

# CBS CORPORATION **update**

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## **CBS CORPORATION KEY NEWS: MAY -- JULY 2011**

**SPECIAL INVESTOR EDITION**



## THE CBS CONTENT GROUP

### ENTERTAINMENT SEGMENT



**CBS -- PRIMED FOR NEW SEASON:** On May 18, CBS -- America's most watched Network -- announced its 2011-2012 prime-time schedule, ordering five new series (three dramas and two comedies), and making key time period moves for CSI (to Wednesday at 10:00 PM) and THE GOOD WIFE (to Sunday at 9:00 PM) to strengthen its already top-rated primetime lineup. In addition, CBS added a comedy on Saturday nights by moving RULES OF ENGAGEMENT to 8:00 PM, ET/PT.

#### The Dramas:



**PERSON OF INTEREST** stars Jim Caviezel (l) and Michael Emerson.

- **PERSON OF INTEREST** (Thursday 9:00 PM, ET/PT) -- A crime thriller from *Emmy*-winning **J.J. Abrams** and **Bryan Burk** ("Lost") about a presumed dead former CIA agent **Jim Caviezel** ("The Passion of the Christ") who teams up with a mysterious billionaire, *Emmy Award* winner **Michael Emerson**

("Lost"), to prevent violent crimes by using their own brand of vigilante justice. The series also stars *Academy Award* nominee **Taraji P. Henson** ("The Curious Case of Benjamin Button") and **Kevin Chapman** ("Mystic River"). **PERSON OF INTEREST** will premiere Thursday, Sept. 22, preceded by back-to-back episodes of **THE BIG BANG THEORY**.

- **UNFORGETTABLE** (Tuesday, 10:00 PM, ET/PT) -- **Poppy Montgomery** ("Without a Trace") stars as a former detective who can remember virtually every detail from every day of her life. Rounding out the cast of



**UNFORGETTABLE** star **Poppy Montgomery**

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## CBS FORGES NEW CONTENT LICENSING DEALS WITH AMAZON AND NETFLIX

In the past three months, **CBS** has entered into two new deals that capitalize on the value of its content, both domestically and internationally.

### CBS AND AMAZON DIGITAL VIDEO LICENSING AGREEMENT:

On July 20 **CBS** and **Amazon** announced a non-exclusive licensing agreement that will enable Amazon Prime customers to instantly watch thousands of episodes from the CBS library of programming over the past several decades. This summer, dozens of CBS shows are being made available to **Amazon Instant Video** customers.



**"Amazon has created one of the most popular consumer marketplaces in the world, and we are very pleased to make these titles available to their Instant Video and Prime customers. This new agreement represents another meaningful way for us to realize incremental value for CBS's content."**

-- **CBS Corporation President and CEO Leslie Moonves**

### CBS AND NETFLIX ANNOUNCE INTERNATIONAL LICENSING AGREEMENT:

In a deal that provides **CBS** with additional revenue for content in new markets, on July 27 the Company and **Netflix** announced a two-year, non-exclusive international licensing agreement that will enable Netflix to stream select CBS television shows to their members in Canada beginning in September, and later this year in 43 countries across Mexico, South America and the Caribbean. The agreement follows a separate domestic deal announced between the two companies in February, 2011.



**"We are pleased to be partners with Netflix as they roll out their superb service to new markets. This new arrangement -- which does not compete with U.S. ratings or SHOWTIME's domestic subscriber base -- underscores the popularity of CBS content around the world, and illustrates yet another meaningful way for us to realize incremental value from our vast library of content."**

-- **Armando Nunez, President, CBS Studios International**

(CBS ENTERTAINMENT. Continued from page 2)

the series are **Dylan Walsh** ("Nip/Tuck"), **Michael Gaston** ("Inception"), **Kevin Rankin** ("Hulk") and **Daya Vaidya** ("Blue"). UNFORGETTABLE premieres Tuesday, September 20.



**A GIFTED MAN** stars **Jennifer Ehle** and **Patrick Wilson**.

**Martindale** ("Justified") and **Afton Williamson** (THE GOOD WIFE). A GIFTED MAN premieres on Friday, Sept. 23.

### **The Comedies**



**2 BROKE GIRLS** stars **(l) Kat Dennings** and **Beth Behrs**.

Sept. 19, behind the season premiere of TWO AND A HALF MEN.

● **HOW TO BE A GENTLEMAN** (Thursday 8:30 PM, ET/PT) -- **David Hornsby** ("It's Always Sunny in Philadelphia") stars as a refined magazine etiquette columnist and **Kevin Dillon** ("Entourage") plays his very unrefined personal trainer. The series also stars **Dave**

● **A GIFTED MAN** (Friday, 8:00 PM, ET/PT) -- **Patrick Wilson** ("Watchmen") stars as a preeminent surgeon whose life changes forever when his deceased ex-wife **Jennifer Ehle** ("The King's Speech") returns to teach him the meaning of life from the "hereafter." The series also stars **Julie Benz** ("Dexter"), **Margo**

## **NOTABLE AND QUOTABLE: CBS ENTERTAINMENT PRESIDENT NINA TASSLER AT THE 2011-12 UPFRONT**



**CBS Entertainment President Nina Tassler discussing CBS's 2011-12 Season strategy.**

*"What you see before you is the strongest lineup on television, period."*

*"New young hits, successful existing franchises and a massive, passionate fan base...these are the reasons CBS has been the number one network for nearly a decade..."*

*"As you know, we don't have many time slots to fill. So we*

*are very selective about what makes the cut. Look, it's a high-class problem. Our advantage here is that these new shows join a proven schedule that gives them the best chance to succeed."*

*"CBS has a winning formula...mass appeal hits and strong scheduling strategies. Throughout it all runs a common currency -- belief in our business and how we do business."*

*"We've been consistent in our approach, faithful to our audience and our advertisers, and reliable in our execution. We've never wavered in strategy, nor shifted with fads or trends. It all adds up to an environment for success that has stood the test of time and continues to position CBS very well for the years ahead, especially with the new shows and schedule you've seen today."*

**Foley** ("NewsRadio"), **Nancy Lenahan** ("The New Adventures of Old Christine"), **Mary Lynn Rajskub** ("24") and **Rhys Darby** ("The Flight of the Conchords"). **HOW TO BE A GENTLEMAN** debuts Thursday, Sept. 29.



**HOW TO BE A GENTLEMAN** stars **(l) David Hornsby** and **Kevin Dillon**.

**CBS Television Studios** is the lead producer of two of CBS's new shows (A GIFTED MAN and HOW TO BE A GENTLEMAN) and is associated with **Sony Television** in the new drama, UNFORGETTABLE.

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The five freshman series will be joined by 19 returning shows, including the season's #1 drama/scripted series, NCIS; #1 comedy, THE BIG BANG THEORY; #1 news magazine, 60 MINUTES; # 1 new comedy, MIKE & MOLLY; along with two franchise reality series, SURVIVOR and the seven-time Emmy Award winning, THE AMAZING RACE. The other returning series include: HOW I MET YOUR MOTHER; HAWAII FIVE-0; NCIS: LOS ANGELES; CRIMINAL MINDS; TWO AND A HALF MEN; CSI: CRIME SCENE INVESTIGATION; THE MENTALIST; CSI: NY; BLUE BLOODS; RULES OF ENGAGEMENT; 48 HOURS MYSTERY; THE GOOD WIFE and CSI: MIAMI.

**September Launches....** CBS will once again launch the majority of its new and returning programming during premiere week (Sept. 19-25). SURVIVOR premieres one week earlier (Wednesday, Sept. 14) for the ninth time in the past 10 seasons.

**And for CBS Mid-Season...** CBS will present the third season of the reality series, UNDERCOVER BOSS, and the new police drama, THE 2-2, from **Tribeca Productions** and executive producers **Robert De Niro** and **Jane Rosenthal**. **CBS Television Studios** is the lead studio in association with **Tribeca Productions**.

**In Other CBS Television Network News...**



- **CBS** once again finished the 2010-2011 television season as America's most watched network, winning in viewers for the eighth time in the past nine seasons.

