

CBS CORPORATION update

Vol. 14, #726, Thursday, August 2, 2012

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CBS CORPORATION NEWS: MID-APRIL -- MID-JULY 2012

SPECIAL EDITION

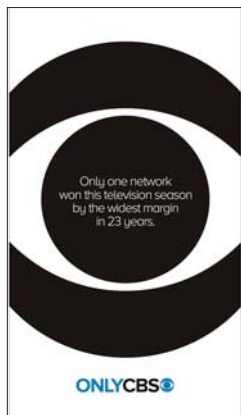


RINGING ENDORSEMENTS: (Left box) On May 16, **BLUE BLOODS** star Tom Selleck (c) was on hand with other cast members to ring the opening bell at the New York Stock Exchange to celebrate CBS's 2012-2013 Upfront presentation at Carnegie Hall (Right box) On June 29, representatives from CBS RADIO rang the closing bell of the New York Stock Exchange to celebrate WFAN-AM's 25th year of broadcasting as the tri-state area's first 24/7 sports outlet. (L-r) Chris Oliviero, Senior Vice President, Programming, CBS RADIO; Don Bouloukos, Senior Vice President/Market Manager, CBS RADIO New York; WFAN hosts Craig Carton, Steve Somers and Boomer Esiason; CBS RADIO President and CEO Dan Mason; and Anton Guitano, Chief Operating Officer, CBS Local Media.

Photos: Ben Hider

CBS CONTENT GROUP

Entertainment Segment



CBS won the 2011-2012 primetime television season by the largest margin of victory in viewers by any network in 23 years. This is the ninth time in the past 10 years that the Eye has been America's #1 network.

CBS finished the season with 11.79 million viewers, nearly three million more than its nearest competitor (Fox). CBS also placed first in A25-54 and, for the sixth consecutive year, second in A18-49, beating NBC and ABC.

In viewers, CBS had nine of the top 10 dramas including NCIS, NCIS: LOS ANGELES, THE MENTALIST, PERSON OF INTEREST, CRIMINAL MINDS, CSI: CRIME SCENE INVESTIGATION, BLUE BLOODS and HAWAII FIVE-0.

The Network also had eight of the top 10 comedies, including THE BIG BANG THEORY, TWO AND A HALF MEN, MIKE & MOLLY, 2 BROKE GIRLS, RULES OF ENGAGEMENT and HOW I MET YOUR MOTHER.

In a sign of CBS's broad reach and demographic strength across its schedule, the Network finished the season with eight of the top 25 programs in A18-49 and nine in A25-54.

Among other season highlights...

- CBS had the top new series in viewers (PERSON OF INTEREST) and top new program in A18-49 (2 BROKE GIRLS). ... NCIS was the #1 drama/scripted program in viewers for the third consecutive season and THE BIG BANG THEORY was the #1 comedy. ... CBS was #1 in viewers and key demographics in the Monday-Friday 10:00 PM, ET/PT hour leading into affiliate late local news.

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CBS RENEWS LARGE PORTION OF PRIMETIME SCHEDULE FOR FALL 2012

"CBS Revels in its Stability." -- Variety

"The first-place network continues to make bold scheduling changes." -- The Hollywood Reporter

"For top-rated CBS, the fall lineup is 'Elementary.'" -- USA Today



New shows for CBS's Fall 2012 schedule (top, l-r): the dramas ELEMENTARY, VEGAS, MADE IN JERSEY and (bottom, r) the comedy PARTNERS.



On Wednesday, May 16, CBS hosted its Fall 2012

Programming Presentation to advertisers and the press assembled at New York's Carnegie Hall. At the event, the Network announced that its top-rated schedule will serve as the springboard to introduce four series: the dramas ELEMENTARY, starring **Jonny Lee Miller** and **Lucy Liu**; VEGAS, starring **Dennis Quaid** and **Michael Chiklis**; and MADE IN JERSEY, starring **Janet Montgomery**; and the comedy PARTNERS, starring **David Krumholtz** and **Michael Urie**.

The freshman series will be joined by 19 returning shows, including the season's #1 drama/scripted program in viewers (NCIS); the #1 comedy in viewers (THE BIG BANG THEORY); the #1 new series in viewers (PERSON OF INTEREST); the #1 new series/comedy in A18-49/25-54 (2 BROKE GIRLS); the #1 news program in viewers (60 MINUTES), and the eight-time *Emmy Award* winner THE AMAZING RACE. (Source: NTI)

The other returning series are HOW I MET YOUR MOTHER, MIKE & MOLLY, HAWAII FIVE-0, NCIS: LOS ANGELES, SURVIVOR, CRIMINAL MINDS, CSI: CRIME SCENE INVESTIGATION, TWO AND A HALF MEN, CSI: NY, BLUE BLOODS, 48 HOURS MYSTERY, THE MENTALIST and THE GOOD WIFE.

Plus....

- CBS had more time period-winning programs than all the other networks combined in viewers (13), A25-54 (15) and A18-49 (12).
- CBS had six of the top 20 programs among A18-49 (tied for the most of any network).
- The broadcast of THE GRAMMY AWARDS (41.6 million) was the most-watched since 1984, and the most-watched entertainment broadcast of the 2011-2012 season.
- CBS was the #1 network in DVR lift, averaging an additional +1.41 million viewers with 7-day playback.
(All ratings source: NTI)

And... CBS won the May sweep in viewers for the 10th consecutive year and the 11th in the last 12 years ... The Sunday, July 15 premiere of BIG BROTHER won its time period in viewers and key demographics and was the night's #1 broadcast program in A18-49 and A25-54. (Source: NTI) ... **CBS Entertainment** led all broadcast networks in *Primetime Emmy* nominations, garnering 60

Sports



- Through an agreement with **ESPN**, **CBS Sports** acquired the rights to broadcast men's college basketball games from a number of major conferences, including the **Atlantic Coast Conference**, **Big 12** and **Pac-12**. The multi-year agreement begins with the 2012-2013 college hard-court season. In addition, the agreement provides for CBS Sports to broadcast the **Missouri Valley Conference Championship**.
- **CBS Sports'** final round coverage of the MEMORIAL TOURNAMENT PRESENTED BY NATIONWIDE INSURANCE on Sunday, June 3, which saw **Tiger Woods** tie **Jack Nicklaus** with 73 PGA TOUR wins, delivered the event's highest rating for the final round in eight years, up 138% from last year's tournament.

