

XPLORATION DIY SCI

Client: STEVE ROTFELD PRODUCTIONS - 1 Hr. OTO SPECIALS...

Program: "**SPORTS GONE WILD**"

19-20

RANK	(DMA)	TV Homes	% of US	Cleared %	Call Letters	Affil.	Air Time
1	New York	7,100,300	6.441	6.441	WABC-TV	(ABC)	TBA
2	Los Angeles	5,276,600	4.786	0.000			
3	Chicago	3,251,370	2.949	2.949	WLS-TV	(ABC)	TBA
4	Philadelphia	2,816,850	2.555	2.611	WPVI-TV	(ABC)	TBA
5	Dallas-Ft. Worth	2,622,070	2.378	0.000			
6	Washington, DC (Hagrstwn)	2,482,480	2.252	0.000			
7	Houston	2,423,360	2.198	0.000			
8	San Francisco	2,414,470	2.190	0.000			
9	Boston (Manchester)	2,364,870	2.145	2.145	WHDH/WLVI-TV	(CW/IND)	TBA
10	Atlanta	2,341,390	2.124	0.000			
11	Tampa-St. Pete	1,875,420	1.701	1.701	WTSP/WWSB-TV	(CBS/ABC)	TBA
12	Phoenix (Prescott)	1,864,420	1.691	0.000			
13	Seattle-Tacoma	1,854,810	1.682	0.000			
14	Detroit	1,777,240	1.612	0.000			
15	Minneapolis-St. Paul	1,713,310	1.554	1.554	KSTP-KSTC-TV	(ABC)	TBA
16	Miami-Ft. Lauderdale	1,697,840	1.540	0.000			
17	Denver	1,585,270	1.438	0.000			
18	Orlando-Daytona Bch-Melbrn	1,565,890	1.420	0.000			
19	Cleveland-Akron (Canton)	1,399,470	1.269	0.000			
20	Sacramnto-Stkton-Modesto	1,357,690	1.232	1.232	KCRA-TV	(NBC)	TBA
21	St. Louis	1,164,400	1.056	1.056	KNLC-TV	(IND) DT2	TBA
22	Portland, OR	1,141,770	1.036	1.036	KPTV/KPDX	(FOX-MNT)	TBA
23	Charlotte	1,129,900	1.025	0.000			
24	Pittsburgh	1,108,780	1.006	1.006	WPGH-TV	(FOX)	TBA
25	Raleigh-Durham (Fayetvle)	1,108,710	1.006	1.006	WTVD-TV	(ABC)	TBA
26	Baltimore	1,084,180	0.983	0.000			
27	Nashville	1,021,780	0.927	0.000			
28	Indianapolis	999,790	0.907	0.907	WNDY-TV	(MNT)	TBA
29	San Diego	987,760	0.896	0.000			
30	Salt Lake City	935,810	0.849	0.849	KSTU-TV	(FOX)	TBA
31	San Antonio	923,990	0.838	0.000			
32	Kansas City	909,420	0.825	0.825	KMBC-TV	(ABC)	TBA
33	Hartford & New Haven	897,870	0.814	0.814	WTNH-TV	(ABC)	TBA
34	Columbus, OH	889,600	0.807	0.000			
35	Cincinnati	850,030	0.771	0.000			
36	Milwaukee	848,420	0.770	0.770	WITI-TV	(FOX)	TBA
37	West Palm Beach-Ft. Pierce	829,880	0.753	0.753	WPEC-TV	(CBS)	TBA
38	Greenvll-Spart-Ashevll-And	805,920	0.731	0.731	WYCW-TV	(CW)	TBA
39	Las Vegas	766,500	0.695	0.000			
40	Austin	751,650	0.682	0.682	KBVO-TV	(MNT)	TBA
41	Harrisburg	705,190	0.640	0.640			
42	Jacksonville	681,330	0.618	0.618	WCWJ-TV	11-29-2:00PM	TBA
43	Birmingham	679,550	0.616	0.000			
44	Norfolk	678,210	0.615	0.615	WVBT/WAVY-TV	(FOX/NBC)	TBA

