

FEDERAL COMMUNICATIONS COMMISSION

MEDIA BUREAU WORKING PAPER
Multiple Ownership Working Group

A Compilation of Outlets and Owners for Ten Selected Radio Markets

(1960, 1980, 2000)

September 2002

OLIEUR-KON

FOR INTERMAL USE ONLY

Ten Market Study

I. Introduction and Summary

The following is a count of the number of broadcast outlets, cable systems, direct broadcast satellite systems and daily newspapers located in 10 selected radio markets for the years 1960, 1980 and 2000. We also count the number of owners for each of the above and the number of unique owners across all these media.

Collectively, the number of media outlets and owners increased tremendously over the 40-year period from 1960 to 2000. The percent increase in the number of outlets averaged almost 200 percent across all ten markets. The percent increases in owner count, somewhat less dramatic due to consolidation, averaged 140 percent. For each media we find:

- The number of broadcast outlets increased dramatically from 1960 to 2000. The number of broadcast owners also increased significantly from 1960 to 1980 but, from 1980 to 2000, the count of owners was generally, relatively stagnant. This is mainly due to tremendous consolidation, especially in the radio industry, since passage of the 1996 TelCom Act.
- In 1960, cable was present only in two of the selected markets. By 1980, cable was available in all ten markets and about one-third of TV households, on average, subscribed to cable. Cable subscription doubled in these markets by the year 2000, to about two-thirds of TV households, on average. Cable has also experienced significant consolidation especially in the last several years.²
- Direct broadcast satellite (DBS) emerged in the 1990's to become the largest competitor to cable in multichannel video program distribution. DBS was available from two companies in 2000.
- The count of daily newspapers/owners has, in general, remained flat in the ten markets since 1960.

FCC, Mass Media Bureau, Review of the Radio Industry 2001, September 2001.

² Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming, Eighth Annual Report, CS Docket No. 01-129, 17 FCC Rcd 1244 (2002), at para. 28.

II. Methodology

Selection of markets:

There are 285 Arbitron radio Metros.³ In order to have 10 observations, we started with market #1 [NY] and every 28th market thereafter for a total of 10 markets. The counties that make up the radio markets for the year 2000 as designated by Arbitron were used to generate comparable data for the two prior dates, 1980 and 1960.

Compilation of data:

All commercial and non-commercial TV stations in the DMA⁴ and all commercial and non-commercial radio stations licensed to communities in the radio Metro market were counted. If cable was available within the radio Metro, it counted as one system and one owner. DBS counts as two available outlets and two owners for all ten markets for the year 2000 only. Daily newspapers published in the radio Metro principal city were also tallied. All data were cross-checked for common ownership.

Sources of data:

BIA Associates, BIA Master Access Data Base (March 2002); FCC's Cable Operations and Licensing System (COALS) data base; Television Digest, Inc., Television Factbook, Services Volume, 1967 Edition No. 37, Services Volume, 1980 Edition No. 49, 1966 Edition No. 36, Services Volume and Stations Volume, 1981-82 Edition No. 50, Edition No. 30 and 31 (1960); Television Digest, Inc., 1961 Radio Station Directory; Warren Publishing, Television & Cable Factbook, Cable Volume No. 68, Vols. 1 and 2; Nielsen Media Research, U. S. Television Household Estimates, September 2000; Television Digest, Inc. Cable & Station Coverage Atlas, 1980-81; Warren Publishing, Cable & Station Coverage Atlas, 1993; Broadcasting Publications Inc., Broadcasting Yearbook, 1972, 1974, 1981; R.R. Bowker, Broadcasting & Cable Yearbook, 2000; Directory of Newspapers and Periodicals (1960); Ayer Directory of Publications (1980); 2000 Ayer Directory of Publications.

III. Results

Table 1 - Summary of Media Outlets and Owner Count for 10 Selected Radio Markets

This table is a count of media outlets and unique owners for 1960, 1980 and 2000 for the ten selected markets with the percent increase in the number of outlets and owners from 1960 to 2000. The number of media outlets and owners increased tremendously over the 40-year period from 1960 to 2000. The percent increases in outlets ranged from

³ An Arbitron radio Metro market is a specific geographic area consisting of one or more contiguous counties that generally coincide with a Metropolitan Statistical Area as specified by OMB.

⁴ Designated Market Area (DMA) is the television market as specified by Nielsen Media Research.

79% in Lancaster PA to a whopping 533% in Myrtle Beach SC with an average increase of almost 200% across all ten markets. The percent increases in owner count, somewhat less dramatic due to consolidation, ranged from 67% in Altoona PA to a huge 283% in Myrtle Beach SC resulting in a 140% average increase in the number of owners for all ten markets from 1960 to 2000.

While the number of media outlets increased dramatically from 1960 to 2000 in all ten markets, the New York market (#1) experienced a net loss of two owners by 2000 from peak year 1980. The number of owners in the Kansas City market (#29) remained the same from 1980 to 2000. The other eight [smaller] markets experienced moderate increases, averaging about 25%, in unique owner count from 1980 to 2000.

Table 2 - Outlet Count by Media for 10 Selected Radio Markets

This table is a breakdown of the outlet count; separating broadcast, cable, DBS and newspaper counts for each market and year. The broadcast numbers account for virtually all of the dramatic changes in the overall media counts in Table 1.

Table 3 - Count of Broadcast Outlets for 10 Selected Radio Markets

This table focuses on the broadcast outlet count from Table 2. The broadcast count is divided into commercial and non-commercial counts for each market and year, further illustrating the robust consolidation in the commercial radio industry between 1980 and 2000.

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets

This table exhibits the tremendous growth of cable in each of the ten markets, not only in the number of communities served, but also in channel capacity and subscriber count. Cable, virtually non-existent in 1960, has grown to be the dominant video delivery vehicle in the U.S. This table also depicts the declining number of cable system owners, reflecting the general, recent consolidation of all media.

Table 1 - Summary of Media Outlets and Owner Count for 10 Selected Radio Markets (1960, 1980, 2000)

Ma	rket Rank #1		Market Rank #141		
IVIA	IKEL NAIK #1				
	Media Outlets	Owners		Media Outlets	Owners
1960	89	60	1960	15	13
1980	154	116	1980	37	28
2000	184	114	2000	53	34
% Change '60-'00	107%	90%	% Change '60-'00	253%	162%
Ka	ansas City		Myri	le Beach SC	
Mar	ket Rank #29		Mar	ket Rank #169	
	Media Outlets	Owners		Media Outlets	Owners
1960	22	16	1960	6	6
1980	44	33	1980	22	16
2000	53	33	2000	38	23
% Change '60-'00	141%	106%	% Change '60-'00	533%	283%
					1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
Birr	ningham Al		Te	erre Haute	
	ket Rank #57		Mar	ket Rank #197	
	Media Outlets	Owners		Media Outlets	Owner
1960	28	20	1960	12	8
1980	44	34	1980	26	19
2000	59	38	2000	33	22
% Change '60-'00	111%	90%	% Change '60-'00	175%	175%
	Royal A		A Company of the Company		
L	ittle Rock		Char	lottesville VA	
Mar	ket Rank #85		Mar	ket Rank #225	
	Media Outlets	Owners		Media Outlets	Owner
1960	17	14	1960	8	5
1980	35	30	1980	13	10
2000	60	33	2000	23	14
% Change '60-'00	253%	136%	% Change '60-'00	188%	180%
La	ncaster PA		A	Itoona PA	
Mari	ket Rank #113		Mar	ket Rank #253	
	Media Outlets	Owners		Media Outlets	Owner
1960	14	10	1960	11	9
1980	21	16	1980	19	12
2000	25	20	2000	23	15
% Change '60-'00	79%	100%	% Change '60-'00	109%	67%

Table 2 - Outlet Count by Media for 10 Selected Radio Markets (1960, 1980, 2000)

