

# CBS CORPORATION **update**

Vol. 14, #738, Wednesday, Nov. 7, 2012

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## **CBS CORPORATION NEWS: MID-JULY -- NOV. 2012**

**SPECIAL EDITION**



## CBS PRESIDENT AND CEO LESLIE MOONVES EXTENDS CONTRACT



On Monday, Oct. 15, CBS announced a new agreement with President and Chief Executive Officer **Leslie Moonves** that extends his term with CBS Corporation through June 30, 2017.

Commenting on the extension, Moonves said: *"I take great pride in all the tremendous success we've enjoyed at CBS. And the good news is that I feel even more enthusiastic about what my terrific team and I will accomplish going forward. I am very gratified that my relationship with CBS will continue into the future, and I look forward to building on all of the exciting opportunities that lie ahead."*

Since being named President and CEO of the newly formed CBS Corporation following Viacom's split into two publicly traded companies in 2006, Moonves has led the way as CBS has capitalized on a number of developing growth opportunities. These include retransmission consent fees, international syndication sales and the licensing of the Company's content for digital streaming. These and other initiatives have helped CBS become the best performing media stock amongst its peers for the last three years.

For more information, go to [www.CBScorporation.com](http://www.CBScorporation.com).

## CBS CONTENT GROUP

### Entertainment Segment



- 2012/2013 primetime season-to-date (through Week #6 (9/24/12 – 11/04/12), **CBS** is #1 in HHs and viewers and tied for #1 in A25-54. The Network has the #1 and #2 most-watched new programs (VEGAS and ELEMENTARY); the top six dramas (NCIS, NCIS: LOS ANGELES, PERSON OF INTEREST, VEGAS, ELEMENTARY and CRIMINAL MINDS); the #1 comedy (THE BIG BANG THEORY); the #1 news program (60 MINUTES); four of the top five and eight of the top 10 scripted series: (#1) NCIS, (#2) THE BIG BANG THEORY, (#3) NCIS: LOS ANGELES, (#4) PERSON OF INTEREST, (#6) VEGAS, (#7) TWO AND A HALF MEN, (#8) ELEMENTARY and (#9) CRIMINAL MINDS, more than all the other networks combined.

## ARMANDO NUÑEZ EXPANDS TELEVISION PORTFOLIO



**Armando Nuñez**

**Armando Nuñez**, who has served as President of CBS's International Television division since 1999, has been named President and Chief Executive Officer of the **CBS Global Distribution Group**, a newly created position in which he will now lead CBS's combined domestic and international television distribution business.

Nuñez will oversee a streamlined worldwide television distribution operation that includes **CBS Television Distribution**, a preeminent syndicator of first-run and off-network programming (including CSI, the most-watched television show in the world), and **CBS Studios International**, which licenses CBS programming worldwide to more than 200 markets across multiple media platforms.

Under Nuñez's leadership, CBS Studios International revenues have grown to more than \$1 billion annually, and over the last three years he has forged international channel ventures for CBS in the UK, India, Australia, Eastern Europe, the Middle East and Africa that reach 105 million households. He has also expanded the international licensing of CBS programming to emerging digital, satellite, on-demand and streaming video on demand (SVOD) platforms, including deals with **Netflix** in Canada, the UK and Latin America and with **Hulu** in Japan.



**Live +7 Day DVR** ratings continues to increase viewership for CBS's new and returning programs. Through the sixth week of the season, CBS has 11 of the top 20 programs in viewers (more than all the other networks combined), seven of top 20 in A18-49 (more than any other network), and nine of the top 20 in A25-54 (more than any other network). (Source: Nielsen)

### Among other highlights...

- **CBS** has given full season "back nine" orders to television's top two freshman series: VEGAS and ELEMENTARY. Both series have opened strong, delivering big audiences and winning performances in key time periods. VEGAS is the #1 new series of the season and ranks sixth overall, winning its Tuesday 10:00-

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## CBS ANNOUNCES DEALS WITH HULU AND NETFLIX



On Nov. 5, CBS Corporation and Hulu announced a

non-exclusive, multi-year licensing agreement to stream programs from CBS's television library on the Hulu Plus subscription service. The CBS content will begin to appear on Hulu Plus in January 2013, and over the following months, Hulu Plus subscribers will have access to more than 2,600 episodes from library series. Clips from ENTER-TAINMENT TONIGHT will also be available the day of broadcast on Hulu and Hulu Plus. A selection of CBS library shows will also rotate through the free Hulu.com service, and additional titles will be announced. CBS and Hulu have previously announced licensing agreements for CBS-produced programming that airs on The CW and for CBS content on Hulu's subscription service in Japan.

On Nov. 1, CBS and Netflix announced an extension of their international licensing agreements to stream select CBS Corporation shows in Canada, Latin America, the United Kingdom and Ireland. As part of the extended agreements, Netflix members in each of these territories will enjoy previous seasons of Showtime's DEXTER and popular CBS library programs such as "Charmed," "Jericho" and "The 4400." Previous seasons of other critically acclaimed and popular series will be available on a territory-by-territory basis, including CBS's THE GOOD WIFE and HAWAII FIVE-0, as well as Showtime's HOUSE OF LIES and THE BORGAS.

(TELEVISION, continued from page 1)

11:00 PM, ET/PT time period in viewers and key demographics. ELEMENTARY is the #2 new series of the season, ranking ninth overall and winning its Thursday (10:00-11:00 PM, ET/PT) time period in key ratings measures. (Source: NTI)

- CBS has announced that the hit freshman drama ELEMENTARY will receive the coveted post-Super Bowl slot. A special episode of ELEMENTARY will be broadcast following CBS Sports' coverage of SUPER BOWL XLVII, Sunday, Feb. 3 (10:00-11:00 PM, ET/7:00-8:00 PM, PT, time approximate after post-game coverage).