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45	Oklahoma City	676,720	0.614	0.614	KOCB-TV	(CW)	TBA
46	Greensboro-H.Point-W.Salem	675,130	0.612	0.612	WGHP-TV	(FOX)	TBA
47	Albuquerque	650,890	0.590	0.590	KRQE/KASA	(FOX)	TBA
48	Louisville	647,190	0.587	0.587	WHAS-TV	(ABC)	TBA
49	Grand Rapids-Kalmzoo-B.Crk	639,410	0.580	0.580	WXMI-TV	(FOX)	TBA
50	New Orleans	624,020	0.566	0.000			
51	Memphis	623,390	0.565	0.000			
52	Buffalo	586,930	0.532	0.000			
53	Providence-New Bedford	580,120	0.526	0.526	WJAR-TV	(NBC)	TBA
54	Fresno-Visalia	568,920	0.516	0.516	KMPH-TV	(FOX)	TBA
55	Ft. Myers-Naples	554,430	0.503	0.503	WZVN-TV	(ABC)	TBA
56	Richmond-Petersburg	551,850	0.501	0.501	WRLH-TV	(FOX)	TBA
57	Little Rock-Pine Bluff	527,090	0.478	0.000			
58	Mobile-Pensacola	524,390	0.476	0.476	WALA-TV	(FOX)	TBA
59	Albany-Schenectady-Troy	520,540	0.472	0.000			
60	Knoxville	512,160	0.465	0.000			
61	Tulsa	508,550	0.461	0.000			
62	Wilkes Barre-Scranto	481,390	0.437	0.437	WYOU-TV	(CBS)	
63	Lexington	464,340	0.421	0.000			
64	Dayton	463,430	0.420	0.420	WHIO-TV	(CBS)	TBA
65	Flint SEND to Both Stations	430,660	0.391	0.391	WSMH/ WJRT-TV	(ABC/FOX)	TBA
66	Honolulu	425,800	0.386	0.386	KHON-TV	(FOX)	TBA
67	Green Bay-Appleton	421,480	0.382	0.382	WLUK-TV	(FOX)	TBA
68	Roanoke-Lynchburg	417,200	0.378	0.000			
69	Omaha	405,260	0.368	0.000			
70	Charleston-Huntingto	402,140	0.365	0.365	WVAH-WCHS	(ABC/FOX)	TBA
71	Toledo	401,510	0.364	0.364	ETVG-TV	(CW)	TBA
72	Springfield, MO	395,870	0.359	0.359	KSPR-TV	(ABC)	TBA
73	Tucson (Sierra Vista)	392,920	0.356	0.356	KVOA-TV	(NBC)	TBA
74	Columbia, SC	389,590	0.353	0.000			
75	Des Moines-Ames	383,590	0.348	0.348	KDSM-TV	(FOX)	TBA
76	Wichita	382,780	0.347	0.347	KSAS-TV	(FOX)	TBA
77	Spokane	382,690	0.347	0.347	KHQ / SWX	Spts Ch	TBA
78	Harlingen-Wslco-Brnsvl-McA	375,600	0.341	0.341	KRGV-TV	(ABC)	TBA
79	Huntsville-Decatur (Flor)	372,770	0.338	0.338	WHNT-TV	(CBS)	TBA
80	Rochester, NY	352,070	0.319	0.319	WROC-TV	(CBS)	TBA
81	Syracuse	350,730	0.318	0.318	WSYT-TV	(FOX)	TBA
82	Champaign&Sprngfld-Decatur	344,500	0.313	0.000			
83	Chattanooga	341,190	0.310	0.310	WDEF-TV	(CBS)	TBA
84	Portland-Auburn	339,980	0.308	0.308	WMTW-TV	(ABC)	TBA
85	El Paso (Las Cruces)	338,770	0.307	0.307	KFOX-TV	(FOX)	TBA
86	Madison	338,240	0.307	0.307	WISC-TV	(MNT)	TBA
87	Cedar Rapids-Wtrlo	330,340	0.300	0.300	KFXA-TV	(FOX)	TBA
88	Paducah-Cape Girard	324,020	0.294	0.294	WSIL-TV	(ABC)	TBA
89	Waco-Temple-Bryan	322,820	0.293	0.293	KWTX-TV	(CBS)	TBA
90	Shreveport	322,610	0.293	0.293	KMSS-TV	(FOX)	TBA
91	Colorado Springs-Pueblo	319,930	0.290	0.290	KKTU-TV	(CBS)	TBA
92	Jackson, MS	306,770	0.278	0.278	WAPT-TV	(ABC)	TBA
93	Savannah	303,390	0.275	0.275	WTGS-TV	(/FOX)	TBA
94	Charleston, SC	302,330	0.274	0.000			