Market:	New Y		198	<u> </u>	2000	
Rank 1	196		B/C Outlets	B/C Owners		3/C Owners
	B/C Outlets	B/C Owners 53	145	109	172	103
	81					
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	0	0	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	0	2	2
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	8	8	8	8	9	9
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	89	60	154	116	184	114
Market:	Kansas			<u> </u>	2000	
Rank 29	196		198			B/C Owners
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners 31	49	29
	21	15	42	31	40	
			Cable Sys.	Owners	Cable Sys.	Owners
	Cable Sys.	Owners	Cable Sys.	1	1	1
	<u> </u>	<u></u>			1	
	DDC	Owners	DBS	Owners	DBS	Owners
	DBS 0	Owners 0	0	0	2	2
	<u> </u>					
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	1	1	1	1	11	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
1014	22	16	44	33	53	33
			<u> </u>			
Market:	Birmingh	- A/				
	· Birmingi	18111 AL				
Rank 57	196		198		2000	
		B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owner
	190	30				B/C Owner 33
	196 B/C Outlets 26	B/C Owners 20	B/C Outlets 42	B/C Owners 33	B/C Outlets 54	B/C Owner 33
	190 B/C Outlets	B/C Owners 20	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners	B/C Outlets 54 Cable Sys.	B/C Owner 33 Owners
	196 B/C Outlets 26	B/C Owners 20	B/C Outlets 42	B/C Owners 33	B/C Outlets 54	B/C Owner 33
	190 B/C Outlets 26 Cable Sys.	B/C Owners 20 Owners 0	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners 1	B/C Outlets 54 Cable Sys. 1	B/C Owner 33 Owners 1
	190 B/C Outlets 26 Cable Sys. 0 DBS	B/C Owners 20 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners	B/C Outlets 54 Cable Sys. 1 DBS	B/C Owner 33 Owners 1 Owners
	190 B/C Outlets 26 Cable Sys.	B/C Owners 20 Owners 0	B/C Outlets 42 Cable Sys.	B/C Owners 33 Owners 1	B/C Outlets 54 Cable Sys. 1	B/C Owner 33 Owners 1
	190 B/C Outlets 26 Cable Sys. 0 DBS 0	B/C Owners 20 Owners 0 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2	B/C Owner 33 Owners 1 Owners 2
	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News.	B/C Owners 20 Owners 0 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News.	B/C Owner 33 Owners 1 Owners 2 Owners
	190 B/C Outlets 26 Cable Sys. 0 DBS 0	B/C Owners 20 Owners 0 Owners 0	B/C Outlets 42 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2	B/C Owner 33 Owners 1 Owners 2
Rank 57	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2	B/C Owners 20 Owners 0 Owners 0 Owners 1	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2	B/C Owner 33 Owners 1 Owners 2 Owners 2
	DBS 0 Daily News. 2 Media Outlets	Owners Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets	Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 2 Owners
Rank 57	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2	B/C Owners 20 Owners 0 Owners 0 Owners 1	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News.	Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2	B/C Owner 33 Owners 1 Owners 2 Owners 2
Rank 57	DBS 0 Daily News. 2 Media Outlets	Owners Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets	Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 2 Owners
Total	DBS 0 Daily News. 28 Media Outlets 28	Owners 1 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets	Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 2 Owners
Total	DBS Daily News. 28 Media Outlets 22 Little	Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners Owners Owners 1 Owners 34	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38
Total	DBS Daily News. 28 Media Outlets 28 Little 19	Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners Owners 1 Owners 1 Owners 34	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38
Total	DBS 0 Daily News. 2 Media Outlets 28 Little 19	Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners Movers Owners Movers Owners Movers Owners Owners Owners Owners Owners Owners Owners Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 2000 B/C Outlets	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 0 B/C Owner
Total	DBS Daily News. 28 Media Outlets 28 Little 19	Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners Owners Owners 1 Owners 1 Owners 34	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets	Owners Owners Owners Owners Owners Owners Owners Owners Owners 1 Owners 20 Rock 60 B/C Owners 13	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners BO Owners Owners Owners Owners Owners 27	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 2000 B/C Outlets 55	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 D B/C Owner 28
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys.	B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys.	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B0 B/C Owners 27 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 2000 B/C Outlets 55 Cable Sys.	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 D B/C Owner 28 Owners
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets	Owners Owners Owners Owners Owners Owners Owners Owners Owners 1 Owners 20 Rock 60 B/C Owners 13	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44	Owners Owners Owners Owners Owners BO Owners Owners Owners Owners Owners 27	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 2000 B/C Outlets 55	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 D B/C Owner 28
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys.	B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B0 B/C Owners 27 Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 OB/C Owner 28 Owners 1
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys. 0	B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B/C Owners 27 Owners 1 Owners	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 B/C Owner 28 Owners 1 Owners
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys.	B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B0 B/C Owners 27 Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 D B/C Owner 28 Owners 1
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys. 0	B/C Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B/C Owners 27 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 Owners 38 Owners 1 Owners 2
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys. 0	B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners 0 Owners 0 Owners 10 Owners 10 Owners 10 Owners 10 Owners 10 Owners 10 Owners 0 Owners 0 Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News.	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 27 Owners 1 Owners 27 Owners 1 Owners 0 Owners 27 Owners 1 Owners 0 Owners 1	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News.	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 OB/C Owner 28 Owners 1 Owners 2 Owners 1 Owners 1 Owners 2
Total	190 B/C Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys. 0 DBS 0	B/C Owners	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS 0	B/C Owners 33 Owners 1 Owners 0 Owners 1 Owners 34 B/C Owners 27 Owners 1 Owners 0	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 Owners 38 Owners 1 Owners 2
Total	DBS O Daily News. 28 Little 19 B/C Outlets 0 Daily News. 2 Media Outlets 15 Cable Sys. 0 DBS 0 Daily News. 28	SO B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners 0 Owners 20	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News. 2	B/C Owners 33	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News. 2	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 OB/C Owner 28 Owners 1 Owners 2 Owners 2 Owners 2 Owners 2 Owners 2
Total	DBS Outlets 26 Cable Sys. 0 DBS 0 Daily News. 2 Media Outlets 28 Little 19 B/C Outlets 15 Cable Sys. 0 DBS 0 DBS 0 DBS 0 DBS 0 DBS 0	SO B/C Owners 20 Owners 0 Owners 1 Owners 20 Owners 1 Owners 20 Rock 60 B/C Owners 13 Owners 0 Owners 20	B/C Outlets 42 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 44 19 B/C Outlets 32 Cable Sys. 1 DBS 0 Daily News.	B/C Owners 33	B/C Outlets 54 Cable Sys. 1 DBS 2 Daily News. 2 Media Outlets 59 200 B/C Outlets 55 Cable Sys. 1 DBS 2 Daily News.	B/C Owner 33 Owners 1 Owners 2 Owners 2 Owners 38 OB/C Owner 28 Owners 1 Owners 2 Owners 1 Owners 1 Owners 2

