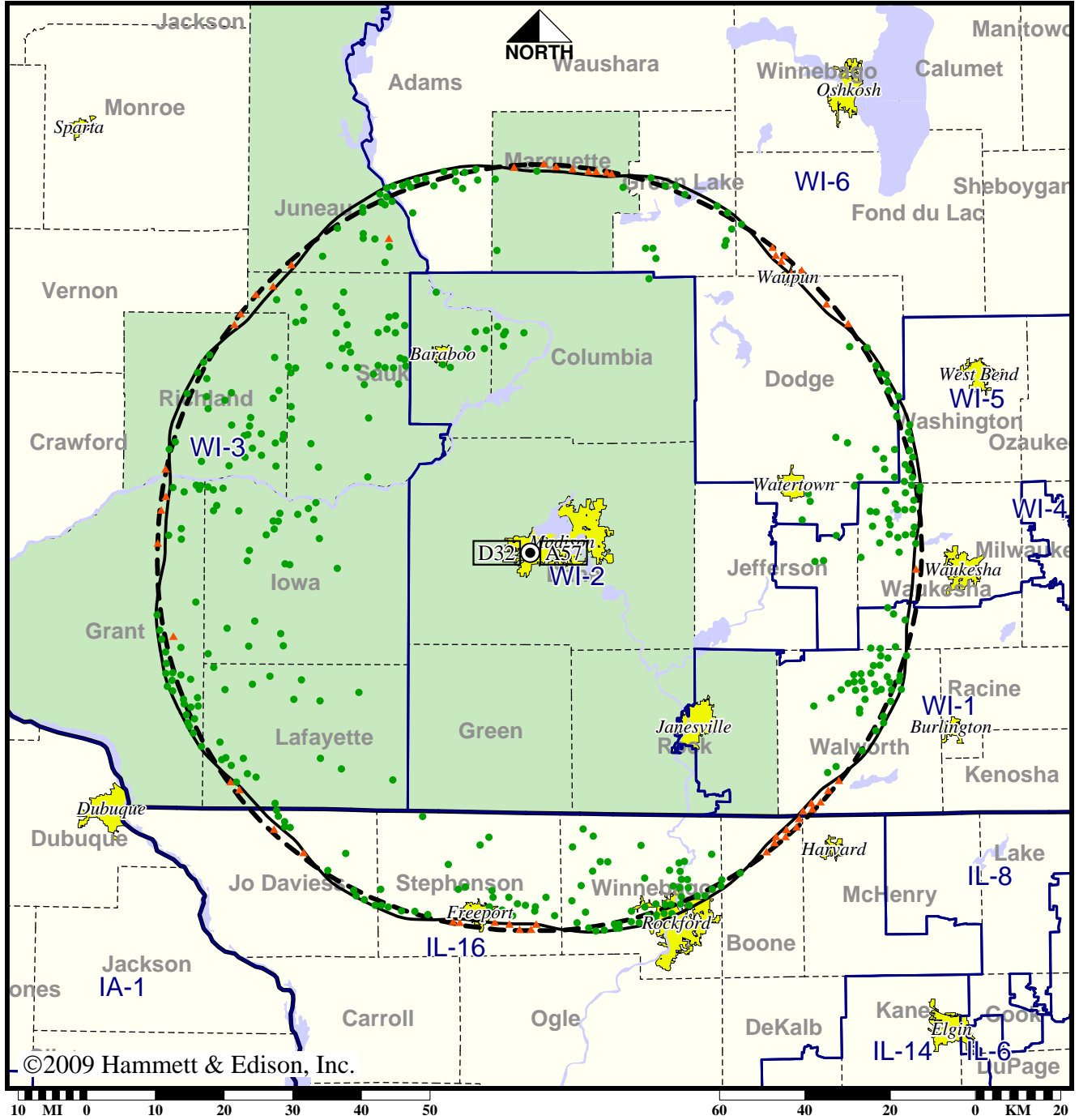


TV Station WBUW • Analog Channel 57, DTV Channel 32 • Janesville, WI

Expected Operation on June 13: Licensed

Digital License (solid): 200 kW ERP at 387 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 415 m HAAT

Market: Madison, WI



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

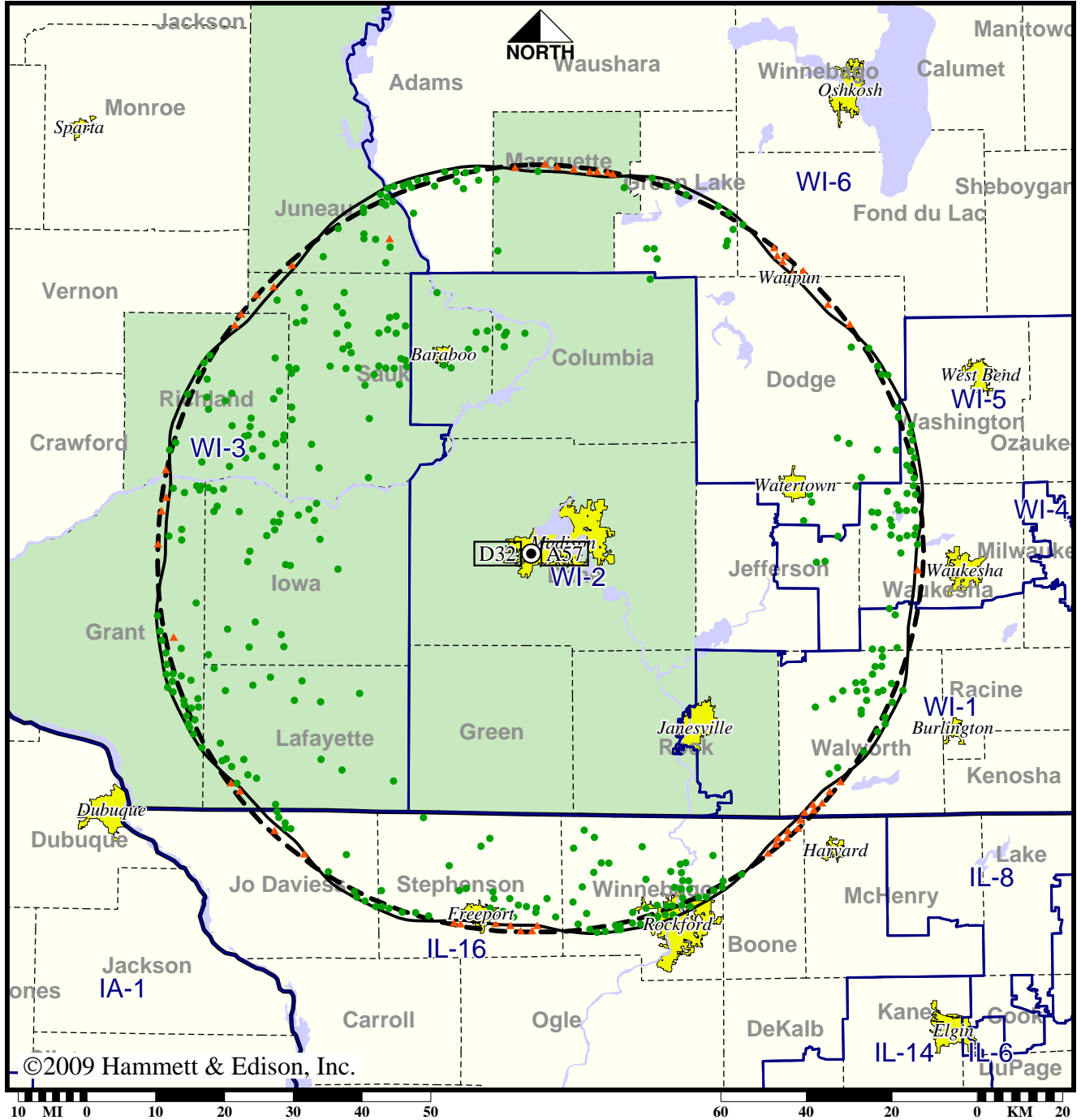
Analog service	1,119,643 persons
Digital service	1,255,022
Analog loss	6,001
Digital gain	141,380
Net gain	135,379

