



Update

A QUARTERLY NEWSLETTER

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CBS CORPORATION 2nd QUARTER 2008: KEY DEVELOPMENTS & INITIATIVES

CBS INTERACTIVE



On June 30, **CBS Corporation** closed on its previously announced acquisition of **CNET Networks, Inc.**, owner of many of the industry's leading entertainment, news and e-commerce Web sites. CNET Networks is now part of **CBS Interactive** which is now:

- The largest premium content network
- The #1 technology network
- The #1 most engaged online sports network
- The #2 entertainment and sports network for men 18-34

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IN THIS EDITION

- CNET Networks now part of CBS Interactive.
- New Study: Online streaming draws viewers to CBS Television.
- CBS TV has the eyes this Summer.
- CBS Television Distribution sweeps up in May syndication.
- Showtime grows subscribers/forges distribution agreement with The Weinstein Company.
- CBS RADIO powers the AOL Radio "Experience."
- CBS TV Stations launch revenue sharing partnership with local blogs and social media Web sites.
- CBS Outdoor provides local advertisers with do-it-yourself billboards.
- Simon & Schuster makes 5,000 titles available to Amazon's Kindle.
- Harrison Ford to star in CBS Films' CROWLEY.
And Much More...

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- The #4 online entertainment group on the Web
(Source: Nielsen Online/US data, May 2008)

Following the CNET acquisition, **Quincy Smith** was named CEO, CBS Interactive. Smith had been President of CBS Interactive since November 2006. **Neil Ashe**, formerly Executive Vice-President of CNET Networks, was made President, CBS Interactive.

Commenting on the new, expanded CBS Interactive, CBS President and CEO **Leslie Moonves** said: "CBS stands for premium programming and unparalleled reach. The addition of CNET to our already world-class group of online assets has created an unbeatable combination of online content, audience and brands. We are now a major presence in every major interactive category. With a platform unmatched by any other, we are positioned to extend our complementary entertainment, news, sports, technology, business and mobile content to a whole new global audience. In addition, the new, expanded CBS Interactive is giving us even more exposure to the increasingly important online advertising sector, while positioning us to accelerate our growth through an exiting number of new content and promotion initiatives."

CBS Interactive media properties span five vertical categories:

- **Technology:** [CNET.com](#), the #1 Web site in the computer and consumer electronics category, reaching more than 17M people every month. (Source: Nielsen NetRatings, May '08)
- **News:** [CNET News.com](#), [CBSNews.com](#), and [UWire.com](#), which combine to create the 6th largest property in the Current Events/Global News category. (Source: US Nielsen Online, NetView, May 2008)
- **Entertainment:** Spanning music, gaming, television, film and lifestyle, the Entertainment sites collectively reach more than 24M users each month. (Source: US Nielsen Online, NetView, May 2008) The Entertainment sites are divided into two groups: [GameSpot.com](#), [CBS Games](#), [mp3.com](#), [Last.fm](#), [CHOW](#), [UrbanBaby](#) and [TV.com](#), The CBS Audience Network, [CBS.com](#), [theInsider.com](#) and [Wallstrip.com](#).

INDEPENDENT STUDY PROVES CBS ONLINE VIDEO STREAMING DELIVERS YOUNGER AUDIENCES TO ITS TV SHOWS



In July, **CBS Interactive** announced the results of an ongoing study of nearly 50,000 individuals who have watched full episodes of CBS programming streamed online across the CBS Audience Network. The study, conducted by **Magid Media Labs**, underscored three main findings:

- CBS's video streaming of full-episodes attracts a younger audience whose median age is 38.
- Online viewers are incremental to broadcast viewers. 35% of the online video-watching audience say they are now more likely to watch CBS programming on television because they connected with the shows online.
- Online video streaming is a net positive for CBS because it drives Web viewers to television. On average, nearly half of CBS's online video streaming audience is incremental, with 46% saying they only or mostly watch online. A majority of these same viewers say having the content available online is not a factor in their decision not to watch on TV, thus making their online viewing additive.

"The results are clear: by making their programming available through the CBS Audience Network, CBS has expanded the reach and audience for its content without impacting their traditional television viewership," said **Jaime Spencer**, Director, Magid Media Labs. "In fact, nearly half of CBS's online audience is composed of viewers who only or mostly watch online, which opens the door to a net gain of 21 percent of Web-only viewers who are now more likely to watch TV because they connected with the show online."

Adds **David Botkin**, Senior Vice President, Research & Audience Analytics, CBS Interactive.: "These findings confirm what we've believed all along - online viewing is complementary to broadcast viewing, so making our programming more accessible to people drives awareness, interest and ratings both online and on-air."

- **Sports:** [CBSSports.com](#), [CBSCollegeSports.com](#) (the largest collection of collegiate brands), [NCAA.com](#) and [MaxPreps.com](#) -- collectively they represent one of the digital world's largest sports footprints.