The Eye placed #2 in A18-49 (for the fifth consecutive year) and A25-54. In a sign of the Network's reach and

**"UPFRONT" & CENTER:  
THE CRITICS EYE CBS**

*"I love CBS. Honestly I do...I've been impressed by its single-minded vision and determination ever since Leslie Moonves took over in troubled times and launched a plan to make the network relevant and dominant..."*  
-- **Tim Goodman, The Hollywood Reporter**

*"The moves are notable and logical...CBS has a strategy that has worked for itself for a long time now under the reign of Les Moonves and lieutenants such as CBS Senior Executive Vice President, CBS Primetime Kelly Kahl and CBS Entertainment President Nina Tassler."* -- **The Newark (NJ) Star Ledger**

*"The aerie heights of ratings stability."* -- **Newsday**

**IN THE PRESS:  
BARRONS CHEERS CBS's PERFORMANCE**



The June 20 edition of **Barrons** featured a very positive article on the **CBS Corporation**, with the headline, "STAY TUNED FOR

MORE GOOD NEWS AT CBS: The Industry Leader is Luring Audiences and Advertisers, and Finding New Ways To Grow." Barrons credited CBS's stellar performance to the Company's management, the television network's top programming lineup, a very profitable "upfront" advertising market, increasing retransmission fees, lucrative syndication, cable and local broadcasting assets, the prestige of **Simon & Schuster** and the successful exploitation of content in new media, among other pluses. To read the entire story, click on the button above, or go to <http://tinyurl.com/4ynmmts>.

demographic strength, CBS finished the season with more programs among the top 25 in A18-49 (8) and A25-54 (13) than any other network. Among other highlights, CBS had the season's #1 new comedy in viewers and A18-49 (MIKE & MOLLY), as well as the #1 new drama in A18-49 (HAWAII FIVE-0). Additionally, BLUE BLOODS and HAWAII FIVE-0 ranked as two of the top three new dramas in viewers. (Source: NTI, 09/20/10-05/25/11)



- In the 2010-2011 primetime season, CBS remained the #1 Network in DVR lift, the only network to be up versus a year ago. CBS had 18 programs with one million viewers or more each (more than any other network). In viewers CBS had four of the top 10 programs with the most lift (tied for most of any network); eight of the top 20 (more than any other network), and 13 of the top 30 (more than any other net). (Source: NTI)

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**And...** On June 21, **The Recording Academy** and **CBS** announced a new 10-year deal that will keep "Music's Biggest Night," the annual GRAMMY AWARDS broadcast, on the Network through 2021. The agreement includes the continued annual broadcast of "The GRAMMY Nominations Concert Live!!" -- Countdown to Music's Biggest Night" and the addition of a new, two-

hour series of GRAMMY specials. ... **CBS** has ordered the 20th installment of the seven-time *Emmy Award*-winning reality series, **THE AMAZING RACE**, hosted by **Phil Keoghan**, for broadcast during the 2011-2012 season. ... **Ashton Kutcher** will join the cast of the hit *Emmy Award*-nominated comedy, **TWO AND A HALF MEN**. ... Multiple *Emmy Award* and *Golden Globe Award* winner **Ted Danson** will join the cast of **CSI: CRIME SCENE INVESTIGATION** in a series regular role. ... Among **CBS's** honors at the *Daytime Entertainment Emmy Awards* on June 19, **THE BOLD AND THE BEAUTIFUL** won the coveted category of Outstanding Drama Series for the third consecutive year. ... **CBS, SHOWTIME** and **The CW** won a total of 72 *Primetime Emmy nominations*. **CBS's** 50 nods were the most for a broadcast network.



**SPORTS**

- In June, **CBS Sports** agreed to a multi-year contract with the **Big Ten Conference**, extending its broadcast rights to the conference's basketball games through the 2016-17 season.



The agreement, beginning with the 2011-12 season, calls for a minimum of 24 appearances by teams from the Big Ten, including three Big Ten wild-card weekends. **CBS Sports** will continue to broadcast the Big Ten Men's Basketball Tournament semifinal and championship games. The broad-based athletic programs of the 12 Big Ten institutions will sponsor 298 teams competing for championships in 25 official conference sports. As the Network of the Big Ten, Big East, Pac-10 and Southeastern conferences (**SEC**), **CBS Sports** broadcasts the most comprehensive regular-season college basketball schedule on network television.



- In its third year of a 15-year agreement with the **SEC**, **CBS Sports** will kick off its 11th consecutive season of national coverage of **Southeastern**

**Conference Football** on Saturday, Sept. 17 (3:30-7:00 PM, ET) with its broadcast of Tennessee at Florida. **THE SEC ON CBS** schedule features a total of 15 games during the Network's 12-week season, including the **SEC Championship** on Saturday, Dec. 3. In addition to the **SEC**, **CBS Sports** will broadcast the annual **Army-Navy** game on Saturday, Dec. 10 and the 77th Sun

**CREATIVE AMERICA LAUNCHED TO FIGHT CONTENT THEFT**



**"Thanks to the hard work and talents of employees everywhere at CBS, we are a company that boasts amazing creative and financial strength. However, like others in our community, no one is immune to this growing problem that hurts all of us who work in media and entertainment -- in both visible and unseen ways."**  
-- **Leslie Moonves, CBS President and CEO**

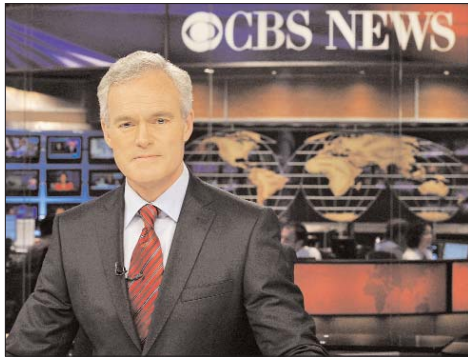
On July 6, the entertainment community, including **CBS**, announced a new initiative -- **Creative America** -- to build grassroots support for the fight against content theft. **Creative America** will serve as the unified voice of the more than 2 million Americans nationwide whose jobs are supported by film and television, as well as people in other creative fields and all others who believe the looting of

America's creative works and protecting jobs must be a national priority. Among its initial activities, **Creative America** will enable members of the entertainment community to demonstrate their support for the passage of important Congressional legislation that will significantly impact the fight against content theft, including the **PROTECT IP Act**, which is legislation designed to combat foreign trafficking in stolen movies, television shows and other forms of intellectual property.

**Bowl** on Saturday, Dec. 31. **CBS Sports** continues to be the exclusive national network broadcaster of **SEC** home football games, including the **SEC Championship Game**. In showcasing the top conference match-ups in the package, **CBS Sports** will have the first selection each week and will broadcast the "SEC Game of the Week."

**And... CBS Sports** won six honors at the *32nd Annual Sports Emmy Awards*. Highlighting the wins were honors for 2010 coverage of the **NCAA Men's Division I Basketball Championship**, **Super Bowl XLIV**, **GOLF ON CBS** and the **U.S. Open Tennis Championships**. ... Legendary sports broadcaster **Marv Albert** has joined **CBS Sports** as a play-by-play announcer for coverage of **THE NFL ON CBS**. Among other duties, **Albert** also serves as play-by-play for **CBS Sports' and Turner Sports'** coverage of the **NCAA Division I Men's Basketball Championship**.

## NEWS



**Scott Pelley**

● On June 6, **Scott Pelley**, one of the most distinguished and experienced

reporters in broadcast journalism, became anchor and managing editor of the CBS EVENING NEWS. The broadcast was renamed the CBS EVENING NEWS WITH SCOTT PELLEY.



**And...** In the 2010-11 season, 60 MINUTES, television's most-watched news program, grew its audience over the prior season with half of its broadcasts on Nielsen's weekly top 10 list (Source: NTI). Online traffic was up significantly, much of it due to the [60MinutesOvertime.com](#)

Web cast. ... CBS SUNDAY MORNING posted its best second quarter delivery in HHs since 1994, and its best second quarter in viewers since the advent of people meters (Source: NTI). ... In June, **CBS News** and **National Journal** formed a new partnership for multi-platform political coverage. ... *Emmy Award*-winning reporter **Norah O'Donnell** has been named CBS's Chief White House Correspondent, principal substitute anchor



for FACE THE NATION, and will report for all CBS News broadcasts, including occasionally for 60 MINUTES. ... **Chris Licht**, co-creator and original executive producer of MSNBC's "Morning Joe," was named CBS News' Vice President

of Programming. ... CBS News won nine **Radio, Television & Digital News Association National Edward R. Murrow Awards** for outstanding radio and television journalism -- the most for any single network's radio and television news work. In addition, CBS News leads all television news with 34 *News and Documentary Emmy* nominations.

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## THE CW's FALL 2011 SCHEDULE



The CW Network announced in May that it will launch the 2011-2012 season on Tuesday, Sept. 13, including four new series and returning favorites on new nights.

**On Tuesday, Sept. 13**, 90210 moves to Tuesday nights (8:00-9:00 PM, ET). Following it is the new show RINGER (9:00-10:00 PM, ET), starring **Sarah Michelle Gellar** ("Buffy, The Vampire Slayer").

**On Wednesday, Sept. 14**, new reality series H8R, hosted by **Mario Lopez**, premieres (8:00-9:00 PM, ET), followed by the first-ever All-Star Cycle of AMERICA'S NEXT TOP MODEL (9:00-10:00 PM, ET).

**On Thursday, Sept. 15**, The CW's #1 show, THE VAMPIRE DIARIES (8:00-9:00 p.m. ET) returns, followed by the new drama THE SECRET CIRCLE (9:00-10:00 PM, ET), based on a series of books by author **L.J. Smith** and starring **Britt Robertson** ("The Ghost Club").