TV Station WBUW • Analog Channel 57, DTV Channel 32 • Janesville, WI

Approved Post-Transition Operation: Licensed

Digital License (solid): 200 kW ERP at 387 m HAAT
 vs. Analog (dashed): 5000 kW ERP at 415 m HAAT

Market: Madison, WI



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

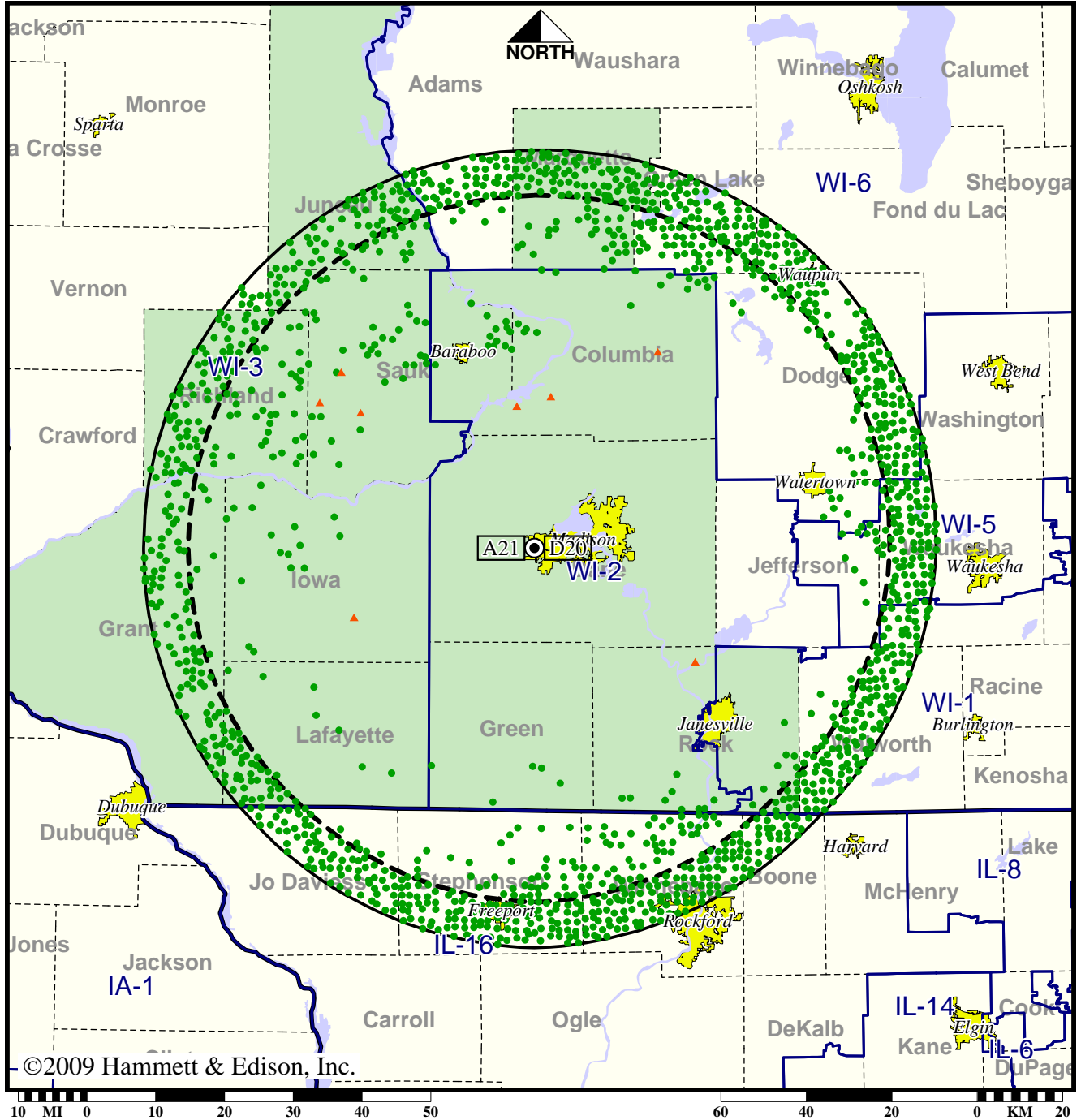
Analog service	1,119,643 persons
Digital service	1,251,574
Analog loss	6,001
Digital gain	137,932
Net gain	131,931

Station WHA-TV • Analog Channel 21, DTV Channel 20 • Madison, WI

Expected Operation on June 13: Licensed

Digital License (solid): 100 kW ERP at 453 m HAAT, Network: PBS
 vs. Analog (dashed): 870 kW ERP at 453 m HAAT, Network: PBS

Market: Madison, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ▲ Coverage lost after DTV transition