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95	Myrtle Beach-Florence	302,040	0.274	0.274	WPDE-TV	(ABC)	TBA
96	Burlington-Plattsburgh	294,260	0.267	0.267	WPTZ-TV	(NBC)	TBA
97	Baton Rouge SEND to Both Stations	287,430	0.261	0.261	WAFB/KWBK-TV	(CBS/IND)	TBA
98	Davenport-R.Island-	280,420	0.254	0.254	WQAD-TV	(ABC)	TBA
99	South Bend-Elkhart	274,380	0.249	0.249	WSBT-DT	(CBS)	TBA
100	Boise	273,500	0.248	0.228			
101	Ft. Smith-Fay-Sprngdl-Rgrs	272,240	0.247	0.247			
102	Tri-Cities, TN-VA	266,110	0.241	0.000			
103	Evansville	265,790	0.241	0.000			
104	Ft. Wayne	265,420	0.241	0.000	WPTA-TV	(ABC)	TBA
105	Augusta-Aiken	264,350	0.240	0.240	WJBF-TV	(ABC)	TBA
106	Johnstown-Altoona-St Colge	262,840	0.238	0.238	WATM-TV	(ABC)	TBA
107	Greenville-N.Bern-Washngtn	261,830	0.238	0.238	WYDO-TV	(FOX)	TBA
108	Springfield-Holyoke	251,660	0.228	0.228	WWLP-TV	(NBC)	TBA
109	Reno	246,190	0.223	0.223	KOLO-TV	(ABC)	TBA
110	Lansing	241,940	0.219	0.219	WILX-TV	(NBC)	TBA
111	Lincoln & Hastings-Krny	240,660	0.218	0.218	KOLN-TV	(CBS)	TBA
112	Tallahassee-Thomas	237,940	0.216	0.216	ETWC-TV	(MNT)	TBA
113	Peoria-Bloomington	234,050	0.212	0.212	WMBD-TV	(CBS)	TBA
114	Tyler-Longview(Lfkn&Ncgd)	232,180	0.211	0.211	KFXK-TV	(FOX)	TBA
115	Sioux Falls(Mitchell)	231,540	0.210	0.228	KTTW-TV	(FOX)	TBA
116	Montgomery-Selma	229,330	0.208	0.000			
117	Fargo	228,740	0.208	0.000			
118	Macon	224,180	0.203	0.000			
119	Yakima-Pasco-RchInd-Knnwck	223,450	0.203	0.203	KNDO / SWX	Spts Ch	TBA
120	Traverse City-Cadillac	218,520	0.198	0.000			
121	Lafayette, LA	216,420	0.196	0.196	KATC-TV	(ABC)	TBA
122	Bakersfield	215,360	0.195	0.195	KBFX-TV	(FOX)	TBA
123	Eugene	215,070	0.195	0.195	KVAL-TV	(CBS)	TBA
124	SantaBarbra-SanMar-SanLuOb	213,510	0.194	0.000			
125	Youngstown	213,380	0.194	0.194	WYTV-TV	(ABC)	TBA
126	Monterey-Salinas	206,300	0.187	0.187	KION-TV	(CBS)	TBA
127	Columbus, GA (Opelika, AL)	198,740	0.180	0.180	WLTZ-TV	(NBC)	TBA
128	Corpus Christi	193,070	0.175	0.175			
129	Wilmington	190,390	0.173	0.173	WWAY-TV	(ABC)	TBA
130	La Crosse-Eau Claire	186,870	0.170	0.000	WXOW-TV	(ABC)	TBA
131	Amarillo	175,880	0.160	0.160	KFDA-TV	(CBS)	TBA
132	Chico-Redding	171,220	0.155	0.155	KCVU/KRVU-TV	(FOX/MY)	TBA
133	Columbus-Tupelo-W Pnt-Hstn	168,210	0.153	0.153	WTVA-TV	(ABC)	TBA
134	Wausau-Rhineland	157,180	0.143	0.143	WAOW-TV	(ABC)	TBA
135	Medford-Klamath Falls	156,520	0.142	0.142	KFBI-TV	(MNT)	TBA
136	Columbia-Jefferson City	156,430	0.142	0.000			
137	Monroe-El Dorado	156,410	0.142	0.142	KARD-TV	(FOX)	TBA
138	Salisbury	152,980	0.139	0.000			
139	Rockford	152,800	0.139	0.139	WTVO-TV	(ABC)	TBA
140	Beaumont-Port Arthur	152,710	0.139	0.139	KBTW-TV	(FOX)	TBA
141	Topeka	151,860	0.138	0.138	KSNT-TV	(NBC)	TBA
142	Odessa-Midland	150,430	0.136	0.000			
143	Lubbock	150,270	0.136	0.136	KJTV-TV	(FOX)	TBA
144	Duluth-Superior	148,870	0.135	0.135	KBJR-TV	(MY)	TBA