**On Friday, Sep. 23** -- NIKITA moves to its new day and time, (8:00-9:00 PM, ET), followed by the return of SUPER-NATURAL (9:00-10:00 PM, ET).

**On Monday, Sept. 26**, GOSSIP GIRL moves back to its former timeslot (8:00-9:00 PM, ET), followed by the new drama HART OF DIXIE (9:00-10:00 PM, ET). It's from GOSSIP GIRL executive producers **Josh Schwartz** and **Stephanie Savage** and stars **Rachel Bilson** ("The O.C.").

**Also...** The CW announced the launch of two first-of-their-kind sales programs for the 2011-2012 broadcast season: An exclusive partnership with **shopkick**, the largest mobile shopping application in America, that will enable advertisers to reward viewers for watching their commercials live; and "Cwingo," a bingo game that drives viewers to watch The CW live on-air in order to play with their friends and for the chance to win prizes ...

**Sinclair Broadcast Group** and The CW announced the extension of their 10 affiliation agreements until August 31, 2016.

## TELEVISION DISTRIBUTION



- Las Vegas Judge **Jackie Glass** has been tapped as the new host for season 2 of SWIFT JUSTICE, debuting this September. ... At the *Daytime Entertainment Emmy Awards*, WHEEL OF FORTUNE and JEOPARDY! -- television's #1 and #2 rated game shows -- tied for Outstanding Game Show (JEOPARDY!'s 12th victory in the category). **Alex Trebek** and **Pat Sajak** were honored with the *Lifetime Achievement Award*.

## CBS TELEVISION STUDIOS



- CBS Television Studios** currently produces/co-produces 18 primetime series for the **CBS Television Network** and seven series on **The CW**, including the Studio's new series, RINGER, which marks **Sarah Michelle Gellar's** highly-anticipated return to television. Additionally, the Division produces CBS's daytime talk show, THE TALK, and COMMON LAW for **USA Network**. ... In July the **USA Network** announced the pickup of the original scripted series, COMMON LAW, from CBS Television Studios and **Junction Entertainment**. The series, about two cops with a problem -- each other -- stars **Michael Ealy** (THE GOOD WIFE, CALIFORNICATION), **Warren Kole** ("The Chicago Code," "24") and **Jack McGee** ("The Fighter," "Rescue Me").

## CBS STUDIOS INTERNATIONAL



- On May 2, **BIG CBS Networks** - the joint venture between **Reliance Broadcast Network** and **CBS Studios International** -- launched its third television channel in India: BIG CBS SPARK. The channel showcases the biggest international youth hits, including CBS's HAWAII FIVE 5-0 and **The CW's** 90210. Currently available in 25 million households, BIG CBS SPARK is India's first international youth entertainment channel targeting the 15-24 demo. ... Following the CBS Upfront in May, CBS Studios International held a screening in Los Angeles for buyers from around the world. (Source: CBS)

## CBS FILMS

### CBS FILMS

- CBS Films** has enlisted *Oscar*-winner **Edward Zwick** ("The Last Samurai," "Blood Diamond") to direct the film adaptation of the #1 *New York Times* best-selling novel AMERICAN ASSASSIN (**Simon & Schuster/Atria** imprint). The screenplay is being written by Zwick and *Oscar*-nominee **Marshall Herskovitz** ("Traffic"). ASSASSIN is the most recent entry in author **Vince Flynn's** Mitch Rapp series, which has sold more than 13 million copies in the United States.

- CBS Films has attached **Jonathan Levine** ("The Wackness," to the upcoming 50/50 starring **Joseph Gordon-Levitt** and **Seth Green**) to direct LEGEND. **Andrew Barrer** and **Gabe Ferrari** ("Die in a Gun Fight") are adapting **Marie Lu's** futuristic thriller, which is set for publication by **Simon & Schuster** in November. **Marty Bowen** and **Wyck Godfrey** ("The Twilight Saga") are producing.



- CBS Films' release, THE MECHANIC, reached #1 across all major home video sales and rental charts. The film, starring **Jason Statham** ("The Expendables") and **Ben Foster** ("3:10 To Yuma"), grossed more than \$29 million dollars at the domestic box office.

- CBS Films has dated THE WOMAN IN BLACK, starring **Daniel Radcliffe** ("Harry Potter," Broadway's "How To Succeed In Business Without Really Trying") for wide release on January 20, 2012. The supernatural thriller is based on the novel by **Susan Hill**, which was adapted for the screen by **Jane Goldman** ("X-Men: First Class") and directed by **James Watkins** ("Eden Lake").

## CBS INTERACTIVE:



- CBS Interactive** is a top 10 Web property. The Division's portfolio of brands includes **CBS.com**, The #1 broadcast site in

unique video viewers network site in unique video viewers; **CBSSports.com**, a leading sports site with award-winning Fantasy Football offerings; **CBSNews.com**, the fastest-growing network news site; **CNET**, the leading tech news Web site; **GameSpot**, a leading Web site in the gaming information category with the most engaged users (time spent); **TV.com**, one of the leading destinations for enriching the television experience; **Clicker.com**, one of the Web's first comprehensive Internet television guide; **BNET**, a popular business news site; **CBS MoneyWatch**, a premier destination for smart, practical personal finance advice; **MaxPreps.com**, the online high school sports leader; the food Web site **CHOW**; and the media review site **Metacritic**. (Sources: comScore VideoMetrix; CBS Interactive)

- **Technology, Business and News:** In early May, **BNET**, launched "The Live 1," a new daily live Webcast (M-F at 10:00 AM, PT). ... In June **CNET** launched a dedicated "How To" channel that puts content -- including more than 700 "How To" posts, videos and a community forum -- at user's fingertips.

- **Games and Sports:** In May, **GameSpot** launched its **GameSpot** app for iPad, offering video reviews in high definition in addition to fully optimized iPad content. ... In July, the site's **Sound Byte Radio** became available online for free at **Radio.com**. The site features some of the most memorable past and present video game soundtracks that users can share on **Facebook** and buy through **iTunes** or **Amazon.com**. ... In June, **CBSSports.com College Network** added Army, Minnesota, Missouri State, Nevada and the Ohio State University to its digital network. **CBSSports.com College Network** now produces the official athletic sites for 75% of the Big Six Conferences. Also in June, the site produced two original live video shows, giving fans comprehensive multimedia news and analysis of the 2011 NFL and NBA drafts.



**CBS Mobile:** Across their mobile platforms, **GameSpot's** iPhone and iPad apps and the **GameSpot** mobile site saw their highest daily traffic to date during E3, the gaming industry's largest industry trade show, June 6-8th at the Los Angeles Convention Center.

**And... Marc DeBevoise** was named Senior Vice President and General Manager of the Entertainment division with responsibility for overseeing CBS Interactive's entertainment sites, including **CBS.com**, **TV.com**, and **Clicker.com**, as well as its digital content distribution strategies and the development of both original and show-based digital content, applications and games. ... **Eric Johnson**, previously president and COO of concert archive site "Wolfgang's Vault," joined CBS Interactive as a Senior Vice President and General Manager, overseeing all CBSi digital news properties and **CNET**. He shares the duties with **Mark Larkin**, Senior Vice President and General Manager, who previously oversaw **CBSNews.com**.

#### **CABLE NETWORKS**



- **Showtime Networks'** (which includes **SHOWTIME**, **The Movie Channel** and **Flix**) subscriptions totaled 69.6 million as of June 30, up 6.1 million, or 10%, from the same time last year, principally reflecting increased cable, direct broadcast satellite and telecommunications company subscriptions. **Smithsonian Networks'** (a joint venture between **SHOWTIME** and the **Smithsonian Institution**) subscriptions totaled 8.5 million as of June 30, up 3.2 million, or 59%, from the same time last year, principally reflecting increased telephone company, direct broadcast satellite and cable subscriptions.

- **SHOWTIME's** top-rated comedy, **WEEDS**, returned for a seventh season on June 27 with the addition of **Martin Short**, **Aidan Quinn**, **Michelle Trachtenberg**, **Lindsay Sloane** and several notable guest stars, including **Jennifer Jason Leigh**. ... The Marquee PPV Boxing Event, **Manny Pacquiao** vs. "**Sugar**" **Shane Mosley**

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(SHOWTIME, continued from page 8)

that took place on May 7 from Las Vegas, drew more than 1.1 million buys with the delayed broadcast on SHOWTIME airing on May 14. ... THE GREEN ROOM WITH PAUL PROVENZA returned to SHOWTIME on Thursday, July 14th with even more behind-the-scenes comedy showcasing some of the world's top comedians, including **Ray Romano, Garry Shandling, Judd Apatow, Marc Maron** and **Bo Burnham**.

