

Over-the-Air Household Participation Rates in Coupon Program by Designated Market Area (DMA) as of Aug. 1, 2008

	Number of Over-the-Air Households with Approved Requests	Over-the-Air Household Participation Rate*
ABILENE SWEETWATER, TX	4,509	58%
ALBANY SCHENECTADY TROY, NY	21,545	71%
ALBANY, GA	4,890	71%
ALBUQUERQUE SANTA FE, NM	39,140	55%
ALEXANDRIA, LA	3,326	88%
ALPENA, MI	831	67%
AMARILLO, TX	7,343	52%
ANCHORAGE, AK	5,607	33%
ATLANTA, GA	67,633	66%
AUGUSTA, GA	12,972	79%
AUSTIN, TX	32,927	67%
BAKERSFIELD, CA	12,302	58%
BALTIMORE, MD	50,785	56%
BANGOR, ME	12,311	78%
BATON ROUGE, LA	7,704	52%
BEAUMONT PORT ARTHUR, TX	7,570	70%
BEND, OR	3,971	67%
BILLINGS, MT	4,200	41%
BILOXI GULFPORT, MS	6,132	107%
BINGHAMTON, NY	6,116	96%
BIRMINGHAM ANNISTON TUSCALOOSA, AL	25,596	68%
BLUEFIELD BECKLEY OAK HILL, WV	3,426	63%
BOISE, ID	24,137	56%
BOSTON MANCHESTER, MA - NH	56,672	77%

\* According to the Consumer Electronics Association, about 60% of over-the-air (OTA) consumers are potential purchasers of converter boxes. The participation rate is the number of OTA requests divided by CEA's estimated market.

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BOWLING GREEN, KY	4,212	78%
BUFFALO, NY	29,733	80%
BURLINGTON PLATTSBURGH, VT - NY	11,292	46%
BUTTE BOZEMAN, MT	2,650	37%
CASPER RIVERTON, WY	1,846	52%
CEDAR RAPIDS WATERLOO DUBUQUE, IA	25,375	82%
CHAMPAIGN SPRINGFIELD DECATUR, IL	14,610	57%
CHARLESTON HUNTINGTON, WV	22,143	121%
CHARLESTON, SC	15,100	73%
CHARLOTTE, NC	49,707	76%
CHARLOTTESVILLE, VA	3,495	50%
CHATTANOOGA, TN	17,377	83%
CHEYENNE SCOTTSBLUFF, WY - NE	1,913	62%
CHICAGO, IL	246,517	78%
CHICO REDDING, CA	10,625	52%
CINCINNATI, OH	63,781	65%
CLARKSBURG WESTON, WV	2,950	76%
CLEVELAND AKRON CANTON, OH	75,847	62%
COLORADO SPRINGS PUEBLO, CO	18,761	53%
COLUMBIA JEFFERSON CITY, MO	12,109	69%
COLUMBIA, SC	32,967	109%
COLUMBUS TUPELO WEST POINT, MS	9,118	68%
COLUMBUS, GA	7,368	75%
COLUMBUS, OH	45,924	68%

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CORPUS CHRISTI, TX	8,206	62%
DALLAS FT. WORTH, TX	180,637	58%
DAVENPORT ROCK ISLAND MOLINE, IA - IL	20,253	74%
DAYTON, OH	37,826	73%
DENVER, CO	65,946	55%
DES MOINES AMES, IA	38,381	74%
DETROIT, MI	106,030	81%
DOTHAN, AL	3,767	84%
DULUTH SUPERIOR, MN	18,469	79%
EL PASO, TX	41,991	79%
ELMIRA, NY	2,503	58%
ERIE, PA	11,934	77%
EUGENE, OR	16,025	72%
EUREKA, CA	1,774	34%
EVANSVILLE, IN	14,743	71%
FAIRBANKS, AK	2,470	34%
FARGO VALLEY CITY, ND	10,762	57%
FLINT SAGINAW BAY CITY, MI	35,587	87%
FRESNO VISALIA, CA	52,673	70%
FT. MYERS NAPLES, FL	15,849	93%
FT. SMITH FAYETTEVILLE SPRINGDALE FAYETTEVILLE, AR	13,887	82%
FT. WAYNE, IN	32,827	86%
GAINESVILLE, FL	5,953	95%
GLENDIVE, MT	48	24%

