

CBS CORPORATION update

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CBS CORPORATION KEY DEVELOPMENTS: AUG.-OCT. '09

**PRIMED FOR SUCCESS:
CBS SCHEDULE LEADS NEW SEASON IN HHs, VIEWERS & A25-54!**



CBS's top franchise in the new primetime television season -- NCIS and NCIS: LOS ANGELES

Powered by a winning primetime line-up of regularly scheduled programming, CBS is #1 in HHs, viewers and A25-54 in the new television season.

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(Television, continued from page 1)



THE GOOD WIFE -- the #2 most-watched new program and new drama in the new season.

In viewers. CBS has grown its audience by 1% over last year, benefiting from the #1 program, scripted series & drama (NCIS), the #1 new program & new drama (NCIS: LOS ANGELES), the #1 comedy (TWO AND A HALF MEN), the #1 news magazine (60 MINUTES), and the #2 new program & new drama (THE GOOD WIFE). CBS has five of

Top 10 primetime programs, as many as all other networks combined: #1 (NCIS), #4 (NCIS: LOS ANGELES), #7 (THE MENTALIST), #8 (CSI) and #9 (CRIMINAL MINDS). CBS is also #1 on more nights (Tue, Wed, Thu, & Fri) than all other networks combined, and has the #1 program on four nights, again more than all the other networks combined: Tuesday (NCIS), Wednesday (CRIMINAL MINDS), Friday (GHOST WHISPERER) and Saturday (48 HOURS MYSTERY). CBS claims 11 time period-winning programs, more than all other networks combined.

In A25-54. CBS has seven of the top 10 programs (more than all other networks combined), and has 12 time period winning programs, again more than all the other networks combined.

In A18-49. CBS has three of the top 10 programs (tied for most of any network), and has nine time period-winning programs (more than all other networks combined).

(Source: NTI 09/21/09 – 11/01/09)

More Eyes to "The Eye" Thanks to DVRs...

Primetime season-to-date, CBS leads the competition in DVR playback lift (+1.18 million viewers). CBS has three of the top five most played back programs: # 2 THE MENTALIST (+2.88m), #4 CSI (+2.22m) and #5 NCIS (+2.02m). In A25-54, CBS has four of top 10 programs with the most lift, more than any other network.

(Source: NTI, 09/21/09 – 10/18/09)

CABLEVISION AND CBS REACH COMPREHENSIVE CONTENT CARRIAGE AGREEMENT



CBS and **Cablevision** announced on Oct. 9 a comprehensive content carriage agreement under which **CBS** and **Showtime Networks'** programming will be available to Cablevision's three million subscribers in New York, New Jersey and Connecticut. In the New York metropolitan market, Cablevision will continue to carry CBS owned **WCBS-TV (CBS 2)**, while its customers in central and southern New Jersey will receive Philadelphia's **KYW (CBS 3)** and **WPSG (CW 57)**. In addition, the agreement provides for continued carriage of the **CBS College Sports Network**.



In Late Night...

In Late Night... In a major shift in late night ratings, the LATE SHOW with DAVID LET-

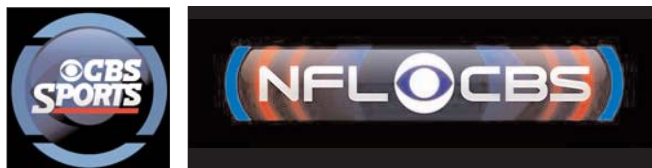
TERMAN has overtaken "The Tonight Show" in HHs, viewers and key demos. Season-to-date, compared to last year, LATE SHOW has improved its competitive position against "The Tonight Show" to +72% in HHs (compared to -15% last year), to +76% in viewers (+1.92m, compared to -16% in 2008), to +27% in A25-54 (compared to -6% in 2008) and to +10% in A18-49 (compared to -8% in 2008) ... Season-to-date, compared to last year, THE LATE LATE SHOW with CRAIG FERGUSON has improved its competitive position against "Late Night" by double-digit percentages in HHs and viewers (compared to being tied last year). In A18-49, LATE LATE SHOW and "Late Night" are tied (in 2008, CBS trailed NBC by 14% in this demo). (Source: NTI, September 21, 2009 to October 23, 2009, most current).

And... **CBS** has given full season orders to two of its new shows, NCIS: LOS ANGELES and THE GOOD WIFE, the top two new series of the 2009-2010 season.. CBS has also ordered an additional five episodes of its freshman comedy ACCIDENTALLY ON PURPOSE, bringing its season order to 18.

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(Television, continued from page 2)

Sports



- In September, **CBS Sports** began its 50th year of broadcasting the **NFL** with a lineup highlighted by **Super Bowl XLIV** on February 7, 2010 from Miami (the 17th time the Network has aired the Super Bowl, the last being in 2007). CBS Sports' coverage of THE NFL ON CBS through the first seven weeks of the season is averaging 16.0 million viewers, a 3% increase compared to a year ago. This is the highest number for the NFL on CBS seven weeks into the season since the NFL returned to CBS in 1998. It's also the highest average for the NFL ON CBS at this point in the season since 1993 when CBS broadcast the NFL's NFC game package. (Source: NTI)

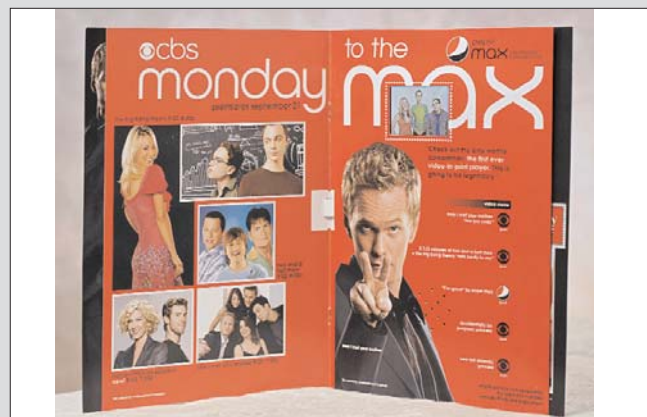


CBS Sports' coverage of the SEC ON CBS after eight telecasts (through 10/31) is up 39% from 2008. This is CBS Sports' highest rating at this point in the college football season since college football returned to the Network in 1996. It is also the closest margin (one-tenth of a household rating point) that CBS Sports has been to ABC since college football returned to the Network in 1996. (Source: NTI)

- **LG Electronics USA** is the latest company to become an **Official NCAA Corporate Partner**, giving it exclusive category marketing and promotional rights related to all 88 NCAA championship events across 23 different sports, including the NCAA Division I Men's Basketball Championship and NCAA Football Championships. (Note: *CBS Sports has all the rights to NCAA corporate marketing*).

- A total of 55.8 million viewers (Persons 2+) watched all-or-part of CBS's **U.S. Open Tennis Championships** coverage, an increase of 24% from last year's Open. The Men's Final was seen in all-or-part by 14.6 million viewers (Persons 2+), an increase of 118% from last year's Final. (Source: NTI)

CBS DEBUTS 1st TV VIDEO IN PRINT AD



To promote the Sept. 21 debut of the Network's Monday night comedy lineup -- HOW I MET YOUR MOTHER, TWO AND A HALF MEN, THE BIG BANG THEORY and the new comedy series ACCIDENTALLY ON PURPOSE, **CBS** mounted a state-of-the-art entertainment marketing breakthrough -- **VIP (Video-in-Print) technology**, the first-ever use of video in a print advertisement. CBS's VIP ad also showcased **Pepsi Max**, the first diet cola for men. The ad was packaged as a multi-page spread in select copies (NY and LA) of the Fall TV Preview issue of **Entertainment Weekly**, with a video introduction that featured THE BIG BANG THEORY's **Kaley Cuoco**, **Jim Parsons** and **Johnny Galecki** explaining how to use the VIP player. CBS's innovative print-digital VIP initiative generated a great deal of press coverage, including articles in **The Wall Street Journal**, **USA Today**, **The Financial Times**, **The Los Angeles Times**, **The Hollywood Reporter**, **AP**, **Bloomberg**, **Advertising Age**, **Adweek**, **Broadcasting & Cable**, **Wired**, **TV Technology** and the **BBC** among others.