**And... Morena Baccarin** ("V", "Firefly") has signed on to star opposite **Claire Danes** ("Temple Grandin") and **Damian Lewis** ("Band of Brothers") in SHOWTIME's new, one-hour drama series, **HOMELAND**, set to premiere this fall, which will be executive produced by **Howard Gordon** and **Alex Gansa**. ... The sixth season of SHOWTIME's *Emmy Award*-nominated and *Peabody Award*-winning drama series **DEXTER** will feature award-winning actor **Edward James Olmos** ("Battlestar Galactica"), **Colin Hanks** ("King Kong") and **Mos** ("Bamboozled") as special guest stars. ... Film and television star **Meagan Good** ("The Game," "Jumping the Broom") has signed on for the 5th season of the hit SHOWTIME comedy series, **CALIFORNICATION**. ... **James Wolk** ("Lone Star") has been cast in a multi-episode arc on the second season of **SHAMELESS** which returns to SHOWTIME in early 2012. ... To mark the return of the second season of the *Golden Globe*-nominated original series, **THE BIG C** (which premiered on June 27), SHOWTIME launched a number of campaigns in support of the **American Cancer Society**.



- **CBS Sports Network** is seen in approximately 44 million homes and is available to more than 98 million households through local cable and video providers, and via satellite on  **DirecTV**  Channel 613 and  **DISH Network**  Channel 152. Since January 2011, the Network has added five million homes. ... In June,  **CBS Sports**  and  **CBS Sports Network**  teamed up for the sixth consecutive year to provide live coverage of the  **NCAA Division I Men's And Women's Outdoor Track And Field Championships**.from Des Moines, IA.

## CBS, SHOWTIME AND THE CW STAR AT COMIC-CON® 2011

### CBS, SHOWTIME, The CW, CBS

#### Consumer Products and CBS Interactive

mounted a major presence July's international pop culture gathering -- Comic-Con 2011 in San Diego. The event featured star-studded panels and a high-profile booth hosted by **SURVIVOR** winner **Jenna**



**Morasca** that drew tens of thousands of visitors over five days.

Fans saw exclusive first-look trailers of the upcoming **SHOWTIME** drama series, **HOMELAND**, and the new **CBS**

**Television Studios/CW** thriller series, **RINGER**, starring **Sarah Michelle Gellar** in her highly anticipated return to television.

The event also featured a special green screen photo booth at which fans were able to insert themselves within cast shots of **CBS**, **The CW** and **SHOWTIME** shows. In addition, attendees had the opportunity to enter a sweepstakes to win five customized and cast-signed **PERSON OF INTEREST** iPad 2s.

**CBS Consumer Products** provided exclusive sneak peeks, signings and limited-edition products based on popular television properties, including **STAR TREK**, **CRIME SCENE INVESTIGATION**, **DEXTER**, **THE TWILIGHT ZONE** and more. **On**

**the Interactive Front ... CBS.com** offered **Comic-Con** fans nationwide interviews with attending **CBS** stars, on-demand video coverage of the **CBS** series panels, photos from key **Comic-Con** **CBS** events, and more. **CBS Interactive** also hosted a **CNET BASE STATION** that attracted more than 5,000 fans and featured a **GameSpot** gaming room, where **Comic-Con** super fans could recharge their gadgets, play some of the hottest new video game titles, snack on 2 **BROKE GIRLS** cupcakes and win prizes. Plus, **GameSpot** covered **Comic-Con** from the gaming perspective.

### PUBLISHING



- As part of its strategic focus on bringing the works of its authors to the widest possible global audience, **Simon & Schuster** has established **Simon & Schuster India**, a New Delhi-based sales, marketing and publishing company that will serve India's rapidly expanding market for English language books. **Simon &**

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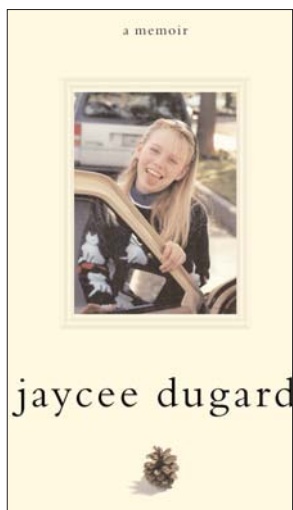
(PUBLISHING, continued from page 9)

Schuster India will offer Indian readers a broad selection of titles from the company's many worldwide imprints, as well as titles from its roster of distribution clients. Books will be rupee-priced and specially selected and formatted to appeal to the Indian reader.



● In May, **Simon & Schuster** announced a partnership with **Hachette Book Group** and **Penguin Group (USA)** to create **Bookish** ([www.bookish.com](http://www.bookish.com)), a new industry-wide digital platform designed to help readers find their next book. Bookish will feature original editorial content and exclusive digital tools to help readers learn about new books, and will offer readers the convenience of purchasing print and digital books directly or from other retailers. The site has also entered a strategic alliance with **AOL** to provide ad sales and engage readers across AOL's **Huffington Post Media** network of sites.

● On May 9, Simon and Schuster introduced a new social voting app -- **Book Battle** (<http://apps.facebook.com/teenbookbattle/>) -- allowing readers and fans to express their literary preferences and share choices with their Facebook friends, helping to spread the word about S&S books virally. Match-ups in "Book Battle," which are viewed in slide show format, can be based on virtually any pairing or topic from the larger literary landscape, including book covers, series, genres, characters and authors. The inaugural match-ups for Book Battle featured best-selling author **Cassandra Clare's** popular **MORTAL INSTRUMENTS** and **INFERNAL DEVICES** series. Other match-ups will feature the **UGLIES** series by **Scott Westerfield** and the **NIGHT WORLD** series by **L.J. Smith**.



● **Jaycee Dugard's** **A STOLEN LIFE** sold a total of 175,000 copies in its first day on sale. The combined sales figure includes print books, audio-books, and nearly 100,000 ebooks -- a new Simon & Schuster record for one-day ebook sales. The runaway best-

seller is now in its 12th printing, there are nearly 1 million copies of Jaycee Dugard's **A STOLEN LIFE** in print, including both print and e-books, and it has quickly become the biggest-selling ebook that Simon & Schuster has published.

● New authors coming to Simon & Schuster include bestselling novelist **John Irving** (S&S) and Congresswoman **Gabrielle Giffords** and **Captain Mark Kelly** (Scribner), who will author a joint memoir. **Threshold Editions** announced an agreement to publish more books under their co-publishing deal with **Glenn Beck**, as well as the creation of Mercury Ink, an imprint to publish and promote authors and projects that Beck is passionate about.

## THE CBS LOCAL GROUP



### CBS TELEVISION STATIONS

A number of **CBS**-owned television stations recorded significant ratings growth during the May sweep:

- **CBS 2** New York News at 11:00 PM attracted its largest May sweep average in viewers since 2008 and was the only 11:00 PM newscast in New York to deliver year-to-year growth in A25-54 and A18-49. The station also showed year-to-year growth in viewers at 4:30, 5:00 and 6:00 AM, and posted gains in demos at 5:00 PM and 6:00 PM.
- In Los Angeles, **KCBS-TV** was up double-digit percentages year-to-year in A25-54 with its weeknight news at 5:00 PM, 6:00 PM and 11:00 PM. Sister station **KCAL 9's** weeknight 10:00 PM news delivered year-to-year growth of 44% in A25-54 and, for the first time, finished the September-May broadcast season as the top-rated 10:00 PM newscast in Southern California.
- In Chicago, **WBBM-TV's** 4:30-7:00 AM news posted its best May rating in HHs and A25-54 since 2008; its highest May rating at 5:00 PM in HH since 2008 and in A25-54 since 2007; its best 6:00 PM May HH rating since 2008; and its second highest 10:00 PM HH rating since 2006.

(Continued on page 11)

(TELEVISION STATIONS, continued from page 10)

- In Philadelphia, **KYW-TV** finished May ranking a strong second in A25-54 across all of its newscasts for the first time in 16 years. CBS 3's Eyewitness News from 5-7:00 AM was up 24% in A25-54 versus last May. CBS 3 was the only station in the market with A25-54 growth at 6:00 PM (+13%).