Market:	Lancaste				200	<u> </u>
ank 113	1960)	1980		200	B/C Owner
		B/C Owners	<u> </u>	B/C Owners	B/C Outlets 20	16
	12	10	18	14	20	
	Cable Sue	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	Cable Sys.	Owners	1	1	1	1
	DBS	Owners	DBS	Owners	DBS	Owners
	0	0	0	00	2	2
				0	Daily News.	Owners
	Daily News.	Owners	Daily News.	Owners 1	Dany News.	1
	2	1	2			
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
1 ULAI	14	10	. 21	16	25	20
					,	
Market:		on VT/Plattsb	urgh NY		200	n
Rank 141	196		1989 B/C Outlets	B/C Owners	B/C Outlets	B/C Owner
	B/C Outlets 12	B/C Owners 10	34	25	48	29
	12	10	<u> </u>			
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners
	1	1	1	1	11	1
					DBS	Owners
	DBS	Owners	DBS	Owners 0	2	2
	0	0	<u> </u>			
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners
	Daily News.		2	2	2	2
	2	2	~			
	2	2				
Total	Media Outlets 15	Owners 13	Media Outlets 37	Owners 28	Media Outlets	Owners 34
Total Market: Rank 169	Media Outlets 15 Myrtle Ber 196	Owners 13 ach SC	Media Outlets 37	28	Media Outlets 53	10
Market:	Media Outlets 15 Myrtle Ber 196 B/C Outlets	Owners 13 ach SC 0 B/C Owners	Media Outlets 37 198 B/C Outlets	28 0 B/C Owners	Media Outlets 53 200 B/C Outlets	34 00 B/C Owne
Market:	Media Outlets 15 Myrtle Ber 196	Owners 13 ach SC	Media Outlets 37	28	Media Outlets 53	34
Market:	Media Outlets 15 Myrtle Bec 196 B/C Outlets 5	Owners 13 ach SC 0 B/C Owners 5	Media Outlets 37 198 B/C Outlets 20	28 0 B/C Owners	Media Outlets 53 200 B/C Outlets	34 00 B/C Owne 20
Market:	Media Outlets 15 Myrtle Ber 196 B/C Outlets	Owners 13 ach SC 0 B/C Owners	Media Outlets 37 198 B/C Outlets	0 B/C Owners 14	Media Outlets 53 200 B/C Outlets 35	34 00 B/C Owne 20
Market:	Media Outlets 15 Myrtle Ber 196 B/C Outlets 5 Cable Sys.	Owners 13 ach SC 0 B/C Owners 5	Media Outlets 37 198 B/C Outlets 20 Cable Sys.	0 B/C Owners 14	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1	00 B/C Owne 20 Owners
Market:	Media Outlets 15 Myrtle Ber 196 B/C Outlets 5 Cable Sys.	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS	0 B/C Owners 14 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS	00 B/C Owne 20 Owners 1
Market:	Media Outlets 15 Myrtle Bec 196 B/C Outlets 5 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1	0 B/C Owners 14 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1	00 B/C Owne 20 Owners
Market:	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0	0 B/C Owners 14 Owners 1	200 B/C Outlets 35 Cable Sys. 1 DBS 2	00 B/C Owner 20 Owners 1 Owners 2
Market:	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News.	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS	0 B/C Owners 14 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS	00 B/C Owner 20 Owners 1 Owners 2
Market:	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News.	28 B/C Owners 14 Owners 1 Owners 0 Owners	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0	Owners Owners Owners Owners Owners Owners Owners Owners
Market:	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News.	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News.	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets	Owners Owners Owners Owners Owners Owners
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1	28 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0	Owners Owners Owners Owners Owners Owners Owners Owners
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets	Owners Owners Owners Owners Owners Owners
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets	Owners Owners Owners Owners Owners Owners
Market: Rank 169	Media Outlets 15 Myrtle Bea 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets	Owners Owners Owners Owners Owners 2 Owners 2 Owners 2
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 16	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38	Owners Owners Owners Owners Owners 2 Owners 2 Owners 2
Market: Rank 169	Media Outlets 15 Myrtle Bea 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 16	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38	Owners Owners Owners Owners 2 Owners 2 Owners 2 Owners 2 Owners 2
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 daute 0 B/C Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 16 B/C Owners 17	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38	Owners Owners Owners Owners 2 Owners 2 Owners 2 Owners 2 Owners 1 1 Owners 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 laute 0 B/C Owners 7 Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys.	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 16 B/C Owners 17 Owners	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys.	Owners
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 daute 0 B/C Owners 7	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23	28 0 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 16 B/C Owners 17	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38	Owners Owners Owners Owners 2 Owners 2 Owners 2 Owners 2 Owners 1 1 Owners 1 1 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0 0
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 Jaute 0 B/C Owners 7 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1	28 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1	Owners Owners Owners Owners Owners Owners 1 Owners 2 Owners 1
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 Aute 0 B/C Owners 7 Owners 0 Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1 DBS	28 B/C Owners 14 Owners 1 Owners 0 Owners 16 B/C Owners 17 Owners 10 Owners 10 Owners 11 Owners 11 Owners 11 Owners 11 Owners 11 Owners 11	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys.	Owners Owners Owners Owners Owners Owners 1 Owners 2 Owners 1
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 Jaute 0 B/C Owners 7 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1	28 B/C Owners 14 Owners 1 Owners 0 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1	Owners Owners Owners Owners Owners Owners Owners 1
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 daute 0 B/C Owners 7 Owners 0 Owners 0	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1 DBS	28 B/C Owners 14 Owners 1 Owners 0 Owners 16 B/C Owners 17 Owners 10 Owners 10 Owners 11 Owners 11 Owners 11 Owners 11 Owners 11 Owners 11	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1	Owners 23 Owners Owners 23 Owners Owners
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 Aute 0 B/C Owners 7 Owners 0 Owners	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1 DBS 0 O Daily News. 0	28 B/C Owners 14 Owners 1 Owners 0 Owners 1 Owners 17 Owners 17 Owners 10 Owners 11	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1	Owners Owners Owners Owners Owners Owners Owners 1 Owners 2 Owners 1 Owners 23 Owners 1 Owners 23
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0 DBS 0 DBS 0 DBS 0 DBS 0 DBS 0 DBS 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 daute 0 B/C Owners 7 Owners 0 Owners 0 Owners 0 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1 DBS 0 Daily News. 23	28 B/C Owners 14 Owners 1 Owners 0 Owners 16 B/C Owners 17 Owners 16 Owners 17 Owners 17 Owners 1 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1 DBS 2 Cable Sys. 1 DBS 2 Daily News. 1	Owners 18 Owners 1 Owners 1 Owners 1
Market: Rank 169	Media Outlets 15 Myrtle Be. 196 B/C Outlets 5 Cable Sys. 0 DBS 0 Daily News. 1 Media Outlets 6 Terre H 196 B/C Outlets 10 Cable Sys. 0 DBS 0 DBS 0 DBS 0 DBS 0 DBS 0 DBS 0	Owners 13 ach SC 0 B/C Owners 5 Owners 0 Owners 1 Owners 6 daute 0 B/C Owners 7 Owners 0 Owners 0 Owners 0 Owners 6	Media Outlets 37 198 B/C Outlets 20 Cable Sys. 1 DBS 0 Daily News. 1 Media Outlets 22 198 B/C Outlets 23 Cable Sys. 1 DBS 0 Daily News.	28 B/C Owners 14 Owners 1 Owners 0 Owners 16 B/C Owners 17 Owners 16 Owners 17 Owners 17 Owners 1 Owners 1	Media Outlets 53 200 B/C Outlets 35 Cable Sys. 1 DBS 2 Daily News. 0 Media Outlets 38 200 B/C Outlets 29 Cable Sys. 1 DBS 22 Daily News. 200 Daily News. 200 Daily News.	Owners 23 Owners Owners 18 Owners 1 Owners 1 Owners 1 Owners 1

Table 2 - Outlet Count by Media for 10 Selected Radio Markets (1960, 1980, 2000)

Market:	Charlottes	sville VA					
Rank 225	1960		1980		2000		
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owner	
	7	4	11	8	19	10	
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners	
	0	0	1	1	11	1	
	DBS	Owners	DBS	Owners	DBS	Owners	
	0	0	0	0	2	2	
·	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners	
	1	1	1	1	1	1	
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners	
	8	5	13	10	23	14	
Market:	Altoon	a PA					
Rank 253	196	i0	198	0	200	00	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owner	
	9	7	17	10	20	12	
	Cable Sys.	Owners	Cable Sys.	Owners	Cable Sys.	Owners	
	1	1	1	1	1	1	
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	DBS	Owners	DBS	Owners	DBS	Owners	
	0	0	0	0	2	2	
	Daily News.	Owners	Daily News.	Owners	Daily News.	Owners	
	1	1	1	1	0	0	
			Media Outlets	Owners	Media Outlets	Owners	
Total	Media Outlets	Owners	Media Cullets	CMITTIE	Incaia Gaucio	O 1711010	