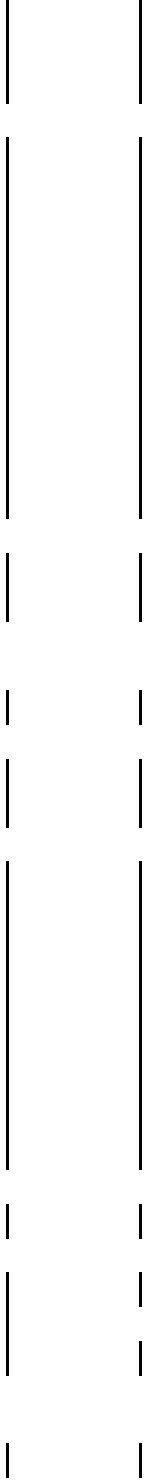
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145	Palm Springs	147,170	0.134	0.134	KESQ-TV	(ABC)	TBA
146	Minot-Bsmrck-Dcknsn(Wlstn)	145,200	0.132	0.132	KFYR-TV	(NBC)	TBA
147	Anchorage	142,000	0.129	0.000			
148	Wichita Falls & Lawton	139,590	0.127	0.000			
149	Sioux City	135,660	0.123	0.123	KTIV-TV	(NBC)	TBA
150	Panama City	135,550	0.123	0.000			
151	Erie	133,260	0.121	0.121	WFXP-TV	(FOX)	TBA
152	Albany, GA	130,950	0.119	0.000			
153	Joplin-Pittsburg	129,600	0.118	0.118	KSNF-TV	(NBC)	TBA
154	Rochestr-Mason City-Austin	128,700	0.117	0.117	KAAL-TV	(ABC)	TBA
155	Bangor	124,190	0.113	0.000			
156	Biloxi-Gulfport	122,100	0.111	0.000			
157	Gainesville	120,580	0.109	0.000			
158	Terre Haute	120,350	0.109	0.109	WTHI-DT2	(FOX)	TBA
159	Sherman-Ada	118,390	0.107	0.000			
160	Binghamton	115,960	0.105	0.105	WIVT-TV	(ABC)	TBA
161	Idaho Fals-Pocatllo(Jcksn)	115,750	0.105	0.000			
162	Wheeling-Steubenville	113,690	0.103	0.000			
163	Bluefield-Beckley-Oak Hill	109,900	0.100	0.100	WOAY-TV	(ABC)	TBA
164	Missoula	109,440	0.099	0.099	KTMF-TV	(ABC)	TBA
165	Abilene-Sweetwater	104,440	0.095	0.095	KXVA-TV	(FOX)	TBA
166	Yuma-El Centro	101,040	0.092	0.000			
167	Billings	100,330	0.091	0.091	KULR-TV	(NBC)	TBA
168	Hattiesburg-Laurel	99,680	0.090	0.090	WHPM-LD	(FOX)	TBA
169	Utica	91,520	0.083	0.083	WFXV-TV	(FOX)	TBA
170	Clarksburg-Weston	90,960	0.083	0.083	WDTV-TV	(CBS)	TBA
171	Rapid City	90,940	0.083	0.000			
172	Lake Charles	90,570	0.082	0.000			
173	Dothan	90,420	0.082	0.082	WDHN-TV	(ABC)	TBA
174	Quincy-Hannibal-Keokuk	88,510	0.080	0.000			
175	Harrisonburg	84,950	0.077	0.000			
176	Elmira (Corning)	83,190	0.075	0.000			
177	Jackson, TN	83,010	0.075	0.075	WNBj-TV	(NBC)	TBA
178	Watertown	79,690	0.072	0.072	WNYF-TV	(FOX)	TBA
179	Alexandria, LA	79,250	0.072	0.072	KALB-TV	(NBC)	TBA
180	Jonesboro	75,220	0.068	0.068	KJNB-DT1	(FOX)	TBA
181	Bowling Green	74,500	0.068	0.068	WBKO-TV	(ABC)	TBA
182	Marquette	74,070	0.067	0.067	WLUC-TV	(NBC)	TBA
183	Charlottesville	71,370	0.065	0.000			
184	Laredo	70,220	0.064	0.064	KXOF-TV	(FOX)	TBA
185	Butte-Bozeman	67,190	0.061	0.061	KWYB-TV	(FOX)	TBA
186	Bend, OR	65,900	0.060	0.060	KFXO-TV	(FOX)	TBA
187	Grand Junction-Montrose	64,160	0.058	0.058	KKCO/KJCT-TV	(ABC)	TBA
188	Lafayette, IN	63,660	0.058	0.058	WPBI-TV	(NBC)	TBA
189	Twin Falls	59,990	0.054	0.000			
190	Lima	59,440	0.054	0.000			
191	Meridian	59,030	0.054	0.054	WGBC-TV	(FOX)	TBA
192	Great Falls	56,270	0.051	0.051	KFBB-TV	(ABC)	TBA
193	Greenwood-Greenville	55,640	0.050	0.000			
194	Parkersburg	53,750	0.049	0.049	WTAP-TV	(NBC)	TBA