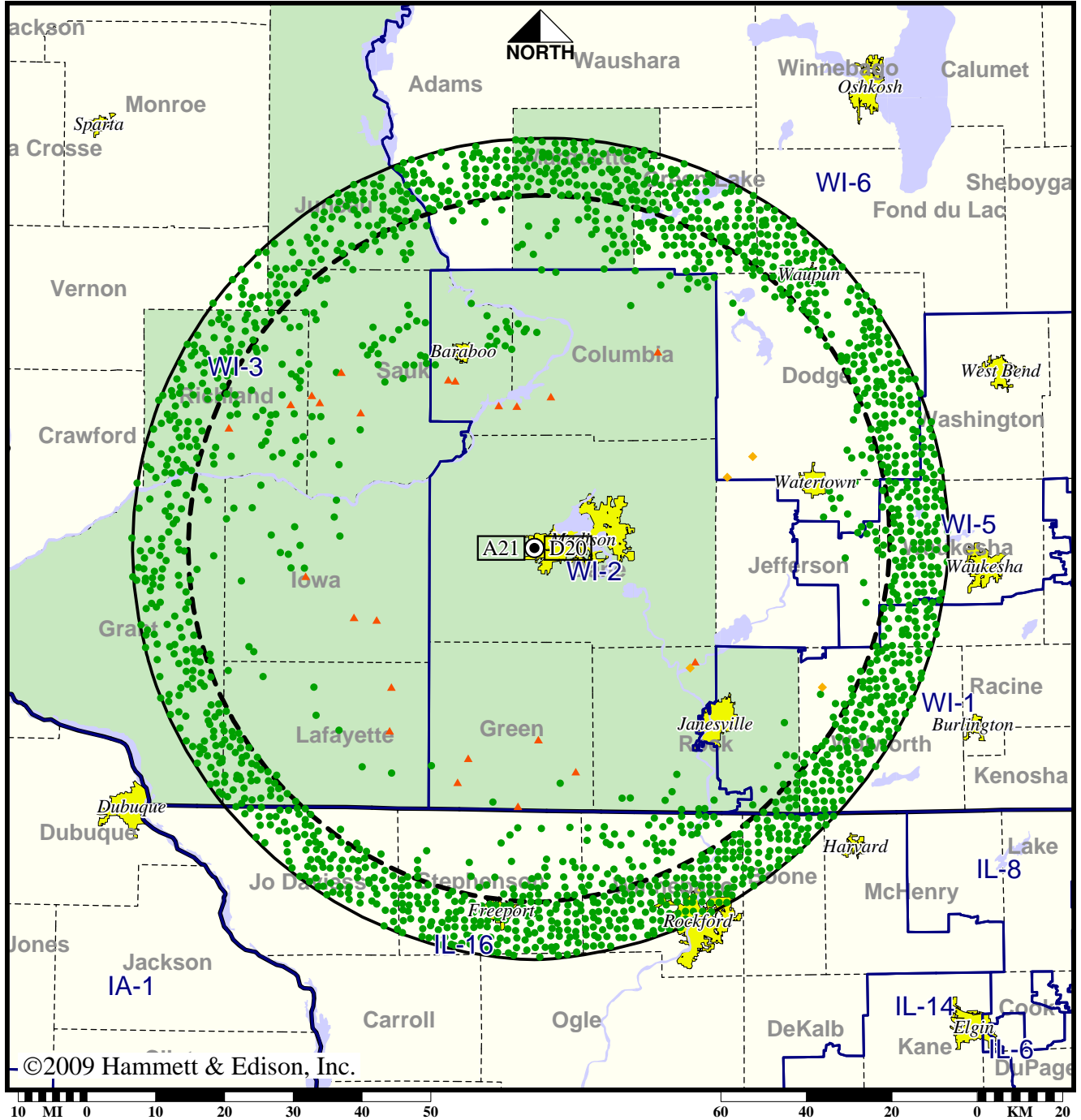
Analog service	919,307 persons
Digital service	1,244,054
Analog loss	504
Digital gain	325,251
Net gain	324,747

Station WHA-TV • Analog Channel 21, DTV Channel 20 • Madison, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 140 kW ERP at 453 m HAAT, Network: PBS
 vs. Analog (dashed): 870 kW ERP at 453 m HAAT, Network: PBS

Market: Madison, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

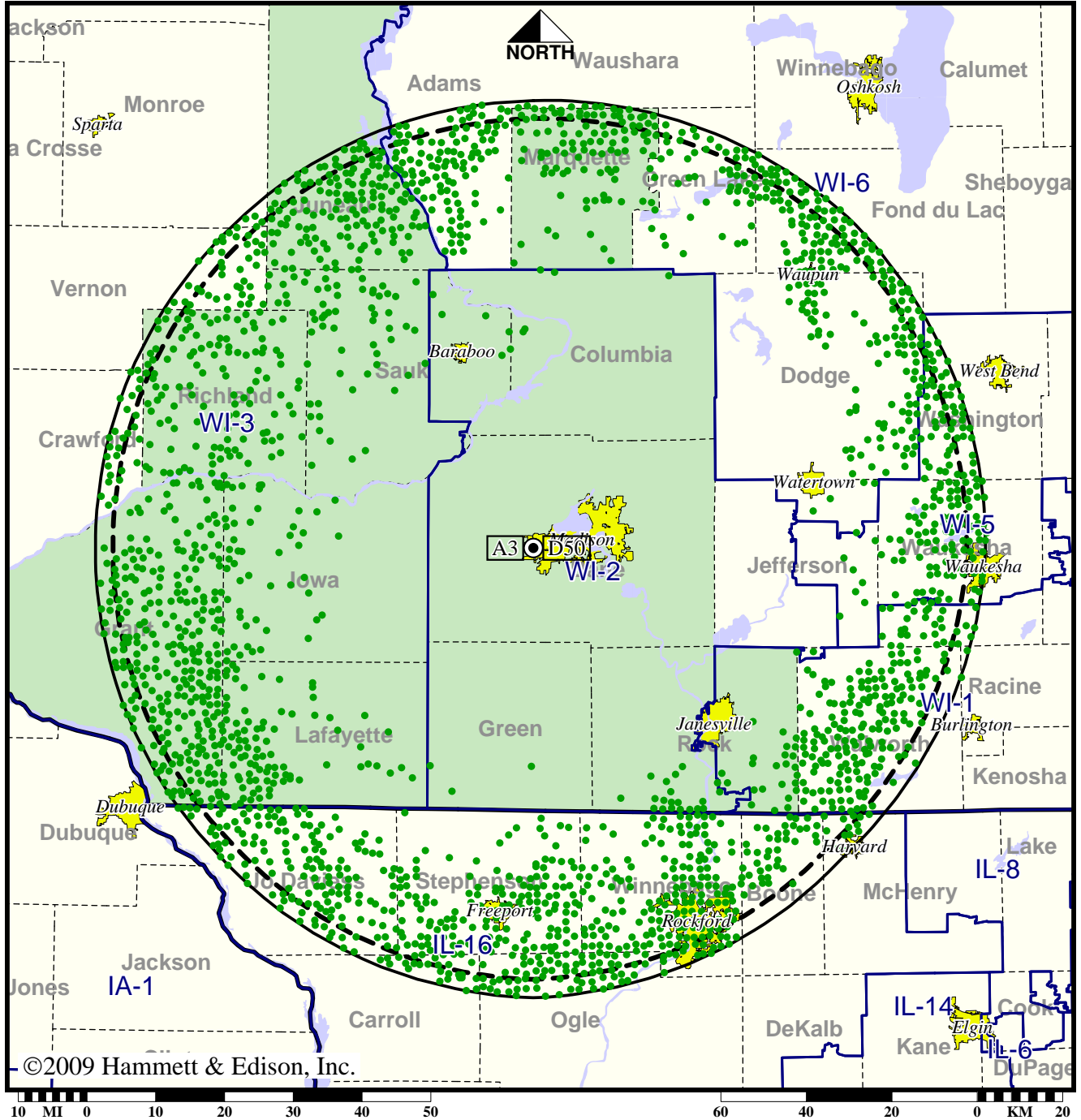
Analog service	919,307 persons
Digital service	1,333,118
Analog loss	1,276
Digital gain	415,087
Net gain	413,811