- In September, for the second consecutive year, **CBS College Sports Network** and **MaxPreps.com** (a leading high school sports site) launched a comprehensive lineup of high school football programming, including the return of the weekly football recruiting studio show, **MAXPREPS LEMMING REPORT**, hosted by high-school and college football expert **Tom Lemming**. ...In August, CBS College Sports Network kicked off its seventh season of college football with a comprehensive lineup of 43 games, featuring the best of the Mountain West Conference, Conference USA, Navy, Army and NCAA Division II. All games are broadcast in
(Continued on page 4)

EYE ON SHOWTIME



Subscribers continued to grow for all SHOWTIME Channels

(**Showtime, The Movie Channel**

and **Flix**) for the third quarter of 2009. Showtime subscribers grew to 17.5M as of 9/30/09. TMC subscribers grew to 18 million as of 9/30/09. Flix grew to 25.1 million as of 9/30/09. Total subscribers are 60.6 million. (Source: SNI's September close results)

And...

- In an initiative that provides marketers with another opportunity to sample and target a dynamic mobile advertising audience, in October **SHOWTIME NETWORKS** announced the launch of its free **iPhone** application, which is now available to consumers directly through the Apple app store. Powered by **Transpera**, the largest mobile video delivery and ad network in North America, the application allows fans to view full episodes and video clips from critically acclaimed SHOWTIME original series, including the new season premiere episodes of **DEXTER** and **CALIFORNICATION**, along with the *Emmy Award*-winning **UNITED STATES OF TARA**, plus **WEEDS**, **NURSE JACKIE**, **THE TUDORS**, **TRACEY ULLMAN'S STATE OF THE UNION** and **PENN & TELLER: BS!**, among others. The new application also provides programming schedules for all SHOWTIME channels, as well as games, podcasts and show soundtracks.

- On Oct. 25, on the heels of the record-breaking premiere of the 4th season of the *Emmy*® nominated series **DEXTER**, SHOWTIME launched an exclusive animated webisode series entitled "Dexter: Early Cuts" on <http://www.sho.com/earlycuts> and Showtime On Demand. In addition to the webisodes, SHOWTIME has created several other innovative initiatives in digital media to support the new season of **DEXTER**, including a **YouTube** game called "Where's Dexter," based on the popular "Where's Waldo" concept. Additionally, fans can "Dexterize" their **Facebook** page (www.Dexterize.com), and via www.DextersChangeTheBaby.com replace the face of Dexter's new baby with their own images.



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(Television, continued from page 3)

High Definition. ... In July, CBS College Sports Network and the **Army Athletic Association** announced an exclusive five-year agreement, guaranteeing live television coverage of every Army home football game. CBS College Sports Network is now the home of the nation's service academy football teams, exclusively featuring **Army** and **Navy** home football contests and several **Air Force** games through its **Mountain West Conference** partnership.

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(SHOWTIME, continued)

- SHOWTIME is picking up a fourth season of **CALIFORNICATION**, with 12 new episodes scheduled to premiere in 2010. Also announced for 2010 are: **THE C WORD** (working title), a provocative new half-hour series about a woman diagnosed with cancer starring three-time *Academy Award*-nominee and three-time *Emmy*® winner **Laura Linney**; **EPISODES**, a send-up of the television industry starring **Matt LeBlanc** from creators **David Crane** ("Friends," "The Class") and **Jeffrey Klarik** ("The Class," "Mad About You"); and a 10-episode documentary series from *Academy Award*-winning director **Oliver Stone**. In addition, SHOWTIME has ordered a pilot from *Emmy Award*-winning television and film producer **John Wells** ("ER") based on the long-running British series "Shameless" and starring *Academy Award*-nominee **William H. Macy**.

- Building on its successful Primetime *Emmy* streaming of its original programming to the **Academy of Television Arts and Sciences** (ATAS) members in 2008, SHOWTIME is making its awards eligible programming available via streaming to voting members of the **Screen Actors Guild** (SAG), the **Producers Guild of America** (PGA), the **Writers Guilds of America, East and West** (WGAW), and the **NAACP** (*Image Awards*). Following the introduction of the "Screening Room" to ATAS members last March, SHOWTIME's *Emmy* nods jumped 38%, garnering more series nominations (28) than any other cable network. The Network went on to win a record six *Emmys*, including Outstanding Actress in a Comedy Series (**UNITED STATES OF TARA's Toni Collette**). Additional award organizations participating in the streaming are **American Cinema Editors**, the **Art Directors Guild** and the **Cinema Audio Society**.

(Television, continued from page 4)

News



- In September, CBS News announced plans to support and enhance

its world-class foreign reporting through an exclusive arrangement with international news site **GlobalPost** currently comprising 70 correspondents located in more than 50 countries around the world.



- **CBS News** has partnered

with **Channel One Network**, the preeminent news and content provider for teens, to form a production unit. The arrangement creates a new outlet and audience for CBS News, whose in-house production unit, **CBS News Productions**, will co-produce Channel One's longstanding, award-winning "Channel One News" broadcast, which reaches more than six million middle and high school students nationwide daily.

- A **CBS News** application has been launched for **iPhone** and **iPod touch** users that delivers breaking news, video, and instant access to **Twitter** feeds on hot topics from CBS reporters. The new app also offers dedicated sections for each of CBS News' award-winning broadcasts, featuring full-length episodes on-demand and access to CBSNews.com original programming. (For more Mobile news, see page 10)

CBS Television Distribution



- For the first four weeks of the new season, **CBS Television Distribution** holds eight of the top 10 spots in the weekly first-run syndicated program rankings. **THE OPRAH WINFREY SHOW** remains the #1 talk show in syndication; **ET**



WHEEL OF FORTUNE, the #1 show in syndication

**CBS CONSUMER PRODUCTS
CBS HOME ENTERTAINMENT**

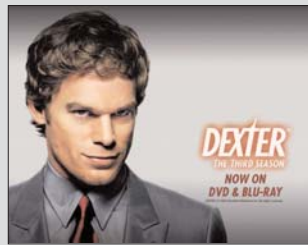


On Sept. 12, CSI creator Anthony E. Zuiker (with member's of the show's cast) cut the "crime scene" ribbon at the opening of CBS Consumer Products' CSI: The Experience museum in Las Vegas.

CBS CONSUMER PRODUCTS:

- In September, the cast and executive producers of CSI attended **CBS Consumer Products' CSI: THE EXPERIENCE** interactive exhibit grand opening at the **MGM Grand Hotel & Casino** on the Las Vegas Strip – the setting of the original CSI television series. ... Earlier this year, CBS Consumer Products and **RWS & Associates Entertainment** teamed up to launch a live, interactive stage show inspired by the hit CBS reality series **SURVIVOR** at theme parks across the country. ... On Oct. 10, 2009, **STAR TREK THE EXHIBITION** opened for a limited time in Hollywood, co-presented by the **Event Agency**.