## TRIFECTA OF NEW CONTENT CARRIAGE AGREEMENTS SIGNED



Since August, CBS has announced the renewal of a number of key content carriage agreements covering retransmission consent for CBS

Owned Stations and continued carriage of SHOWTIME, the Smithsonian Channel and CBS Sports Network.

In total, the agreements encompass one-third of the footprint covered by CBS's Owned television stations. The agreements include:

**"These renewals clearly recognize the value our stations and our cable channels bring to the audiences we share. Once again we have demonstrated how great companies can come together to forge mutually beneficial free market agreements."**

-- Martin Franks, CBS EVP, Planning, Policy and Government Relations.

- **AT&T U-verse TV**, the fastest-growing television

provider in the country, based on comparison of major TV providers' percentage growth in subscriber counts and national market share data over the last 12 quarters combined.

- **Cablevision** is one of the nation's leading media and telecommunications companies. While the majority of Cablevision subscribers are in the New York tri-state market served by the company's flagship station **WCBS-TV**, Cablevision customers in the Philadelphia and Denver markets are also covered.

- **DIRECTV**, one of the world's leading providers of digital television entertainment services delivering a premium video experience to 19.9 million U.S. customers.

- The fourth season of the *Emmy Award*-winning reality series UNDERCOVER BOSS premiered Friday, Nov. 2 (8:00-9:00 PM, ET/PT). The first episode features **Mitchell B. Modell**, CEO of **Modell's Sporting Goods**. ...

- To further assist CBS's Sunday night viewers in navigating primetime series time changes due to NFL overruns, through Dec. 30 CBS will be listing the scheduled start times for its Sunday night series 30 minutes later in Eastern and Central Time zones on double-header weekends when late games have a 4:25 PM, ET start

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## CBS MOBILIZES TO COVER HURRICANE SANDY AND AFTERMATH

**CBS** mobilized its world-class resources to provide news coverage and other important information before, during and after Hurricane Sandy. The Company is committed to matching employee donations to any Hurricane Sandy relief effort by making corresponding gifts to the **American Red Cross** through the end of 2012.

(TELEVISION, continued from page 2)

time. ... CBS has upgraded its **Eye-Iert** system, which informs viewers of the delayed start times of CBS's Sunday night programs affected by football overruns.

**And...** The Sept. 19 season finale of **BIG BROTHER** swept its 9:30-11:00 PM time period in viewers and all key demos. The series has been renewed for its 15th edition, to be broadcast next summer. ... On July 29-30, **CBS**, **SHOWTIME** and **The CW** hosted their annual **Summer Television Critics Association Press Tour** in Beverly Hills, which was attended by more than 200 representatives of the nation's television, radio, print and online media. ... At the *64th Annual Primetime Emmy Awards and Creative Arts* ceremonies **CBS** won 16 statuettes -- the most among broadcast networks. .... **THE PRICE IS RIGHT**, the longest-running game show in television history, celebrated its 40th anniversary with a special episode on Sept. 4.

### Sports



- CBS Television Network marks its 53rd year of coverage of the NFL, highlighted by **Super Bowl XLVII** on Feb. 3, 2013 from New Orleans. The schedule features a total of 105 games during 17 weeks of regular-season of the NFL's **American Football Conference**. In addition to the Super Bowl, the regular-season schedule is followed by a full post-season slate including an AFC Wild Card playoff game on Jan. 6, 2013, two divisional playoff games on Jan. 12 and Jan. 13, the AFC Championship Game on January 20. ... CBS Sports' 32nd consecutive season of college basketball tips off on Saturday, Dec. 1 (12:30 PM, ET) with a schedule that includes 42 games featuring top teams from 10 conferences, including five Conference Championships. ... **CBS Sports** will simulcast in Spanish

## THE CW: UPFRONT AND CENTER



**Arrow**

With a late-fall launch strategy this season for **The CW**, **ARROW** premiered Oct. 10 as

the network's most watched show on any night in three years, and was the network's most-watched premiere since **THE VAMPIRE DIARIES** in 2009. The network has picked up the breakout hit for a full season. ... **EMILY OWENS, M.D.** premiered Oct. 16 and scored The CW's largest audience in the Tuesday 9:00-10:00 PM time period in nearly a year.

CWD, The CW Network's digital studio, is now the exclusive home for the all-new season of the hit scripted online series, **PROM QUEEN**, and also premiered its all new digital series **CELEBTV ON THE CW**. Both series, along with previous seasons of the **PROM QUEEN** franchise, are available to watch now on CWTv.com. A third digital series, the original comedy **STUPID HYPE**, created by and starring **HART OF DIXIE** star **Wilson Bethel**, will launch Nov. 16.

via SAP (Secondary Audio Program) technology every game of the 2012-2013 **NFL** season through the playoffs and its exclusive coverage of Super Bowl XLVII on Feb. 3, 2013. This will be the first year that multiple NFL games will be broadcast simultaneously in Spanish via SAP.

- CBS Sports kicked off its 12th consecutive season of national coverage of **Southeastern Conference Football (SEC)** on Saturday, Sept. 15. In the fourth year of a 15-year agreement with the SEC, CBS Sports continues to be the exclusive national network broadcaster of SEC home football games, including the SEC Championship Game, the top conference matchups in the package and the "SEC Game of the Week."