Station WISC-TV • Analog Channel 3, DTV Channel 50 • Madison, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 603 kW ERP at 466 m HAAT, Network: CBS
 vs. Analog (dashed): 24.0 kW ERP at 469 m HAAT, Network: CBS

Market: Madison, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

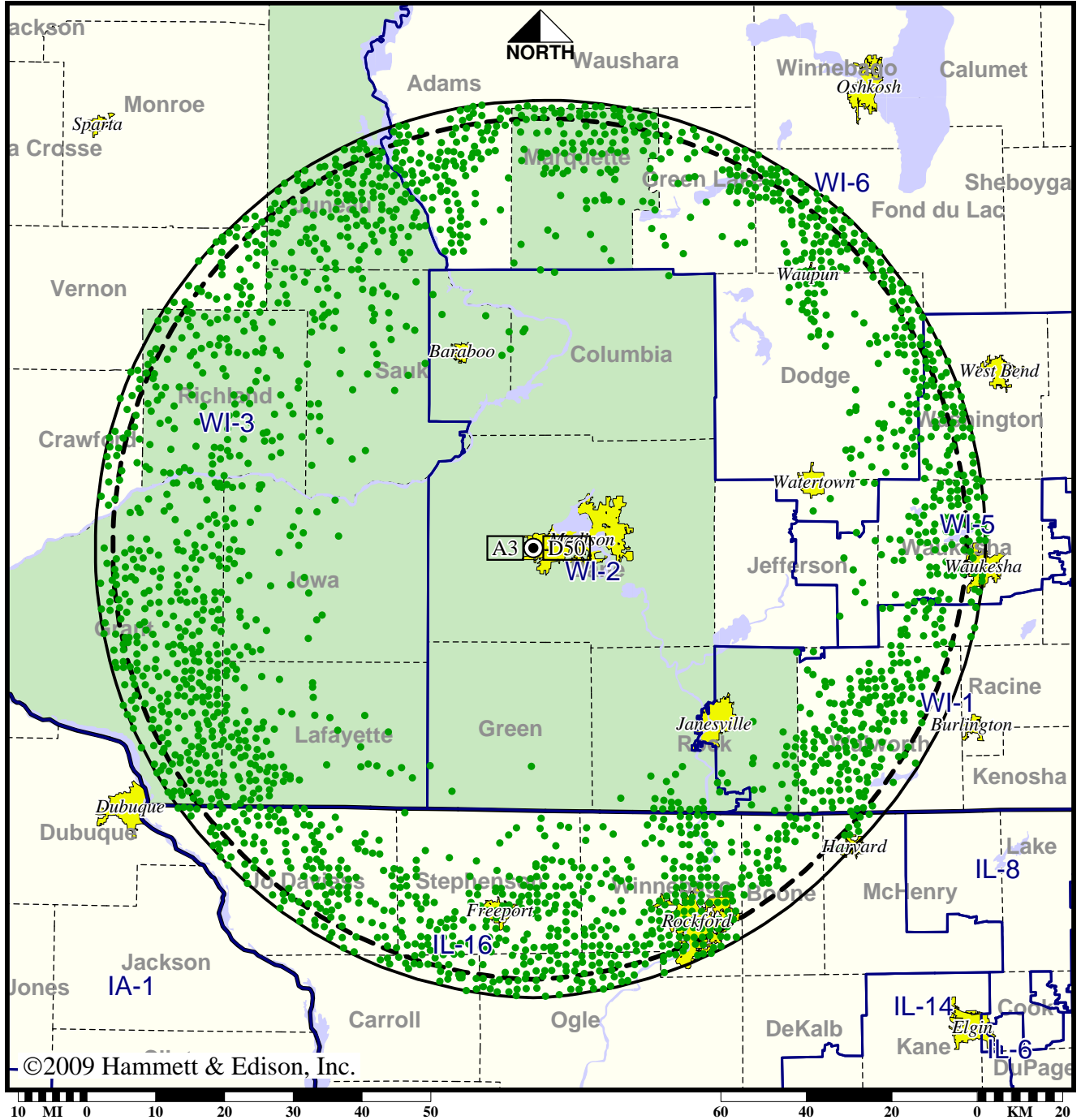
Analog service	1,005,159 persons
Digital service	1,609,919
Analog loss	0
Digital gain	604,760
Net gain	604,760

Station WISC-TV • Analog Channel 3, DTV Channel 50 • Madison, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 603 kW ERP at 466 m HAAT, Network: CBS
 vs. Analog (dashed): 24.0 kW ERP at 469 m HAAT, Network: CBS