CBS ECOMEDIA BROADENS REACH WITH LAUNCH OF "WELLNESS" AND "EDUCATION" ADS



At a gala event in New York in April, **CBS EcoMedia Inc.** announced that "EducationAd" and "WellnessAd" advertisements have joined the "EcoAd" program, which provides opportunities for corporations looking to make a positive impact in the communities in which they advertise. Early participating advertisers and nonprofit partners include **General Motors, AT&T, Travelers Insurance, Ronald McDonald House Charities, Volunteers of America** and **Starlight Children's Foundation**.

CBS EcoMedia was established to channel a portion of advertising dollars into tangible and meaningful bricks-and-mortar projects which benefit local communities. The division develops and nurtures a far-reaching network of partnerships with municipal governments, school districts and nonprofit organizations nationwide, and connects them with corporations seeking to improve the quality of life in the communities they serve.

For more information go to <http://cbspressexpress.com/ecos-media/>

... **CBS Sports'** final round coverage of the AT&T NATIONAL on Sunday, July 1, which saw **Tiger Woods** win his third PGA TOUR event this season, tied with 2009 as the highest rating for the final round since the tournament was launched in 2007. (Source: NTI)

News



- In the 2011-2012 season, 60 MINUTES continued as the #1 news-magazine in HHs and viewers since the advent of people meters in 1987.
- ... FACE THE NATION posted its best deliveries in HHs, viewers and A25-54 since 2008-2009. ... CBS SUNDAY MORNING was the #1 Sunday morning news program in HHs, viewers and A25-54. ... 48 HOURS MYSTERY finished the 2011-2012 season as Saturday's #1 non-sports show in HHs, viewers and A25-54. (Source: NTI)

(Continued on page 4)

THREE NEW CBS AFFILIATES SIGNED

On July. 17, **CBS** announced that it had signed affiliation agreements with **Gray Television, Inc.**'s stations **WECP** in Panama City, FL, **WSVF** in Harrisonburg, VA, and **WIYE** in Parkersburg, WV. The affiliations for the three stations will be effective in the fall. All three new affiliates will be viewed over-the-air, on cable and on satellite television.

(CBS NEWS, continued from page 3)

- For the 2011-2012 season (9/19/11-5/23/12), the **EVENING NEWS WITH SCOTT PELLEY** was the only network evening news broadcast to post viewer gains. ... In the May 2012 sweep, **FACE THE NATION** was first in viewers and HHs (tied with NBC), posting its best May viewer delivery since May 1994 and in HHs since May 2006, while **CBS SUNDAY MORNING** was the #1 Sunday morning news program in HHs, viewers and A25-54. (Source: NTI)



Norah O'Donnell

And... CBS News Chief White House Correspondent **Norah O'Donnell** has been named co-host of **CBS THIS MORNING**, joining co-hosts Charlie Rose and Gayle King beginning this fall. ... For the sixth straight year, **CBS Radio News** won the prestigious **Radio Television Digital News Association's Edward**

R. Murrow Award for "Overall Excellence." Also winning *Murrows* were the **CBS EVENING NEWS** ("Investigative Reporting" and "Audio News Series") and **60 MINUTES** ("Video Feature Reporting") ... **CBS News** was recognized with an industry-leading number of 2011-2012 *News and Documentary Emmy* nominations. **60 MINUTES** received 34 of the Network's nods, the most for any single program.

CBS Television Distribution



- In June, **CBS Television Distribution** announced it had signed actor/comedian **Arsenio Hall**

("Celebrity Apprentice") to develop a syndicated late night talk show for fall 2013. **Tribune Broadcasting** is the anchor of the station launch group, as well as a partner in the show. Among major market stations, the show will air on CBS owned-stations **WSBK** (Boston), **KBCW** (San

CBS, SHOWTIME AND THE CW CONVERGED AT COMIC-CON 2012



CBS, SHOWTIME and **The CW** all converged at **Comic-Con 2012** (July 12-16) with star-studded panels and screenings of CBS's new drama **ELEMENTARY** and

The CW' fall series **BEAUTY AND THE BEAST**. A wide range of interactive opportunities and on-site coverage were provided by **CBS.com** and **GameSpot**. CBS's star-branded and mobile studio-equipped "**CBS Buzz Tour**" bus was at the event July 12-14.

Francisco), **WKBD** (Detroit) and **WPCW** (Pittsburgh). The new show will be produced by CBS Television Distribution, in association with **Arsenio Hall Communications Ltd.** and **Octagon Entertainment Productions**.

- CBS Television Distribution** was once again the far-and-away leader in first-run syndication in the May sweep, with eight of the top 10 programs. Among the highlights: **JUDGE JUDY** was the #1 show, growing +3% over the same sweep last year; **WHEEL OF FORTUNE** (#2) was the #1 game show, followed by **JEOPARDY!** (#3); **DR. PHIL** (#5) was the #1 talk show by a +19% margin over its nearest competitor; and **ENTERTAINMENT TONIGHT** (#4) was the #1 news-magazine. Rounding out the top 10 were **INSIDE EDITION**, **WHEEL OF FORTUNE-Weekend** (tied for #7) and **JUDGE JOE BROWN** (#9). (Source: NTI)

And... On Friday, May 11, **ENTERTAINMENT TONIGHT** hit a major milestone, airing its 8,000th episode. At its anniversary, the broadcast had been the #1 entertainment newsmagazine for 825 straight weeks. (Source: NTI)

CBS Television Studios



- For the 2012-2013 broadcast season, **CBS Television Studios** is producing or co-producing 29 series for **CBS, CW, USA** and **BET**, up

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(CBS TELEVISION STUDIOS, continued from page 4)

from this time last year. Two of CBS's four freshmen series (ELEMENTARY, VEGAS) were produced by **CBS Television Studios** and one (MADE IN JERSEY) was produced by **Sony Pictures Television** in association with CTS.