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- **Business:** [BNET.com](#), [ZDNet](#) and [TechRepublic](#), which are among the fastest growing destinations in the expanding business category, with a combined 18.4M monthly users. (Source: comScore Media Metrix Worldwide, May 2008)

Also part of CBS Interactive is [CBS Mobile](#), which is responsible for building the mobile strategy across CBS Interactive.

Interactive Bytes:



- **Last.fm:** In mid-July [Last.fm](#) unveiled a new design to make it even easier for music lovers to play, discover and share music online. The updated design also includes new ways for advertisers to reach music lovers in an intuitive and targeted way -- enabling brands such as **Converse** and **Motorola** to integrate next-generation functionality into their marketing campaigns and build a unique, powerfully scalable one-to-one connection to the user. Among other capabilities: advertisers' messages can "move in time" to the beat of the music being played on the user's page; an ad can reflect the musical content or activity on the page on which it is placed to provide a personalised experience for each individual user who views it, and ads can be targeted to specific demographics and psychographics, allowing clients to reach tweens, Generation X, urban, hip-hop audiences and more. ... [Last.fm](#) has teamed with **Pontiac** to create a virtual simulation of the 2009 Pontiac Vibe dashboard, allowing the site's community to interact with the vehicle while listening to their favorite music. ... In a move that marks the first time [Last.fm](#) has ventured into original video programming, the site has launched [www.last.fm/presents](#), a series of exclusive video interviews that showcase the creativity of the world's most inspiring bands and artists. ... In a relationship marking the first time that [Last.fm](#) has teamed up with a major U.S. festival, the site will be an official media partner of **Lollapalooza**, the annual alternative music extravaganza which will take place this year August 1-3 in Chicago's Grant Park. ... [Last.fm](#) is powering the relaunch of **AOL Europe's** online radio platform ([radio.aol.co.uk](#)).

ADAM TOWNSEND NAMED EXECUTIVE VICE PRESIDENT, INVESTOR RELATIONS

Adam Townsend has been named CBS Corporation's Executive Vice President, Investor Relations, reporting to CBS President and CEO **Leslie Moonves** and CBS Investor Relations Executive Vice President **Marty Shea**.



Adam Townsend

Townsend most recently led **E*Trade's** Investor Relations and Corporate Strategy operations where he worked with the CEO on identifying global expansion opportunities, providing quarterly presentations to its board of directors on the company's competitive positioning, public/investor perception, stock valuation and analyst research coverage. He also oversaw **E*Trade's** communications strategies through more than \$5 billion in transactions over four years. Before that, he handled the company's financial communications, including news releases, quarterly earnings calls, shareholder presentations and investor marketing materials

Previously, Townsend worked as an Equity Research Analyst for **JP Morgan Securities'** Financial Institutions Group, where he was responsible for primary research coverage of publicly traded companies in the online trading and investing technology sector, performed company valuation analysis, authored equity research reports and built financial models to forecast financial performance of companies he covered. Before that he worked as a Management Trainee on the buy side for **Franklin Templeton Investments**.

- **CBS Audience Network:** Under **CBS Interactive's** open, non-exclusive, multi-partnership strategy for distributing content online, **Yahoo!** has joined the CBS Audience Network. With Yahoo!, the Network now boasts an unduplicated U.S. online reach of 92%. ... In June and July eight more classic television programs and related clips were made available online across the **CBS Audience Network:** **THE LOVE BOAT**, **BEVERLY HILLS 90210**, **TWIN PEAKS**, **FAMILY TIES**, **PERRY MASON**, **DYNASTY**, **BEAUTY** and **THE BEAST**, and **HAVE GUN – WILL TRAVEL**.

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CBS Mobile: In June, CBS Mobile launched optimized iPhone site for

News. June 2008 saw the highest mobile page impressions yet. News page views in Q2 were 32% higher than in Q1 and 629% higher than in Q2 2007. Among the highlights: CBS Mobile Video saw a 51% year over year growth in Q2, Sports Mobile achieved a Q2 monthly average increase in page views of 224% over Q2 07; a monthly average increase in unique visitors of 26% over Q2 07 and a monthly average increase in time spent per visit of 65% over Q2 07.

Also in Q2 CBS Mobile:

- Began offering more full episodes of shows than any other network on mobile
- Launched new video content, which led to a doubling in traffic on LOL channel in 2 months
- Renewed multiple carrier video deals.
- Expanded volume of content offered to over 2,500 video clips/month.
- Began producing 5-15 original shows per week.
- Launched Ultimate Sports Application providing fans with a downloadable mobile application to keep up with sports scores, breaking news and full fantasy access.