CBS HOME ENTERTAINMENT



- In Oct., CBS Home Entertainment's "DEXTER: The Complete Third Season" won a **Reaper Award** for Best TV Boxed Set. The 2009 **Reapers**, hosted by **Home Media Magazine** and **DreadCentral.com** and honors the best horror DVDs and Blu-ray discs of the year.

is the top entertainment newsmagazine; **WHEEL OF FORTUNE** is the #1 show in syndication; **INSIDE EDITION** is the #1 newsmagazine; **JUDGE JUDY** is the #1 court show; and **THE DOCTORS** posted the largest growth vs. same time last year of any talk show in syndication. (Source: NSS)

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- In September 2009, CTD sold a new weekend half-hour viral web show, SMASH CUTS, in syndication to stations in 95% of the country. The weekend hour, which consists of two fast-paced half-hour episodes, has been sold in all of the top 30 markets to stations in the **Tribune, CBS Television Stations** and **CW** 100+ station groups. The show, which launched the week of September 27, airs primarily on CW affiliates, including **WPIX-TV** in New York, **KTLA-TV** in Los Angeles and **WGN-TV** in Chicago.



Rachael Ray

- In Oct, CTD's RACHAEL RAY was renewed through the 2011-2012 season in 90% of the country. The show is now cleared in 28 of the top 30 markets, including the top three markets on **WABC-TV** New York; **KCBS-TV** Los Angeles; and **WGN-TV**, Chicago. In August the broadcast, now in its fourth season, picked

up its second straight *Daytime Emmy Award* for Outstanding Talk Show/Entertainment.

CBS Studios International



MIPCOM DEALS: At MIPCOM, the international television convention in Cannes, France (Oct. 5-9), **CBS Studios International** concluded the following deals:

- **Viasat Broadcasting**, the largest free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics, secured the exclusive free-TV rights for **NCIS: LOS ANGELES** for airing during spring 2010 on its free-TV channels, TV3 in Sweden, Norway and Denmark. In addition, Viasat renewed a multiple year licensing deal which includes the new seventh season of **NCIS** and the new twelfth cycle of The CW's **AMERICA'S NEXT TOP MODEL** (both series for Sweden, Norway and Denmark). Plus renewals were agreed to for **Dr. PHIL** (Norway and Denmark), **THE OPRAH WINFREY SHOW** (Sweden and Norway) and **THE DOCTORS** (Denmark). Re-licensed were **EVERYBODY LOVES RAYMOND** (Sweden and Denmark), **KING OF QUEENS** (Norway) and previous seasons of **STAR TREK: The New Generation** (Norway).

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EYE ON THE CW



Now in its fourth season, **The CW** is delivering year-to-year growth in its target demographic of W18-34 (+11%). Leading

the charge is The CW's break-out hit series **THE VAMPIRE DIARIES**, which has already become the network's #1 show. The combination of **VAMPIRE DIARIES** and **SUPERNATURAL**, which is scoring solid growth in season 5, has led The CW to double-digit gains on Thursdays versus last year in its core audience of young adults and women. Other successes on The CW schedule this season include consistent reality hit **AMERICA'S NEXT TOP MODEL**, which continues to rank second in its time period in young women, and **SMALLVILLE**, which is delivering some of the network's best ratings in over a year in its new Friday home. (Source NTI, through 10/25/09)

And... With its tech savvy audience, The CW Network continues to reap the benefits of the proliferation of the **DVR** (now in one-third of American homes). Once all DVR playback is factored in, The CW is delivering the largest ratings increase on a percentage basis than any broadcast network. With all of The CW shows seeing double-digit increases in Live+7 this season, the biggest gainers among W18-34 include: **90210** (+94%), **MELROSE PLACE** (+66%), **GOSSIP GIRL** (+58%) and **THE VAMPIRE DIARIES** (+67%). (Source: Nielsen live-plus 7 day ratings vs. live only viewing, 9/8/09 to 10/18/09)

In addition...

- The CW Network and **CBS Mobile** have launched two new CW applications on the **iTunes App Store** that allow users to watch short-form videos and engage with their favorite CW shows and characters. The "CW City Wize" application, sponsored by Target, is a mobile city guide that provides CW fans with maps that highlight actual locations seen or talked about on The CW's hit shows **GOSSIP GIRL**, **90210** and the new **MELROSE PLACE**. The "CWTV" application gives CW fans direct access to video clips of all CW programming, including previews, recaps, interviews with the cast, and behind-the-scenes footage of popular CW shows. Fans can also link to **iTunes** to purchase full length episodes of **GOSSIP GIRL**, **90210**, **MELROSE PLACE**, **THE VAMPIRE DIARIES**, **ONE TREE HILL**, **AMERICA'S NEXT TOP MODEL**, **SUPERNATURAL** and **SMALLVILLE**.

(Television, continued from page 6)

- A three year extension on a volume arrangement was signed with **RAI Cinema**, the biggest television company in Italy. The deal includes television series, mini series, made for television movies and feature films. This marks the first television distribution deal in Italy for **CBS Films**.

Pre-MIPCOM... In the U.K., **SKY** has acquired exclusive rights to **NCIS: LOS ANGELES**. The deal secures Sky1 HD, exclusive free and basic U.K. TV rights to the series. **NCIS: LOS ANGELES** premiered on Oct 21 in the the U.K. and Ireland. Plus, U.K.'s **Channel 4** has picked up **THE GOOD WIFE** and **ACCIDENTALLY ON PURPOSE** for broadcast in 2010.

And...

- In September, **CBS Studios International** reached an agreement to form a U.K. television partnership with **Chellomedia's** international broadcaster arm **Chello Zone** to establish



Possible creative execution for the UK CBS channel

the first branded CBS channels outside the U.S. The advertiser-supported themed channels will be created from six of Chello Zone's existing portfolio of TV channels in the U.K. The channels will secure programming from CBS's catalogue of more than 70,000 hours of drama, reality and long-form programming and will continue to acquire programming from third party suppliers.

- CBS Studios International has expanded its European presence by establishing a new branch office in Munich, Germany. The addition of the Munich office brings the total number of CBS Studios International's worldwide offices to 11.
- More than 50 journalists representing more than 40 broadcasters from around the world gathered in Los Angeles on Oct 15-18, for CBS Studios International's annual International Press Junket. Attendees toured the



Executive Producer Shane Brennan leads journalists on the set of NCIS: LOS ANGELES AT CBS Studios International's annual International Press Junket.

sets of **NCIS: LOS ANGELES** and **THREE RIVERS** and conducted interviews with the stars from 10 of CBS Studios International's series.

Television Stations

TELEVISION STATIONS DELIVERING RATINGS GROWTH:



Through the first four weeks of the new season, the **CBS Television Stations** have delivered impressive year-to-year ratings increases. In the key A25-54 demo, the group's CBS stations were collectively +16% in late news (Monday-Friday), led by **WCBS New York** (+12%), **KCBS Los Angeles** (+ 9%), **WBBM Chicago** (+43%), **KYW Philadelphia** (+4%), **KTVT Dallas-Fort Worth** (+7%), **WCCO Minneapolis-St. Paul** (+31%) and **KCNC Denver** (+43%). The group's independent stations also significantly improved their primetime (Monday-Friday) local news ratings averages in A25-54 compared to the same period last year: **KCAL Los Angeles** (+7% for its 8-10:45 PM. news), **KTXA Dallas-Fort Worth** (+25 % for its 7-9:00 PM news) and **WSBK Boston** (+33% for its 9-9:30 PM news). Overall, looking at the stations' combined local, network and syndicated programming schedules, the group's CBS stations delivered year-to-year, total day (6:00 AM – 2:00 AM) growth of 17% in A25-54 during the first four weeks of the season, led by New York +18%, Los Angeles +13%, Chicago +22% and Philadelphia +13%.