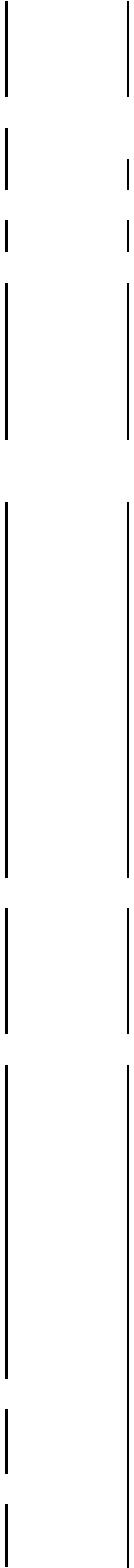
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195	Eureka	53,630	0.049	0.049	KBVU/KEMY-TV	(FOX/MNT)	TBA
196	San Angelo	52,790	0.048	0.048	KIDY-TV	(FOX)	TBA
197	Cheyenne-Scottsbluff	51,200	0.046	0.000			
198	Casper-Riverton	48,240	0.044	0.044	KCWY-TV	(NBC)	TBA
199	Mankato	47,370	0.043	0.043	KEYC-TV	(CBS)	TBA
200	Ottumwa-Kirksville	40,840	0.037	0.000			
201	St. Joseph	40,200	0.036	0.000			
202	Fairbanks	32,880	0.030	0.030	KFXF-TV	(MNT)	TBA
203	Victoria	30,540	0.028	0.000			
204	Zanesville	29,180	0.026	0.000			
205	Helena	26,440	0.024	0.024	KHBB-TV	(FOX)	TBA
206	Presque Isle	24,740	0.022	0.022			
207	Juneau	22,940	0.021	0.000			
208	Alpena	14,430	0.013	0.000			
209	North Platte	12,830	0.012	0.012	KIIT-TV	(FOX)	TBA
210	Glendive	3,590	0.003	0.000			
NSI Total U.S.		110,244,650		55.881			

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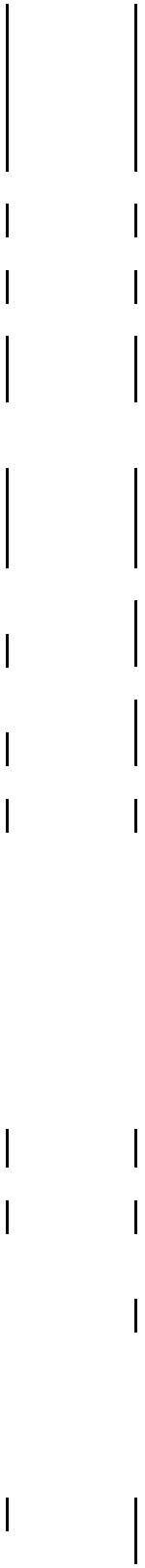


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