- CBS's daytime talk show THE TALK delivered impressive growth both nationally and on the CBS-owned television stations during the May sweep. Nationally THE TALK averaged 2.31 million viewers and 1.0/6 among W25-54, +9% in viewers compared to last May. Nearly all of the CBS-owned stations saw year-to-year growth among W25-54. (Source: NTI)

And... THE GOOD WIFE has cast in recurring roles in season four *Emmy Award* and *Tony Award*-winning actor **Nathan Lane** ("The Producers"); *Emmy Award*-nominated actress **Maura Tierney** ("ER," "Rescue Me"); *Emmy* and *Tony Award* winner **Kristen Chenoweth**, **Amanda Peete** ("Whole Nine Yards") and British actor **Marc Warren** ("Hustle," "Mad Dog"). ... *Academy* and *Emmy Award*-winning actress **Christine Lahti** ("Chicago Hope") has been cast in a recurring role on HAWAII FIVE-0, which begins its third season this fall. ... *Emmy*-nominated actress **Jeanne Tripplehorn** ("Big Love") joins the cast of CRIMINAL MINDS this fall.

CBS Studios International



- **International Streaming...** **Telecom Italia** announced a non-exclusive licensing agreement that allows subscribers to instantly stream CBS content in Italy on the **Cubovision** platform. The new on-demand service, called "CBS," is the first branded subscription channel from CBS Studios International in the Italian market.

- In the past several months **CBS Studios International** has signed contract extensions with **ProSiebenSat.1** for exclusive rights in Germany, Austria and Switzerland to all new U.S. series CBS is to produce over the next few years, as well as with **SBS Broadcasting B.V.** for the free-to-air rights in The Netherlands for CBS Studios International's series for multiple years. ... The exclusive free and basic U.K. TV

THE CW: UPFRONT & CENTER



On May 17, **The CW** President **Mark Pedowitz**, unveiled the Network's 2012-2013 primetime schedule to advertisers, affiliates and the national media at the New York City Center. Five new dramas were introduced -- three for the fall and two for mid-season -- with relatable characters and breakout stars.

Fall 2012: EMILY OWENS, M.D. stars **Mamie Gummer** as a surgical intern who discovers to her dismay that working in a hospital feels an awful lot like high school (premiering Tuesday, Oct. 2, 9:00-10:00 PM) ... ARROW stars **Stephen Amell** ("Private Practice") as the popular **DC Comics** character (premiering Wednesday, Oct. 10, 8:00-9:00 PM) ... BEAUTY AND THE BEAST stars **Kristin Kreuk** ("Smallville") as a homicide detective and **Jay Ryan** ("Terra Nova") as a doctor with a dark side (premiering Thursday, Oct. 11, 9:00-10:00 PM). BEAUTY AND THE BEAST is from **CBS Television Studios** and EMILY OWENS, M.D. is from CTS and **Warner Bros. Television**.

Mid-Season: CULT, a psychological thriller, stars **Matt Davis** ("The Vampire Diaries") as a journalist looking for his brother, who went missing after becoming obsessed with a hit TV show about a menacing cult leader. ... THE CARRIE DIARIES stars **AnnaSophia Robb** ("Soul Surfer") as the iconic Carrie Bradshaw growing up in the 1980s.

In Addition... The CW's summer schedule includes two new reality series. THE NEXT, executive produced by hip-hop icon **Queen Latifah** and **Dave Broome** ("The Biggest Loser") will premiere Thursday, August 16, 9:00-10:00 PM; and OH SIT!, a fun, high-stakes, high-octane musical chairs competition will premiere Wednesday, August 15, 8:00-9:00 PM. Also on tap is the summer debut of AMERICA'S NEXT TOP MODEL: COLLEGE EDITION, on Friday, August 24.

rights for CBS's new dramas VEGAS and ELEMENTARY have been licensed to **Sky**, the most comprehensive multichannel, multi-platform television service in the U.K. and Ireland. VEGAS will premiere on **Sky Atlantic HD** and ELEMENTARY will premiere on **Sky Living HD** in fall 2012. ... New Zealand's **Prime TV** has signed a

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(CBS STUDIOS INTL., continued from page 5)

multi-year deal which gives it exclusive free-to-air broadcasting rights to a broad range of CBS Studios International series beginning with the new slate of programs for fall of 2012. ... CBS Studios International and Japan's **Avex Broadcasting & Communications** announced a new multi-year, non-exclusive agreement for CBS programming to be available on AVEX's subscription video-on-demand service available to **DOCOMO** mobile subscribers for their smartphones and tablets.



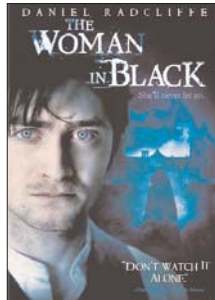
Ted Danson, accepting CSI's award for being the world's most-watched show.

And For the fifth time in the past seven years, **CSI: CRIME SCENE INVESTIGATION** was named the most-watched show in the world at the **52nd Monte Carlo Television Festival**. (Source: Eurodata TV Worldwide)

CBS Films

CBS FILMS

● **THE WOMAN IN BLACK**, the hit **CBS Films** ghost story starring **Daniel Radcliffe** that scared up more than \$54 million at the box office, was released on Blu-ray and DVD by **Sony Pictures Home Entertainment** on May 22.



● **Upcoming Releases...** CBS Films' next feature film, **THE WORDS** (the official 2012 **Sundance Film Festival** selection), is scheduled for release nationwide

on Sept. 7. "The Words" stars **Bradley Cooper** and **Zoë Saldana**, *Oscar* winner **Jeremy Irons**, **Dennis Quaid**, **Olivia Wilde** and **Ben Barnes**. ... On Nov. 16, the comedy **SEVEN PSYCHOPATHS** opens wide. Written and directed by *Oscar*-winner **Martin McDonagh** ("In Bruges"), the film follows a struggling screenwriter (**Colin Farrell**) who inadvertently becomes entangled in the Los Angeles criminal underworld after his oddball friends (**Christopher Walken** and **Sam Rockwell**) kidnap a gangster's (**Woody Harrelson**) beloved Shih Tzu. The film co-stars **Abbie Cornish**, **Tom Waits**, **Olga Kurylenko** and **Zeljko Ivanek**.

On The Acquisition Front... In July, CBS Films announced it had secured the screen rights to the iconic "Deus Ex" videogame franchise from **Square Enix**. The primary template for the film will be the latest entry in the Deus Ex franchise, "Deus Ex: Human Revolution," which launched to universal acclaim in 2011, ranking #1 across global sales charts and earning more than 100 industry awards.