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● Coverage of the **Men's U.S. Open Tennis Championship** on Monday, Sept. 10, that saw **Andy Murray** defeat **Novak Djokovic** for his first career major title, was seen in all or part by more than 16.2 million viewers -- the highest number of viewers to watch all-or-part of the men's championship in five years. Coverage of the women's championship on Sunday, Sept. 9, drew the highest number of viewers to watch all or part of the women's championship in 10 years. (Source: NTI)

**News**



● 60 MINUTES and SHOWTIME Sports announced a unique programming partnership -- 60 MINUTES SPORTS -- a new sports news magazine show which is expected to start in January on SHOWTIME. This will be the first time original 60 MINUTES segments will appear on a cable channel.

● Season-to-date (through Oct. 28), CBS EVENING NEWS WITH SCOTT PELLE is the only broadcast network evening newscast to post gains in viewers. ... FACE THE NATION is first in HHs, viewers and A25-54 (tied with NBC) among the Sunday morning public affairs shows. Television year-to-date, FACE THE NATION is first in A25-54 (tied with NBC). (Source: NTI)

**And...** At the 33rd Annual News and Documentary Emmy Awards, **60 MINUTES** took home five statuettes, the most awarded to any single commercial broadcast network program. ... 48 HOURS MYSTERY shortened its name to 48 HOURS to start its 25th full season. ... CBS News Chief Washington Correspondent and FACE THE NATION anchor Bob Schieffer was the only network TV news anchor selected to moderate a presidential debate this election cycle.

**CBS Television Distribution**



● The new **Arsenio Hall** late night syndicated talk show has been sold to stations in more than 92% of the country (including 74 of the top 75 markets) for Fall 2013. The show has been sold on **Tribune** stations in the top three markets: **WPIX** in New York, **KTLA** in Los Angeles and **WGN** in Chicago. ...

● The hit TV Land sitcom "Hot In Cleveland" has been sold to stations in more than 87% of the United States for a 2014 launch. **CBS Owned Television Stations** in five of the top ten markets bought the sitcom as well as **Weigel Broadcasting's** WCIU Chicago; **Sunbeam Television's** WLVI Boston; **Gannett's** WATL Atlanta and **Belo's** KHOU, Houston.



**Arsenio Hall**

**CBS Television Studios**



● **CBS Television Studios** produces the new season's #1 and #2 series, NCIS and NCIS: LOS ANGELES, and the #1 and #2 new series, VEGAS and ELEMENTARY. In total, the division produces seven of the new season's 10 most watched dramas: NCIS, NCIS: LOS ANGELES, ELEMENTARY, VEGAS, CRIMINAL MINDS, CSI and BLUE BLOODS.

● THE TALK is network television's fastest growing network daytime program, averaging 2.29 million viewers, a gain of +330,000 viewers (+17%) from the comparable period last year. (Source: NTI)

**CBS Studios International**



● On Aug. 1, **CBS Studios International** and international content company **Chellomedia** announced an agreement to establish CBS-branded channels in 83 territories across Europe, the Middle East and Africa. The outlets will be created from the existing stable of channels from Chellomedia's



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international broadcaster division, **Chello Zone**. The new CBS Chello Zone channels will be programmed with titles and hit franchises from CBS's vast television library -- the largest in the world, with more than 70,000 hours of drama, reality and long-form content. In addition, the channels will continue to acquire programming from third-party suppliers. CBS will receive a 30% stake in the channels, contributing its programming and globally recognized trademark. This new partnership expands on a successful U.K. venture for CBS-branded channels that the companies launched in November 2009.

● The Spanish-language media company **Televisa** has licensed the format rights for a local Mexican version of the award-winning medical infotainment program "The Doctors." The format has also been licensed by **Radio Canada** in French-Canada, **MTV Lebanon**, **Studiovision Productions** for Dubai Tv in the Middle East, **Flare Media** for Ned 1 in the Netherlands, **SIC TV** in Portugal, **1 + 1 Studios** in Ukraine and **Kiet Tuong** for HVT7 in Vietnam. ... In the UK, **BBC Worldwide** and **Scripps Networks Interactive** has announced a multi-season deal for the exclusive broadcast rights to The CW series BEAUTY AND THE BEAST on UKTV's flagship entertainment channel, Watch. ... The UK's television channel **Syfy** has secured UK rights to "Star Trek: The Next Next Generation," "Star Trek: Voyager" and "Star Trek: Deep Space Nine," including the UK broadcast premiere of "Star Trek: The Next Generation" in HD.

**And...** To build closer relationships with clients and expand the company's presence in the fast-growing southeast Asian region in Sept. a regional office was established in Singapore was established.

**CBS Interactive**



● **CBS.com**: The CBS.com's **mobile group** made a big push into show-based, second-screen companion experiences, the most-significant of which was the launch of an iPad application for NCIS: LOS ANGELES -- "NCIS: LOS ANGELES Connect."

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



Since the April announcement of **EcoMedia's** expansion into wellness and education, national brands such as **Bank of America**, **UnitedHealthcare**, **Time Warner** and

**Ford** have purchased all three ad programs to support wellness, education and the environment. Through **EcoAd**, **EducationAd** and **WellnessAd**, companies are channeling a portion of their advertising dollars into tangible and meaningful bricks-and-mortar projects which benefit local communities.

EcoMedia has added **ACTrees**, **Junior Achievement**, **Fisher House Foundation**, **Trust for Public Land**, **Kids in Need Foundation** and **Enterprise Community Partners**, among others, to its list of strategic nonprofit partners. 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, visit [ecomedia.cbs.com](http://ecomedia.cbs.com).

● **CNET** saw significant traffic increases in September, driven by a greater emphasis on breaking news, insightful analysis and comparative reviews. The site was also one of the first to review the new iPhone 5.