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(Television Stations, continued from page 7)



And ... On September 19, **KCBS** and **KCAL**, the largest duopoly in the country, introduced a new shared brand

("News Central") for the two stations' combined 64-plus hours of live, local newscasts each week. Featuring an increased emphasis on local news coverage, the debut of CBS 2 NewsCentral and KCAL 9 NewsCentral has thus far paid off with double-digit, year-to-year ratings increases for the duopoly's 5:00 AM, 6:00 AM, 11:00 AM, 3:00 PM, 8:00 PM, 9:00 PM, 10:00 PM and 11:00 PM newscasts. (Source: NSI Live data)

INTERACTIVE



GROWTH ACROSS LEADING BRANDS:

CBS Interactive is enjoy-

ing strong growth across its leading brands and remains ranked #12 in the U.S overall. Worldwide it is in the Top 10 in terms of unique users. Highlights include: CBSsports.com leads the way with impressive 25% year-over-year growth in unique users ... **CNET**, the leader in the Technology News category posted strong year-over-year growth in visits (59%), total minutes (58%) and unique visitors (27%) ... **CBS.com** saw a 38% jump in unique visitors and a 29% increase in visits month over month ... **Last.fm** continues impressive year-over-year growth with an 86% rise in total minutes, 58% in visits and 46% in unique visitors ... **Theinsider.com** continues impressive year-over-year growth with triple digit increases in total minutes (265%), visits (168%) and unique visitors (130%) ... **CHOW** recorded double digit year-over-year gains in unique visitors (54%), visits (53%) and total minutes (36%). (Source: comScore Media Metrix/September 2009, U.S. Data)

CBS Interactive also continues to grow its video viewers, streams and minutes, and is now the 4th largest Internet property in unique video viewers according to comScore VideoMetrix (Sept. 2009). Among the highlights: **CBS.com** remains the #1 network web site, posting double digit growth in unique viewers, videos and minutes; **CBSsports.com** experienced triple digit growth across the board; and **TV.com** posted its 10th consecutive month of

CBS INTERACTIVE MUSIC GROUP PRESENTS "LIVE ON LETTERMAN" WEBCAST WITH TIM MCGRAW



On Oct. 12, following the taping of his appearance on the LATE SHOW with DAVID LETTERMAN, country music star **Tim McGraw** performed an exclusive **CBS Interactive Music Group**, "Live on Letterman" webcast concert from the Ed Sullivan Theater. The webcast, which featured classic hits and songs from McGraw's new album, "Southern Voice," was streamed live on the LATE SHOW website http://www.cbs.com/late_night/late_show/ and was also featured live on-air and online on CBS RADIO country music stations across the country. Additionally, live and on-demand video of the concert was made available on numerous CBS properties, including Last.fm, mp3.com, TV.com, etonline.com and theinsider.com, as well as the **CBS Television Station Websites**, among others. This was the fourth time LATE SHOW has used the Ed Sullivan Theater as a concert venue, most recently when **Paul McCartney** performed from atop the Ed Sullivan Theater marquee during his webcast concert on July 15, 2009.

year over year growth in unique viewers, video streams and minutes. (Source: comScore Media Metrix/September 2009, U.S. Data)

On Oct 28, **CBS Corporation** announced that **Quincy Smith**, CBS Interactive's Chief Executive Officer, will transition to a new role with the company beginning January 2010 as he starts an independent advisory business. Among other things, Smith will continue to be closely involved in CBS's initiatives related to next-

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generation monetization of video, including oversight of the Company's effort to explore authentication as a new, additive method of distribution. **Neil Ashe** who has been President of CBS Interactive since June 2008, will continue in that position. *"I'm very pleased to extend our relationship with Quincy, who is one of the finest minds working in Interactive media today,"* said **Leslie Moonves**, President and CEO of CBS Corporation. *"Quincy helped put CBS Interactive on the map and we are now a Top 10 presence in premium content. His entrepreneurial spirit and his passion for the business have helped this Company attract some of the most creative minds working in digital media. I know he will continue to be successful in all he's yet to do, and we're very happy to have Quincy working with us in this new role at CBS."*

And...



- In October, CBS Interactive launched an industry advertising campaign that spans online and national print media. The campaign, titled "ONLY CBS INTERACTIVE," promotes its unique position as the only Internet property to have multiple #1 brands in their categories (including CNET.com, CBSSports.com, GameSpot.com and CBS.com), as well as its position as a Top 10 Internet property worldwide. The campaign encompasses ads running in industry trade publications such as **Advertising Age**, **Media Bistro** and **MediaPost**, among others, as well as spots running across a wide range of CBS Interactive sites.

Launches In The Quarter...

- **WatchList** (<http://www.tv.com/watchlist>) -- An easy way for TV fans to navigate and organize their television experience online. The initiative marks an important step in TV.com's goal to be the navigational interface for television online,
- **@KATIECOURIC** (<http://www.cbsnews.com/katiecouricshow>) -- A recurring webcast hosted by Katie Couric, Anchor and Managing Editor of the CBS EVENING NEWS featuring candid one-on-one interviews with top newsmakers from the worlds of politics, business, entertainment and more (also available as an optimized application for the Apple iPhone and iPod touch)
- "Real Life" (www.moneywatch.com) -- Where real people reveal the intimate details of their financial lives and get advice from personal finance experts including CBS MoneyWatch.com's Editor at Large **Jill Schlesinger**.
- **TODAY ON THE SPOT** (<http://www.gamespot.com/shows/today-on-the-spot>.) -- A gaming show offering sneak peaks of the hottest upcoming games, breaking news from the gaming world, game reviews, special guests, and more.
- **TV IN A FLASH** for **TV.com** and **SPORTS IN A FLASH** for **CBSSports.com**. Both shows are two-minute online wrap ups, developed jointly by CBS Interactive, sponsor **AT&T** and media agency **Mediaedge:cia**.
- Two new blogs on BNET (www.bnet.com): The Service Economy (<http://blogs.bnet.com/customer-service/>) providing insights on tools, trends, and winning tactics from companies around the world; and Entry-Level Rebel (<http://blogs.bnet.com/entry-level/>) which decodes for managers the attitudes and expectations of tech-savvy, 20-something employees.

And...

- Through September, traffic to the CBS College Sports network of official athletic sites has seen double-digit monthly gains across all metrics, including increases in unique

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visitors (+88%), visits (+93%), minutes (+108%) and page views (+93%). (comScore Media Metrix)

- In an arrangement which combines the strengths of two of the largest brands on the sports media landscape, CBS Interactive's CBSSports.com and **MaxPreps.com**, and **The Sports Illustrated Group**, including Sports Illustrated and SI.com, have forged a partnership to share and distribute various digital and print assets.
- **CBSSports.com College Network**, a leading network of official online athletic partners in college sports, has signed an interactive partnership with collegiate marketing firm **IMG College** to host and produce the University of Michigan's official athletic Web site, MGoBlue.com. The University of Michigan joins a growing number of schools under contract with CBSSports.com College Network under an agreement with IMG College, including the universities of **Arizona, Connecticut, Kentucky, Texas** and **Tennessee**.
- **48 HOURS CRIMESIDER** (www.crimesider.com), launched in mid-June, is now among the most popular blogs on CBSNews.com -- posting nearly 1.7 million unique users and 13.8 million page views for the month of September. (Source: CNET Data Warehouse)
- Another exciting season of **Fantasy Football** is underway at CBSSports.com (cbssports.com/fantasy) with a suite of Fantasy Football products that includes the award-winning Fantasy Football Commissioner.
- Two of CBS Interactive's sites -- **Last.fm** (www.last.fm) and **Metacritic** (www.metacritic.com) -- have been chosen by **Time.com** to be among the "50 Best Web sites for 2009."

On The Mobile Front



- **MaxPreps.com** has launched a site sponsored by the **United States Air Force** and accessible through any browser enabled handset. MaxPreps is also now featured in SI.com's High School

section and is the engine for the iconic **Sports Illustrated Faces in the Crowd** franchise (print and digital).