CBS Interactive



● The **CBS Television Network's** success in the 2011-2012 season was reflected in success online. **CBS.com** was the #1 network (broadcast & cable) website, drawing more viewers than any other network for 43 consecutive months (Source: comScore VideoMetrix). Across all networks (broadcast and cable), CBS had five of the top 20 broadcasts for social media comments, more than any other network: **THE GRAMMY AWARDS** (#1 overall), **THE ACM AWARDS** (#13), **THE VICTORIA'S SECRET FASHION SHOW** (#17), **THE MASTERS®** on CBS (#18) and **THE PEOPLE'S CHOICE AWARDS** (#20). (Source: Bluefin Labs)

● In June, **CNET** launched its first long-form broadcast-quality online video series, "Always On," with executive editor **Molly Wood**. The show, which extreme-tests tablets, smartphones and other tech gadgets, is offered on multiple platforms, and can be viewed on **YouTube**, **Roku**, **LG Smart TVs** (and **LG Smart TVs** with **GoogleTV**), **Livestream.com**, **TiVo**, **Samsung Smart TVs**, **iTunes** and **CNET's Android** and **iOS** mobile apps.

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- In a move which ramps up **CBS Interactive Games'** position in the rapidly growing category of eSports and live gaming, the unit announced two new partnerships on May 31. For **Own3d**, one of the largest streamers of live gaming competitions and events in the world, CBS Interactive Games will exclusively sell advertising promotions and sponsorships, and will also be the exclusive online broadcaster of the professional eSport organization, **American Star League**.

- In July, [ZDNet](#) combined its English language sites – U.S., U.K., Australia and Asia – to become a single resource to help IT professionals during their decision-making process by delivering 24/7 breaking news, reviews and insights all in one place. The site allows marketers to optimize commercial opportunities and seamlessly execute campaigns on a local, regional and global level.

And... In addition to having a high-profile presence at **Comic-Con 2012** (page 4), [GameSpot](#) provided comprehensive coverage of E3 2012, the world's premier trade show for the gaming industry. ... In June, [CBSSports.com](#) hosted the first-ever developer challenge aimed at the fantasy sports industry designed to spur the creation of apps to be used by millions of fantasy football players around the world. ... Also in June, **Verizon Wireless** rolled out their Viewdini mobile video app, powered by CBS Interactive's [TV.com](#). [Metacritic](#)'s show and movie review rankings are also included in the app.

Cable Networks Segment



- **Showtime Networks (SHOWTIME, The Movie Channel and Flix)** ended the second quarter of 2012 with 74.6 million subscriptions, up 5 million subscriptions from the same time last year. SHOWTIME subs continue to show strong growth, +5% year-to-year. (Source: SNL Kagan)

- Continuing to build upon the Network's existing lineup of acclaimed and award-winning drama series -- including **HOMELAND**, **DEXTER®**, **SHAMELESS** and **THE BORGSIAS** -- SHOWTIME is adding in 2013 two more one-hour original series to the premium channel's lineup. **RAY DONOVAN** stars *Emmy* and *Golden Globe Award*



RAY DONOVAN star **Liev Schreiber (l)** and **MASTERS OF SEX** stars **Michael Sheen** and **Lizzy Caplan**.

nominee **Liev Schreiber** in his first series regular role, along with **Jon Voight** and **Elliott Gould**. **MASTERS OF SEX** stars *Emmy* and *BAFTA Award* nominee **Michael Sheen** and acclaimed actress **Lizzy Caplan**, who portray the real-life pioneers of the science of human sexuality **William Masters** and **Virginia Johnson**. *Emmy* and *Golden Globe Award*-winning actor **Beau Bridges** and *Emmy*-winner **Margo Martindale** appear in the pilot.

- In July, viewers nationwide were able to sample online and via mobile the season premieres of the SHOWTIME original comedy series **WEEDS** and **EPISODES** before their debuts on the network. The shows were available on **Facebook**, **YouTube**, **iPhone**, **iPod Touch®**, **NOOK® Tablet** and **Android iTunes** and the SHOWTIME Social app for **iPad**.



Jeremy Irons starring as **Pope Alexander VI** in **THE BORGSIAS**.

- SHOWTIME has ordered a third season of **THE BORGSIAS**, the series about Vatican intrigue and Renaissance drama starring **Jeremy Irons** in his *Golden Globe Award*-nominated role. Ten episodes will premiere in 2013.

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(CABLE, continued from page 7)

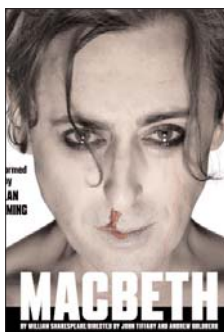


● **CBS Sports Network** provided more than 100 hours of original programming, news, highlights and analysis of the **2012 NCAA Division I Men's Basketball Tournament**, including onsite coverage of the Final Four in New Orleans' Fulton Square.... In July, CBS Sports Network and the **United Football League** announced an agreement that will bring the four-year-old league's games to a national television audience. Coverage kicks off on Wednesday, Sept. 19. ... In early April, the Network premiered **ROME**, a new weekday show hosted by veteran sports personality **Jim Rome**, and launched its first season of professional lacrosse coverage.

Publishing

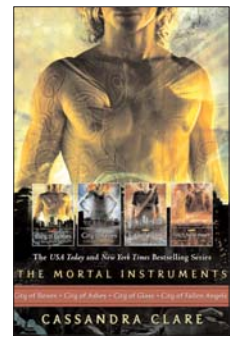
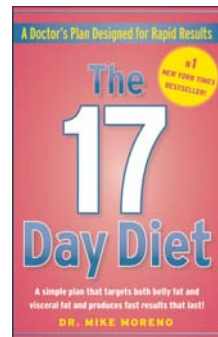


● **Pocket Books**, America's first paperback publisher, has relaunched its **Pocket Star** line as an eBook-only imprint that will continue to feature best-selling and rising authors in popular genres including women's fiction, romance, thrillers, urban fantasy and mystery. The imprint is launching with titles from its Spring and Summer lists, featuring authors **V. C. Andrews, Nathan Dodge, Cindy Gerard, Laura Griffin, Sabrina Jeffries, Carrie Lofty** and **Michael R. Underwood**, among others. Pocket Books will remain home to mass market authors published in both print and electronic formats.



● **S&S** has made available as ebooks the entire canon of **Shakespeare's** plays in the widely used and highly regarded **Folger Shakespeare Library** series...**Simon & Schuster Audio** published in July **William Shakespeare's** **MACBETH**, interpreted and performed in a limited engagement at New York's Lincoln Center by **Tony Award-winning** and **Emmy-nominated** actor **Alan Cumming** (**THE GOOD WIFE**). The program is available in both CD and downloadable formats.