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GRAND JUNCTION MONTROSE, CO	2,735	44%
GRAND RAPIDS KALAMAZOO BATTLE CREEK, MI	55,412	73%
GREAT FALLS, MT	2,499	44%
GREEN BAY APPLETON, WI	52,345	90%
GREENSBORO HIGH POINT WINSTON SALEM, NC	34,331	77%
GREENVILLE NEW BERN WASHINGTON, NC	14,682	67%
GREENVILLE SPARTANBURG ASHVILLE ANDERSON, NC - SC	46,970	80%
GREENWOOD GREENVILLE, MS	2,484	83%
HARLINGEN MCALLEN BROWNSVILLE, TX	46,862	65%
HARRISBURG LANCASTER LEBANON YORK, PA	32,801	87%
HARRISONBURG, VA	3,183	62%
HARTFORD NEW HAVEN, CT	18,647	52%
HATTIESBURG LAUREL, MS	6,885	93%
HELENA, MT	1,256	39%
HONOLULU, HI	4,801	35%
HOUSTON, TX	171,071	63%
HUNTSVILLE DECATUR FLORENCE, AL	14,953	71%
IDAHO FALLS POCATELLO, ID	6,978	50%
INDIANAPOLIS, IN	60,524	58%
JACKSON, MS	14,222	67%
JACKSON, TN	4,104	76%
JACKSONVILLE BRUNSWICK, FL - GA	26,329	69%
JOHNSTOWN ALTOONA, PA	7,230	66%
JONESBORO, AR	4,549	89%

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JOPLIN PITTSBURGH, MO - KS	11,251	54%
JUNEAU, AK	199	12%
KANSAS CITY, KS - MO	52,551	69%
KNOXVILLE, TN	25,549	73%
LA CROSSE EAU CLAIRE, WI	14,946	69%
LAFAYETTE, IN	2,143	50%
LAFAYETTE, LA	10,042	87%
LAKE CHARLES, LA	4,267	81%
LANSING, MI	19,098	74%
LAREDO, TX	8,043	88%
LAS VEGAS, NV	21,004	47%
LEXINGTON, KY	18,042	69%
LIMA, OH	3,202	97%
LINCOLN HASTINGS KEARNY, NE	14,047	67%
LITTLE ROCK PINE BLUFF, AR	25,801	65%
LOS ANGELES, CA	348,989	59%
LOUISVILLE, KY	39,544	76%
LUBBOCK, TX	12,893	67%
MACON, GA	10,231	80%
MADISON, WI	30,248	69%
MANKATO, MN	1,819	46%
MARQUETTE, MI	3,044	65%
MEDFORD KLAMATH FALLS, OR	5,737	52%
MEMPHIS, TN	33,384	60%

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MERIDIAN, MS	4,180	78%
MIAMI FT. LAUDERDALE, FL	56,530	75%
MILWAUKEE, WI	81,529	73%
MINNEAPOLIS ST. PAUL, MN	141,674	61%
MINOT BISMARCK DICKINSON, ND	5,357	53%
MISSOULA, MT	4,783	39%
MOBILE PENSACOLA, AL - FL	26,524	90%
MONROE ELDORADO, LA - AR	6,469	46%
MONTEREY SALINAS, CA	8,226	50%
MONTGOMERY SELMA, AL	11,996	104%
MYRTLE BEACH FLORENCE, SC	18,682	107%
NASHVILLE, TN	39,469	58%
NEW ORLEANS, LA	22,262	92%
NEW YORK, NY	192,592	85%
NORFOLK PORTSMOUTH NEWPORT NEWS, VA	27,045	70%
NORTH PLATTE, NE	655	66%
ODESSA MIDLAND, TX	3,184	44%
OKLAHOMA CITY, OK	55,569	89%
OMAHA, NE	26,925	98%
ORLANDO DAYTONA BEACH MELBOURNE, FL	54,682	93%
OTTUMWA KIRKSVILLE, IA - MO	3,069	70%
PADUCAH CAPE GIRARDEAU MARION CARBONDALE MCLEANSBORO POPULAR BLUFF MT. VERNON, KY - MO - IL	20,774	65%
PALM SPRINGS, CA	3,644	76%