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

	(Commo-	iel and Non	commercial)	narkets (190	50; 1980; 200	<u> </u>
•	•	_	_	.en "	2 00	าก
Market	19	60	79	80	200	70
New York*	Radio	(Com'l)	Radio	(Com'l)	Radio (Com'l)
Radio Mkt Rank	stations		stations	owners	stations	
1	64	43	94	67	101	
	Radio (N	on-com'l)	Radio (N	on-com'l)	Radio (No	
*includes the following embedded	stations	owners	stations		stations :	
radio markets: Nassau-Suffolk;	10	9	34		47	43
Stamford/Norwalk CT;	Radio	Total		Total	Radio	
Morristown NJ; Monmouth Co. NJ	stations		stations		stations	owners
Middlesex/Somerset/Union NJ;	74	52	128	100	148	84
Westchester NY.	77.70	\\	TV (0	`om'i)	TV (C	om'l\
	TV (C		stations		stations	
	stations 7	7	10	9	16	15
	TV (Nor	* ,	TV (No		TV (Non	
	stations	owners	stations	owners	stations	
1.00	0	0	7	6	8	7
	TV 1	otal	56	Γotal	TVT	
	stations		stations		stations	
	7	7	17	15	24	22
			F-10-	1 (0 1")	P/O T-/	1.000
	B/C Tota			al (Com'l)	B/C Total	
	stations		stations 104	owners 71	117	54
	71 B/C Total (44	B/C Total (B/C Total (N	
	stations	owners	stations	owners	stations	
	10	9	41	38	55	49
		Total	B/C	Total	B/C 7	Total
	stations	owners	stations	owners	stations	owners
	81	53	145	109	172	103
			¥		á .	
	:					
Market	19	60	19	80	200	<i>) 0</i>
	5-4:-	(Carrell)	Padia	(Com'l)	Radio (Comil
Kansas City Radio Mkt Rank	Radio (stations	·	stations	
29	17		31		34	16
	Radio (N			on-com'l)	Radio (No	n-com'l)
	stations			owners	stations	
	. 1 .	1	200	5	6	6
	Radio	Total	Radio	Total	Radio	
	stations	owners	stations	owners	stations :	
	18	15	36	2/	40 :	22
and the state of t		\II\	TV (C	l lom'I\	TV (C	om'll
	TV (C	OIIII)		owners	stations	
	3	owners 3	5		8	
				n-Com'l)	TV (Non	
		n-Com'l) 🖁	וטורוו ען בבב			
	; TV (Nor		503	owners	stations	owners
	: TV (Nor stations 0	owners 0	stations 1	owners 1	1	1
	: TV (Nor stations 0 TV 1	owners 0 otal	stations 1 TV	owners 1 Total	1 1 TV T	1 otal
	TV (Nor stations 0 TV 1 stations	owners 0 Total owners	stations 1 TV stations	owners 1 Total owners	1 TV To	1 otal owners
	TV (Nor stations 0 TV 1 stations 3	owners 0 Total owners	stations 1 TV stations	owners 1 Total owners	1 1 TV T	1 otal owners 7
	TV (Nor stations 0 TV 1 stations 3	owners 0 otal owners 3	stations 1 TV stations 6	owners 1 Fotal owners 6	1 TV To stations 9	1 otal owners 7
	TV (Nor stations 0 TV 1 stations 3	owners 0 otal owners 3	stations 1 TV stations 6 B/C Total	owners 1 Total owners 6	1 TV T stations 9	otal owners 7
	TV (Nor stations 0 TV 1 stations 3 B/C Total stations	owners 0 otal owners 3	stations 1 TV stations 6 B/C Tota stations	owners 1 Total owners 6 al (Com'l) owners	1 TV T stations 9 B/C Total stations	1 otal owners 7 (Com'l) owners
	TV (Nor stations 0 TV 1 stations 3 B/C Total stations 20	owners 0 fotal owners 3	stations 1 TV stations 6 B/C Tota stations 36	owners 1 Total owners 6 al (Com'l) owners 25	1 TV T stations 9 B/C Total stations 42	1 otal owners 7 (Com'l) owners 22
	TV (Nor stations 0 TV 1 stations 3 B/C Total stations 20 B/C Total (I	owners 0 Total owners 3 I (Com'l) owners 14 Non-Com'l)	stations 1 TV stations 6 B/C Tota stations 36 B/C Total (owners 1 Total owners 6 I (Com'l) owners 25 Non-Com'l)	1 TV T stations 9 B/C Total stations 42 B/C Total (N	1 otal owners 7 I (Com'l) owners 22 Non-Com'l
	TV (Nor stations 0 TV 1 stations 3 B/C Total stations 20 B/C Total (I stations	owners 0 Total owners 3 I (Com'l) owners 14 Non-Com'l) owners	stations 1 TV stations 6 B/C Tota stations 36 B/C Total (stations	owners 1 Total owners 6 al (Com'l) owners 25 Non-Com'l) owners 6	1 TV T stations 9 B/C Total stations 42 B/C Total (N stations 7	1 otal owners 7 (Com'l) owners 22 Non-Com'l owners 7
	TV (Nor stations 0 TV 1 stations 3 B/C Total stations 20 B/C Total (I stations	owners 0 Total owners 3 I (Com'l) owners 14 Non-Com'l) owners	stations 1 TV stations 6 B/C Tota stations 36 B/C Total (stations 6	owners 1 Total owners 6 al (Com'l) owners 25 Non-Com'l) owners 6	1 TV T stations 9 B/C Total stations 42 B/C Total (N stations 7	1 otal owners 7 (Com'l) owners 22 Non-Com'l owners 7
	B/C Total (I stations 20 B/C Total (I stations 20 B/C Total (I stations 1 B/C stations 1 B/C stations 1 B/C stations 1 B/C stations	owners 0 Total owners 3 I (Com'l) owners 14 Non-Com'l) owners 1 Total owners	stations 1 TV stations 6 B/C Tota stations 36 B/C Total (stations 6 B/C stations	owners 1 Total owners 6 al (Com'l) owners 25 Non-Com'l) owners 6 Total owners	1 TV T stations 9 B/C Total stations 42 B/C Total (N stations 7 B/C T stations	1 otal owners 7 (Com'l) owners 22 Non-Com'l owners 7 fotal owners
	B/C Total (I stations 20 B/C Total (I stations 20 B/C Total (I stations 1 B/C Total (I stations I stat	owners 0 Total owners 3 I (Com'l) owners 14 Non-Com'l) owners 1 Total owners	stations 1 TV stations 6 B/C Tota stations 36 B/C Total (stations 6 B/C B/C Total (owners 1 Total owners 6 al (Com'l) owners 25 Non-Com'l) owners 6 Total owners	1 TV T stations 9 B/C Total stations 42 B/C Total (N stations 7 B/C T stations	1 otal owners 7 (Com'l) owners 22 Non-Com'l) owners 7 fotal