● On May 6, **Mike Moreno's** **THE 17 DAY DIET** (**Free Press** imprint) celebrated its one-year anniversary on The New York Times Advice, How-To Bestseller list. On the same day, **Cassandra Clare's** **THE MORTAL INSTRUMENTS** (**Margaret K. McElderry** imprint) marked its own one-year anniversary on the New York Times Children's list.



● **Walter Isaacson**, author of **STEVE JOBS**, has won the *Gerald Loeb Award for Distinguished and Financial Journalism*.

● S&S imprints had two Los Angeles Times *Book Prize* winners: 11/22/63 by **Stephen King** won in the Mystery/Thriller category and **GRAND PURSUIT** by **Sylvia Nasar** won in the Science/Technology category.

And Coming Soon... S&S will publish in April 2013 a new book by the award-winning actress and New York Times bestselling author **Carol Burnett** ("The Carol Burnett Show"). ... S&S will publish in January 2013 *Pulitzer Prize*-winner **Taylor Branch's** new book **THE KING YEARS: HISTORIC MOMENTS IN THE CIVIL RIGHTS MOVEMENT**. S&S has also acquired world rights for the publication of **THE LAWGIVER**, a new novel by legendary bestselling author **Herman Wouk** ("The Caine Mutiny")... **Gallery Books** announced a January 2013 publication for **I RHODA BOOK**, a memoir by four-time *Emmy Award*-winning actress **Valerie Harper** ("The Mary Tyler Moore Show"/"Rhoda"). Gallery also plans to publish in October **UGGIE -- MY STORY**, based on the canine star of the *Oscar*-winning film "The Artist." ... Atria has acquired two books from bestselling self-published author **Jamie McGuire**. The first, **BEAUTIFUL DISASTER**, was published immediately as an Atria ebook. Atria also announced the September publication of **Cyndi Lauper: A Memoir**, by the *Grammy Award*-winning recording artist.

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THE CBS LOCAL GROUP

CBS Television Stations



- The **CBS Television Stations** collectively had their strongest May sweep in many years. Twelve of the group's CBS stations ranked first or a close second in primetime. Additionally, CBS had the only network-owned station group with year-to-year ratings growth in late night news. (Source: NSI)



- On July 2, recently acquired independent station **WLNY-TV** New York, launched three hours of daily local newscasts. **LIVE FROM THE COUCH**, a new local news and talk show featuring a mix of news, talk, entertainment and lifestyle segments, airs weekdays from 7:00-9:00 AM. In addition, the station debuted **WLNY NEWS AT 9:00 PM**, the New York market's first local newscast in the 9:00 PM hour.

And... On June 28, **CBS 3 (KYW-TV)**, the Philadelphia market's first television station, celebrated its 80th anniversary.



CBS Radio

- In an initiative that establishes what will be the nation's most-



listened-to sports radio network across the Top 50 markets, on June 21 **CBS**

announced the creation of **CBS Sports Radio**, a 24-hour, seven-day-a-week lineup of national programming from premier entities **CBS RADIO** and **CBS Sports**. The new network will both enhance CBS's existing sports properties and extend the national reach of the CBS Sports and CBS RADIO brands to additional outlets across the country. CBS Sports Radio will reach listeners in nine of the nation's top 10 markets, with a cumulative audience at debut of close to 10 million listeners -- nearly 90% of them located in Top 50 markets. Programming will be led by the award-winning team at CBS RADIO, which owns

CBS LOCAL DIGITAL MEDIA



The Web Marketing Association recognized **CBS Local**

Digital Media for three of its groundbreaking new mobile apps: **YourDay** iPad application, which recently launched on iPhones and Android devices ("Best Regional Mobile Application"); **Audio Roadshow** ("Best Broadcasting Mobile Application") and **SpotDash** ("Best Leisure Mobile Application").

and operates #1-rated sports stations such as **WFAN-AM** New York, **WSCR-AM** Chicago, **WIP-FM** Philadelphia, **WBZ-FM** Boston and **WXYZ-FM** Detroit, among others. For a full list of the CBS Sports Radio's affiliate stations, go to <http://tinyurl.com/7526ne5>.



- On June 28, CBS RADIO station **WODS 103.3** Boston launched a new format programmed for listeners of contemporary pop, pop rhythm and dance music. The station is also available on-air, online (www.1033ampradio.com) and via mobile apps. In a related announcement, listeners who enjoy classic hits can hear all their favorite songs from the '60's, '70's, and '80's on the HD multicast channel of **WODS (WODS 103.3 HD-2)**. The station is also available online at www.wods.com. ... Also in June, **WPHT-AM** Philadelphia announced a new lineup featuring *Pulitzer Prize*-winning author and pundit **Buzz Bissinger**.

- **KCBS-AM** San Francisco and **CBS Radio News** won the prestigious **Radio Television Digital News Association's Edward R. Murrow Awards** for Overall Excellence. Other CBS RADIO winners included **KMOX-AM** St. Louis (Audio Breaking News Coverage).

And... In July, **WFAN-AM** New York celebrated 25 years as the first and most-listened-to sports radio station in the nation. ... Also in July, **WCBS-FM** New York marked 40 years of playing the Big Apple's Greatest Hits.

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CBS Outdoor Segment



- CBS Outdoor has unveiled MyCBSOutdoor.com, a comprehensive account and campaign

management site that delivers a new level of personalized online service to clients. The site offers users a powerful inventory search, proposal and file exchanges, details on rates, access to photosheets, and online payment options to make managing outdoor advertising campaigns easier. MyCBSOutdoor.com is available to local, national and agency clients and is distinctive in the outdoor advertising industry in that it centralizes the capabilities of CBS Outdoor into an easily navigable collaboration portal.

- The division continues to build out large-format digital billboards, as well as new state-of-the-art digital display spaces recently installed at subway entrances around Manhattan. These are paid advertising messages that also include breaking news about route changes and other important MTA messages.



CBS OUTDOOR augmented reality display in New York's Times Square.

- Using social media sites in conjunction with outdoor campaigns, CBSO is generating added impressions for clients and igniting interest in the Outdoor medium and its capabilities from prospective advertisers. Among the recent initiatives, CBS Outdoor advertising featured on social media sites such

as Facebook and Twitter included **GAP's** "Be Your Own T" campaign, the **Atlanta Hawks'** 10 week **NBA** season digital "Trash Talk" campaign, and **Tic-Tac's** augmented reality stacked billboard in New York's Times Square.