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PANAMA CITY, FL	6,921	80%
PARKERSBURG, WV	2,266	87%
PEORIA BLOOMINGTON, IL	12,400	64%
PHILADELPHIA, PA	117,065	88%
PHOENIX, AZ	84,203	56%
PITTSBURGH, PA	49,028	86%
PORTLAND AUBURN, ME	18,244	58%
PORTLAND, OR	90,945	71%
PRESQUE ISLE, ME	2,680	129%
PROVIDENCE NEW BEDFORD, RI - MA	21,998	62%
QUINCY HANNIBAL KEOKUK - MO - IA	12,442	138%
RALEIGH DURHAM FAYETTEVILLE, NC	57,905	76%
RAPID CITY, SD	3,623	60%
RENO, NV	11,747	70%
RICHMOND PETERSBURG, VA	27,511	87%
ROANOKE LYNCHBURG, VA	23,108	70%
ROCHESTER, NY	24,270	62%
ROCHSTER MASON CITY AUSTIN, IA	9,851	78%
ROCKFORD, IL	9,139	62%
SACRAMENTO STOCKTON MODESTO, CA	55,639	49%
SALISBURY, MD	6,640	127%
SALT LAKE CITY, UT	60,115	49%
SAN ANGELO, TX	960	50%
SAN ANTONIO, TX	59,157	86%

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SAN DIEGO, CA	24,051	45%
SAN FRANCISCO OAKLAND SAN JOSE, CA	108,683	71%
SANTA BARBARA SANTA MARIA SAN LUIS OBISPO, CA	4,681	48%
SAVANNAH, GA	9,055	67%
SEATTLE TACOMA, WA	46,756	37%
SHERMAN ADA, TX - OK	8,510	82%
SHREVEPORT, LA	15,469	56%
SIOUX CITY, IA	10,466	71%
SIOUX FALLS MITCHELL, SD	11,563	66%
SOUTH BEND ELKHART BENTON HARBOR, IN	46,236	102%
SPOKANE, WA	19,090	49%
SPRINGFIELD HOLYOKE, MA	6,906	52%
SPRINGFIELD, MO	41,283	78%
ST. JOSEPH, MO	2,137	55%
ST. LOUIS, MO	102,014	73%
SYRACUSE, NY	15,198	57%
TALLAHASSEE THOMASVILLE, FL	8,261	57%
TAMPA ST. PETERSBURG SARASOTA, FL	66,538	73%
TERRE HAUTE, IN	9,383	78%
TOLEDO, OH	29,919	66%
TOPEKA, KS	7,018	53%
TRAVERSE CITY CADILLAC, MI	19,680	81%
TRI CITIES, VA - TN	14,045	98%
TUCSON SIERRA VISTA, AZ	23,680	55%

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TULSA, OK	36,829	71%
TWIN FALLS, ID	3,072	50%
TYLER LONGVIEW LUFKIN NACOGDOCHES, TX	11,887	63%
UTICA, NY	4,566	94%
VICTORIA, TX	1,846	99%
WACO TEMPLE BRYAN, TX	15,456	66%
WASHINGTON, DC	70,692	60%
WATERTOWN, NY	4,896	97%
WAUSAU RHINELANDER, WI	22,432	108%
WEST PALM BEACH FT. PIERCE, FL	13,867	75%
WHEELING STEUBENVILLE, WV	5,907	91%
WICHITA FALLS LAWTON, TX - OK	6,358	59%
WICHITA HUTCHINSON, KS	21,225	61%
WILKES BARRE SCRANTON, PA	20,822	83%
WILMINGTON, NC	13,557	164%
YAKIMA PASCO RICHLAND KENNEWICK, WA	12,072	52%
YOUNGSTOWN, OH	14,934	67%
YUMA EL CENTRO, CA	8,041	52%
ZANESVILLE, OH	1,175	80%

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