- A new SURVIVOR mobile site and **Palm Pre** application has been made available for **Sprint** customers.
- CBS Sports' entire 2009 **Southeastern Conference** college football schedule is being streamed on the new CBS Sports: College application for **iPhone** and **iPod touch** users.
- A NFL application has been dedicated to CBSSports.com Fantasy Football.
- For **The CW** two applications have been launched, CW City Wize and CWTV (see page 6)

RADIO



SALES COMPLETED: On Sept. 30, in a deal that furthered CBS's strategy to divest

small to mid-size market radio stations and focus on large markets, the Company announced that it had completed the previously announced sale of four radio stations, KINK-FM, KUPL-FM, KUFO-FM and KCMD-AM in Portland, Ore., to Alpha Broadcasting for \$40 million in cash. Said CBS RADIO President and CEO **Dan Mason**: *"I am pleased that we were able to secure another attractive deal for our valuable radio assets. With this sale of our Portland stations - our third deal in the past eight months for a total of 12 station sales - we're another step closer to our goal of focusing primarily on the nation's largest markets where we see the most long-term promise. The marketplace for station sales is improving, so we expect to make further progress on that goal going forward."*

CBS RADIO EXPANDS IN HD: Four of CBS RADIO's most recognizable and listened to stations -- **WFAN (AM)** New York, **KROQ-FM** Los Angeles, **WBZ-FM** Boston & **KSCF-FM** San Diego -- are being made available to HD Radio receivers in a number of markets outside of their broadcast area. On Friday, Oct. 30, New York's WFAN Sportsradio 66 The Fan, the most listened to sports

(Continued on page 11)

(CBS RADIO, continued from page 10)

station in the country, became available to listeners in three Florida cities: **WOCL-FM HD3 (105.9)** Orlando, **WLLD-FM HD3 (94.1)** Tampa and **WEAT-FM HD3 (104.3)** West Palm Beach. also on 10/30, the World Famous KROQ in Los Angeles, the nation's most listened to rock station, launched in the San Diego area through **KSCF-FM HD2 (103.7)**. In turn, **KSCF-FM (Sophie @103.7)** has been made available to Los Angeles audiences via **KAMP-FM HD2 (97.1)**. Early in Dec., sports fans in Hartford will find **WBZ-FM**, The Sports Hub, on their local **WTIC-FM HD3 (96.5)**.

Launches & Formats

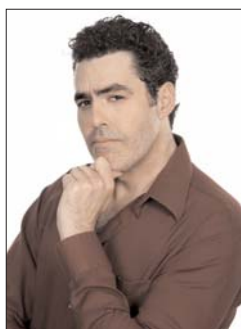


- In October, the **CBS Interactive Music Group** launched **Last.fm Discover** (<http://www.last.fm/group/Last.fm+Discover>) a new streaming and HD radio station dedicated to and influenced by the music discovery site www.last.fm. Listeners can access the station through Last.fm and select CBS RADIO station web sites, as well as CBS RADIO's streaming platform, including its partnerships with **AOL Radio** and **Yahoo! Music Radio**. The station can also be heard on mobile applications on the **iPhone**, **iPod Touch** and select **Blackberry** devices. Music fans with HD Radio receivers are able to interact with the multicast station broadcast on CBS RADIO's **WWFS-FM (102.7 HD2)** New York, **KCBS-FM (93.1 HD2)** Los Angeles, **WXRT-FM (93.1 HD3)** Chicago and **KITS-FM (105.3 HD3)** San Francisco.

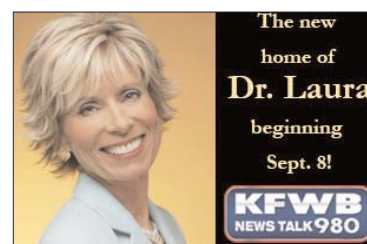
- Building on the popularity of CBS RADIO's leading all-sports stations, which have shown more than a 20% increase in audience share in the first six months of 2009, in July CBS RADIO launched "98.5 The Sports Hub" in Boston, and "106.7 The Fan" in Washington, DC. Both stations are available on-air, online and via numerous mobile smartphones devices, including the **iPhone** and **Blackberry**. They join CBS RADIO's growing roster of FM sports properties, including market leaders **WFAN** New York, "**The Score**" Chicago, **WIP** Philadelphia and "**The Ticket**" Detroit. CBS RADIO's sports stations are giving advertisers a proven opportunity to reach a captive upscale male audience.

- In October, CBS RADIO launched Detroit's newest Top 40 hit music station -- **AMP RADIO (98.7 WVMV-FM)**. This marks the second AMP radio station in the CBS RADIO portfolio to launch this year, and the 12th Contemporary Hit Radio formatted radio station overall. Just seven months after its debut in February, **KAMP-FM** Los Angeles is the fastest growing radio station in the market and a top choice among A18-34. (Source: Arbitron Sept. '09) ...Also in October, dance station, Pulse Radio MOVIN99.7, launched in San Francisco on-air, online (<http://www.movin997.com/pulse>) and via MOVIN 99.7 (**KMVQ**) HD2 on HD radio receivers.

- In September, CBS RADIO's top-rated "**Acoustic Sunrise**" program launched in New York, Houston, Washington, D.C. and Hartford. The show, which plays the best acoustic songs and in-studio cuts from CBS RADIO's vast portfolio of Hot Adult Contemporary stations, has been a weekly staple of Sunday mornings in Boston for the past 12 years and continues to be a strong performer in both the Arbitron diary and PPM ratings services. ... Also in September, WFNA 1660 AM Charlotte, NC became "America's Talk **WBCN 1660AM**," featuring such well known on-air personalities as **Glenn Beck**, **Michael A. Smerconish**, **Sean Hannity**, **Jason Lewis**, **Michael Savage**, **John Gibson** and **Phil Hendrie**. ... And Sports Radio 610AM WFNZ Charlotte changed its name and logo to **610AM The Fan** with the station lineup remaining virtually unchanged.



Adam Carolla



And... In September CBS RADIO announced a partnership with comedian/TV star/radio host/actor and entertainer **Adam Carolla** to present his popular podcast to listeners and fans nationwide. World-renowned radio host and best selling author, **Dr. Laura Schlessinger**

(Continued on page 12)

(CBS RADIO, continued from page 11)

has joined the KFVB lineup as the centerpiece of the station's new news-talk format. The station has also entered into an exclusive multi-year radio broadcast rights agreement with the **Los Angeles Clippers** covering all pre-season, regular season and post-season games. ... **92.3 NOW** New York (<http://923now.com>) won the **Web Marketing Association's 2009 WebAward Competition** in the Best Radio Web site category.

OUTDOOR



NEW CHIEF EXECUTIVE OFFICER NAMED:

In August, **Antonio Alonso** was named **CBS Outdoor's** Chief Executive Officer. Alonso, who previously served as CBS Outdoor's Chief



Antonio Alonso

Development Officer, oversees an international portfolio of outdoor businesses. Previously he played a key role in managing CBS Outdoor's 2008 acquisition of the **International Outdoor Advertising Group**, the leading out-of-home advertising company in the fast-growing South America market.



Tirso Navarro

In Other Executive News.... In September, **Tirso Navarro** was named President, CBS Outdoor Latin America, the regional unit that now includes Mexico, Puerto Rico and South America. He previously served as Director General for CBS Outdoor Mexico. The aggregate reach of CBS in the region is now more than 360 million or

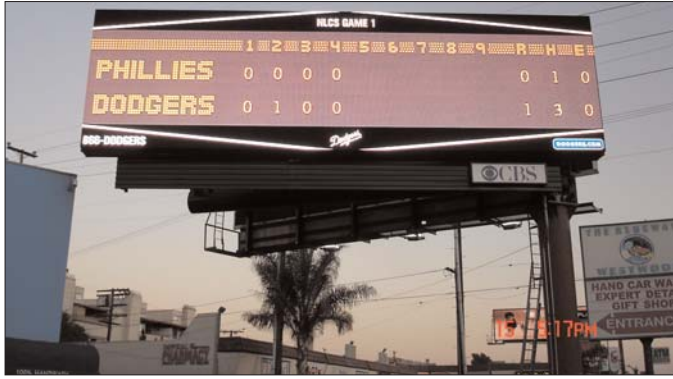
almost $\frac{3}{4}$ of the region's population, with more than 18,000 advertising faces located within most of the region's major cities.