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Dioaceast	Outlets and O		0 Selected I	Vlarkets (196	60; 1980; 20	00)
	{Commer	ciai and Non-	commercial)	1	18	
Market	19	60	19	80	20	00
- Indinot				1	<i>(</i> *)	İ
Birmingham AL	Radio	(Com'l)	Radio	(Com'l)	Radio	(Com'l)
Radio Mkt Rank	stations	owners	stations	owners	**	owners
57	22	19	32	24	38	18
		on-com'l)		ion-com'l)		lon-com'l)
	stations		stations		64	owners
	0	0	3	3	7 Dodie	Total
		Total	800	o Total owners		owners
	stations 22	19	35	27	45	25
	22	13	33		40	
	TV (C	Com'l)	TV (Com'l)	TV (0	Com'l)
	stations			owners	stations	
	2	2	5	5	7	7
	TV (Nor	n-Com'l)	TV (No	n-Com'l)	TV (No	n-Com'l)
	stations	owners	stations	owners	120	owners
	2	1	2	1	<u> </u>	<u>; 1 </u>
		Total	99	Total		Total
	stations		801	owners	stations 9	owners 8
	! 4	3	7	6	<u> 9</u>	i 0
	B/C Tota	l (Comil)	B/C Tot	al (Com'l)	B/C Tota	el (Com'l)
	stations :		stations		stations	
	. Stations	19	37	29	45	25
	B/C Total (Non-Com'l)	600	Non-Com'l)
	stations	owners	stations		stations	
	2	1	5	4	9	8
	B/C	Total	B/C	Total	7.13	Total
	stations	owners	600	owners	stations	,
	: 26	20	42	33	54	33
			<u> </u>	1		
P. S. W. A.	19			1	<u> </u>	
Market			23 4 C	190 1	BM 20	m i
	10.	60	19	80	20	100
					\$3; 4-1	İ
Little Rock	Radio ((Com'l)		(Com'l)	\$3; 4-1	(Com'l)
	Radio ((Com'l)	Radio stations	(Com'l)	Radio	(Com'l)
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No	(Com'l) owners 12 on-com'l)	Radio stations 23	(Com'l) owners	Radio stations 37 Radio (N	(Com'i) owners 16 on-com'i)
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No	(Com'l) owners 12 on-com'l) owners	Radio stations 23 Radio (N	(Com'l) owners 20 Ion-com'l) owners	Radio stations 37 Radio (N stations	(Com'i) owners 16 on-com'i) owners
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0	(Com'l) owners 12 on-com'l) owners 0	Radio stations 23 Radio (N stations 3	(Com'l) owners 20 lon-com'l) owners	Radio stations 37 Radio (N stations 5	(Com'l) owners 16 on-com'l) owners 5
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (N stations 0 Radio Radio	(Com'l) owners 12 on-com'l) owners 0	Radio stations 23 Radio (N stations 3 Radio	(Com'l) owners 20 lon-com'l) owners 3 o Total	Radio stations 37 Radio (N stations 5 Radio	(Com'l) owners 16 on-com'l) owners 5 Total
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations	(Com'l) owners 12 on-com'l) owners 0 Total owners	Radio stations 23 Radio (N stations 3 Radios tations	(Com'l) owners 20 lon-com'l) owners 3 Total	Radio stations 37 Radio (N stations 5 Radio stations	(Com'i) owners 16 on-com'i) owners 5 Total owners
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12	(Com'l) owners 12 on-com'l) owners 0 Total owners 12	Radio stations 23 Radio (N stations 3 Radio	(Com'l) owners 20 lon-com'l) owners 3 Total	Radio stations 37 Radio (N stations 5 Radio stations	(Com'l) owners 16 on-com'l) owners 5 Total
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12	(Com'l) owners 12 on-com'l) owners 0 Total owners 12	Radio stations 23 Radio (N stations 3 Radio stations 26	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23	Radio stations 37 Radio (N stations 5 Radic stations 42	(Com'i) owners 16 on-com'i) owners 5 Total owners 21
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (N stations 0 Radio stations 12 TV (C	(Com'l) owners 12 on-com'l) owners 0 Total owners 12 Com'l)	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23	Radio stations 37 Radio (N stations 5 Radio stations 42	(Com'i) owners 16 on-com'i) owners 5 Total owners 21
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Costations 12 Stations 12	(Com'l) owners 12 on-com'l) owners 0 Total owners 12 Com'l) owners	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (N stations 0 Radio stations 12 TV (C	(Com'l) owners 12 on-com'l) owners 0 Total owners 12 Com'l) owners 3	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0	(Com'l) owners 20 lon-com'l) owners 3 Total owners 23 Com'l) owners	Radio stations 37 Radio (N stations 5 Radio stations 42	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Costations 3 TV (Nor stations 12	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l)	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (C stations 9 TV (Nostations	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Costations 3 TV (Nor stations 0	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Notes to the content of the conten	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No. stations 0 Radio stations 12 TV (Constitutions 3 TV (Nor stations 0 Stations 0 TV T	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners 0 Total	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (No	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (No stations 4 TV TV	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners 2
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Costations 3 TV (Nor stations 0 stations 0 TV T (Stations 0 TV T (Stations 0	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners 0 Total owners	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (No stations 3 TV stations	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Not stations 4 TV - stations	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 com'i) owners 6 n-Com'i) owners 2 Total
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No. stations 0 Radio stations 12 TV (Constitutions 3 TV (Nor stations 0 Stations 0 Stations 0 TV T Stations 3	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners 0 Total owners 3	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (No	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners	Radio stations 37 Radio (N stations 5 Radio stations 42 TV (0 stations 9 TV (Not stations 4 TV - stations	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners 2
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Constitutions 3 TV (Nor stations 0 stations 0 stations 0 stations 0 stations 0 stations 3	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 3	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV stations 6	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total owners 4	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (0 stations) 9 TV (Noi stations) 4 TV stations 13	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners 2 Total
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Constations 12 TV (Nor stations 0 Stations 0 TV To stations 0 Sta	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners 0 Total owners 3 n-Com'I)	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (Stations 3 TV (Stations 3 TV (Stations 6 B/C Total	(Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 com'l) owners 3 n-Com'l) owners 1 Total owners 4	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (0 stations) 9 TV (Notes to the content of the cont	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 com'i) owners 6 n-Com'i) owners 2 Total owners 8
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Costations 3 TV (Nor stations 0 Stations 0 TV T Stations 3 TV (Total stations	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 com'I) owners 3 n-Com'I) owners 0 Total owners 3 n-Com'I) owners 0 Total owners 3 n-Com'I) owners 0 Total owners	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (No stations 6 B/C Tota stations	(Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total ' owners ' owners ' owners	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Not stations) 4 TV stations 13 B/C Tota stations	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 com'l) owners 6 n-Com'l) owners 2 Fotal owners 8
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (O stations 3 TV (Nor stations 0 stations 0 stations 3 TV (Total stations 3 Stations 15	(Com'l) owners 12 on-com'l) owners 0 Total owners 12 Com'l) owners 3 n-Com'l) owners 0 Total owners 13	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 3 TV (No stations 6 B/C Tota stations 26	(Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 3 n-Com'l) owners 1 Total ' owners ' owners 4 i al (Com'l) owners 23	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Not stations) 4 TV stations 13 B/C Tota stations 46	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 com'i) owners 6 n-Com'i) owners 2 Total owners 8
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (Constitutions 12 TV (Nor stations 0 Stations 0 TV To stations 3 TV (Nor stations 15 B/C Total (I	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 11 Owners 12 Owners 12 Owners 13 Non-Com'I)	Radio stations 23 Radio (N stations) 3 Radio stations 26 TV (0 stations) 3 TV (No stations) 6 B/C Total stations 26 B/C Total (stations)	(Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 1 Total owners 1 Total owners 4 ial (Com'l) owners 23	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (0 stations) 9 TV (Not stations) 4 TV stations 13 B/C Tota stations 46 B/C Total ((Com'i) owners 16 on-com'i) owners 5 Total owners 21 com'i) owners 6 n-Com'i) owners 8 al (Com'i) owners 21
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (Nostations) 0 Radio stations 12 TV (Costations) 3 TV (Norstations) 0 stations 3 TV TV (Society of the stations) 15 B/C Total (Instations) 15 Stations	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 13 Non-Com'I) owners	Radio stations 23 Radio (N stations) 3 Radio stations 26 TV (0 stations) 3 TV (No stations) 6 B/C Total stations 26 B/C Total (stations)	(Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 1 Total owners 1 Total owners 4 ial (Com'l) owners 23	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Noi stations) 13 B/C Total stations 46 B/C Total (stations)	(Com'i) owners 16 on-com'i) owners 5 o Total owners 21 Com'i) owners 6 n-Com'i) owners 2 Total owners 8
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (Nostations) 0 Radio stations 12 TV (Costations) 3 TV (Norstations) 0 stations 0 TV T stations 3 B/C Total (Istations) 0 B/C Stations 0 B/C Stations	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 13 Non-Com'I) owners 13 Non-Com'I) owners 0 Total	Radio stations 23 Radio (N stations) 3 Radio (S) stations 26 TV (C) stations 3 TV (No stations) 3 TV (Stations) 6 B/C Total stations 26 B/C Total (Stations)	(Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 1 Total owners 3 n-Com'l) owners 4 i owners 23 Non-Com'l) owners 23 Non-Com'l)	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (0 stations) 9 TV (Not stations) 4 TV stations 13 B/C Tota stations 46 B/C Total ((Com'i) owners 16 on-com'i) owners 5 o Total owners 21 Com'i) owners 6 n-Com'i) owners 2 Total owners 8
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (Nostations) 0 Radio stations 12 TV (Costations) 3 TV (Nor stations) 0 Stations 0 TV T stations 3 B/C Total (I stations) 0 B/C stations 0 Stations	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 13 Non-Com'I) owners 13 Non-Com'I) owners 0 Total	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 6 B/C Tota stations 26 B/C Total (stations 6 B/C stations 6 Stations 6 Stations 26 Stations 6 (Com'l) owners 20 lon-com'l) owners 3 o Total owners 23 Com'l) owners 1 Total owners 4 i al (Com'l) owners 23 Non-Com'l) owners 23 Non-Com'l) owners 4 i al (Com'l) owners 1 Total owners 23 Total owners 1 Total owners 1 Total owners 1 Total owners 1 Total owners 1 Total owners 1 Total owners 1 Total owners	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Not stations) 13 B/C Tota stations 46 B/C Total (stations) 9 B/C stations	(Com'i) owners 16 on-com'i) owners 5 Total owners 21 Com'i) owners 6 n-Com'i) owners 2 Total owners 2 Total owners 7 Total	
Little Rock Radio Mkt Rank	Radio (stations 12 Radio (Nostations) 0 Radio stations 12 TV (Costations) 3 TV (Norstations) 0 stations 0 TV T stations 3 B/C Total (Istations) 0 B/C Stations 0 B/C Stations	(Com'I) owners 12 on-com'I) owners 0 Total owners 12 Com'I) owners 3 n-Com'I) owners 0 Total owners 13 Non-Com'I) owners 13 Non-Com'I) owners 0 Total	Radio stations 23 Radio (N stations 3 Radio stations 26 TV (0 stations 3 TV (No stations 6 B/C Tota stations 26 B/C Total (stations 6 B/C stations 6 Stations 6 Stations 26 Stations 6 (Com'l) owners 20 Ion-com'l) owners 3 o Total owners 23 Com'l) owners 1 Total ' owners 1 Total ' owners 4 i al (Com'l) owners 23 Non-Com'l) owners 4 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total ' owners 1 Total	Radio stations 37 Radio (N stations) 5 Radio stations 42 TV (C stations) 9 TV (Not stations) 13 B/C Total stations 46 B/C Total (stations) 9 B/C	(Com'l) owners 16 on-com'l) owners 5 Total owners 21 Com'l) owners 6 n-Com'l) owners 2 Total owners 2 Total owners 7 Total owners	