Market: Madison, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

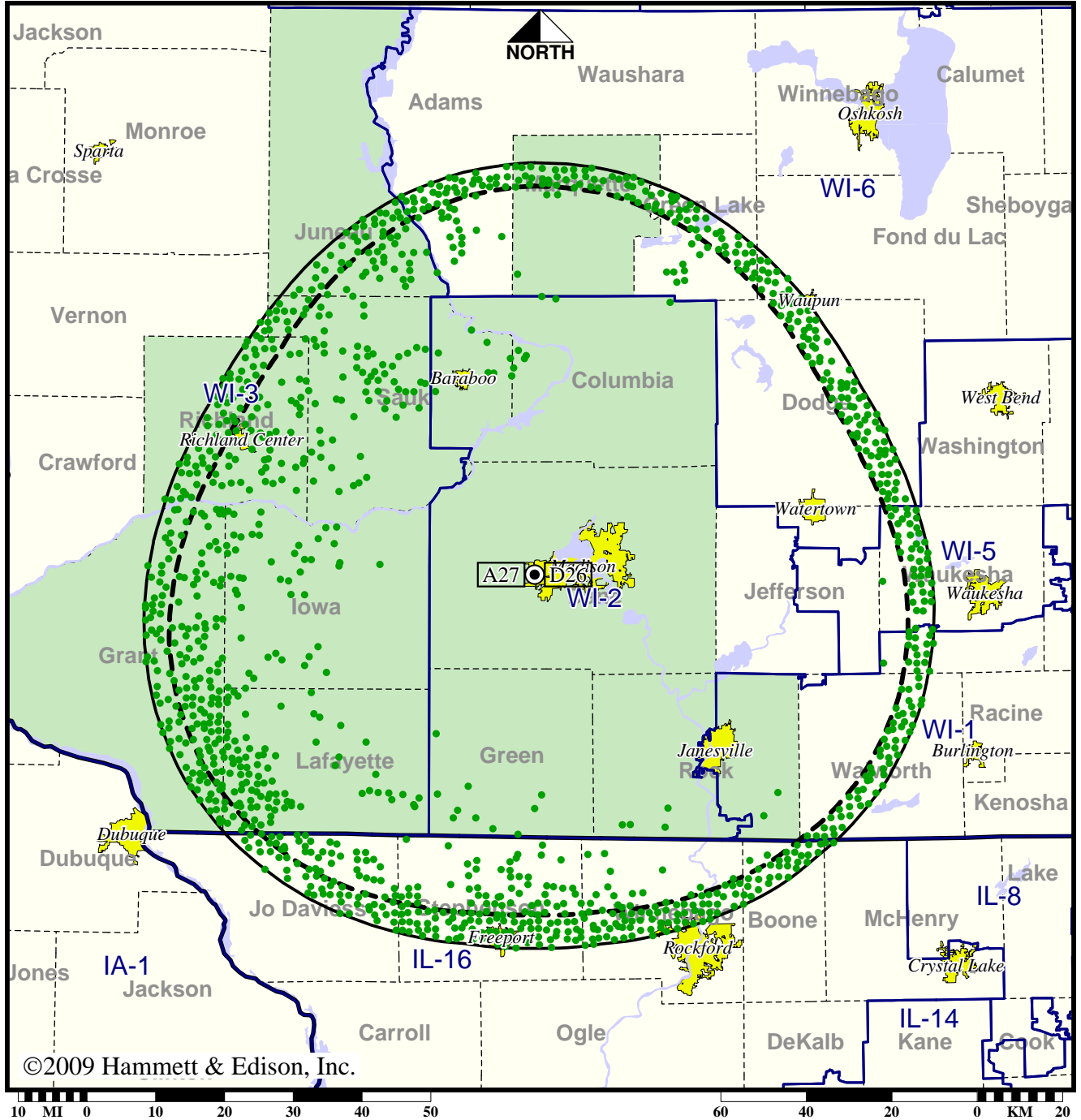
Analog service	1,005,159 persons
Digital service	1,602,682
Analog loss	0
Digital gain	597,523
Net gain	597,523

Station WKOW-TV • Analog Channel 27, DTV Channel 26 • Madison, WI

Expected Operation on June 13: Licensed

Digital License (solid): 171 kW ERP at 455 m HAAT, Network: ABC
 vs. Analog (dashed): 2400 kW ERP at 455 m HAAT, Network: ABC

Market: Madison, WI



©2009 Hammett & Edison, Inc.

- Coverage gained after DTV transition
- No symbol = no change in coverage

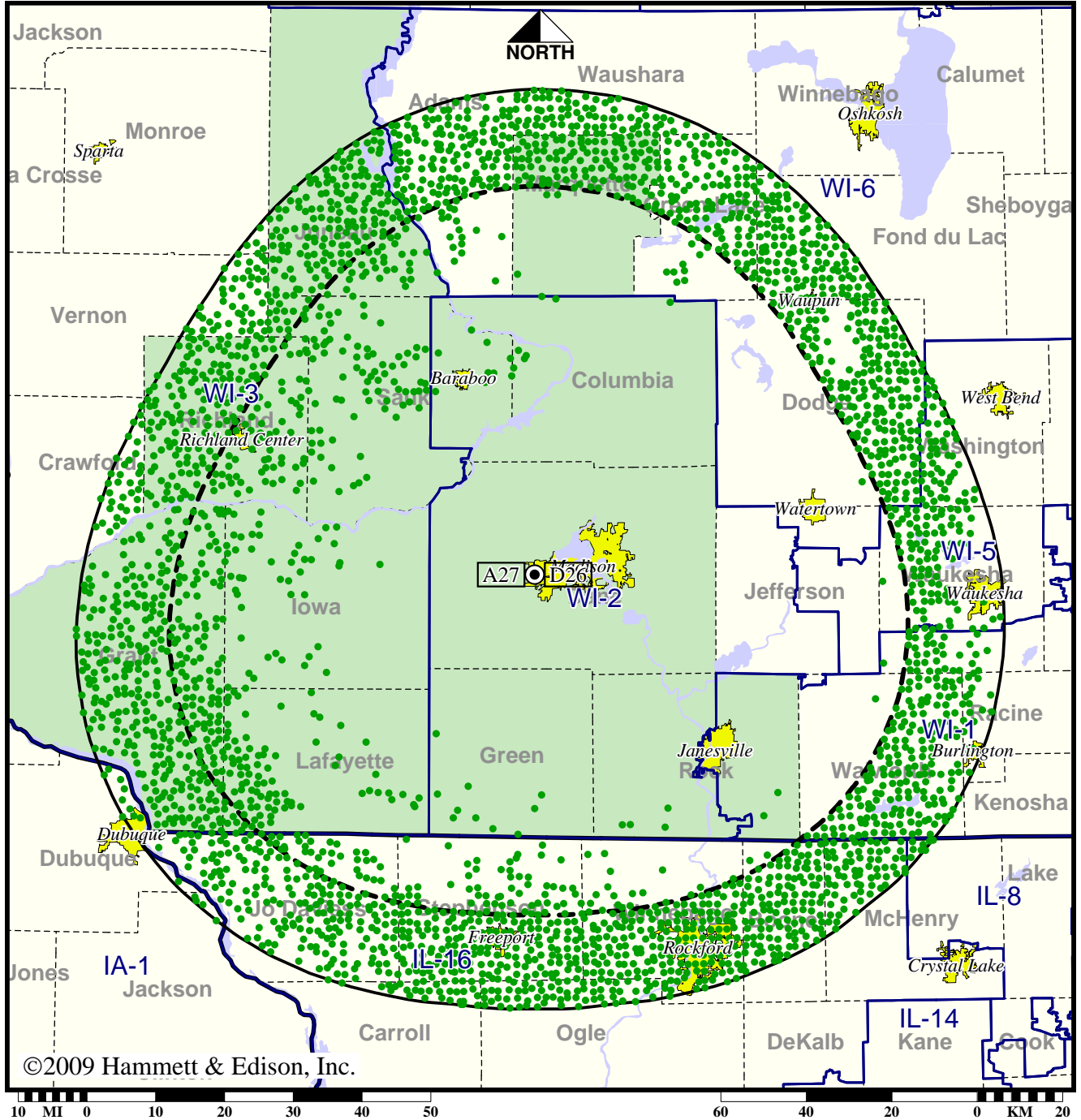
Analog service	999,628 persons
Digital service	1,198,632
Analog loss	0
Digital gain	199,004
Net gain	199,004