And...



- Just in time for back-to-school, **Foot Locker** launched their "Cash for Kicks" sweepstakes on multiple CBS Outdoor formats nationwide, as well as on several CBS Internet sites. Included were traditional billboard and rail media, plus ads on the screens in more than 4000 **GameStop TV** locations. Additionally, **txt2go**, CBS Outdoor's mobile platform, fueled the sweepstakes component, which awarded over 700 prizes. Foot Locker also sent entrants a mobile coupon and provided an option to receive future promotions via text message.

(Continued on page 13)



● On Oct. 15, the **Los Angeles Dodgers** began transmitting National League Championship Series home game scores in real time via a number of CBS Outdoor digital billboards throughout L A for the first time in the club's history.

● The new **CBS Outdoor** Latin American organization is delivering the benefits of an integrated regional team and synergy results. Several best practices from CBS' global businesses are being shared and implemented in all key areas, including sales, operations, development and finance. In the commercial area, the **Uruguayan Ministry of Tourism** campaign in which CBS offered a 15-city, multi-product campaign across the region was a win-win for everyone. On the product side, several projects are underway aimed at delivering better services as well as operational efficiencies, including an upgrade of our tri-vision offering to slide-in graphics technology, a resizing and reformatting of selected sites to maximize value, and an improvement of the billboard illumination systems.



THE VOOK AND OTHER PARTNERSHIPS: in October, **Atria Books** partnered with **Vook** to introduce readers to a revolutionary reading format that blends text and video into a single, inte-

grated and uninterrupted reading and viewing experience. The vook uses high-quality, professionally produced video to add depth to the practical information offered in non-fiction and uses text and video interdependently to advance the plot and enhance the sense of place in



In an exclusive interview on Beet.tv, Judith Curr, Executive VP and Publisher of Atria Books, explains the new vook concept and provides examples that illustrate how the technology adds to the book reading experience. To watch the video click on "View Clip" button or go to <http://www.beet.tv/2009/09/simon-schuster-has-gamechanging-platform-for-digital-bookvideo-hybrid.html#top>

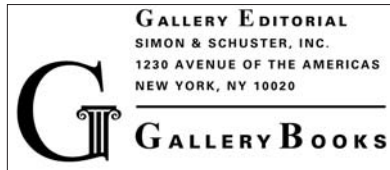


fiction books. The first four

vooks are available for purchase for desktops and laptops and as iPhone/iPod Touch applications.

And...

● Simon & Schuster has established partnerships with many of the Web's largest video sites, including **YouTube, MySpace, and MSN Video**, as well as such book social networking sites as **GoodReads** and **Living Social**, to show videos of S&S authors.



● In Oct., Simon & Schuster announced the creation of **Gallery Books**, a new imprint that will join

together as one brand S&S's **Pocket Books** hardcover and trade paperback lines with **Simon Spotlight Entertainment**. Gallery's first titles will be published in Spring 2010.

● Working with **CBSi's TV.com Mobile**, S&S Digital has created a mobile channel, called "Authors Revealed," for **TV.com's iPhone** app. The channel can carry 20 select entertainment/pop culture-related videos and is automatically updated each week.

● In an example of moving rapidly to capitalize on public interest, **UNMASKED: THE FINAL YEARS OF MICHAEL JACKSON** by veteran journalist and author **Ian Halperin** (Simon Spotlight Entertainment) went on sale in July, a mere 3 weeks after the star's death. The book was a #1 New York Times bestseller in its first week.

Publishing, continued from page 13)

- In September, S&S introduced www.simonandschuster.net to serve the specialized requirements of the academic and library community.
- A major worldwide on-line marketing campaign was launched for all formats of **Philippa Gregory's** THE WHITE QUEEN in advance of the book's Aug.18 global publication by S&S's **Touchstone** imprint in the U.S. and Simon & Schuster's publishing companies in Canada, the UK and Australia.
- England's Web User Magazine named simonandschuster.co.uk the best of the best new Web sites.

CBS FILMS



- EXTRAORDINARY MEASURES starring **Brendan Fraser** ("Crash"), **Harrison Ford** ("Indiana Jones" series) and **Keri Russell** ("Bedtime Stories"), written by **Robert Nelson Jacobs** ("Chocolat"), produced by **Michael Shamberg, Carla Santos Shamberg** and **Stacey Sher** ("Erin Brockovich"), directed by **Tom Vaughan** ("What Happens in Vegas") will debut nationwide January 22, 2010. The film was previously referred to as THE UNTITLED CROWLEY PROJECT. A theatrical trailer will debut in theatres nationwide in November.
- THE BACK-UP PLAN starring **Jennifer Lopez** ("Shall We Dance") and **Alex O'Loughlin** ("Three Rivers"), written by **Kate Angelo** ("Will & Grace"), produced by **Todd Black, Jason Blumenthal** and **Steve Tisch** ("The Pursuit of Happyness"), directed by **Alan Poul** ("Swingtown"), is now set to open March 12, 2010. A theatrical trailer for the film will debut in theatres in December.
- BEASTLY starring **Alex Pettyfer** and **Vanessa Hudgens** ("High School Musical"), produced by **Susan Cartsonis** ("What Women Want") and written and directed by **Daniel Barnz** ("Phoebe In Wonderland"), will debut nationwide on July 30, 2010. A theatrical trailer of the film will debut in theatres in November.



EXTRAORDINARY MEASURES stars **Harrison Ford and Brendan Fraser.**



THE BACK-UP PLAN stars **Jennifer Lopez and Alex O'Loughlin.**



Vanessa Hudgens and Alex Pettyfer star in **BEASTLY.**

#####

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.

STATISTICAL INFORMATION

September 2009

Select sample information for descriptive purposes only

CBS Network Time-Period-Winning Programs ⁽¹⁾

<i>CSI: Miami</i>	<i>The Mentalist</i>
<i>CSI: New York</i>	<i>NCIS</i>
<i>Criminal Minds</i>	<i>NCIS: Los Angeles</i>
<i>Ghost Whisperer</i>	<i>Numb3rs</i>
<i>The Good Wife</i>	<i>Survivor: Samoa</i>
<i>Medium</i>	

(1) 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 09/21/09-11/01/09.

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

<i>America's Next Top Model (CW)</i>	<i>NCIS (CBS)</i>
<i>Big Brother (CBS)</i>	<i>90210 (CW)</i>
<i>The Bridge (CBS)</i>	<i>Numb3rs (CBS)</i>
<i>Cold Case (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>Survivor (CBS)</i>
<i>CSI (CBS)</i>	<i>Accidentally on Purpose (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>Good Wife (CBS)</i>
<i>CSI: NY (CBS)</i>	<i>Melrose Place (CW)</i>
<i>Flashpoint (CBS)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>Gary Unmarried (CBS)</i>	<i>Three Rivers (CBS)</i>
<i>Ghost Whisperer (CBS)</i>	<i>Vampire Diaries (CW)</i>
<i>Gossip Girl (CW)</i>	<i>Life UnExpected (CW mid-season)</i>
<i>Medium (CBS)</i>	

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in and/or distribute as of 11/05/09. New shows in bold.

