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A Comparison of Media Outlets and Owners for Ten Selected Markets (1960, 1980, 2000)

By Scott Roberts, Jane Frenette and Dione Stearns

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**A Comparison of Media Outlets and Owners
For Ten Selected Markets
(1960, 1980, 2000)**

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* Scott Roberts is a senior economist in the Industry Analysis Division of the Media Bureau, Jane Frenette is a staff accountant in the Industry Analysis Division of the Media Bureau, Dione Stearns is a law student intern in the Media Bureau. The views expressed in this paper are those of the authors alone and do not necessarily reflect the views of the Federal Communications Commission, any Commissioners, or other staff.

I. Executive Summary

The purpose of this study is to compare the availability and ownership of media in ten different radio markets¹ at three different points in time. This report contains 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 increase 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,² since passage of the 1996 Telecom Act.³
- 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 ownership has also experienced significant consolidation especially in the last several years.⁴
- Direct broadcast satellite (DBS), which was unavailable in 1960 and 1980, is now available nationwide. 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.

¹ The radio market represents a core geographic area where most consumers reside. Virtually all media is available from the perspective of these residents.

² See FCC, Mass Media Bureau, *Radio Industry Review 2002: Trends in Ownership, Format and Finance*, September 2002.

³ Pub. L. No. 104-104, 110 Stat. 56 (1996).

⁴ 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 Metro markets.⁵ In order to have 10 observations, representing both large and small markets, we started with market #1 [NY] and every 28th market thereafter for a total of 10 markets. The counties that made 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 DMA⁶ 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. For data sources, see Appendix.

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 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

⁵ 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. The terms radio Metro market and radio market are used interchangeably.

⁶ Designated Market Area (DMA) is the television market as specified by Nielsen Media Research. For this exercise, we assume all TV stations located in the DMA are receivable in the radio market. We did not count low-power TV stations.

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 radio and television, commercial and non-commercial, counts for each market and year, further illustrating the 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 recent consolidation.

Appendix – Data Sources

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.

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

New York NY			Burlington VT/Plattsburgh NY		
Market Rank #1			Market Rank #141		
	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%
Kansas City MO			Myrtle Beach SC		
Market Rank #29			Market 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%
Birmingham AL			Terre Haute IN		
Market Rank #57			Market Rank #197		
	Media Outlets	Owners		Media Outlets	Owners
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%
Little Rock AR			Charlottesville VA		
Market Rank #85			Market Rank #225		
	Media Outlets	Owners		Media Outlets	Owners
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%
Lancaster PA			Altoona PA		
Market Rank #113			Market Rank #253		
	Media Outlets	Owners		Media Outlets	Owners
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 York NY					
Rank 1	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	81	53	145	109	172	103
	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 City MO					
Rank 29	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	21	15	42	31	49	29
	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
	1	1	1	1	1	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	22	16	44	33	53	33
Market:	Birmingham AL					
Rank 57	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	26	20	42	33	54	33
	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
	2	1	1	1	2	2
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	28	20	44	34	59	38
Market:	Little Rock AR					
Rank 85	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	15	13	32	27	55	28
	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
	2	2	2	2	2	2
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	17	14	35	30	60	33

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

Market:	<i>Lancaster PA</i>					
Rank 113	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	12	10	18	14	20	16
	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
	2	1	2	1	2	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	14	10	21	16	25	20
Market:	<i>Burlington VT/Plattsburgh NY</i>					
Rank 141	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	12	10	34	25	48	29
	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
	2	2	2	2	2	2
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	15	13	37	28	53	34
Market:	<i>Myrtle Beach SC</i>					
Rank 169	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	5	5	20	14	35	20
	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
	1	1	1	1	0	0
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	6	6	22	16	38	23
Market:	<i>Terre Haute IN</i>					
Rank 197	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	10	7	23	17	29	18
	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
	2	1	2	1	1	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	12	8	26	19	33	22

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

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

Market:	Charlottesville VA					
Rank 225	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	7	4	11	8	19	10
	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
	1	1	1	1	1	1
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	8	5	13	10	23	14
Market:	Altoona PA					
Rank 253	1960		1980		2000	
	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners	B/C Outlets	B/C Owners
	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
Total	Media Outlets	Owners	Media Outlets	Owners	Media Outlets	Owners
	11	9	19	12	23	15