Count of Broadcast Ou	itlets and O	wners for	0 Selected I	Markets (19	50; 1980; 2000))
	(Commerc	cial and Non	-commercial)	:		
Market	19	60	19	80	200	ō
	1		3)	Ī	:	
Lancaster PA	Radio ((Com'l)		(Com'l)	Radio (
Radio Mkt Rank	stations		23	owners	stations	
113	7			5	8	6
	Radio (N			lon-com'l)	Radio (No	
	stations		stations 2	owners 2	stations 5	5
	0 Radio	-	Was	Total	Radio	
	stations			owners	stations	
	7	5	11		13	11
	, , , , , , , , , , , , , , , , , , , ,		N		Š	
	TV (C	om'l)	TV (Com'l)	TV (C	
	stations	owners	CSC	owners	stations .	owners
	5	5	6		6	
	TV (Nor			n-Com'l)	TV (Non-	
	stations		-	owners	stations 1	owners 1
	. 0	0	1 77/		TVT	
	stations	otal	3003	Total owners	stations	
	5 5	5	7	: 7	7	6
	· · · ·		,	:		-
	B/C Tota	I (Com'l)	B/C Tot	al (Com'l)	B/C Total	(Com'l)
	stations			owners	stations	
	12	10	15	. 11	14 .	10
	.B/C Total (I			Non-Com'l)		
	stations			owners	stations	
		0	3	3	6	6
	B/C			Total	B/C T stations	
	stations	owners 10	stations 18	owners 14	20	16
	12	10	10	14	20	
	 					
Market	190	60	19	80	200	0
	;		4			
Burlington VT/Plattsburgh NY	, Radio (Com'l)		(Com'l)	Radio (-
Radio Mkt Rank	stations			owners	stations	
141	9	8	19		28 Radio (No	14
	Radio (No		36	ion-com'i) ; owners	stations ;	
	stations :	1	5 5	5	9	
	Radio			Total	Radio	
	stations		stations		stations !	owners
	10	9	24	19	37	22
			S i	;	TV (Co	
	TV (C	om'l)	TV (
	stations '	owners		owners	stations	
	2 .	2	4 T//No		5 ; TV (Non-	
	TV (Non	1-Com1)	TV (No	owners	stations	
	stations 0	OWITEIS	Stations 6	2	6	
	TVÎ	otal		Total	TVT	otal
	stations		stations	owners	stations	
	2	2	10	. 7	11 !	7
			\$	î		
	B/C Tota		B/C Tot		B/C Total	
		owners	stations		stations	
	stations			17	33 :	18
	11	9	23		B D C =	
	11 B/C Total (N	9 Non-Com'l)	B/C Total	Non-Com'l)	B/C Total (N	
	11 B/C Total (N stations	9 Non-Com'l) owners	B/C Total (Non-Com'l) owners	B/C Total (N stations	owners
	11 B/C Total (N stations	9 Non-Com'l) owners	B/C Total of stations	Non-Com'l) owners 8	B/C Total (N stations	owners
	11 B/C Total (It stations 1	9 Non-Com'l) owners 1 Total	B/C Total of stations 11 B/C	Non-Com'l) owners 8 Total	B/C Total (N stations 15 B/C T	owners 11 otal
	11 B/C Total (It stations 1	9 Non-Com'l) owners 1 Total owners	B/C Total of stations 11 B/C stations	Non-Com'l) owners 8 Total	B/C Total (N stations 15 B/C T	owners 11 otal owners

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broadcas	t Outlets and Owners for 1 (Commercial and Non-		50; 1980; 2000)
	1960	1980	2000
Market	1960	1900	2000
Myrtle Beach	Radio (Com'l)	Radio (Com'l)	Radio (Com'l)
Radio Mkt Rank	stations owners	stations owners	stations : owners
169	4 4	16 11	26 13
	Radio (Non-com'l)	Radio (Non-com'l)	Radio (Non-com'l)
	stations owners	stations owners	stations owners
	0 0	0 0	3 3
	Radio Total	Radio Total	Radio Total
	stations owners	stations owners	stations owners
	4 : 4	<u> </u>	29 10
	TV (Com'l)	TV (Com'l)	TV (Com'l)
	stations owners	stations owners	stations owners
	1 1	2 2	4 3
	TV (Non-Com'l)	TV (Non-Com'l)	TV (Non-Com'l)
	stations owners	stations owners	stations : owners
	0 0	2 1	2 1
	TV Total	TV Total	TV Total stations owners
	stations owners 1 1	stations owners 4 3	6 : 4
44-9-100-4-0-0		4 5	
	B/C Total (Com'l)	B/C Total (Com'l)	B/C Total (Com'l)
	stations owners	stations owners	stations owners
	5 5	18 13	30 16
	B/C Total (Non-Com'l)	B/C Total (Non-Com'l)	B/C Total (Non-Com'l
	stations owners	stations owners	stations owners
	0 0	2 1	5 : 4 B/C Total
	B/C Total	B/C Total	stations owners
	stations owners 5 5	stations owners 20 14	35 20
	9 5	20 14	20
Market	1960	1980	2000
Terre Haute	Radio (Com'l)	Radio (Com'l)	Radio (Com'l)
Radio Mkt Rank	stations owners	stations owners	stations owners
197	9 7 Radio (Non-com'l)	Radio (Non-com'l)	Radio (Non-com'l)
	stations owners	stations owners	stations owners
	0 0	1 1	4 4
	Radio Total	Radio Total	Radio Total
	stations owners	stations owners	stations ; owners
	9 7	18 13	24 14
	T) / (C =11)	TV (Com'l)	TV (Com'l)
	TV (Com'l)	stations : owners	stations; owners
	1 1	3 3 3	3 3
	TV (Non-Com'l)	TV (Non-Com'l)	TV (Non-Com'l)
	stations : owners	stations owners	stations owners
	: 0 : 0	2 2	2 ! 2
	TV Total	TV Total	TV Total
	stations owners	stations owners	stations owners
	1 1	5 5	5 5
	B/C Total /Com/l)	B/C Total (Com'l)	B/C Total (Com'l)
		stations owners	stations owners
	10 7	20 14	23 12
	B/C Total (Non-Com'l)	B/C Total (Non-Com'l)	
	stations owners	stations owners	stations ; owners
	0 0 B/C Total	3 3 B/C Total	6 6 B/C Total
	B/C Total	B/C Total	
	stations owners	stations owners	stations ; owners
	10 7	23 17	29 18