Station WKOW-TV • Analog Channel 27, DTV Channel 26 • Madison, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 1000 kW ERP at 455 m HAAT, Network: ABC
 vs. Analog (dashed): 2400 kW ERP at 455 m HAAT, Network: ABC

Market: Madison, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

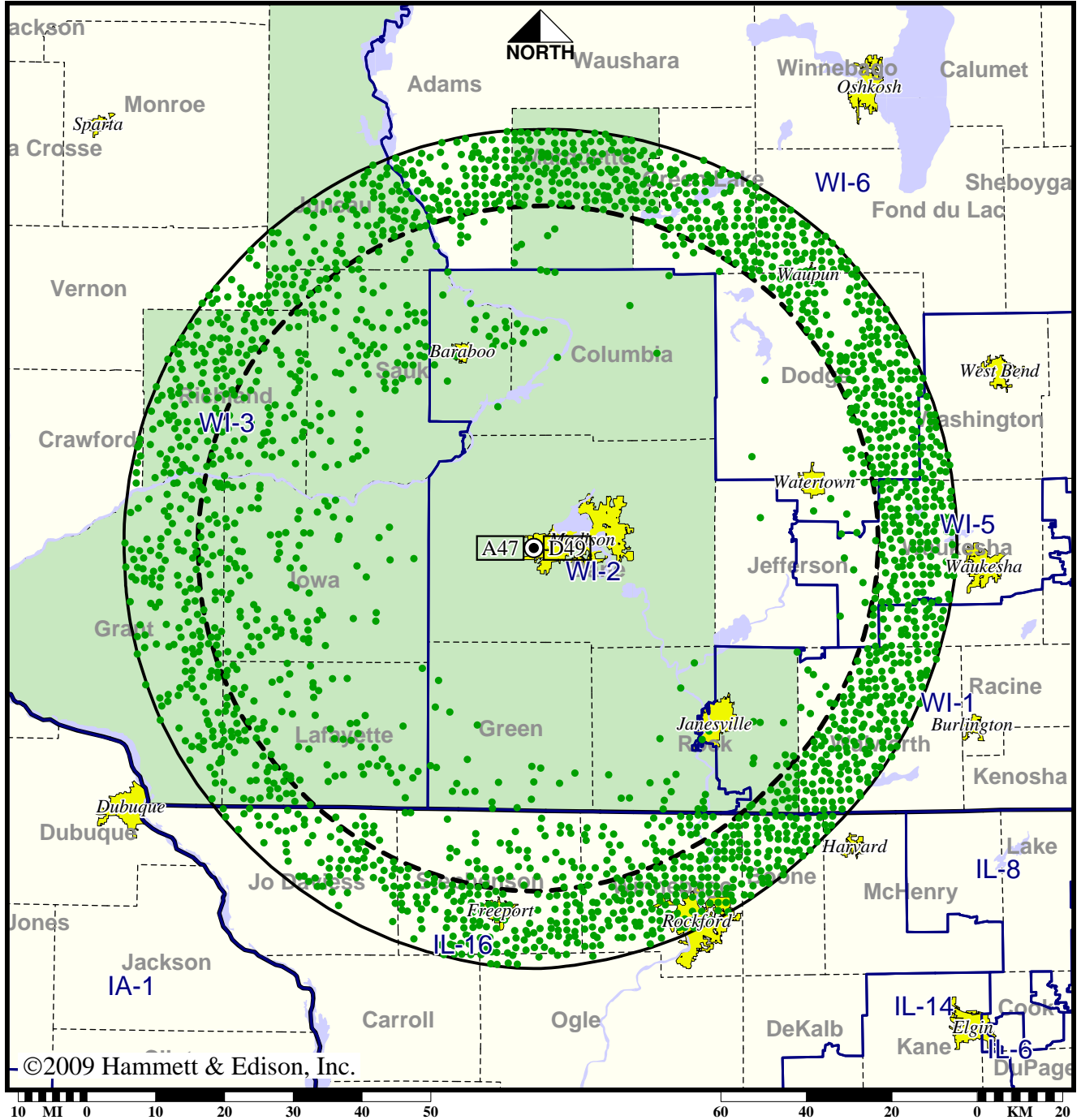
Analog service	999,628 persons
Digital service	1,656,478
Analog loss	0
Digital gain	656,850
Net gain	656,850

Station WMSN-TV • Analog Channel 47, DTV Channel 49 • Madison, WI

Expected Operation on June 13: Granted Construction Permit

Digital CP (solid): 280 kW ERP at 469 m HAAT, Network: Fox
 vs. Analog (dashed): 1150 kW ERP at 450 m HAAT, Network: Fox