And ... CBS Outdoor International has launched "Interactive Europe," the largest-ever European study into the interactive behaviors of Out of Home advertising

CBS CONSUMER PRODUCTS



CBS Consumer Products has partnered with **Media 10** to launch the first **Star Trek** Convention in the United Kingdom in 10 years. The convention, entitled "Destination Star Trek London," will feature, for the first time together on stage, all five captains (above): **William Shatner** (Captain Kirk, "Star Trek: The Original Series"); **Sir Patrick Stewart** (Captain Picard, "Star Trek: The Next Generation"); **Avery Brooks** (Captain Sisko, "Star Trek: Deep Space Nine"); **Kate Mulgrew** (Captain Janeway, "Star Trek Voyager"), and **Scott Bakula** (Captain Archer, "Star Trek: Enterprise"). In addition, the convention will feature guest talks, autograph opportunities, photo shoots with the stars, replica sets, prop displays, future fashion shows, stunt demonstrations, costume displays, themed parties and more. The convention will run from Oct. 19 - Oct 21 at London's **Excel Exhibition Center**.

And... CBS Consumer Products has partnered with **Lemon**, a major producer in the Iberian Peninsula, to bring the "CSI: Live" stage show, based on CBS's hit TV franchise, to Europe. The tour, which began in May in Lisbon, made stops at several cities in Portugal and Spain before winding up on June 5.

audiences. ...In France **CBSO France** has installed an impressive temporary, fully-lit 154m canvas in the center of the Paris fashion district on the Place des Victoires, and billboards in the city of **Vannes** have been retained. ... In August, **CBS Outdoor Chile** will have for advertisers the most sophisticated audience-measuring tools in the region provided by **Ipsos**, including reliable audience levels, reach and frequency numbers, as well as qualitative aspects about CBS's entire out of home catalog.

(Continued on page 11)

CBS OUTDOOR AT THE LONDON OLYMPICS



In an outdoor media first for London, CBS Outdoor UK has wrapped the entire front of Stratford train station for the duration of the London 2012 Games in partnership with Olympic sponsor, Lloyds TSB bank.

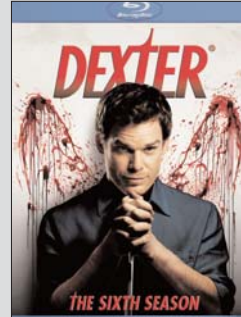
As the official outdoor media provider to London 2012, advertisers have been utilizing CBS Outdoor inventory across London during the Olympic Games to capture the millions of spectators that will be passing through the city. Featured is an Olympic-themed vinyl installation -- one of the largest installations Outdoor has ever commissioned -- that has been put in place at Stratford Station on behalf of one of the UK's biggest banks and top-tier Olympic sponsor, Lloyd's TSB. It is anticipated that seven million out of the 10 million Olympic spectators will pass the display due to its location directly next to the Olympic Park. ... CBS Outdoor UK has also launched Site 76, a new digital billboard situated on one of Europe's busiest motorways -- the M4 motorway in London. The billboard is the only landscape digital asset on the motorway, with an audience reach of 76 million people annually.

CBS HOME ENTERTAINMENT



On July 24, CBS Home Entertainment released for the first time on Blu-ray STAR TREK: THE NEXT GENERATION-THE FIRST SEASON. The release features all-new content, including an in-depth, three-part documentary on the conception, development and creation of the show and features new interviews with the *Enterprise* cast and crew. A series panel at Comic-Con on July 12 revealed before and after images and offered an exclusive preview of the special features.

To promote the Blu-ray release, on July 23 CBS Home Entertainment and NCM Fathom Events presented in select movie theatres nationwide a very special one-night "Star Trek: The Next Generation 25th Anniversary Event," featuring two of the most popular episodes from the storied first season: "Where No One Has Gone Before" (Ep. 106) and "Datalore" (Ep. 114).



And... On Aug. 14, SHOWTIME Networks and CBS Home Entertainment will release on Blu-ray and DVD the complete sixth season of SHOWTIME's most-watched series, DEXTER, starring *Golden Globe* winner Michael C. Hall.

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.cbcorporation.com, in the "News" and "Investors" sections, respectively.

STATISTICAL INFORMATION

Second Quarter 2012

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

CBS Network Time-Period-Winning Programs ⁽¹⁾

<i>60 Minutes</i>	<i>NCIS: Los Angeles</i>
<i>The Big Bang Theory</i>	<i>NYC 22</i>
<i>Blue Bloods</i>	<i>Person of Interest</i>
<i>CSI</i>	<i>Survivor: South Pacific</i>
<i>CSI: NY</i>	<i>Undercover Boss</i>
<i>The Mentalist</i>	<i>Unforgettable</i>
<i>NCIS</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 season-to-date average from 09/19/11-5/23/12.

CBS Radio Revenue Ranking in Top 10 Markets ⁽⁴⁾

Market	Rank
New York	No. 1
Los Angeles	No. 2
Chicago	No. 1
San Francisco	No. 1
Dallas	No. 3
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 year-to-date Apr 2012, per Miller, Kaplan, Arase & Co., LLP.

TV Production (Network and First-Run) ⁽²⁾

<i>90210 (CW)</i>	<i>The Game (BET)</i>
<i>Amazing Race (CBS)</i>	<i>The Good Wife (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>Gossip Girl (CW)</i>
<i>Beauty and the Beast (CW)</i>	<i>Hart of Dixie (CW)</i>
<i>Blue Bloods (CBS)</i>	<i>Hawaii Five-0 (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>Made in Jersey (CBS)</i>
<i>CSI (CBS)</i>	<i>NCIS (CBS)</i>
<i>CSI: NY (CBS)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>Common Law (USA)</i>	<i>The Next (CW)</i>
<i>Cult (CW)</i>	<i>Rules of Engagement (CBS)</i>
<i>Dogs in the City (CBS)</i>	<i>Survivor (CBS)</i>
<i>Elementary (CBS)</i>	<i>The Talk (CBS)</i>
<i>Emily Owens M.D. (CW)</i>	<i>Vampire Diaries (CW)</i>
<i>Friend Me (CBS)</i>	<i>Vegas (CBS)</i>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in, and/or distribute as of 6/30/12. New shows are in bold.