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

Count of Broadcast Outlets and Owners for 10 Selected Markets (1960; 1980; 2000)						
<i>(Commercial and Non-commercial)</i>						
Market	1960		1980		2000	
New York* NY	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
Radio Mkt Rank	stations	owners	stations	owners	stations	owners
1	64	43	94	67	101	41
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
<i>*Includes the following embedded radio markets: Nassau-Suffolk;</i>	stations	owners	stations	owners	stations	owners
<i>Stamford/Norwalk CT;</i>	10	9	34	33	47	43
<i>Morristown NJ; Monmouth Co. NJ</i>	Radio Total		Radio Total		Radio Total	
<i>Middlesex/Somerset/Union NJ;</i>	stations	owners	stations	owners	stations	owners
<i>Westchester NY.</i>	74	52	128	100	148	84
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	7	7	10	9	16	15
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	7	6	8	7
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
	7	7	17	15	24	22
	B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)	
	stations	owners	stations	owners	stations	owners
	71	44	104	71	117	54
	B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		B/C Total (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	10	9	41	38	55	49
	B/C Total		B/C Total		B/C Total	
	stations	owners	stations	owners	stations	owners
	81	53	145	109	172	103
Market	1960		1980		2000	
Kansas City MO	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
Radio Mkt Rank	stations	owners	stations	owners	stations	owners
29	17	14	31	22	34	16
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	1	1	5	5	6	6
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	18	15	36	27	40	22
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	3	3	5	5	8	6
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	1	1	1	1
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
	3	3	6	6	9	7
	B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)	
	stations	owners	stations	owners	stations	owners
	20	14	36	25	42	22
	B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		B/C Total (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	1	1	6	6	7	7
	B/C Total		B/C Total		B/C Total	
	stations	owners	stations	owners	stations	owners
	21	15	42	31	49	29

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

Count of Broadcast Outlets and Owners for 10 Selected Markets (1960; 1980; 2000)						
<i>(Commercial and Non-commercial)</i>						
Market	1960		1980		2000	
Birmingham AL Radio Mkt Rank 57	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	22	19	32	24	38	18
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	3	3	7	7
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	22	19	35	27	45	25
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	2	2	5	5	7	7
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	2	1	2	1	2	1
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
4	3	7	6	9	8	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
24	19	37	29	45	25	
B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		
stations	owners	stations	owners	stations	owners	
2	1	5	4	9	8	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
26	20	42	33	54	33	
Market	1960		1980		2000	
Little Rock AR Radio Mkt Rank 85	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	12	12	23	20	37	16
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	3	3	5	5
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	12	12	26	23	42	21
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	3	3	3	3	9	6
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	3	1	4	2
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
3	3	6	4	13	8	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
15	13	26	23	46	21	
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	6	4	9	7	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
15	13	32	27	55	28	

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

Count of Broadcast Outlets and Owners for 10 Selected Markets (1960; 1980; 2000)						
<i>(Commercial and Non-commercial)</i>						
Market	1960		1980		2000	
Lancaster PA Radio Mkt Rank 113	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	7	5	9	5	8	6
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	2	2	5	5
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	7	5	11	7	13	11
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	5	5	6	6	6	5
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	1	1	1	1
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
5	5	7	7	7	6	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
12	10	15	11	14	10	
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	3	3	6	6	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
12	10	18	14	20	16	
Market	1960		1980		2000	
Burlington VT/Plattsburgh NY Radio Mkt Rank 141	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	9	8	19	14	28	14
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	1	1	5	5	9	8
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	10	9	24	19	37	22
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	2	2	4	4	5	4
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	6	3	6	3
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
2	2	10	7	11	7	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
11	9	23	17	33	18	
B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		
stations	owners	stations	owners	stations	owners	
1	1	11	8	15	11	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
12	10	34	25	48	29	