Table 3 - Count of Broadacst Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broads	ast Outlets and O	wners for 1	0 Selected M	arkets (196	50; 1980; 200	0)
	(Commerc	cial and Non-	commercial)			
Market	19	60	198	30	200	00
	!		4	0 113	Daria (CII)
Charlottesville	Radio		Radio (Radio (
Radio Mkt Rank	stations	owners	stations		stations	
225	. 6	3	9 :	6	12 ,	
	Radio (N		Radio (No		Radio (No	
	stations		stations		stations 5	4
	1	1	1	1	Radio	
		Total	Radio		stations	
	stations		stations .	7	17	8
	7	4	10			
	TV (C	'am'l)	TV (C	om'l)	TV (C	om'l)
			stations		stations	
	stations	OWITEIS	1 1	1	1	1
	TV (Nor		TV (Non	8	TV (Non	-Com'l)
	stations		stations		stations	
	0	0	0		1	1
		Total	TVT		TVT	otal
	stations		stations		stations	owners
	0	0	量 1	1	2	2
			N.			
	B/C Tota	l (Com'l)	B/C Tota	l (Com'l)	B/C Tota	I (Com'I)
	stations	owners	stations		stations	owners
	6	3	10	7	13	5
	B/C Total (Non-Com'l)	態B/C Total (I	Non-Com'l)	B/C Total (1	
	stations	owners	stations	owners	stations	
	1 .	. 1	1		6	
	B/C	Total	B/C	Total	B/C 7	
	stations	owners	stations		stations	
	. 7	4	11 '	8	19	10
					M	
					W. C.	
- Andrew					200	20
Market	19	60	198	30	200	00
	· · · · · · · · · · · · · · · · · · ·					
Altoona PA	Radio	(Com'l)	Radio (Com'l)	Radio (Com'l)
Altoona PA Radio Mkt Rank	Radio : stations	(Com'l) owners	Radio (Com'l) owners	Radio (Com'l) owners
Altoona PA	Radio : stations : 6	(Com'l) owners 5	Radio (stations 12	Com'l) owners 7	Radio (stations :	Com'l) owners 7
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N	(Com'l) owners 5 on-com'l)	Radio (stations 12 Radio (No	Com'l) owners 7 on-com'l)	Radio (stations : 14 Radio (No	Com'l) owners 7 on-com'l)
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N	(Com'l) owners 5 on-com'l)	Radio (stations 12	Com'l) owners 7 on-com'l)	Radio (stations :	Com'l) owners 7 on-com'l) owners
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0	(Com'l) owners 5 on-com'l) owners 0	Radio (stations 12 Radio (No stations 0	Com'l) owners 7 on-com'l) owners 0	Radio (stations 14 Radio (No	Com'l) owners 7 on-com'l) owners 0
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio	(Com'l) owners 5 on-com'l) owners 0	Radio (stations 12 Radio (No stations 0 Radio	Com'l) owners 7 on-com'l) owners 0 Total	Radio (stations: 14 Radio (No stations: 0 Radio	Com'l) owners 7 on-com'l) owners 0 Total
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio	(Com'l) owners 5 on-com'l) owners 0 Total owners	Radio (stations 12 Radio (No stations 0	Com'l) owners 7 on-com'l) owners 0 Total owners	Radio (stations 14 Radio (No stations 0	Com'l) owners 7 on-com'l) owners 0 Total owners
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio	(Com'l) owners 5 on-com'l) owners 0 Total owners	Radio (stations 12 Radio (No stations 0 Radio stations	Com'l) owners 7 on-com'l) owners 0 Total owners	Radio (stations: 14 Radio (No stations: 0 Radio stations: 14 Radio 14	Com'l) owners 7 on-com'l) owners 0 Total owners 7
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio	(Com'l) owners 5 on-com'l) owners 0 Total owners 5	Radio (stations 12 Radio (No stations 0 Radio stations	Com'l) owners 7 on-com'l) owners 0 Total owners 7	Radio (stations: 14 Radio (No stations 0 Radio stations 14 TV (C	Com'l) owners 7 on-com'l) owners 0 Total owners 7
Altoona PA Radio Mkt Rank	Radio Stations 6 Radio (N Stations 0 Radio Stations 6 TV (C Stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations 14 TV (C stations)	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 4	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations 14 TV (C stations) 5	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l)	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 4 TV (Non	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4	Radio (stations: 14 Radio (No stations) 0 Radio stations 14 TV (C stations) 5 TV (Non	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4Com'l)
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l)	Radio (stations 12 Radio (No stations 0 Radio stations i 12 TV (C stations 4 TV (Non stations)	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations)	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners
Altoona PA Radio Mkt Rank	Radio Stations 6 Radio (N Stations 0 Radio Stations 6 TV (C Stations 3 TV (Nor Stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners	Radio (stations 12 Radio (No stations) 0 Radio stations i 12 TV (C stations) 4 TV (Non stations i 11	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 I-Com'l) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations) 11	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners 1
Altoona PA Radio Mkt Rank	Radio Stations 6 Radio (N Stations 0 Radio Stations 6 TV (C Stations 3 TV (Nor Stations 0 TV (Nor Stations 0 TV (Nor Stations 0 TV (Nor Stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 0 Total	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 4 TV (Non stations 1 TV T	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 n-Com'l) owners 1 fotal	Radio (stations: 14 Radio (No stations) 0 Radio stations 14 TV (C stations) 5 TV (Non stations) 1 TV T	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners 1 otal
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor stations 0 : TV 1)	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 0 Total	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 1 TV (Non stations 1 TV (Non stations 1 TV (S stations 1 TV (S stations 1 TV (S stations 1 TV (S stations 1 TV (S stations 1	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 i-Com'l) owners 1 otal owners	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations: 5 TV (Non stations: 1 TV T stations:	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners 1 outal owners
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Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor stations 0 TV T stations 3 B/C Tota stations 9 B/C Total ((Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 3 n-Com'l) owners 7 Non-Com'l)	Radio (stations 12 Radio (No stations) 0 Radio stations 12 TV (C stations) 12 TV (Non stations) 1 TV (Stations) 1 Stations 1 Stations 1 B/C Total Stations 16 B/C Total (1	Com'I) owners 7 on-com'I) owners 0 Total owners 7 com'I) owners 4 I-Com'I) owners 1 otal owners 5 I (Com'I) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations) 1 TV T stations: 6 B/C Total (I	Com'l) owners 7 on-com'l) owners 0 Total owners 7 owners 4 -Com'l) owners 1 ouners 5 I (Com'l) owners 11 Non-Com'l
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor stations 0 TV (Nor stations 3 TV (T stations 3 TV (T stations 3 B/C Total stations 9 B/C Total (stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners	Radio (stations 12 Radio (No stations) 0 Radio stations 12 TV (C stations) 1 TV (Non stations) 1 TV (Stations) 1 TV (Stations) 1 TV (Stations) 1 Stations 1 TV (Stations) 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 16 B/C Total (I stations)	Com'I) owners 7 on-com'I) owners 0 Total owners 7 com'I) owners 4 com'I) owners 1 cotal owners 5 I (Com'I) owners 9 Non-Com'I) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations) 1 TV T stations 6 ! B/C Total (It stations)	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 c-Com'l) owners 1 cotal owners 5
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor stations 0 TV (S stations 9 B/C Total (S stations 0 Stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners	Radio (stations 12 Radio (No stations) 0 Radio stations i 12 TV (C stations) 4 TV (Non stations) 1 TVT (Stations) 5 B/C Total (I stations) 1 stations 16 B/C Total (I stations) 1	Com'I) owners 7 on-com'I) owners 0 Total owners 7 om'I) owners 4 owners 1 owners 5 I (Com'I) owners 9 Non-Com'I) owners	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations) 1 Stations: 1 TV T (Non stations) 1 Stations: 1 TV T (Stations) 1 Stations: 1 B/C Total (It stations) 1	Com'l) owners 7 on-com'l) owners 0 Total owners 7 owners 4 -Com'l) owners 1 otal owners 5 I (Com'l) owners 11 Non-Com'l owners
Altoona PA Radio Mkt Rank	Radio Stations 6 Radio (N Stations 0 Radio Stations 6 TV (C Stations 3 TV (Nor Stations 0 TV T Stations 3 B/C Total Stations 9 B/C Total (Stations 0 B/C	(Com'I) owners 5 on-com'I) owners 0 Total owners 5 Com'I) owners 3 n-Com'I) owners 0 Total owners 7 Non-Com'I) owners 0 Total	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 12 TV (Non stations 1 TV T stations 5 B/C Tota stations 16 B/C Total (I stations 1 B/C Stations	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 i-Com'l) owners 1 otal owners 5 i (Com'l) owners 9 Non-Com'l) owners 1 Total	Radio (stations: 14 Radio (No stations) 0 Radio stations: 14 TV (C stations) 5 TV (Non stations) 1 TVT stations: 6 B/C Total (I stations) 1 B/C Total (I stations)	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners 1 ouners 5 I (Com'l) owners 11 Non-Com'l owners 1 Total
Altoona PA Radio Mkt Rank	Radio stations 6 Radio (N stations 0 Radio stations 6 TV (C stations 3 TV (Nor stations 0 TV 1 stations 3 B/C Tota stations 9 B/C Total (stations 0 B/C stations	(Com'l) owners 5 on-com'l) owners 0 Total owners 5 Com'l) owners 3 n-Com'l) owners 0 Total owners 7 Non-Com'l) owners 7 Non-Com'l) owners 0 Total	Radio (stations 12 Radio (No stations) 0 Radio stations 12 TV (C stations) 12 TV (Non stations) 1 TV (Non stations) 1 TV T stations 5 B/C Total (I stations) 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations 1 Stations	Com'I) owners 7 on-com'I) owners 0 Total owners 7 com'I) owners 4 com'I) owners 1 cotal owners 5 I (Com'I) owners 9 Non-Com'I) owners 1 Total	Radio (stations: 14 Radio (No stations: 0 Radio stations: 14 TV (C stations: 5 TV (Non stations: 1 TVT (Stations: 1 Stations: 1 Stations: 1 Stations: 1 B/C Total (I stations: 1 B/C stations: 1 B/C stations: 1 Sta	Com'l) owners 7 on-com'l) owners 0 Total owners 7 owners 4 owners 1 owners 1 owners 1 total owners 1 total owners 1 Total owners 1 Total owners 1 Total owners
Altoona PA Radio Mkt Rank	Radio Stations 6 Radio (N Stations 0 Radio Stations 6 TV (C Stations 3 TV (Nor Stations 0 TV T Stations 3 B/C Total Stations 9 B/C Total (Stations 0 B/C	(Com'I) owners 5 on-com'I) owners 0 Total owners 5 Com'I) owners 3 n-Com'I) owners 0 Total owners 7 Non-Com'I) owners 0 Total	Radio (stations 12 Radio (No stations 0 Radio stations 12 TV (C stations 12 TV (Non stations 1 TV T stations 5 B/C Tota stations 16 B/C Total (I stations 1 B/C Stations	Com'l) owners 7 on-com'l) owners 0 Total owners 7 com'l) owners 4 i-Com'l) owners 1 otal owners 5 i (Com'l) owners 9 Non-Com'l) owners 1 Total	Radio (stations: 14 Radio (No stations: 0 Radio stations: 14 TV (C stations: 5 TV (Non stations: 1 TVT (Stations: 1 Stations: 1 Stations: 1 Stations: 1 B/C Total (I stations: 1 B/C stations: 1 B/C stations: 1 Sta	Com'l) owners 7 on-com'l) owners 0 Total owners 7 om'l) owners 4 -Com'l) owners 1 ouners 5 I (Com'l) owners 11 Non-Com'l owners 1 Total