Market: Madison, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

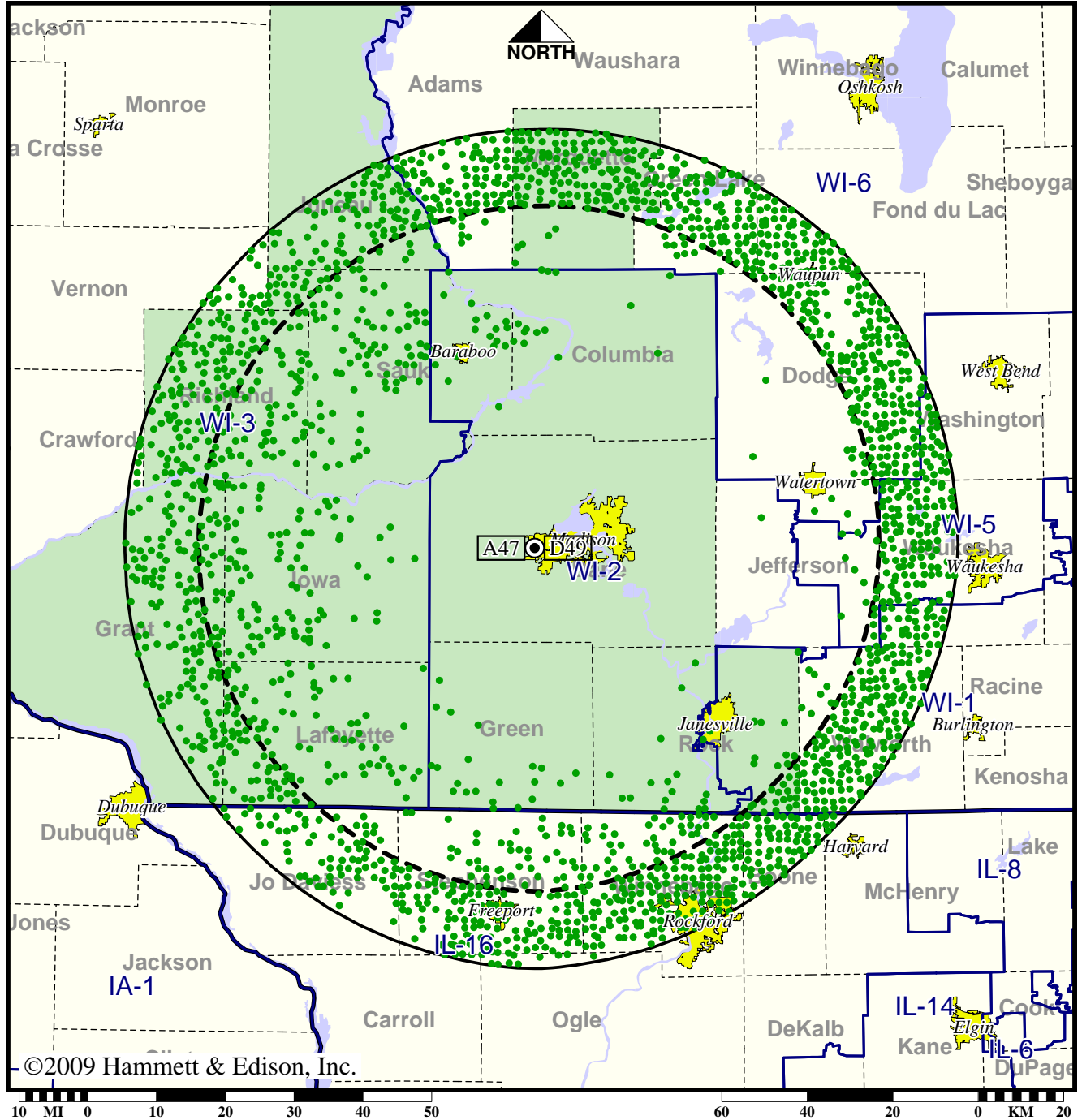
Analog service	882,539 persons
Digital service	1,367,510
Analog loss	0
Digital gain	484,971
Net gain	484,971

Station WMSN-TV • Analog Channel 47, DTV Channel 49 • Madison, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 280 kW ERP at 469 m HAAT, Network: Fox
 vs. Analog (dashed): 1150 kW ERP at 450 m HAAT, Network: Fox

Market: Madison, WI



● Coverage gained after DTV transition
 No symbol = no change in coverage

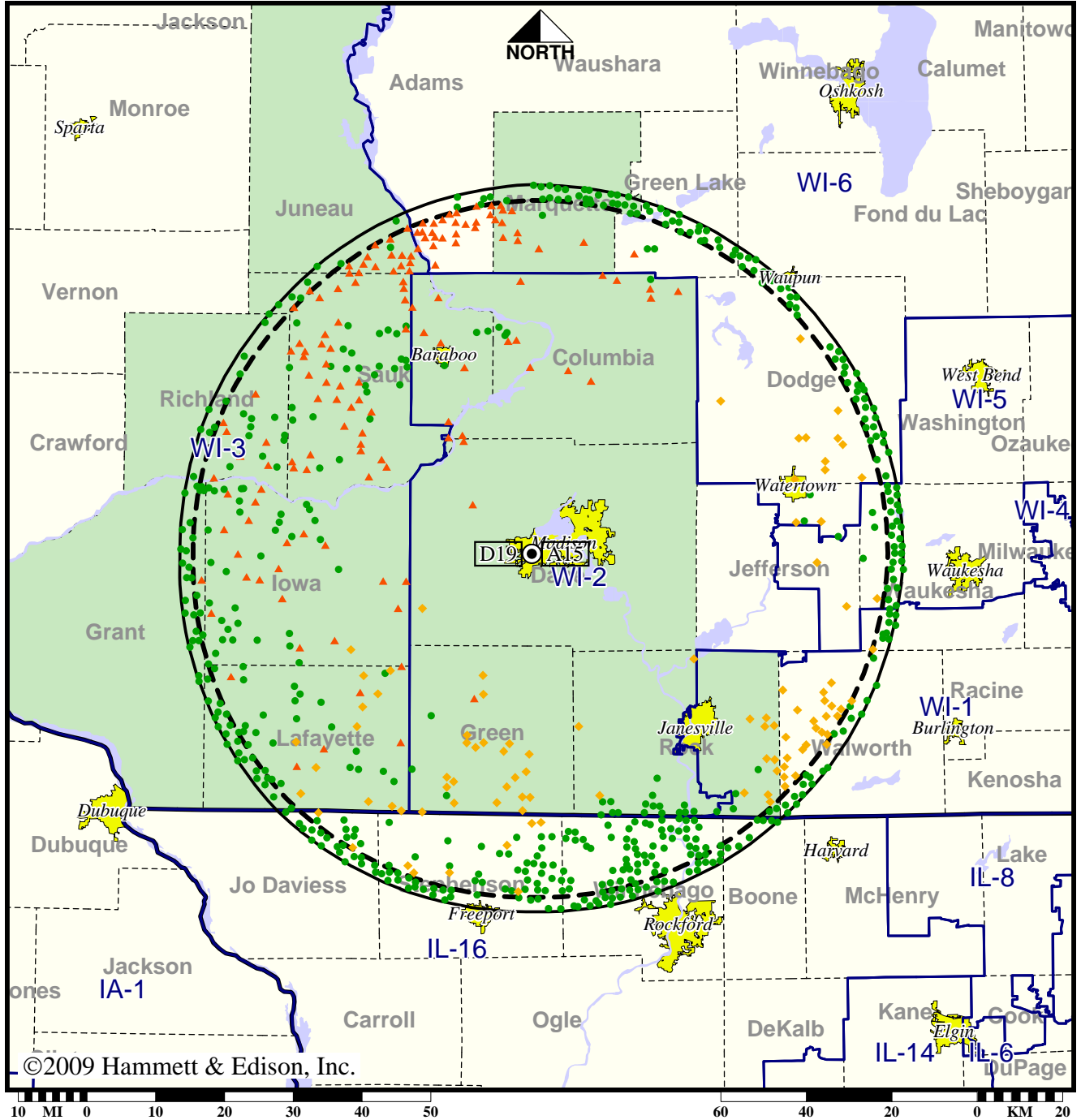
Analog service	882,539 persons
Digital service	1,360,505
Analog loss	0
Digital gain	477,966
Net gain	477,966