Source: NSI)

**Also...** In San Francisco, **KPIX-TV** finished May ranking first in homes and viewers at 11:00 PM, having now won 19 of the last 20 major sweeps (excluding Olympic-based ratings periods). ... In Pittsburgh, **KDKA-TV** continued to dominate the market in local news in homes, viewers and key demos. ... In Baltimore, **WJZ-TV** was once again the #1 station in the market, capped by a win in late news, which finished up 21% in homes and 31% in A25-54 year-to-year. ... In Dallas-Ft. Worth, **KTVT-TV** delivered year-to-year viewership growth with its 4:00, 5:00, 6:00 and 10:00 PM newscasts. CBS 11 News at 10:00 PM added 11,650 viewers and finished in a close tie for first place in late news, with just 1,460 viewers separating the top two stations. ... **WBZ-TV** Boston delivered significant year-to-year growth with its morning newscasts. Compared to last May, the station was up 183% at 4:30 AM, 52% at 5:00 AM and 5% at 6:00 AM. ... In Minneapolis, **WCCO-TV** showed year-to-year ratings growth with its morning, early evening and 10:00 PM. newscasts for a third straight major sweep. In A25-54 WCCO was the only station in the market to show year-to-year growth in late news. ... In Denver, **KCNC-TV** finished the sweep with year-to-year growth in its 5:00 PM and 10:00 PM newscasts as well as its AM news. (Source: NSI)

**And...** **Betty Ellen Berlamino** was named to the new position of Senior Vice President and Director of Sales. She will focus primarily on working with the group's eight affiliates of The CW, three independent stations and one MyNetworkTV affiliate to drive revenue growth. She will also collaborate with other CBS Local Media. ... Veteran sales executive **Cathy Murphy** was named Vice President, Business Development, with responsibility for working with the sales teams at the group's 28 local stations and other CBS Local Media assets, including CBS RADIO stations, CBS Outdoor and CBS EcoMedia.

## EYE ON CBS LOCAL DIGITAL MEDIA



On June 2, **CBS Local Digital Media** launched a "Question and Answers" platform on its 24 local Web sites across the United States. On this user-generated service, visitors can now find a wide range of local topics, including arts & entertainment, dining, education, family & parenting, fashion, health, home improvement, area businesses, music, pets, politics, real estate, relationships, sports, technology, travel and weather.

## CBS RADIO



- **CBS RADIO** was named "Company of the Year" and President and CEO **Dan Mason** was

recognized as "Company Exec" at the first annual *Worldwide Radio Summit's Awards* (April 30). Other **CBS** honorees included **David Goodman, President, CBS Interactive Music Group** ("Company Online Executive"); **Rod Zimmerman, Vice President/Market Manager, CBS RADIO Chicago** ("Station Executive"); **Kevin Weatherly, Sr. Vice President of Programming, CBS RADIO/Vice President of Programming, CBS RADIO Los Angeles** ("Station Programmer"); **Lisa Worden, Music Director, KROQ Los Angeles** ("Station MD/APD"); and **Kevin & Bean, morning drive hosts, KROQ** ("Station Air Talent").

**And...** In July, the **National Association of Broadcasters (NAB)** announced finalists for their annual *Marconi Radio Awards*, which included a number of CBS stations and personalities across the country, including three of the Company's most historic stations (**KCBS-AM** San Francisco, **WBBM-AM** Chicago and **WFAN-AM** New York) being named as nominees for the prestigious "Legendary Station" honor. ... Music discovery service **Last.fm** announced in July the launch of the Last.fm Festival application available to U.S. users of iPhone, iPod and Android devices. Sponsored by the **U.S. Air Force**, the app makes it easy for Last.fm's users to find out which of more than 4,500 upcoming worldwide festivals are most compatible with their unique music taste.

(Continued on page 12)

(CBS RADIO, continued from page 11)

... On Monday, Aug. 1, **WBBM Newsradio 780-AM**, Chicago's only All-News radio, launched a simulcast of its *Edward R. Murrow Award*-winning programming on 105.9 FM. ... **Steve Swenson** was named Senior Vice President and Market Manager Washington, DC. ... **Kevin McCarthy** was appointed Senior Vice President and Market Manager, CBS RADIO Seattle. ... **Jason Kidd** was named Program Director of **95.5 WPGC-FM** Washington, DC.

## CBS OUTDOOR



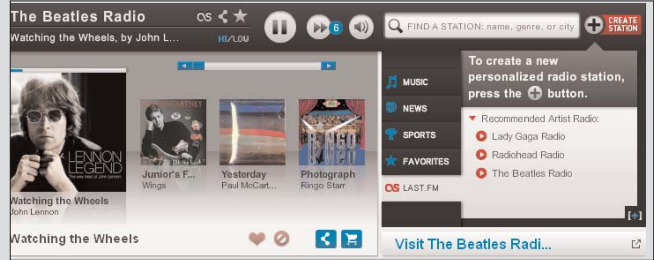
**An artist's rendering of the outdoor spaces at Westfield Stratford City.**



● In a deal that creates Britain's biggest digital retail outdoor partnership, London's **Westfield Stratford City** has signed a 10-year, multi-million pound agreement which will make **CBS Outdoor U.K.** the shopping mall's exclusive outdoor advertising partner. Under the arrangement, 100 digital screens will be installed alongside four larger format digital screens strategically located to capture shoppers as they enter and move around the mall which, when it opens on Sept. 13, will be the largest urban retail developments in Europe. CBS Outdoor U.K. now manages the digital advertising at Europe's two largest shopping malls, and can now deliver more than 1,700 digital advertising screens, which provide huge audiences via destination hot spots at Tube stations throughout the West End and City, as well as at Westfield's two premier destinations. ... CBS Outdoor U.K. is the official outdoor advertising supplier to London 2012 Olympic Games, and Westfield Stratford City will

(Continued on page 13)

## CBS INTERACTIVE MUSIC GROUP UPDATE



● In June, the **CBS Interactive Music Group** announced it would offer consumers the ability to create their own personalized online stations via one-click functionality integrated into its award-winning **Radio.com** player. Using the "create a station" button now available within the player, a listener can simply enter an artist and hit the play button to hear their personalized radio station. Featuring any of the more than 4.5 million artists in **Last.fm**'s library and nearly 12 million tracks, the player provides listeners an infinite number of free streaming experiences across broadcast, online and personalized radio.



● On June 21, the CBS Interactive Music Group debuted the redesign of **MP3.com**, the original online source for free, legal music downloads. The site now offers more than one million complimentary tracks and began an extensive 30-day promotional campaign online and across CBS RADIO's 90+ music stations featuring free songs from a sampling of today's leading artists. Free MP3 links are also available on CBS RADIO station Web sites. Music fans worldwide can stay up-to-date by following **MP3.com** on **Facebook** and **Twitter @mp3dotcom**.

(CBS OUTDOOR, continued from page 12)

enhance its Games-time portfolio, with more than 70% of visitors to the games expected to pass through the mall and 65% of all Olympic Park journeys expected to involve a Tube or London's **Docklands Light Rails**.

**Also in London...** CBS Outdoor signed a multi-year deal with **One New Change**, a new shopping destination in the heart of the city -- within 10 minutes of 112,000 of the city's office workers. This is a small yet significant advertising estate, which will offer numerous LCD display faces, and will be sold alongside the UK's wider retail portfolio.

**And...** In a deal that confirms CBS Outdoor's position as one of France's leading suppliers of large format outdoor advertisement, the unit won the tender for a unique billboard launched by the famous **Paris Opera House**. Also in France, the CBS Outdoor team launched a new Backlight Network in Caen. CBS Outdoor is the only outdoor advertising company in France to introduce this asset. ... In Ireland, where **CBS Outdoor** is the leading digital retail out-of-home media owner, the country's most significant dedicated commercial advertising digital advertising network has been launched in Dublin's **Dundrum Town Centre** mall, Ireland's largest. ... In The Netherlands renewed their Eindhoven contract with better quality street furniture assets. ... Five digital screens are being added at Rome's International airport, Fiumicino, bringing Outdoor's total digital presence in Italy to 19. ... **Grainne Brankin** was appointed International Legal Director of the team operating in the U.K., France, Italy, The Netherlands, Spain and Ireland.

## CBS PEOPLE

At CBS Law, **Hazel-Ann Mayers** was promoted to Senior Vice President, Assistant General Counsel, Litigation and Chief Compliance Officer for CBS Corporation. ... **Alison Wauk** was promoted to Senior Vice President, Chief Digital Counsel. ... At Affiliate Relations for the CBS Television Network, sales and distribution executive and former legal counsel **David Wisnia** has been named Executive Vice President  
13 (effective Aug. 15). Wisnia most recently served

## CONSUMER PRODUCTS AND HOME ENTERTAINMENT



**Consumer Products**, which ranks among License! Global Magazine's list of the top 125 global licensors, expanded its publishing programs for television franchises with new publishing

programs for two of its most popular television franchises: CSI: CRIME SCENE INVESTIGATION and "Star Trek."

**Simon & Schuster's** children's imprint, **Simon Spotlight**, is planning a series of CSI novels for tweens that will explore forensic science in a middle school setting. The first title, "Mystery Meatloaf" by **David Lewman**, is set to publish in January 2012. ... For "Star Trek" fans, **Abrams** publishing is planning for release in fall 2012 "The Star Trek Vault," which will definitively chart the first 40 years of the iconic television series. In addition, **Quirk Books** will publish a fun volume for fans, the "Star Trek Book of Opposites" in September.