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

Count of Broadcast Outlets and Owners for 10 Selected Markets (1960; 1980; 2000)						
<i>(Commercial and Non-commercial)</i>						
Market	1960		1980		2000	
Myrtle Beach SC Radio Mkt Rank 169	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	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	16	11	29	16
	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	stations	owners
1	1	4	3	6	4	
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	stations	owners	
5	5	20	14	35	20	
Market	1960		1980		2000	
Terre Haute IN Radio Mkt Rank 197	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	9	7	17	12	20	10
	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
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	1	1	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	stations	owners	
10	7	20	14	23	12	
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	3	3	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 Broadcast Outlets and Owners for 10 Selected Radio Markets (1960, 1980, 2000)

Count of Broadcast Outlets and Owners for 10 Selected Markets (1960; 1980; 2000)						
<i>(Commercial and Non-commercial)</i>						
Market	1960		1980		2000	
Charlottesville VA Radio Mkt Rank 225	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	6	3	9	6	12	4
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	1	1	1	1	5	4
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	7	4	10	7	17	8
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	1	1	1	1
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	0	0	1	1
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
0	0	1	1	2	2	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
6	3	10	7	13	5	
B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		B/C Total (Non-Com'l)		
stations	owners	stations	owners	stations	owners	
1	1	1	1	6	5	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
7	4	11	8	19	10	
Market	1960		1980		2000	
Altoona PA Radio Mkt Rank 253	Radio (Com'l)		Radio (Com'l)		Radio (Com'l)	
	stations	owners	stations	owners	stations	owners
	6	5	12	7	14	7
	Radio (Non-com'l)		Radio (Non-com'l)		Radio (Non-com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	0	0	0	0
	Radio Total		Radio Total		Radio Total	
	stations	owners	stations	owners	stations	owners
	6	5	12	7	14	7
	TV (Com'l)		TV (Com'l)		TV (Com'l)	
	stations	owners	stations	owners	stations	owners
	3	3	4	4	5	4
	TV (Non-Com'l)		TV (Non-Com'l)		TV (Non-Com'l)	
	stations	owners	stations	owners	stations	owners
	0	0	1	1	1	1
	TV Total		TV Total		TV Total	
	stations	owners	stations	owners	stations	owners
3	3	5	5	6	5	
B/C Total (Com'l)		B/C Total (Com'l)		B/C Total (Com'l)		
stations	owners	stations	owners	stations	owners	
9	7	16	9	19	11	
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	1	1	1	1	
B/C Total		B/C Total		B/C Total		
stations	owners	stations	owners	stations	owners	
9	7	17	10	20	12	

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

<i>New York NY (rank #1)</i>	1960	1980	2000
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%
<i>Kansas City MO (rank #29)</i>	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
Average Channel Capacity	n/a	22	42
Number of Owners	n/a	11	12
Total TV Households	400,620	535,100	681,480
Total Cable Households	n/a	92,790	409,884
Cable Penetration (Cable HH/TV HH)	n/a	17%	60%
<i>Birmingham, Alabama (rank #57)</i>	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%
<i>Little Rock, Arkansas (rank #85)</i>	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
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 Premium Channels	n/a	1	4
Average Channel Capacity	n/a	13	57
Number of Owners	n/a	6	3
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
Total TV Households	63,700	97,650	128,290
Total Cable Households	6,250	31,936	72,080
Cable Penetration (Cable HH/TV HH)	10%	33%	56%
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
Total TV Households	23,370	43,570	94,550
Total Cable Households	n/a	29,099	65,587
Cable Penetration (Cable HH/TV HH)	n/a	67%	69%
Terre Haute, Indiana (rank #197)	1960	1980	2000
Total Number of Cable Systems	None	6	22
Number of Communities Served	n/a	11	49
Average Number of Broadcast Stations	n/a	10	7
Average Number of Cable Channels	n/a	2	15
Average Number of Premium Channels	n/a	1	3
Average Channel Capacity	n/a	15	36
Number of Owners	n/a	5	9
Total TV Households	64,570	76,910	78,850
Total Cable Households	n/a	20,792	48,082
Cable Penetration (Cable HH/TV HH)	n/a	27%	61%

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

Charlottesville, Virginia (rank 225)	1960	1980	2000
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
Total TV Households	18,590	37,300	57,400
Total Cable Households	n/a	17,834	29,515
Cable Penetration (Cable HH/TV HH)	n/a	48%	51%
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
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%