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

New York (rank #1)	1960	1980	2000
	Name -	40	20
Total Number of Cable Systems	None	43	38
Number of Communities Served	n/a	381	521
Average Number of Broadcast Stations	n/a	16	14
Average Number of Cable Channels	n/a	1	34
Average Number of Premium Channels	n/a	2	8
Average Channel Capacity	n/a	28	65
Number of Owners	n/a	26	9
Total TV Households	5,075,280	5,992,310	6,299,040
Total Cable Households	n/a	975,387	3,253,830
Cable Penetration (Cable HH/TV HH)	n/a	16%	52%
Cable Perietration (Cable 11191 V 1111)	170	1070	
Kansas City (rank #29)	1960	1980	2000
Total Number of Cable Systems	None	17	35
Number of Communities Served	n/a	45	126
Average Number of Broadcast Stations	n/a	9	9
Average Number of Cable Channels	n/a	2	15
Average Number of Premium Channels	n/a	1	3
	n/a	22	42
Average Channel Capacity Number of Owners	n/a	11	12
Inditibel of Owners	100		
Total TV Households	400,620	535,100	681,480
Total Cable Households	n/a	92,790	409,884
Cable Penetration (Cable HH/TV HH)	п/а	17%	60%
Birmingham, Alabama (rank #57)	1960	1980	2000
Total Number of Cable Systems	None	11	26
Number of Communities Served	n/a	40	120
Average Number of Broadcast Stations	n/a	7	8
Average Number of Cable Channels	n/a	1	18
Average Number of Premium Channels	n/a	1	3
Average Channel Capacity	n/a	24	37
Number of Owners	n/a	7	8
Total TV Households	208,340	312,630	387,650
Total Cable Households	n/a	56,843	223,530
Cable Penetration (Cable HH/TV HH)	n/a	18%	58%
Little Rock, Arkansas (rank #85)	1960	1980	2000
Total Number of Cable Systems	None	5	13
Number of Communities Served	n/a	10	43
Average Number of Broadcast Stations	n/a	5	8
Average Number of Cable Channels	n/a	3	23
Average Number of Premium Channels	n/a	2	4
Average Channel Capacity	n/a	26	49
Number of Owners	n/a	4	5
	20.000	165 000	216 050
Total TV Households	96,920	165,080	216,850
Total Cable Households	n/a	22,375	136,723
Cable Penetration (Cable HH/TV HH)	n/a	14%	63%

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

Lancaster, Pennsylvania (rank #113)	1960	1980	2000
Total Number of Cable Systems	None	6	3
Number of Communities Served	n/a	43	88
Average Number of Broadcast Stations	n/a	17	12
Average Number of Cable Channels	n/a	None	28
Average Number of Cable Channels Average Number of Premium Channels	n/a	1	4
Average Number of Premium Channels Average Channel Capacity	n/a	13	57
Number of Owners	n/a	6	3
Number of Owners	11/0		
Total TV Households	80,490	122,080	161,530
Total Cable Households	n/a	52,662	135,881
Cable Penetration (Cable HH/TV HH)	n/a	43%	84%
Burlington, VT/Plattsburgh, NY (rank 141)	1960	1980	2000
Total Number of Cable Systems	2	8	19
Number of Communities Served	7	33	83
Average Number of Broadcast Stations	9	8	9
Average Number of Cable Channels	None	None	25
Average Number of Premium Channels	None	1	3
Average Channel Capacity	8	14	44
Number of Owners	1	6	7
- I TO I I I I I I I I I I I I I I I I I	63,700	97,650	128,290
Total TV Households	6,250	31,936	72,080
Total Cable Households	10%	33%	56%
Cable Penetration (Cable HH/TV HH)	1076	3370	3070
Myrtle Beach, South Carolina (rank #169)	1960	1980	2000
Total Number of Cable Systems	None	5	9
Number of Communities Served	n/a	19	33
Average Number of Broadcast Stations	n/a	10	10
Average Number of Cable Channels	n/a	3	30
Average Number of Premium Channels	n/a	3	4
Average Channel Capacity	n/a	19	50
Number of Owners	n/a	4	5
T-t-LTV/Ll-vashalds	23,370	43,570	94,550
Total TV Households Total Cable Households	<u>23,370</u>	29,099	65,587
Cable Penetration (Cable HH/TV HH)	n/a	67%	69%
Cable Ferrettation (Cable Fill # 17 Fill)			
			0000
Terre Haute, Indiana (rank #197)	1960	1980	2000
Terre Haute, Indiana (rank #197) Total Number of Cable Systems			2000
Total Number of Cable Systems	None	1980 6 11	
Total Number of Cable Systems Number of Communities Served		6 .	22
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations	None n/a n/a	6 11 10	22 49
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels	None n/a n/a n/a	6 11 10 2	22 49 7 15
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels	None n/a n/a n/a n/a	6 11 10	22 49 7
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity	None n/a n/a n/a	6 11 10 2	22 49 7 15
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity	None n/a n/a n/a n/a n/a n/a	6 11 10 2 15 15 5	22 49 7 15 3 36 9
Terre Haute, Indiana (rank #197) Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners Total TV Households	None n/a n/a n/a n/a n/a	6 11 10 2 1 15 5	22 49 7 15 3 36 9
Total Number of Cable Systems Number of Communities Served Average Number of Broadcast Stations Average Number of Cable Channels Average Number of Premium Channels Average Channel Capacity Number of Owners	None n/a n/a n/a n/a n/a n/a	6 11 10 2 15 15 5	22 49 7 15 3 36 9

Table 4 - Summary of Cable System Availability for 10 Selected Radio Markets (1960, 1980, 2000)

Charlottesville, Virginia (rank 225)	1960	1980	2000
<u>Ondironostino, tinguis i</u>			
Total Number of Cable Systems	None	2	4
Number of Communities Served	n/a	3	8
Average Number of Broadcast Stations	n/a	10	7
Average Number of Cable Channels	∘ n/a	3	15
Average Number of Premium Channels	n/a	0	3
Average Channel Capacity	n/a	30	42
Number of Owners	n/a	2	2
	18,590	37,300	57,400
Total TV Households	n/a	17,834	29,515
Total Cable Households	n/a	48%	51%
Cable Penetration (Cable HH/TV HH)	11/4		
Altoona, Pennsylvania (rank #253)	1960	1980	2000
Total Number of Cable Systems	2	4	3
Number of Communities Served	1	25	31
Average Number of Broadcast Stations	n/a	9 :	7
Average Number of Cable Channels	n/a	None	16
Average Number of Premium Channels	n/a	1	4
Average Channel Capacity	n/a	23	38
Number of Owners	2	3	3
Transcription of Owners			
Total TV Households	39,590	48,720	50,050
Total Cable Households	n/a	28,743	46,268
Cable Penetration (Cable HH/TV HH)	n/a	59%	92%