TV Station WMTV • Analog Channel 15, DTV Channel 19 • Madison, WI

Expected Operation on June 13: Licensed

Digital License (solid): 56.0 kW ERP at 387 m HAAT, Network: NBC
 vs. Analog (dashed): 891 kW ERP at 415 m HAAT, Network: NBC

Market: Madison, WI



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- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

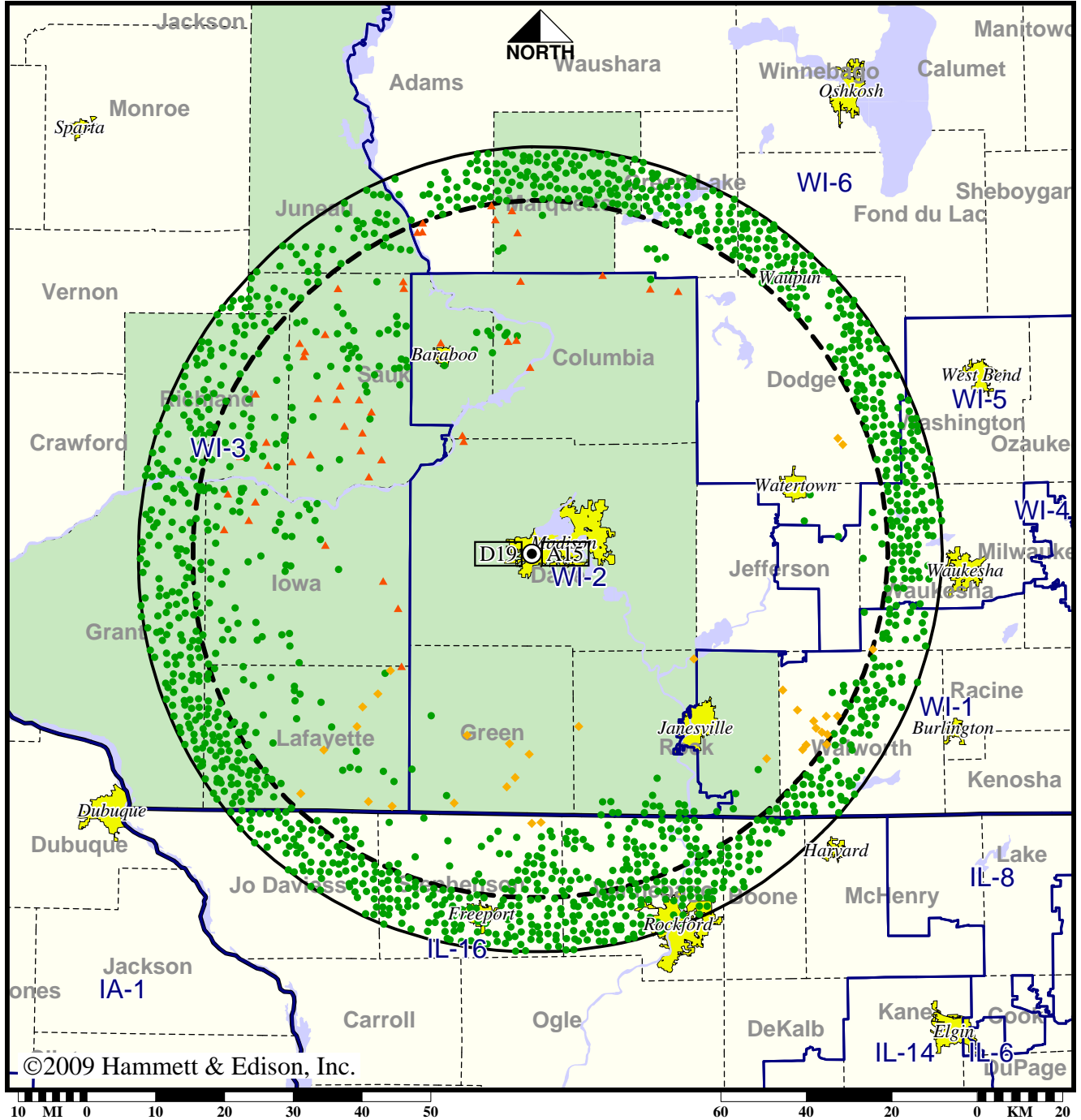
Analog service	936,028 persons
Digital service	1,011,912
Analog loss	21,985
Digital gain	97,869
Net gain	75,884

TV Station WMTV • Analog Channel 15, DTV Channel 19 • Madison, WI

Approved Post-Transition Operation: Granted Construction Permit

Digital CP (solid): 155 kW ERP at 415 m HAAT, Network: NBC
 vs. Analog (dashed): 891 kW ERP at 415 m HAAT, Network: NBC

Market: Madison, WI



- Coverage gained after DTV transition
- No symbol = no change in coverage
- ◆ Coverage lost but still served by same network
- ▲ Coverage lost and no other service by same network

Analog service	936,028 persons
Digital service	1,289,931
Analog loss	4,439
Digital gain	358,342
Net gain	353,903