● **CBSsports.com** saw strong traffic in September to its collection of mobile properties, including its mobile web site and popular apps like "Fantasy Football" and "SportCaster." New shows like "Pro Football 360," "College Football 360" and "MaxPreps 'Friday Night Live'" are giving fans real-time analysis of the day's top stories.

**And...** **GameSpot** continues is partnering with **Twitch TV**, **Own3d** and now **Xbox Live** to bring its live- and on-demand video content to game fans. ... **MetroLyrics**, the #1 destination for song lyrics online and on mobile devices, launched a new, feature-rich iOS application ... **CBS Interactive** President **Jim Lanzone** has been named to **Broadcasting & Cable's** annual list of **2012 Digital All-Stars** -- top professionals who B&C staffers feel are ringing up digital dollars and scoring wins across a diverse range of the TV business.

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## CBS Films

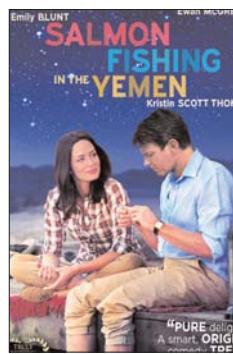
### CBS FILMS

- CBS Film's next release, coming in early 2013, is **THE TO DO LIST**, a comedy written and directed by **Maggie Carey** ("Funny Or Die Presents"). Starring **Aubrey Plaza** ("Safety Not Guaranteed"). The movie follows the story of an over-achiever who comes up with a "to-do list" of all the risqué extra-curricular activities she wants to complete before college. **Rachel Bilson, Bill Hader, Andy Samberg, Scott Porter, Connie Britton, Clark Gregg, Christopher Mintz-Plasse, Donald Glover** and **Johnny Simmons** co-star in the film.

- On Oct. 12 **SEVEN PSYCHOPATHS** began rolling out in theaters. The comedy, written and directed by Oscar-winner **Martin McDonagh** (**IN BRUGES**), won the *Midnight Madness People's Choice Award* at this year's **Toronto International Film Festival** and has received excellent reviews from critics. Wrote **Claudia Puig** in USA Today, "Seven times more clever than most Hollywood comedies." The Atlantic's **Christopher Orr** called it "the canniest—and almost certainly the wittiest—subversion of the crime genre to hit the big screen since "Pulp Fiction."

- On Oct. 22, the comedy **LAST VEGAS**, starring Oscar-winners **Michael Douglas, Robert De Niro, Morgan Freeman, Kevin Kline** and **Mary Steenburgen** began production in Las Vegas. Directed by **Jon Turteltaub** ("National Treasure") from a screenplay by **Dan Fogelman** ("Crazy Stupid, Love"), **LAST VEGAS** follows the story of four old friends who decide to throw a Las Vegas bachelor party for the only one of them who has remained single.

- On July 17th, **SALMON FISHING IN THE YEMEN** was released on DVD and Blu-ray. The film recently exceeded \$1 million in U.S. VOD rentals alone, an impressive feat for a limited release.



## Cable Networks Segment



- Showtime Networks (SHOWTIME, The Movie Channel and Flix) subscribers continue to grow. As of 8/23/12 SHOWTIME subscribers alone showed an increase of 6% from last year (8/31/11). **Smithsonian Channel** subscribers were 16.1 million, an increase of 63% from last year.



- At the primetime *Emmy Awards* **HOMELAND** scored SHOWTIME's first-ever series win, tying for the most wins of any program this year with six *Emmys*. ... The series has been picked up for a third season, consisting of 12 new one-hour episodes. **HOMELAND** Season 2 averages 5.3 million weekly total viewers, up 28% above its freshman season. (Source: Nielsen)

- On Oct. 28, the Network marked the first time ever that two of its series (**DEXTER** and **HOMELAND**) garnered more than two million viewers each in one night. **HOMELAND** delivered its highest rated episode ever on that night. (Source: Nielsen)

**And...** **DEXTER** season 7 debuted with its highest-rated premiere ever. ... At the *Primetime Emmy Awards* SHOWTIME **SHOWTIME's** "The Tillman Story" won a *News & Documentary Emmy Award* in the Outstanding Informational Programming - Long Form category. In addition, the **Smithsonian Channel** picked up its third *Emmy* (Outstanding Science and Technology Program category). ... SHOWTIME has acquired the U.S. television premiere of the critically acclaimed documentary "Roman Polanski: Odd Man Out," slated to air in 2013. The documentary is being directed and narrated by *Emmy* winning director **Marina Zenovich**, who is currently directing the SHOWTIME original documentary "Richard Pryor: Omit the Logic," slated to air on the network next year. ... The *Emmy Award*-winning **INSIDE THE NFL**, produced by CBS Sports and **NFL Films**, returned Sept. 12 for its fifth season.

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## 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 can now be viewed on air, on cable and on satellite television.

(CABLE NETWORKS, continued from page 6)



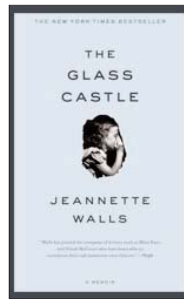
● **CBS Sports Network**, the 24-hour cable destination of CBS Sports, extended its partnership with the **Atlantic 10** through the 2020-2021 season, providing fans with more national A-10 basketball games than any other television network (44 total games; 34 men's and 10 women's).

● In early October, the Network's most extensive college basketball schedule ever was announced. The Network's 10th season of college basketball programming includes 172 games, highlighted by teams from the **ACC, Big 12, Big Ten, Big East, SEC, Pac-12, Atlantic 10, Mountain West, Conference USA, Patriot League, Colonial Athletic Association** and the **Ivy League**.