"Star Trek" products for 2011 include apparel, board games, character busts and collectables. **PPW Toys** will introduce the first Mr. Potato Head toy line based on the most popular characters

from The Original Series and The Next Generation. The line will be available in the U.S. and Canada. ... **Titan Merchandise** will create busts based on characters from all eras of Star Trek. These will be sold across North America, South America, Europe, Africa, Asia, India, the Middle East, Iceland and the Pacific Islands. ... **Bandai** will offer deck-building games based on The Original Series and The Next Generation in the U.S. and Canada. ... **USAopoly** will warp the classic Monopoly board game series into the Star Trek universe with Klingon Monopoly. The iteration will be available in the U.S. and Canada. ... **Mighty Fine** will create a line of Star Trek-inspired knit tops, t-shirts, hoodies and fleece for the U.S. market. ... **Pez Candy** will release a Pez collector's set in 2012 to celebrate the 25th anniversary of "The Next Generation" in the U.S.

as Senior Vice President, Distribution, Sales & Marketing/Head of North American and European Operations for News Corporation's Star TV.

(Continued on page 14)

## ECO-MEDIA ECOAD ADVERTISING UPDATE



Just seven months after the **CBS EcoMedia's EcoAd** advertising program launched, its potential is already being realized with campaigns on-air in several markets and three environmental projects underway as a result of advertiser participation in EcoMedia's 'EcoAd' advertising program. They are a park in Arlington, TX (with **Chevrolet**); a rooftop solar system in San Francisco (with **SunPower Corporation**); and an outdoor classroom at an elementary school in Shrewsbury, MA (with **Aidia Bank**). The EcoAd advertiser roster now features nearly two dozen brands representing the automotive, health care, banking, local government, retail, renewable energy and residential services industries.



**And...** In June, **CBS** released its annual **Green Report** for 2011, which catalogs its efforts in conservancy, recycling and environmental awareness. The 40-page report, produced by **EcoMedia** and **CBS Corporate Communications**, can be found online at [www.cbscorporation.com](http://www.cbscorporation.com).

## EYE ON DIVERSITY

Following are just a few initiatives **CBS** made in the May-July time period to support diversity and worthwhile causes nationwide. On July 10, CBS participated as a lead sponsor at the "Mission Serve: Hiring Our Heroes Los Angeles Job Fair" -- a veterans and military spouses hiring project held at **Sony Pictures Studios** and co-hosted by the **U.S.** and **Los Angeles Chambers of Commerce**. ... On June 25, **The Muslim Public Affairs Council** (MPAC) honored **THE GOOD WIFE** writers and co-executive producers **Leonard Dick** and **Ted Humphrey** for their humanizing portrayal of Muslims and Islam in two episodes.

## EMERGING CREATIVE LEADERS PROGRAM LAUNCHED

**CBS Corporation** announced in June the launch of a new initiative to help it identify and develop



new leaders for the company. The pilot program -- the "Emerging Creative Leaders Experience" (ECLC) -- is a rigorous, two-year experience that will take qualified, high-achieving employees from all backgrounds and develop them into the future leaders of **CBS Entertainment**. Candidates will participate in a rotation that takes them through casting, development, programming, marketing, public relations and business affairs, and, with success, a full-time position in the division.

(Eye on Diversity, cont.)



**Prince William addresses attendees at the CBS-sponsored "Mission Serve: Hiring Our Heroes" veterans job fair.**

## CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

This newsletter may include "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933 and section 21E of the Securities Exchange Act of 1934. Forward-looking statements inherently involve risks and uncertainties that could cause actual factual results to differ materially from the forward-looking statements. CBS Corporation's news releases and filings with the Securities and Exchange Commission, including but not limited to its most recent Form 10-K and Form 10-Qs and 8-Ks, contain a description of factors that could affect future results. The forward-looking statements are made only as of the date of this document and we do not undertake to update any forward-looking statements to reflect subsequent events or circumstances.

For more information about CBS Corporation, see the Company's news releases and filings with the SEC which can be found at [www.cbscorporation.com](http://www.cbscorporation.com), in the "News" and "Investors" sections, respectively."

# STATISTICAL INFORMATION

## Second Quarter 2011

Select sample information for descriptive purposes only, as of the applicable dates referenced below

### CBS Network Time-Period-Winning Programs <sup>(1)</sup>

<i>The Big Bang Theory</i>	<i>CSI</i>
<i>Big Brother 13-Sun</i>	<i>Flashpoint</i>
<i>Big Brother 13-Thu</i>	<i>Hawaii Five-0</i>
<i>Big Brother 13-Wed</i>	<i>Same Name</i>
<i>Blue Bloods</i>	<i>48 Hours Mystery</i>
<i>Crimestime Saturday</i>	<i>60 Minutes</i>
<i>CSI: NY</i>	

(1) Source: NTI, Nielsen Media Research. Average audience, "Most Current" ratings. Mon-Sat 8-11p, Sun 7-11p. Time-period-winning programs are defined as ones which have won 50% or more of their regularly scheduled airings, and are #1 in time period rank among Persons 2+. Time period rank based upon program's summer-to-date average from 05/30/11-07/24/11.

### CBS Radio Revenue Ranking in Top 10 Markets <sup>(4)</sup>

Market	Rank
New York	No. 1
Los Angeles	No. 2
Chicago	No. 1
San Francisco	No. 1
Dallas	No. 1
Houston	No. 2
Philadelphia	No. 1
Atlanta	No. 2
Washington, D.C.	No. 3
Boston	No. 1

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for YTD June 2011, per Miller, Kaplan, Arase & Co., LLP.

### TV Production (Network and First-Run) <sup>(2)</sup>

<i>90210 (CW)</i>	<i>The Good Wife (CBS)</i>
<b><i>The 2-2 (CBS)</i></b>	<i>Gossip Girl (CW)</i>
<i>Amazing Race (CBS)</i>	<b><i>Hart of Dixie (CW)</i></b>
<i>America's Next Top Model (CW)</i>	<i>Hawaii Five-0 (CBS)</i>
<i>Big Brother (CW)</i>	<b><i>How to be a Gentleman (CBS)</i></b>
<i>Blue Bloods (CBS)</i>	<i>NCIS (CBS)</i>
<b><i>Common Law (USA)</i></b>	<i>NCIS: Los Angeles (CBS)</i>
<i>Criminal Minds (CBS)</i>	<b><i>Ringer (CW)</i></b>
<i>CSI (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>CSI: Miami (CBS)</i>	<b><i>Secret Circle (CW)</i></b>
<i>CSI: NY (CBS)</i>	<i>Survivor (CBS)</i>
<i>Flashpoint (CBS)</i>	<i>The Talk (CBS)</i>
<i>The Game (BET)</i>	<b><i>Unforgettable (CBS)</i></b>
<b><i>A Gifted Man (CBS)</i></b>	<i>Vampire Diaries (CW)</i>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in, and/or distribute as of 08/2/11. New shows in bold.

### First-Run Syndication Programs

Dr. Phil	Judge Joe Brown
The Doctors	Judge Judy
Entertainment Tonight	Mr. Food
Entertainment Tonight Weekend	The Oprah Winfrey Show
Inside Edition	Rachael Ray
Inside Edition Weekend	Smash Cuts
The Insider	Swift Justice with Nancy Grace
The Insider Weekend	Wheel of Fortune
Jeopardy!	Wheel of Fortune Weekend
Jeopardy! Weekend	

### Showtime Networks Subscriptions <sup>(3)</sup>

(In Millions)	2Q '11	2Q '10
<b>Showtime Networks</b>	69.6	67.1

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 06/30/11.