First-Run Syndication Programs	
<i>Dr. Phil</i>	<i>Jeopardy! Weekend</i>
<i>The Doctors</i>	<i>Judge Joe Brown</i>
<i>Entertainment Tonight</i>	<i>Judge Judy</i>
<i>Entertainment Tonight Weekend</i>	<i>Mr. Food</i>
<i>Inside Edition</i>	<i>The Oprah Winfrey Show</i>
<i>Inside Edition Weekend</i>	<i>Rachael Ray</i>
<i>The Insider</i>	<i>Smash Cuts</i>
<i>The Insider Weekend</i>	<i>Wheel of Fortune</i>
<i>Jeopardy!</i>	<i>Wheel of Fortune Weekend</i>

Showtime Networks Subscribers ⁽³⁾

(in millions)	3Q '08	3Q '09
Showtime Networks	57.7	60.6

(3) Showtime Networks. Includes Showtime, The Movie Channel and FLIX.

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. 2
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 September 2009, per Miller, Kaplan, Arase & Co., LLP.

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

Title	Author	Rank	Weeks on List
Hardcover Fiction:			
<i>Pursuit of Honor</i>	Vince Flynn	2	1
<i>Half Broke Horses</i>	Jeannette Walls	7	2
<i>Her Fearful Symmetry</i>	Audrey Niffenegger	14	3
Hardcover Nonfiction:			
<i>Arguing with Idiots</i>	Glenn Beck	2	4
<i>The Greatest Show on Earth</i>	Richard Dawkins	7	4
<i>The Time of My Life</i>	Patrick Swayze and Lisa Niemi	10	3
<i>America for Sale</i>	Jerome R. Corsi	11	1
<i>High On Arrival</i>	Mackenzie Phillips	12	4
Paperback Trade Fiction:			
<i>Handle with Care</i>	Jodi Picoult	9	5
Paperback Mass-Market Fiction:			
<i>Just After Sunset</i>	Stephen King	5	4
<i>Extreme Measures</i>	Vince Flynn	12	7
<i>Night of Thunder</i>	Stephen Hunter	20	2
Paperback Nonfiction:			
<i>Glenn Beck's Common Sense</i>	Glenn Beck	3	19
<i>The Glass Castle</i>	Jeannette Walls	4	148
Advice, How-To and Miscellaneous Hardcover:			
<i>Jim Cramer's Getting Back to Even</i>	James J. Cramer	1	1
Children's Chapter:			
<i>Tricks</i>	Ellen Hopkins	5	8
<i>Leviathan</i>	Scott Westerfeld	6	2
<i>Hush, Hush</i>	Becca Fitzpatrick	10	1
Children's Paperback			
<i>Dark Visions</i>	L.J. Smith	2	6
<i>Thirst No. 1</i>	Christopher Pike	4	11
<i>Cloudy with a Chance of Meatballs: Junior Novelization</i>	Stacia Deutsch and Rhody Cohon	10	5
Children's Series:			
<i>Night World</i>	L.J. Smith	10	38

(5) *The New York Times*, 11/01/09

STATISTICAL INFORMATION

September 2009 – Continued

Select sample information for descriptive purposes only

CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of November 5, 2009

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 (“Fresh”) Contemporary Hit Radio	WCBS-TV	UHF	CBS	Subways, Bulletins, Walls, Malls, Street Furniture, Digital In-Store Networks
Los Angeles, CA #2—Radio #2—Television	KCBS KFWB KAMP KNX KROQ KRTH KTWV	FM AM FM AM FM FM FM	Adult Hits (“Jack”) News/Talk Contemporary Hit Radio News Alternative Rock Classic Hits Smooth Jazz	KCAL-TV KCBS-TV	VHF UHF	Independent CBS	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture, Digital In-Store Networks
Chicago, IL #3—Radio #3—Television	WBBM WBBM WCFS WJMK WSCR WUSN WXRT	FM AM FM FM AM FM FM	Rhythmic Contemporary Hit Radio News Adult Contemporary (“Fresh”) Adult Hits (“Jack”) Sports Country Adult Album Alternative	WBBM-TV	VHF	CBS	Bulletins, Posters, Malls, Walls, 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 Oldies News	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	Bus, Commuter Rail, Bulletins, Walls, Posters, Malls, Street Furniture, 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 (“Jack”) News/Talk Sports Adult Contemporary	KTVT-TV KTXA-TV	UHF UHF	CBS Independent	Bulletins, Malls, Street Furniture, Digital In-Store Networks
Houston, TX #6—Radio	KHMX KKHH KIKK KILT KILT KLOL	FM FM AM FM AM FM	Hot Adult Contemporary Contemporary Hit Radio News Country Sports Spanish				Bulletins, 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	Bus, Commuter Rail, Bulletins, Posters, Malls, Street Furniture, Subways, 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	Commuter Rail, Bulletins, Malls, Street Furniture, Digital In-Store Networks

STATISTICAL INFORMATION

September 2009 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Washington, D.C. #9—Radio	WTGB WLZL WJFK WPGC WHFS	FM FM FM FM AM	Adult Contemporary (“Fresh”) Spanish-Tropical Sports Urban News/Talk				Bus, Commuter Rail, Walls, Bulletins, 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	Bulletins, Malls, Digital In-Store Networks
Detroit, MI #11—Radio #11—Television	WXYZ WOMC WVMV 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	Bus, Bulletins, Posters, Malls, Digital In-Store Networks
Miami-Ft. Lauderdale, FL #12—Radio #17—Television				WFOR-TV WBFS-TV	UHF UHF	CBS MyNetworkTV	Bulletins, Bus, Commuter Rail, Malls, Street Furniture, Digital In-Store Networks
Seattle-Tacoma, WA #13—Radio #13—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Adult Hits (“Jack”) Classic Rock	KSTW-TV	VHF	The CW	Bulletins, Malls, Digital In-Store Networks, Posters
Puerto Rico #14—Radio							Bulletins, Posters
Phoenix, AZ #15—Radio	KOOL KZON KMLE	FM FM FM	Classic Hits Rhythmic Contemporary Hit Radio Country				Bulletins, Posters, Malls, Street Furniture, Walls, Digital In-Store Networks
Minneapolis, MN #16—Radio #15—Television	WCCO WLTE KZJK	AM FM FM	News/Talk Adult Contemporary Adult Hits (“Jack”)	WCCO-TV KCCO-TV KCCW-TV	UHF VHF VHF	CBS CBS CBS	Bulletins, Posters, Street Furniture, Digital In-Store Networks, Malls
San Diego, CA #17—Radio	KSCF KYXY	FM FM	Hot Adult Contemporary Adult Contemporary				Bulletins, Posters, Malls, Street Furniture, Digital In-Store Networks
Nassau-Suffolk, NY ⁽²⁾ #18—Radio							Bulletins, Digital In-Store Networks
Tampa-St. Petersburg, FL #19—Radio #14—Television	WLLD WQYK WQYK WYUU WRBQ WSJT	FM FM AM FM FM FM	Rhythmic Contemporary Hit Radio Country Sports Spanish Classic Hits Smooth Jazz	WTOG-TV	UHF	The CW	Bulletins, Malls, Digital In-Store Networks, Posters
Denver, CO #20—Radio #16—Television				KCNC-TV	UHF	CBS	Street Furniture, Bulletins, Posters, Malls, Digital In-Store Networks

STATISTICAL INFORMATION

September 2009 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	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				Bulletins, Posters, 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	Bulletins, Commuter Rail, Street Furniture, Malls, Digital In-Store Networks
Portland, OR #23—Radio							Bulletins, Malls, Digital In-Store Networks, Posters, Walls
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 #23—Television	KDKA WBZW WDSY WZPT	AM FM FM FM	News/Talk Contemporary Hit Radio Country Hot Adult Contemporary	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Bulletins, Malls, Digital In-Store Networks

(1) Radio market rank based on Fall 2009 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2009.

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

STATISTICAL INFORMATION

September 2009 – Continued

Select sample information for descriptive purposes only

CBS Television Distribution: Off-Network Syndicated Product*

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

* This is a representative 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	215 Million	16.8%	#10

(1) Monthly average of global unique users for July-September 2009. Source: CBS Interactive internal data.