First-Run Syndication Programs

Dr. Phil	Jeff Probst (Fall 2012)
The Doctors	Jeopardy!
Entertainment Tonight	Jeopardy! Weekend
Entertainment Tonight Weekend	Judge Joe Brown
Excused	Judge Judy
Inside Edition	Mr. Food
Inside Edition Weekend	Rachael Ray
The Insider	Wheel of Fortune
The Insider Weekend	Wheel of Fortune Weekend

Showtime Networks Subscriptions ⁽³⁾

(In Millions)	2Q '12	2Q '11
Showtime Networks	74.6	69.6

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 6/30/12.

Simon & Schuster's New York Times Best Sellers ⁽⁵⁾

Title	Author	Rank	Weeks on List
Print Hardcover Fiction:			
<i>The Next Best Thing</i>	Jennifer Weiner	5	2
Print Hardcover Nonfiction:			
<i>Cowards</i>	Glenn Beck and Kevin Balfe	6	5
<i>The Presidents Club</i>	Nancy Gibbs and Michael Duffy	8	11
<i>Mick</i>	Christopher Andersen	9	1
<i>Steve Jobs</i>	Walter Isaacson	12	37
Print Paperback Nonfiction:			
<i>A Stolen Life</i>	Jaycee Dugard	3	2
<i>The Glass Castle</i>	Jeannette Walls	5	279
Advice, How-To and Miscellaneous Hardcover:			
<i>The 17 Day Diet</i>	Mike Moreno	2	61
Print Children's Picture Books:			
<i>The Fantastic Flying Books of Mr. Morris Lessmore</i>	William Joyce	1	4
Print Children's Chapter Books:			
<i>Between the Lines</i>	Jodi Picoult and Samantha van Leer	3	3
Print Children's Paperback Books:			
<i>The Perks of Being a Wallflower</i>	Stephen Chbosky	3	6
Print Children's Series			
<i>Dork Diaries</i>	Rachel Renee Russell	2	41
<i>The Mortal Instruments</i>	Cassandra Clare	9	64
E-Book Fiction:			
<i>The Next Best Thing</i>	Jennifer Weiner	15	2
E-Book Nonfiction:			
<i>Steve Jobs</i>	Walter Isaacson	6	38
<i>A Stolen Life</i>	Jaycee Dugard	9	34
<i>Mick</i>	Christopher Andersen	12	1
<i>The Glass Castle</i>	Jeannette Walls	15	46
<i>Becoming Sister Wives</i>	Kody, Meri, Janelle, Christine and Robyn Brown	16	3
<i>The Presidents Club</i>	Nancy Gibbs and Michael Duffy	17	12
Combined Print & E-Book Fiction			
<i>The Next Best Thing</i>	Jennifer Weiner	14	2
Combined Print & E-Book Nonfiction			
<i>A Stolen Life</i>	Jaycee Dugard	7	1
<i>The Glass Castle</i>	Jeannette Walls	10	23
<i>Steve Jobs</i>	Walter Isaacson	12	38
<i>Mick</i>	Christopher Andersen	15	1

(5) Source: *The New York Times*. Data as of 7/29/12.

STATISTICAL INFORMATION

Second Quarter 2012 – 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 June 30, 2012

Market and Market Rank ⁽¹⁾	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 WLNY-TV	UHF UHF	CBS Independent	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Los Angeles, CA ⁽²⁾ #2—Radio #2—Television	KCBS KAMP KNX KROQ KRTH KTWV	FM FM AM FM FM FM	Adult Hits 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 KZDG ⁽³⁾ KFRC	AM FM FM FM AM FM	News Contemporary Hit Radio Alternative Rock Hot Adult Contemporary Indian Talk/Music News	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks
Dallas-Fort Worth, TX #5—Radio #5—Television	KLUV KMVK KJKK 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
Washington, D.C. #7—Radio	WIAD WLZL WJFK WPGC WNEW WNEW	FM FM FM FM AM FM	Hot Adult Contemporary Spanish Sports Urban News/Talk News				Billboards, Subway/Rail, Bus, Malls, Digital In- Store Networks
Philadelphia, PA #8—Radio #4—Television	KYW WIP WOGL WPHT WIP	AM AM FM AM FM	News Sports Classic Hits News/Talk Sports	KYW-TV WPSG-TV	UHF UHF	CBS The CW	Billboards, Malls, Digital In-Store Networks
Atlanta, GA #9—Radio #9—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

STATISTICAL INFORMATION

Second Quarter 2012 – Continued

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

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot Adult Contemporary News Contemporary Hit Radio Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS MyNetworkTV	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 Talk 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, Malls, Digital In- Store Networks
Seattle-Tacoma, WA #13—Radio #12—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
Phoenix, AZ #14—Radio	KOOL KZON KMLE	FM FM FM	Classic Hits Contemporary Hit Radio Country				Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks
Puerto Rico #15—Radio							Billboards
Minneapolis, MN #16—Radio #15—Television	WCCO KMNB KZJK	AM FM FM	News/Talk Country 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	KEGY KYXY	FM FM	Contemporary Hit Radio Adult Contemporary				Billboards, Street Furniture, Malls, Digital In-Store Networks
Tampa-St. Petersburg, FL #18—Radio #14—Television	WLLD WQYK WQYK WYUU WRBQ WHFS	FM FM AM FM FM FM	Rhythmic Contemporary Hit Radio Country Sports Spanish Classic Hits Sports	WTOG-TV	UHF	The CW	Billboards, Malls, Digital In-Store Networks
Nassau-Suffolk, NY ⁽⁴⁾ #19—Radio							Billboards, Subway/Rail, Bus, Digital In-Store Networks
Denver, CO #20—Radio #17—Television				KCNC-TV	UHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks
Baltimore, MD #21—Radio #27—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks

STATISTICAL INFORMATION

Second Quarter 2012 – Continued

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

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #22—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Billboards, 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 News/Talk				Malls, Digital In- Store Networks
Pittsburgh, PA #25—Radio #23—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 2012 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2011.
- (2) As required by the FCC, the Company assigned KFVB-AM to a divestiture trust. The Company is a beneficiary of the trust. The trustee is operating the radio station and is responsible for selling the radio station to a third party.
- (3) KZDG-AM in San Francisco, California, is programmed by a third party through a time brokerage agreement.
- (4) Submarket of New York City. The Company's New York City radio and television stations serve Nassau-Suffolk.