### Simon & Schuster's New York Times Best Sellers <sup>(5)</sup>

Title	Author	Rank	Weeks on List
<b>Print Hardcover Fiction:</b>			
<i>Then Came You</i>	Jennifer Weiner	3	1
<b>Print Hardcover Nonfiction:</b>			
<i>A Stolen Life</i>	Jaycee Dugard	1	1
<i>Of Thee I Zing</i>	Laura Ingraham with Raymond Arroyo	5	1
<i>The Greater Journey</i>	David McCullough	6	8
<b>Print Paperback Trade Fiction:</b>			
<i>Little Bee</i>	Chris Cleave	19	68
<b>Print Paperback Mass-Market Fiction:</b>			
<i>Tough Customer</i>	Sandra Brown	5	4
<b>Paperback Nonfiction:</b>			
<i>The Glass Castle</i>	Jeannette Walls	4	228
<i>The Original Argument</i>	Glenn Beck with Joshua Charles	5	5
<i>Empire of the Summer Moon</i>	S.C. Gwynne	6	10
<i>Inside of a Dog</i>	Alexandra Horowitz	11	41
<i>Are You There,odka? It's Me, Chelsea</i>	Chelsea Handler	20	73
<b>Advice, How-To and Miscellaneous</b>			
<b>Hardcover:</b>			
<i>The 17 Day Diet</i>	Mike Moreno	2	18
<i>The Secret</i>	Rhonda Byrne	6	184
<b>Print Children's Paperback Books:</b>			
<i>Soul Surfer</i>	Bethany Hamilton and Rick Bundschuh with Sheryl Berk	7	11
<i>The Nine Lives of Chloe King</i>	Liz Braswell	9	5
<b>Print Children's Series:</b>			
<i>Dork Diaries</i>	Rachel Renée Russell	5	6
<b>E-Book Fiction:</b>			
<i>Then Came You</i>	Jennifer Weiner	5	1
<b>E-Book Nonfiction:</b>			
<i>A Stolen Life</i>	Jaycee Dugard	1	1
<i>Of Thee I Zing</i>	Laura Ingraham with Raymond Arroyo	9	1
<i>The Greater Journey</i>	David McCullough	13	8
<i>The Glass Castle</i>	Jeannette Walls	16	25
<i>A Measureless Peril</i>	Richard Snow	21	1
<b>Combined Print &amp; E-Book Fiction:</b>			
<i>Then Came You</i>	Jennifer Weiner	4	1
<b>Combined Print &amp; E-Book Nonfiction:</b>			
<i>A Stolen Life</i>	Jaycee Dugard	1	1
<i>Of Thee I Zing</i>	Laura Ingraham with Raymond Arroyo	7	1
<i>The Greater Journey</i>	David McCullough	8	8
<i>The Glass Castle</i>	Jeannette Walls	11	12

(5) Source: *The New York Times*. Data as of 07/31/11.

# STATISTICAL INFORMATION

Second Quarter 2011 – Continued

Select sample information for descriptive purposes only, as of the applicable dates referenced below

## CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of August 2, 2011

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
New York, NY #1—Radio #1—Television	WCBS WCBS WFAN WINS WWFS WXRK	FM AM AM AM FM FM	Classic Hits News Sports News Adult Contemporary Contemporary Hit Radio	WCBS-TV	UHF	CBS	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Los Angeles, CA #2—Radio #2—Television	KCBS KFWB <sup>(2)</sup> KAMP KNX KROQ KRTH KTWV	FM AM FM AM FM FM FM	Adult Hits News/Talk Contemporary Hit Radio News Alternative Rock Classic Hits Adult Contemporary	KCAL-TV KCBS-TV	VHF UHF	Independent CBS	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Chicago, IL #3—Radio #3—Television	WBBM  WBBM WCFS WJMK WSCR WUSN WXRT	FM  AM FM FM AM FM FM	Contemporary Hit Radio News News Classic Hits Sports Country Adult Album Alternative	WBBM-TV	VHF	CBS	Billboards, Malls, Digital In-Store Networks
San Francisco, CA #4—Radio #6—Television	KCBS KMVQ KITS KLLC KFRC KFRC	AM FM FM FM AM FM	News Contemporary Hit Radio Alternative Rock Hot Adult Contemporary Classic Hits News	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Dallas-Fort Worth, TX #5—Radio #5—Television	KLUV KMVK KJMK KRLD KRLD KVIL	FM FM FM AM FM FM	Classic Hits Spanish Adult Hits News/Talk Sports Adult Contemporary	KTVT-TV KTXA-TV	UHF UHF	CBS Independent	Billboards, Street Furniture, Malls, Digital In-Store Networks
Houston, TX #6—Radio	KKHH KIKK KILT KILT KLOL KHMV	FM AM FM AM FM FM	Contemporary Hit Radio Talk Country Sports Spanish Hot Adult Contemporary				Billboards, Malls, Digital In-Store Networks
Atlanta, GA #7—Radio #8—Television	WAOK WVEE WZGC	AM FM FM	News/Talk Urban Adult Album Alternative	WUPA-TV	UHF	The CW	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Philadelphia, PA #8—Radio #4—Television	KYW WIP WOGL WPHT WYSP	AM AM FM AM FM	News Sports Classic Hits News/Talk Classic Rock	KYW-TV WPSG-TV	UHF UHF	CBS The CW	Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks



# STATISTICAL INFORMATION

## Second Quarter 2011 – Continued

Select sample information for descriptive purposes only, as of the applicable dates referenced below

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Washington, D.C. #9—Radio	WIAD WLZL WJFK WPGC WHFS	FM FM FM FM AM	Hot Adult Contemporary Spanish Sports Urban News/Talk				Billboards, Subway/Rail, Bus, Malls, Digital In- Store Networks
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot Adult Contemporary News Classic Hits Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS Independent	Billboards, Malls, Digital In-Store Networks
Detroit, MI #11—Radio #11—Television	WXYZ WOMC WDZH WWJ WXYZ WYCD	FM FM FM AM AM FM	Sports Classic Hits Contemporary Hit Radio News Sports Country	WKBD-TV WWJ-TV	UHF UHF	The CW CBS	Billboards, Bus, Malls, Digital In- Store Networks
Miami-Ft. Lauderdale, FL #12—Radio #16—Television				WFOR-TV WBFS-TV	UHF UHF	CBS MyNetworkTV	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Seattle-Tacoma, WA #13—Radio #13—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Adult Hits Classic Rock	KSTW-TV	VHF	The CW	Billboards, Malls, Digital In-Store Networks
Puerto Rico #14—Radio							Billboards
Phoenix, AZ #15—Radio	KOOL KZON  KMLE	FM FM  FM	Classic Hits Rhythmic Contemporary Hit Radio Country				Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks
Minneapolis, MN #16—Radio #15—Television	WCCO WLTE KZJK	AM FM FM	News/Talk Adult Contemporary Adult Hits	WCCO-TV KCCO-TV KCCW-TV	UHF VHF VHF	CBS CBS CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks
San Diego, CA #17—Radio	KSCF KYYX	FM FM	Hot Adult Contemporary Adult Contemporary				Billboards, Street Furniture, Malls, Digital In-Store Networks
Nassau-Suffolk, NY <sup>(3)</sup> #18—Radio							Billboards, Subway/Rail, Bus, Digital In-Store Networks
Denver, CO #19—Radio #17—Television				KCNC-TV	UHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks
Tampa-St. Petersburg, FL #20—Radio #14—Television	WLLD  WQYK WQYK WYUU WRBQ WSJT	FM  FM AM FM FM FM	Rhythmic Contemporary Hit Radio Country Sports Spanish Classic Hits Hot Adult Contemporary	WTOG-TV	UHF	The CW	Billboards, Malls, Digital In-Store Networks

## STATISTICAL INFORMATION

### Second Quarter 2011 – Continued

*Select sample information for descriptive purposes only, as of the applicable dates referenced below*

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #21—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Billboards, Malls, Digital In-Store Networks
Baltimore, MD #22—Radio #26—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks
Portland, OR #23—Radio							Billboards, Malls, Digital In-Store Networks
Charlotte, NC #24—Radio	WSOC WKQC WFNZ WNKS WPEG WBAV WBCN	FM FM AM FM FM FM AM	Country Adult Contemporary Sports Contemporary Hit Radio Urban Urban Adult News/Talk				Malls, Digital In- Store Networks
Pittsburgh, PA #25—Radio #24—Television	KDKA KDKA WDSY WBZZ	AM FM FM FM	News/Talk Sports Country Hot Adult Contemporary	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Billboards, Malls, Digital In-Store Networks

(1) Radio market rank based on Spring 2011 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2010.

(2) The FCC has granted an application permitting the Company to assign KFWB-AM to a divestiture trust. Subsequently, a petition for reconsideration of this grant was filed with the FCC. The petition remains pending and closing this assignment has been delayed. Upon closing, the Company will beneficially own but will not operate KFWB-AM.

(3) Sub-market of New York City. The Company's New York City radio and television stations serve Nassau-Suffolk.

## STATISTICAL INFORMATION

### Second Quarter 2011 – Continued

*Select sample information for descriptive purposes only, as of the applicable dates referenced below*

#### CBS Television Distribution: Off-Network Syndicated Product\*

48 Hours	Dexter	The L Word	Sabrina the Teenage Witch
60 Minutes	Diagnosis Murder	Laverne & Shirley	Seven Days
The 4400	The Division	Little House on the Prairie	Seventh Heaven
The Andy Griffith Show	Everybody Loves Raymond	The Love Boat	Showtime Championship Boxing
The Amazing Race	Everybody Hates Chris	MacGyver	Sister Sister
America's Next Top Model	Family Ties	Matlock	Sleeper Cell
Any Day Now	Frasier	Medium	Soul Food
Barnaby Jones	The Game	Melrose Place	Star Trek: Deep Space Nine
Becker	Get Smart	Mission Impossible	Star Trek: Enterprise
The Beverly Hillbillies	Ghost Whisperer	Moesha	Star Trek: Next Generation
Beverly Hills 90210	Girlfriends	Mork & Mindy	Star Trek: Original
Bonanza	Gomer Pyle, USMC	My Three Sons	Star Trek: Voyager
Brady Bunch	The Good Wife	Nash Bridges	Survivor
Brotherhood	The Guardian	NCIS	Taxi
Caroline in the City	Gunsmoke	NCIS: Los Angeles	This American Life
Charmed	Half & Half	Numb3rs	Touched by an Angel
Cheers	Happy Days	The Odd Couple	The Tudors
Clueless	Hawaii Five-O	One On One	The Twilight Zone
Combat!	Highlander	The Parkers	The Wild Wild West
Criminal Minds	Hogan's Heroes	Penn & Teller	Wings
CSI: Crime Scene Investigation	The Honeymooners	Perry Mason	Undercover Boss
CSI: Miami	I Love Lucy	Queer as Folk	
CSI: New York	JAG	Rawhide	

\* This is a partial list of CBS Television Distribution product library, which includes more than 70,000 hours of programming.