● As part of an expansion of its programming, a new weekday live, late night show was launched on Oct. 22. The one-hour program, **LEAD OFF**, will air weekdays (12:00 Midnight-1:00 AM, ET, and provide perspective on the sports news of the day, advancing the storylines fans will be discussing in the morning. ... In September **NFL MONDAY QB** was launched, led by **NFL ON CBS** lead analyst and Super Bowl XXI MVP **Phil Simms** and featuring Super Bowl XXXVII quarterback and 2002 NFL MVP **Rich Gannon** and 17-year veteran and 1999 NFL All Pro quarterback **Steve Beuerlein**, among others.

● On August 30, **NBA Development League** games were added to the network's programming lineup. Coverage of the NBA's official minor league will feature 12 live regular season games. ... On Oct. 26, CBS Sports Network debuted **NBA ACTION**, a weekly NBA highlight show that provides an inside look into the top players, games and storylines of the week.

## Publishing



● Bestselling titles for **Simon & Schuster** in the quarter include **THE PRICE OF POLITICS** by **Bob Woodward**, **BLACK LIST** by **Brad Thor**, **TOTAL RECALL** by **Arnold Schwarzenegger** and **THE DORK DIARIES** series by **Rachel Renee Russell**. ... After 286 weeks on the New York Times best-seller list, on Sept. 16 **Jeannette Walls'** **THE GLASS CASTLE** reached the #1 spot for the first time, thanks to surge in book club and municipal reading programs. Other recent titles to enjoy #1 bestseller status include **THE PERKS OF BEING A WALLFLOWER** by **Stephen Chbosky**, **PATERNO** by **Joe Posnanski**, **OLIVIA AND THE FAIRY PRINCESS** by **Ian Falconer** and **THE FANTASTIC FLYING BOOKS OF MR. MORRIS LESSMORE** by **William Joyce**.

● Simon & Schuster imprints have recently signed a number of successful self-published authors and introduced them to wider audiences in multiple formats. New York Times bestselling titles that were previously independently published include **BEAUTIFUL DISASTER** by **Jamie McGuire**, **THE MARRIAGE BARGAIN** by Jennifer Probst, **SLAMMED** by **Colleen Hoover** and **THE VINCENT BOYS** by **Abbi Glines**.

● **HOW I MET YOUR MOTHER** star **Neil Patrick Harris** is the narrator of the **Simon & Schuster Audio** production of **THE BRO CODE FOR PARENTS**. Harris has also been the narrator for the audios of New York Times bestsellers **THE BRO CODE** and **THE PLAYBOOK**, all derived from CBS's hit show.

**And...** Beginning this fall, all S&S hardcover and trade paperback titles are employing Quick Response (QR) codes to lead readers back to the author's page at [www.simonandschuster.com](http://www.simonandschuster.com), and where they can find additional multimedia content.

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## THE CBS LOCAL GROUP

### CBS Television Stations



● In the new season premiere week, late news at 12 of **CBS** owned Stations ranked first or a strong second in HHs. In New York, **WCBS-TV** had its highest late news rating since 2009. And in Chicago, **WBBM** had its highest late news rating in eight years. (Source: NSI)

● Since September the following executive appointments were announced: **Marty Wilke** was named President and General Manager of **WBBM-TV Chicago**. She previously served as Vice President and General Manager of the CW affiliate **WGN-TV Chicago** since July 2008. ... **Bruno Cohen** was named President and General Manager of the CBS Television Station group's San Francisco Bay Area properties, **KPIX-TV** and **KBCW-TV** as well as **KSTW-TV**, the CBS-owned **CW** affiliate in Seattle. Cohen had served as President and General Manager of **WBBM-TV**, the CBS-owned station in Chicago, since October 2008. ... **Mark Lund** was named President and General Manager of the CBS Television Station group's Boston stations, **WBZ-TV** and **WSBK-TV**. He most recently served as Executive Vice President of Sales for the **NBC Owned Television Stations** since July 2007. ... **Tom Canedo** has been named Vice President and General Manager of the CBS Television Station group's Detroit properties, **WWJ-TV** and **WKBD-TV (CW 50)**, He assumes his new responsibilities after having served as Vice President and General Manager of **WUPA-TV**, the CBS-owned affiliate of The CW in Atlanta, since 2010 .

### CBS Radio



● On Oct. 8, **CBS RADIO** announced it had signed a definitive agreement to purchase 101.9 FM from **Merlin Media** for \$75 million. The station launch in November as a simulcast of **Sports Radio 66 WFAN-AM**, CBS's premier sports franchise and the most-listened-to radio outlet of its kind.

● **CBS RADIO** will launch on Jan. 2, 2013, **CBS Sports Radio** which will offer around-the-clock national sports coverage and programming, harnessing the power and

## CBS LOCAL DIGITAL MEDIA



**CBS Local Digital Media** websites were

recognized in the **Web Marketing Association's** 16th Annual *WebAward Competition* for site development. [CBSNewYork.com](http://CBSNewYork.com) was named among the honorees of the *Regional Standard of Excellence* recognition. [CBSPhilly.com](http://CBSPhilly.com) was honored with a national *News Standard of Excellence* and [CBSBostonSports.com](http://CBSBostonSports.com), the site of **Boston's 98.5 The Sports Hub**, received a *Sports Standard of Excellence* acknowledgement. More than 2,000 entries from 42 countries were judged on a variety of criteria in the 96 industry categories.

More CBS Local Digital Media accolades were presented to the division by **The International Academy of Visual Arts' 2012 W3 Awards**. These awards honor the companies behind the best websites, videos and applications on the web. [CBSLA.com](http://CBSLA.com) received a *W3 Silver* distinction in the category of Television Websites, and "YourDay," a mobile application which brings users the best of the local web, including the latest news, sports, weather and traffic, was honored with a Silver Award (classified as "outstanding") in the Mobile Apps – News category.

