwa-Kirksville	55
31	Yuma-El Centro	55
35	Burlington-Plattsburgh	56
35	Lubbock	56
35	Paducah-Cape Girardeau-Harrisburg-Mt. Vernon	56
35	Spokane	56
35	Tyler-Longview (Lufkin & Nacogdoches)	56
40	Columbia, SC	57
40	Houston	57
40	Shreveport	57
40	Terre Haute	57
44	Des Moines-Ames	58
44	El Paso	58
44	Grand Junction-Montrose	58

		Cable
Rank	Designated Market Area	Penetration (%)
44	Green Bay-Appleton	58
44	Little Rock-Pine Bluff	58
44	Madison	58
50	Helena	59
50	Jackson, MS	59
50	La Crosse-Eau Claire	59
50	Minot-Bismarck-Dickinson	59
50	Portland, OR	59
50	Sacramento-Stockton-Modesto	59
50	Tucson (Sierra Vista)	59
50	Tulsa	59

Top 50 DMA by Cable Households

Listed below are the Nielsen Media Research Designated Market Areas (DMAs) ranked by cable television households (copyright 2003 Nielsen Media Research).

		Cable	Cable
Rank	Designated Market Area	Penetration (%)	Households
1	New York	82	6,012,670
2	Los Angeles	61	3,308,900
3	Philadelphia	84	2,410,950
4	Chicago	70	2,375,450
5	Boston (Manchester)	86	2,066,990
6	San Francisco-Oakland-San Jose	77	1,876,220
7	Washington, DC (Hagerstown)	73	1,618,910
8	Atlanta	70	1,417,680
9	Detroit	70	1,349,930
10	Tampa-St. Petersburg, Sarasota	76	1,254,530
11	Seattle-Tacoma	73	1,232,730
12	Miami-Fort Lauderdale	74	1,119,010
13	Cleveland	70	1,081,160
14	Dallas-Fort Worth	48	1,077,600
15	Houston	57	1,046,970
16	Orlando-Daytona Beach-Melbourne	76	940,520
17	Phoenix	60	930,740
18	Pittsburgh	78	918,960
19	Hartford & New Haven	89	890,040
20	Minneapolis-St. Paul	54	881,160
21	San Diego	84	865,450
22	Denver	61	853,340
23	Baltimore	73	791,390
24	Sacramento-Stockton-Modesto	59	759,910
25	Charlotte	68	673,290
26	Indianapolis	62	640,650
27	Portland, OR	59	637,380
28	St. Louis	52	630,350
29	Columbus, OH	71	607,070
30	Raleigh-Durham (Fayetteville)	63	599,120
31	Kansas City	67	582,600
32	West Palm Beach-Fort Pierce	81	576,340
33	Cincinnati	65 61	564,390
34 35	Nashville Milwaukee	61 62	548,180
36	Norfolk-Portsmouth-Newport News	77	540,960 536,640
37	Providence-New Bedford	82	536,640 522,860
38	New Orleans	78	518,600
39	Harrisburg-Lancaster-Lebanon-York	79	506,260
40	Buffalo	76 76	489,770
41	Greenville-Spartanburg-Asheville-Anderson	60	485,970
42	San Antonio	65	479,880
43	Wilkes Barre-Scranton	80	471,870
44	Greensboro-High Point-Winston Salem	71	459,790
45	Birmingham (Anniston, Tuscaloosa)	66	458,080
46	Grand Rapids-Kalamazoo-Battle Creek	62	447,960
47	Las Vegas	74	444,860
48	Albany-Schenectady-Troy	79	426,670
49	Oklahoma City	65	418,440
50	Jacksonville, Brunswick	69	411,520
			,520