### CBS Interactive

	Global Unique Monthly Visitors <sup>(1)</sup>	Global Reach <sup>(2)</sup>	Global Rank <sup>(3)</sup>
<b>CBS Interactive Web Sites</b>	217 Million	16%	#13

(1) Source: comScore Media Metrix. Monthly average of global unique visitors for April - June 2011. The use of comScore data for the measurement of global unique monthly visitor activity commenced in the first quarter 2011. Previously, the Company used CBS Interactive internal data for reporting purposes.

(2) Source: comScore Media Metrix WW for the second quarter 2011. Calculated using monthly average of global reach for the second quarter 2011.

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 214 million for June 2011.

#### CBS Interactive Web Sites

BNET  
 CBS.com  
 CBS MoneyWatch.com  
 CBS News.com  
 CBS Sports.com  
 CBS CollegeSports  
 CBS Interactive International Media Web Sites  
 CBS Radio Station Web Sites  
 CBS Television Station Web Sites  
 CHOW  
 CNET

GameSpot  
 TheInsider.com  
 Last.fm  
 MaxPreps.com  
 Metacritic  
 mySimon  
 Search.com  
 TechRepublic  
 TV.com  
 UrbanBaby.com  
 ZDNet

#### CBS Audience Network Distribution Partners

AT&T  
 BuddyTV  
 Chumby  
 Comcast/Fancast  
 Dish  
 IMDb  
 Mefedia

Metacafe  
 MSN  
 Roku  
 TVGuide.com  
 Windows Media Center  
 Yahoo!  
 YouTube

# STATISTICAL INFORMATION

## Second Quarter 2011 – Continued

Select sample information for descriptive purposes only, as of the applicable dates referenced below

### CBS SPORTS NETWORK Online Partners as of August 2, 2011

#### Colleges/Universities

Air Force • goairforcefalcons.com  
UAB • uabsports.com  
Alabama • rolltide.com  
Arizona • arizonwildcats.com  
Arizona State • thesundevils.com  
Army • goarmysports.com  
Auburn • auburntigers.com  
Baylor • bayorbears.com  
Bethune-Cookman • b-cuathletics.com  
Boston College • bceagles.com  
Boston University • goterriers.com  
Bucknell • bucknellbison.com  
California • calbears.com  
UC Davis • ucdavisaggies.com  
UCLA • uclabruins.com  
Cal State Bakersfield • gorunners.com  
Cal State Fullerton • fullertontitans.com  
UCF • ucfaletics.com  
Cincinnati • gobearcats.com  
Clemson • clemsonitigers.com  
Cleveland State • csuvikings.com  
Coastal Carolina • goccusports.com  
Colorado State • csurams.com  
Connecticut • uconnhuskies.com  
DePaul • depaulbluedemons.com  
Duquesne • goduquesne.com  
East Carolina • ecupirates.com  
Elizabeth City • ecsuvikings.com  
Emmanuel • goecsaints.com  
Fayetteville State • fsubroncos.com  
Florida Atlantic • fausports.com  
Florida State • seminole.com  
Fordham • fordhamsports.com  
Fresno State • gobulldogs.com  
George Washington • gwusports.com  
Georgetown • guhoyas.com  
Georgia • georgiadogs.com  
Georgia Tech • ramblinwreck.com  
Grand Valley State • gvsulakers.com  
Houston • uhcougars.com  
Illinois • fightingillini.com  
Illinois-Chicago • uicflames.com  
Illinois State • goredbirds.com  
IMG College • imgcollege.com  
Indiana • iuhoosiers.com  
Iowa • hawkeyesports.com  
Jackson State • jsutigers.com  
Johns Hopkins • hopkinssports.com  
Kansas • kuathletics.com  
Kansas State • kstatesports.com  
Kentucky • ukathletics.com  
Lafayette • goleopards.com  
Lamar • lamarcardinals.com  
Long Beach State • longbeachstate.com  
Louisiana Tech • latechsports.com  
Louisville • uoflsports.com  
Loyola (MD) • loyolagreyhounds.com  
Loyola Marymount • lmulions.com  
Loyola Chicago • loyolaramblers.com  
Marist • goredfoxes.com  
Marquette • gomarquette.com  
Marshall • herdzone.com  
Maryland • umterps.com  
Maryland-Eastern Shore • umeshawks.com  
UMass • umassathletics.com  
UMass -Dartmouth • corsairathletics.com  
UMass-Lowell • goriverhawks.com  
Memphis • gotigersgo.com  
Miami (FL) • hurricanesports.com  
Miami (OH) • muredhawks.com

Michigan State • msuspartans.com  
Michigan • mgoblu.com  
Minnesota • gophersports.com  
Mississippi • olemissports.com  
Missouri • mutigers.com  
Missouri State • missouristatebears.com  
Montana • gogriz.com  
Navy • navysports.com  
UNLV • unlvrebels.com  
Nevada • nevadawolfpack.com  
New Mexico • golobos.com  
North Carolina • tarheelblue.com  
North Carolina State • gopack.com  
Northern Illinois • niuhuskies.com  
Northwestern • nusports.com  
Notre Dame • und.com  
Oakland University (MI) • ougrizzlies.com  
Ohio • ohioobcats.com  
Ohio State • ohiostatebuckeyes.com  
Oklahoma • soonersports.com  
Oklahoma State • okstate.com  
Old Dominion • odusports.com  
Oregon State • osubeavers.com  
Penn State • gopsusports.com  
Pepperdine • pepperdinesports.com  
Pittsburgh • pittsburghpanthers.com  
Providence • friars.com  
Purdue • purduesports.com  
Rhode Island • gorhody.com  
Rice • riceowls.com  
St. John's • redstormsports.com  
Saint Joseph's • sjuhawks.com  
Samford • samfordsports.com  
San Diego • usdtoreros.com  
San Diego State • goaztecs.com  
Siena • sienasaints.com  
SIU-Edwardsville • siuecougars.com  
South Carolina • gamecocksonline.com  
Southern California • usctrojans.com  
Southern Illinois • siusalukis.com  
SMU • smumustangs.com  
Southern Miss • southernmiss.com  
Stanford • gostanford.com  
Stephen F. Austin • sfajacks.com  
Stony Brook • goseawolves.org  
Tennessee – utsports.com & utladyvols.com  
Texas – texassports.com  
Texas-Arlington • utamavs.com  
UTEP • utepathletics.com  
TCU • gofrogs.com  
Texas Tech • texastech.com  
Tulane • tulaneegreenwave.com  
Tulsa • tulsahurricane.com  
Utah • utahutes.com  
Utah State • utahstateaggies.com  
Utah Valley State • wolverinegreen.com  
Vanderbilt • vucommodores.com  
Villanova • villanova.com  
Wake Forest • wakeforestsports.com  
Washington • gohuskies.com  
Washington State • wsucougars.com  
Western Carolina • catamountsports.com  
Western Washington • wwwvikings.com  
Wisconsin-Milwaukee • uwmpanthers.com  
Wisconsin • uwbadgers.com  
Wyoming • wyomingathletics.com  
Xavier • goxavier.com

#### Conferences/Associations

Atlantic Coast Conference • theacc.com  
Atlantic-10 Conference • atlantic10.com  
Big Ten Conference • bigten.org  
Conference USA • conferenceusa.com  
Emerald Bowl • kraftbowl.org  
Great West Football • greatwestconference.org  
Mountain Pacific Sports Federation • mpsfsports.com  
Mountain West Conference • themwc.com  
NACDA • nacda.com  
Patriot League • patriotleague.com  
West Coast Conference • wccsports.com

#### Affiliates

Alaska Goldpanners  
American Legion  
ASA Softball  
Butler  
BYU  
Creighton  
Detroit  
Ferris State  
Florida  
Junia  
Lynn  
Manhattanville  
National Fastpitch Coaches Association  
National Pro Fast Pitch  
Philadelphia Force  
Rutgers  
USA Softball  
Valparaiso  
Virginia Tech  
West Virginia  
World Baseball Cup  
Youngstown State