In September, industry-leading publication [RAIN](http://RAIN) (Radio and Internet Newsletter) made note of CBS Local Digital Media's digital endeavors, bestowing their *2012 RAINMaker Achievement Award* upon Local Digital Media President **Ezra Kucharz**. Kucharz was singled out as an individual who has "contributed significantly to advancing digital radio."

resources of CBS RADIO and the award-winning CBS Sports. Original programs across multiple weekday and weekend time



periods will feature expert sports commentary and interviews with major sports figures along with listener calls and fan interaction. **Cumulus Media Networks** serves as the exclusive syndicator and sales partner for CBS Sports Radio.

● In Aug. 30, **The New York Yankees** and CBS RADIO station **WCBS 880 AM** announced they had agreed to extend their current radio broadcast agreement through the 2013 season. WCBS AM

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(CBS RADIO, continued from page 8)



has been the Yankees flagship station since 2002. ... In July, the **Boston Bruins** announced that they have reached a multi-year agreement on terms to extend their contract with **CBS RADIO Boston**, which has been the team's radio home since the 1995-1996 NHL season. ... In October the **Chicago Bears** and **CBS RADIO Chicago** announced an exclusive multi-year agreement to keep the team's radio broadcast rights on **WBBM Newsradio 780 & 105.9FM** while at the same time extending Bears coverage across CBS RADIO's five other Chicago stations (**670 The Score, B96, 104.3 K-Hits, US 99.5 and 93 XRT**) through a variety of specialty programming. WBBM has been the radio home of the Bears since 2000 and is responsible for all advertising sales during the broadcasts.

**And...** On Sept. 21, CBS RADIO president and CEO **Dan Mason** received the *National Radio Award* at the 2012 Radio Show, produced by the **Radio Advertising Bureau (RAB)** and the **National Association of Broadcasters (NAB)**. ... Three CBS RADIO stations were awarded *National Association of Broadcasters' Marconi Awards*, the radio industry's most prestigious honor: **WYCD-FM Detroit** (Country Station of the Year); **WOGL-FM Philadelphia** (Oldies Station of the Year) and **KMVK-FM Dallas** (Spanish Station of the Year). ... On Sept. 4, the CBS Sports Minute commentaries were launched featuring high-profile **CBS Sports** personalities.

**CBS Outdoor Segment**



**Times Square Cube under construction**

Digital Expansion Continues:

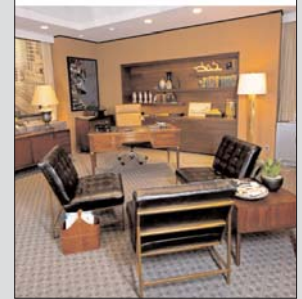
- In New York City, the **Times Square Digital Cube**, a landmark at 42nd Street and 8th Avenue, is being transformed into the **CBS**

**Digital RoadBlock** scheduled to be launched in

**CBS CONSUMER PRODUCTS**



THE GOOD WIFE HOME COLLECTION



**CBS Consumer Products** launched in September **THE GOOD WIFE** home décor line with partners **Mitchell Gold + Bob Williams** and **Interlude Home**. Based on the CBS show, the line was developed in collaboration with set decorator **Beth Kushnik**, and includes furniture pieces along with home accessories. These products will be seen on the show in the fourth season and will simultaneously be available for purchase by consumers in both retail outlets and online.

On Oct. 8, **CBS Consumer Products**, in conjunction with **Young Minds Inspired (YMI)**, brought **CLUB CSI**: to 30,000 classrooms across the United States with lesson plans aimed at students in grades 4-6 designed to strengthen students' science, technology, engineering and math (STEM) skills. The in-school program builds upon a variety of CSI offerings for young fans, including the "CSI: The Experience" exhibits running in cities across the country, the science activity kits exclusively at Toys"R"Us and the new **CLUB CSI**: book series.

December 2012. Operating 24/7, the display's format can accommodate a single digital image across the full 45'x90' wraparound display; or two separate digital images, one on each 45'x45' side screen. ... Also in the Times Square area, in September, CBS Outdoor entered into an exclusive marketing agreement with **SL Green Realty Corp** for two 48'h x 38'w full-motion, high-resolution digital displays at 1515 Broadway. The north facing digital display is visible for up to one-third mile north in Times Square. The South Face views exclusively towards One Times Square, site of the New Year's Eve Ball Drop.

- In October, Hartford/New Haven became home to CBS Outdoor's newest digital media, digital posters. The new media display combines the creative flexibility and day-parting abilities of digital with the key placement and neighborhood penetration of posters -- making them the ideal point-of-purchase media.

(Continued on page 10)

(CBS OUTDOOR, continued from page 9)

**And... GameStop TV**, CBS Outdoor's Digital Network, has signed a multi-year agreement with **Arbitron Inc.** to deliver monthly audience estimates for their in-store advertising network. The most recent study shows a GameStop TV viewership increase +20% over the last two years.

#### **On the International Front.....**



**The CBS OUTDOOR Site 76 digital billboard on the UK's the high traffic M4 motorway.**

- During the London 2012 Olympic and Paralympic Games, **CBS Outdoor** booked a record 602 campaigns, including wrapping a total of 175 of the iconic London double decker buses. As a result, the outdoor advertising sector experiencing the highest increase of any media during the Games, with a 30% jump in the Olympic quarter.