(2) Calculated using monthly average of global unique users for Q3 2009. Source: comScore Media Metrix WW Monthly, Q3 2009.

(3) Ranking based on the comScore Media Metrix figure for CBS Interactive unique monthly visitors of 195.8 million in September 2009.

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
 mySimon
 Search.com
 TechRepublic
 TV.com
 UrbanBaby.com
 ZDNet

CBS Audience Network Distribution Partners

AOL
 AT&T
 Bebo
 Blinkx.com
 BuddyTV
 Chumby
 Comcast.net
 Cooliris
 Fancast
 IMDb
 iWidgets
 Joost
 Metacafe
 MSN
 Slide
 Sling Media
 Sony Bravia
 TVGuide.com
 Veoh
 Windows Media Center
 YouTube
 Yahoo

STATISTICAL INFORMATION

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Select sample information for descriptive purposes only

THE CBS COLLEGE SPORTS NETWORK Online Partners as of November 5, 2009

Colleges/Universities

Adelphi • aupanthers.com
Adrian • adrianbulldogs.com
Air Force • goairforcefalcons.com
UAB • uabsports.com
Alabama • rolltide.com
Arizona • arizonaathletics.com
Arizona State • theundevils.com
Auburn • auburntigers.com
Baylor • bayorbears.com
Belmont • belmontbruins.com
Bethune-Cookman • bccathletics.com
Boston College • bceagles.com
Boston University • goterriers.com
Bucknell • bucknellbison.com
California • calbears.com
UC Davis • ucdavisaggies.com
UC Irvine • ucirvinesports.com
UCLA • uclabruins.com
UC Santa Barbara • ucsbgauchos.com
Cal State Fullerton • fullertontitans.com
Cal State Northridge • gomatadors.com
UCF • ucfathletics.com
Cincinnati • gobearcats.com
Clarion • clariongoldeneagles.com
Clemson • clemsontigers.com
Cleveland State • csuvikings.com
Coastal Carolina • goccusports.com
Colorado State • csurams.com
Connecticut • uconnhuskies.com
Davenport • dupanthers.com
Dominican (Ill.) • dustars.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
Furman • furmanpaladins.com
George Mason • gmusports.com
George Washington • gwsports.com
Georgetown • guhoyas.com
Georgia Tech • ramblinwreck.com
Gonzaga • gozags.com
Grand Valley State • gvsulakers.com
Houston • uhcougars.com
Idaho State • isubengals.com
Illinois • fightingillini.com
Illinois-Chicago • uicflames.com
Illinois State • goredbirds.com
IMG College • coming soon
Indiana • iuhoosiers.com
Indiana (PA) • iupathletics.com
IPFW • gomastodons.com
Iowa • hawkeyesports.com
Jackson State • jsutigers.com
Johns Hopkins • hopkinsports.com
Kansas • kuathletics.com
Kentucky • ukathletics.com
La Salle • goexplorers.com
Lafayette • goleopards.com
Lamar • lamarcardinals.com
Lewis • lewisflyers.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
Maine • goblackbears.com
Marist • goredfoxes.com
Marquette • gomarquette.com
Marshall • herdzone.com
Maryland • umterps.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com
Massachusetts-Boston • beaconathletics.com
Massachusetts-Dartmouth • corsairathletics.com
Massachusetts-Lowell • goriverhawks.com
UMass System • UMassTeams.com
Memphis • gotigersgo.com

Miami (FL) • hurricanesports.com
Miami (OH) • muredhawks.com
Michigan State • msuspartans.com
Michigan • mgoblu.com
Mid-America Christian • macuathletics.com
Missouri • mutigers.com
Navy • navysports.com
UNLV • unlvrebels.com
New Mexico • golobos.com
Nicholls State • geauxcolonels.com
North Carolina • tarheelblue.com
North Carolina Central • nccueaglepride.com
Northern Illinois • niuhuskies.com
Northern Iowa • unipanthers.com
Northwestern • nusports.com
Northwestern Ohio • unohracers.com
Notre Dame • und.com
Oakland University (MI) • ougrizzlies.com
Oklahoma • soonersports.com
Oklahoma State • okstate.com
Old Dominion • odusports.com
Oregon State • osuBeavers.com
Pacific • pacifictigers.com
Penn State • gopsusports.com
Pittsburgh • pittsburghpanthers.com
Providence • friars.com
Purdue • purduesports.com
Rhode Island • gorhody.com
Rice • riceowls.com
Richmond • richmondspiders.com
Sacred Heart • sacredheartpioneers.com
St. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
Saint Louis • slubillikens.com
Samford • samfordsports.com
San Diego • usdToreros.com
San Diego State • goaztecs.com
San Francisco • usfdons.com
Santa Clara • santaclarabroncos.com
Shorter • goshortehawks.com
Siena • sienasaints.com
SIU-Edwardsville • gamecocksonline.com
South Carolina • gamecocksonline.com
South Carolina-Upstate • upstatespartans.com
Southeast Missouri State • gosoutheast.com
Southern • gojagsports.com
Southern California • usstrojans.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
Texas-Pan American • utpabroncs.com
Texas A&M • aggieathletics.com
Texas A&M International • godustdevils.com
TCU • gofrogs.com
Texas State • txstatebobcats.com
Texas Tech • texastech.com
Tulane • tulaneGreenwave.com
Tulsa • tulsahurricane.com
Upper Iowa • upperiowaathletics.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
West Texas A&M • gobuffsgo.com
Western Carolina • catamountsports.com
Western Washington • wuvikings.com
Winston-Salem State • wssurams.com
Wisconsin-Milwaukee • uwmpanthers.com
Wisconsin • uwbadgers.com
Wright State • wsuraiders.com
Wyoming • wyomingathletics.com
Xavier • goxavier.com

Conferences/Associations

Atlantic Coast Conference • theacc.com
Atlantic-10 Conference • atlantic10.com
Big Ten Conference • bigten.org
Black Coaches & Administrators • bcasports.org
Conference USA • conferenceusa.com
Emerald Bowl • emeraldbowl.org
Gauntlet Trophy • gauntlettrophy.com
Great West Football • greatwestfootball.com
Horizon League • horizonleague.org
Mountain Pacific Sports Federation • mpsfsports.com
Mountain West Conference • themwcc.com
National Association of Basketball Coaches • nabc.com
NACDA • nacda.com
NAIA • naia.org
NCAA • ncaa.org
NIT • nit.org
Pacific-10 Conference • pac-10.org
Patriot League • patriotleague.com
Sports USA Radio Network • sportsusaradio.com
SWAC • swac.org
Texas vs. The Nation • texasvsthenation.com
West Coast Conference • wccsports.com
Western Collegiate Hockey Association • wcha.com

Affiliates

Alaska Goldpanners • goldpanners.com
American Legion • baseball.legion.org
ASA Softball • asasoftball.com
BYU • byucougars.com
Cal Poly • copoly.com
Carleton • carleton.edu/athletics
Creighton • gocreighton.com
East Tennessee State • gametracker.com
Ferris State • ferris.edu/sports
Florida • gatorzone.com
Juniata • athletics.juniata.edu
Lynn • lynn.edu/athletics
Manhattanville • govalliants.com
Michigan • mgoblu.com
National Fastpitch Coaches Association • nfca.org
National Pro Fast Pitch • profastpitch.com
Niagara • purpleeagles.com
Philadelphia Force • philadelphiaforce.com
Rutgers • scarletknights.com
USA Softball • usasoftware.com
UT Tyler • uttyler.edu/athletics
Valparaiso • valpo.edu/athletics
Vermont • uvm.edu/athletics
West Virginia • msnsportsnet.com
Youngstown State • ysu.edu/sports/