STATISTICAL INFORMATION

Second Quarter 2012 – 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	Seven Days
60 Minutes	Diagnosis Murder	Laverne & Shirley	Seventh Heaven
The 4400	The Division	Little House on the Prairie	Showtime Championship Boxing
The Andy Griffith Show	Everybody Loves Raymond	The Love Boat	Sister Sister
The Amazing Race	Everybody Hates Chris	MacGyver	Sleeper Cell
America's Next Top Model	Family Ties	Matlock	Soul Food
Any Day Now	Frasier	Medium	Star Trek: Deep Space Nine
Barnaby Jones	The Game	Melrose Place	Star Trek: Enterprise
Becker	Get Smart	Mission Impossible	Star Trek: Next Generation
The Beverly Hillbillies	Ghost Whisperer	Moesha	Star Trek: Original
Beverly Hills 90210	Girlfriends	Mork & Mindy	Star Trek: Voyager
Blue Bloods	Gomer Pyle, USMC	My Three Sons	Survivor
Bonanza	The Good Wife	Nash Bridges	Taxi
Brady Bunch	The Guardian	NCIS	This American Life
Brotherhood	Gunsmoke	NCIS Los Angeles	Touched by an Angel
Caroline in the City	Half & Half	Numb3rs	The Tudors
Charmed	Happy Days	The Odd Couple	The Twilight Zone
Cheers	Hawaii Five-O	One On One	The Wild Wild West
Clueless	Highlander	The Parkers	Wings
Combat!	Hogan's Heroes	Penn & Teller	Undercover Boss
Criminal Minds	The Honeymooners	Perry Mason	
CSI: Crime Scene Investigation	Hot in Cleveland	Queer as Folk	
CSI: Miami	I Love Lucy	Rawhide	
CSI: New York	JAG	Sabrina the Teenage Witch	

* 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 ⁽¹⁾	Global Reach ⁽²⁾	Global Rank ⁽³⁾
CBS Interactive Web Sites	247 Million	17%	#12

(1) Source: comScore Media Metrix. Monthly average of global unique visitors for the second quarter of 2012. The use of comScore data for the measurement of global unique monthly visitor activity commenced in the first quarter 2011. Previously, the Company used CBSi internal data for reporting purposes.

(2) Source: comScore Media Metrix. Monthly average of global reach for the second quarter of 2012.

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 247.3 million for June 2012.

CBS Interactive Web Sites

CBS.com	Last.fm
CBSNews.com	MaxPreps
CBSSports.com	Metacritic
CBS College Sports	Metrolyrics
CBS Interactive International Media Web Sites	mySimon
CBS Radio Station Web Sites	Search.com
CBS Television Station Web Sites	SmartPlanet
CHOW	TechRepublic
CNET	TV.com
GameSpot	UrbanBaby
TheInsider.com	ZDNet

CBS Audience Network Distribution Partners

AT&T	Metacafe
Bing	MSN
Comcast/Fancast	Roku
Dish	TVGuide.com
IMDb	Windows Media Center
Mefedia	Yahoo!
Veoh	YouTube

STATISTICAL INFORMATION

Second Quarter 2012 – Continued

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

CBS SPORTS NETWORK Online Partners as of July 27, 2012

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 • baylorbears.com
Boise State • *coming soon* (2013)
Boston College • bceagles.com
Boston University • goterriers.com
Bucknell • bucknellbison.com
California • calbears.com
UC Davis • ucdavisaggies.com
UCLA • uclabruins.com
UCF • ucfathletics.com
Cincinnati • gobearcats.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
Fayetteville State • fsuBroncos.com
Florida Atlantic • fausports.com
Florida State • seminole.com
Fordham • fordhamsports.com
Fresno State • gobulldogs.com
George Washington • gwsports.com
Georgetown • guhoyas.com
Georgia • georgiadogs.com
Georgia Gwinnett • ggc.edu (Coming Soon)
Georgia Tech • ramblinwreck.com
Grand Valley State • gvsulakers.com
Houston • uhcougars.com
Illinois • fightingillini.com
UIC • uicflames.com
Illinois State • goredbirds.com
Indiana • iuhoosiers.com
Iowa • hawkeyesports.com
Johns Hopkins • hopkinnsports.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 • uoflports.com
Loyola (MD) • loyolagreyhounds.com
Loyola Marymount • lmulions.com
Loyola Chicago • loyolaramblers.com
Marquette • gomarquette.com
Marshall • herdzone.com
Maryland • umterps.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com
Memphis • gotigersgo.com

Michigan State • msuspartans.com
Michigan • mgoblue.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 (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
Rice • riceowls.com
St. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
San Diego • usdtoreros.com
San Diego State • goaztecs.com
Siena • sienasaints.com
South Carolina • gamecocksonline.com
South Dakota • *coming soon* (June 2012)
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 – texasports.com
UT-Arlington • utamavs.com
UTEP • utepathletics.com
TCU • gofrogs.com
Texas Tech • texastech.com
Tulane • tulanegreenwave.com
Tulsa • tulsahurricane.com
Utah • utahutes.com
Utah State • utahstateaggies.com
Utah Valley • wolverinegreen.com
Vanderbilt • vucommodores.com
Villanova • villanova.com
Virginia • *coming 6/14/12*
Wake Forest • wakeforestsports.com
Washington • gohuskies.com
Washington State • wsucougars.com
Western Carolina • catamountsports.com
Western Washington • wwwuvikings.com
Wisconsin • uwbadgers.com
Wisconsin-Milwaukee • uwmpanthers.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
Great West Football • greatwestconference.org
Kraft Fight Hunger Bowl • kraftfbowl.org
IMG College • imgcollege.com
MAACO Bowl Las Vegas • lvbowl.com
Mountain Pacific Sports Federation • mpsfsports.com
Mountain West Conference • themwc.com
NACDA • nacda.com
Patriot League • patriotleague.com
West Coast Conference • wccsports.com

Affiliates

American Legion
ASA/USA Softball
Butler
BYU
Cal State Northridge
East Tennessee State
Florida
International Baseball Federation
Liberty
Lynn
National Fastpitch Coaches Association
Rutgers (Launch TBD)
Valparaiso
Virginia Commonwealth
Virginia Tech
West Virginia