- In its first strategic move into digital roadside in the UK, CBS Outdoor has expanded its digital footprint in London with the launch of Site 76, a brand-new digital billboard situated on one of Europe's busiest motorways, the M4. The billboard will be the only landscape digital asset on the M4, with an audience reach of 76 million people annually. Site 76 builds on what is already the largest digital out-of-home network in the UK. ... CBS Outdoor UK has launched a new brand campaign called "Look for Longer" on 48 sheet posters across 30 tube stations in London, where commuters have to guess the names of the 75 tube stations depicted in a cryptic image. The campaign was a huge success across social media and gained national media coverage.

### **CBS HOME ENTERTAINMENT**



On Oct. 23, **CBS Home Entertainment** released one of the most popular adventure series of the 1960s on DVD

-- **THE FUGITIVE: THE MOST WANTED EDITION**. Spanning all four seasons (32 discs), this definitive DVD box set features such stars as **David Janssen** and **Barry Morse** and is narrated by acclaimed actor **William Conrad**. The DVD won the *Gold Statue Award* for Box Set Packaging at the 2012 Key Art Awards. ... On Aug. 14, **Showtime Networks** and **CBS Home Entertainment** released on Blu-ray and DVD the complete sixth season of Showtime's most-watched series, **DEXTER**.

**And... September 2012** saw **CBS Outdoor Northern Ireland** launch a media first for the UK -- the Metro Mega Square that combines the coverage delivered by bus superside signage along with the four metre high impact of a double deck mega rear. The first client was BT. Currently there are 10 metro mega squares available in Greater Belfast. .... **CBS Outdoor France** has renewed its billboard contract in Vannes city for a further 10 years. The French city has recorded the highest population growth in the west side of the country (+13.4% from 1999 to 2011) and income per person is considered to be among the highest in France.

**South of the Border...** The Mexican advertising magazine *El Publicista* dedicated its October issue to the story of CBS Outdoor Vendor, with CBS Outdoor Latin America President **Tirso Navarro** on the cover.

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### **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](http://www.cbcorporation.com), in the "News" and "Investors" sections, respectively.

# STATISTICAL INFORMATION

## Third Quarter 2012

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

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

<i>The Big Bang Theory</i>	<i>NCIS: Los Angeles</i>
<i>Blue Bloods</i>	<i>Person of Interest</i>
<i>CSI</i>	<i>Survivor: Philippines</i>
<i>CSI:NY</i>	<i>Two And A Half Men</i>
<i>Elementary</i>	<i>Vegas</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 09/24/12-11/4/12.

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

Market	Rank
New York	No. 1
Los Angeles	No. 2
Chicago	No. 1
San Francisco	No. 1
Dallas	No. 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 September 2012, per Miller, Kaplan, Arase & Co., LLP.

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

<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>
<b><i>Beauty and the Beast (CW)</i></b>	<i>Hart of Dixie (CW)</i>
<i>Blue Bloods (CBS)</i>	<i>Hawaii Five-0 (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>NCIS (CBS)</i>
<i>CSI (CBS)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>CSI: NY (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<b><i>Cult (CW)</i></b>	<i>Survivor (CBS)</i>
<b><i>Elementary (CBS)</i></b>	<i>The Talk (CBS)</i>
<b><i>Emily Owens M.D. (CW)</i></b>	<i>Vampire Diaries (CW)</i>
<b><i>Friend Me (CBS)</i></b>	<b><i>Vegas (CBS)</i></b>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in, and/or distribute as of 9/30/12. New shows are in bold.

### First-Run Syndication Programs

Dr. Phil	Jeff Probst
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 <sup>(3)</sup>

(In Millions)	3Q '12	3Q '11
<b>Showtime Networks</b>	75.7	71.6

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 9/30/12.

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

Title	Author	Rank	Weeks on List
<b>Print Hardcover Fiction:</b>			
<i>The Secret Keeper</i>	Kate Morton	8	1
<b>Print Hardcover Nonfiction:</b>			
<i>The Price of Politics</i>	Bob Woodward	16	6
<b>Print Paperback Trade Fiction:</b>			
<i>Beautiful Disaster</i>	Jamie McGuire	18	10
<i>The Kitchen House</i>	Kathleen Grissom	19	5
<b>Print Paperback Mass-Market Fiction:</b>			
<i>Kill Shot</i>	Vince Flynn	11	9
<b>Print Paperback Nonfiction:</b>			
<i>Team of Rivals</i>	Doris Kearns Goodwin	7	37
<i>The Glass Castle</i>	Jeannette Walls	13	293
<i>Inside of a Dog</i>	Alexandra Horowitz	14	64
<i>Kissed from Katie</i>	Katie Davis with Beth Clark	15	7
<i>Rin Tin Tin</i>	Susan Orlean	17	1
<b>Print Children's Picture Books:</b>			
<i>Mousetronaut</i>	Mark Kelly	4	2
<b>Print Children's Paperback Books:</b>			
<i>The Perks of Being a Wallflower</i>	Stephen Chbosky	1	20
<i>Out of My Mind</i>	Sharon M. Draper	8	19
<b>Print Children's Series</b>			
<i>Dork Diaries</i>	Rachel Renee Russell	4	55
<b>E-Book Fiction:</b>			
<i>The Secret Keeper</i>	Kate Morton	13	1
<b>E-Book Nonfiction:</b>			
<i>Lincoln</i>	David Herbert Donald	12	1
<i>Steve Jobs</i>	Walter Isaacson	18	52
<i>Bull by the Horns</i>	Sheila Bair	22	2
<b>Combined Print &amp; E-Book Fiction</b>			
<i>The Secret Keeper</i>	Kate Morton	11	1

(5) Source: *The New York Times*. Data as of 11/04/12.

# STATISTICAL INFORMATION

Third 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 September 30, 2012

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
New York, NY #1—Radio #1—Television	WCBS WCBS WFAN WINS WWFS WXRK	FM AM AM AM FM FM	Classic Hits News Sports News Adult Contemporary Top 40	WCBS-TV WLNY-TV	UHF UHF	CBS Independent	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Los Angeles, CA <sup>(2)</sup> #2—Radio #2—Television	KCBS KAMP KNX KROQ KRTH KTWV	FM FM AM FM FM FM	Adult Hits Top 40 News Alternative 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 Top 40 News Classic Hits Sports Country Adult Rock	WBBM-TV	VHF	CBS	Billboards, Malls, Digital In-Store Networks
San Francisco, CA #4—Radio #6—Television	KCBS KMVQ KITS KLLC KZDG <sup>(3)</sup> KFRC	AM FM FM FM AM FM	News Top 40 Alternative Hot AC/Pop Hits 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 KJMK KRLD KRLD KVIL	FM FM FM AM FM FM	Classic Hits Spanish Adult Hits News/Talk Sports Adult Contemporary	KTVT-TV KTXA-TV	UHF UHF	CBS Independent	Billboards, Street Furniture, Malls, Digital In-Store Networks
Houston, TX #6—Radio	KKHH KIKK KILT KILT KLOL KHMV	FM AM FM AM FM FM	Top 40 Talk Country Sports Spanish Hot AC/Pop Hits				Billboards, Malls, Digital In-Store Networks
Washington, D.C. #7—Radio	WIAD WLZL WJFK WPGC WNEW WNEW	FM FM FM FM AM FM	Hot AC/Pop Hits Spanish Sports Rhythmic Top 40 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 Sports	WUPA-TV	UHF	The CW	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks

# STATISTICAL INFORMATION

## Third Quarter 2012 – Continued

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

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot AC/Pop Hits News Top 40 Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS MyNetworkTV	Billboards, Malls, Digital In-Store Networks
Detroit, MI #12—Radio #11—Television	WXYZ WOMC WDZH WWJ WXYZ WYCD	FM FM FM AM AM FM	Sports Classic Hits Top 40 News Talk Country	WKBD-TV WWJ-TV	UHF UHF	The CW CBS	Billboards, Bus, Malls, Digital In- Store Networks
Miami-Ft. Lauderdale, FL #11—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 Top 40 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	Top 40 Adult Contemporary				Billboards, Street Furniture, Malls, Digital In-Store Networks
Tampa-St. Petersburg, FL #18—Radio #14—Television	WLLD WQYK WHFS WYUU WRBQ WHFS	FM FM AM FM FM FM	Rhythmic Top 40 Country Sports Spanish Classic Hits Sports	WTOG-TV	UHF	The CW	Billboards, Malls, Digital In-Store Networks
Nassau-Suffolk, NY <sup>(4)</sup> #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 AC/Pop Hits	WJZ-TV	VHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks

## STATISTICAL INFORMATION

### Third Quarter 2012 – Continued

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

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #22—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot AC/Pop Hits				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 Top 40 Urban R&B 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 AC/Pop Hits	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Billboards, Malls, Digital In-Store Networks

- (1) Radio market rank based on Fall 2012 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2012.
- (2) As required by the FCC, the Company assigned KFWB-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

### Third 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 <sup>(1)</sup>	Global Reach <sup>(2)</sup>	Global Rank <sup>(3)</sup>
<b>CBS Interactive Web Sites</b>	258 Million	17%	#10

(1) Source: comScore Media Metrix. Monthly average of global unique visitors for the third 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 third quarter of 2012.

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 270.2 million for September 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/Xfinity	Roku
Dish	TVGuide.com
IMDb	Veoh
Mefedia	Yahoo!
	YouTube



# STATISTICAL INFORMATION

## Third Quarter 2012 – Continued

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

### CBS SPORTS NETWORK Online Partners as of October 17, 2012

#### Colleges/Universities

Air Force • goairforcefalcons.com  
UAB • uabsports.com  
Alabama • rolltide.com  
Arizona • arizonwildcats.com  
Arizona State • theundevils.com  
Army • goarmysports.com  
Auburn • auburntigers.com  
Baylor • bayorbears.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 • fordhamports.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 • hopkinssports.com  
Kansas • kuathletics.com  
Kansas State • kstatesports.com  
Kentucky • ukathletics.com  
Lafayette • goleopards.com  
Lamar • lamarcardinals.com  
Long Beach State • longbeachstate.com  
Louisiana Tech • latechsports.com  
Louisville • 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 • olemisssports.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 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 • redstormports.com  
Saint Joseph's • sjuhawks.com  
San Diego • usdtoreros.com  
San Diego State • goaztecs.com  
San Jose State • sjsuspartans.com  
Siena • sienasaints.com  
South Carolina • gamecocksonline.com  
South Dakota • goyotes.com  
Southern California • usctrojans.com  
Southern Illinois • siusalukis.com  
SMU • smumustangs.com  
Southern Miss • southernmiss.com  
Stanford • gostanford.com  
Stephen F. Austin • sfajacks.com  
Stony Brook • goseawolves.org  
Tennessee – utsports.com & utladyvols.com  
Texas – texasports.com  
UT Arlington • utamavs.com  
UTEP • utepathletics.com  
TCU • gofrogs.com  
Texas Tech • texastech.com  
Tulane • tulaneagreenwave.com  
Tulsa • tulsahurricane.com  
Utah • utahutes.com  
Utah State • utahstateaggies.com  
Utah Valley • wolverinegreen.com  
Vanderbilt • vucommodores.com  
Villanova • villanova.com  
Virginia • virginiasports.com  
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  
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