And:

CBS Interactive launched its "HD Gallery" on CBS.com, providing users with a state-of-the-art viewing experience for CBS content online, with **Intel** as the exclusive launch sponsor. In addition to providing viewers next-generation quality video, the HD Gallery is also the home of the recently-launched upgraded video player. ... **CBS** and the social entertainment company **EQAL** have forged a partnership to create and produce multi-platform television, online and mobile entertainment for existing

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EYE ON SHOWTIME



SUBSCRIBER HIGHLIGHTS:

Showtime subscribers grew .2MM in 2Q '08 to 15.8M. TMC subscribers grew from 16.7M as of 3/31/08 to 16.9M as of 6/30/08. Flix grew .5MM to 23.7M at 6/30/08.

MORE MOVIES: In a move that enhanced its slate of theatrical motion pictures, in July, Showtime Networks entered into an exclusive seven-year film distribution arrangement with **The Weinstein Company** (TWC). The new output deal, for up to 95 films, is effective with TWC's 2009 release schedule. It includes such highly anticipated films as "Nine," directed by **Rob Marshall** ("Chicago") and featuring an all-star cast including **Daniel Day-Lewis, Nicole Kidman, Marion Cotillard, Penelope Cruz, Judi Dench and Sophia Loren**, and **Quentin Tarantino's** "Inglorious Bastards."

LOOK OUT FOR: A new half-hour single camera dark comedy series **NURSE JACKIE** (working title), starring three-time *Emmy Award* winner **Edie Falco**, will premiere in 2009. ... **UNITED STATES OF TARA** starring *Academy Award*-nominated actress **Toni Collette** ("Little Miss Sunshine"), co-produced with **Dreamworks Television**, executive produced by **Steven Spielberg** and written by Oscar winning ("Juno") screenwriter **Diablo Cody**. ... **LOCK 'N LOAD**, a new half-hour, six-episode reality series that observes people from all walks of life exploiting the right to bear arms at a Englewood, CO gun store. ... Two more seasons of **WEEDS** starring **Mary-Louise Parker**. ... The renewal of the three-time *Emmy*-nominated and *Writer's Guild Award*-winning **PENN & TELLER: BULLSHIT!** (now the network's longest-running show). ... A pilot spin-off of the popular and critically acclaimed **THE L WORD** which is entering its sixth and final season in January.

Also... **James Brown, Phil Simms and Cris Collinsworth** will host **INSIDE THE NFL** when the series launches in September on Showtime. The show will be produced by **CBS Sports** and **NFL Films**. ... Showtime has picked up seven-time-*Emmy*-winner **Tracey Ullman's** **TRACEY ULLMAN'S STATE OF THE UNION** for a second season, and has committed to British comedian **Marc Wootton** for a new six-episode series.

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and future CBS television productions. ... CBS Interactive has begun giving Web users a sneak peek at TheInsider.com, a site created to provide a cross-platform interactive experience for fans of **CBS Television Distribution's** syndicated daily entertainment news show "The Insider." ... CBSSports.com has launched fantasynews.cbssports.com, a site dedicated to giving fantasy players around the world open access to the most coveted analysis and data in the business. CBSSports.com Fantasy News will be a stand-alone destination that will be heavily linked across CBSSports.com and other CBS Interactive sites.

TELEVISION



CBS HAS THE EYES THIS SUM-

MER: Through Week #9 of the Summer season (5/26/08 - 7/27/08), CBS is #1 HHs and viewers and is tied for #2 in A25-54

(with NBC). Among viewers:

CBS has the #1 program on four nights: Monday (TWO AND A HALF MEN, Friday (NUMB3RS), Saturday (48 HOURS MYSTERY) and Sunday (MILLION DOLLAR PASSWORD). This is more than all the other networks combined.

- CBS has the #1 scripted series on five nights: Monday (TWO AND A HALF MEN), Tuesday (NCIS), Wednesday (CSI: NY), Friday (NUMB3RS) and Sunday (COLD CASE). This is more than all the other networks combined.
- CBS has 10 time period winning programs, more than all the other networks combined.
- CBS is #1 on three nights (Monday, Friday & Sunday), tied for most of any network.
- CBS has the #1 Comedy (TWO AND A HALF MEN), the #1 News Magazine (60 MINUTES),

EYE ON THE CW



On May 13, **THE CW** Network announced a fall launch date of September 1 and unveiled the schedule for its 2008-2009 season. The schedule features returning hits "GOSSIP GIRL" and "AMERICA'S NEXT TOP MODEL," along with highly anticipated "90210" Said **Dawn Ostroff**, President of Entertainment, The CW: "We are zeroed in on our target demo of young women 18-34 with both new and returning series, and each programming block provides a strong promotional platform for the following night. We're confident that the quality of our shows for the fall season will make The CW the destination for young women."

At Press Tour, **The CW** unveiled its new primetime schedule, which will begin well in advance of the start of the traditional broadcast season. Among the shows scheduled for their 2008 debut will be the second season of GOSSIP GIRL and the sixth season of ONE TREE HILL (Monday, Sept. 1), the two hour premiere of the new 90210 (Tuesday, Sept. 2), the two-hour premiere of the 11th edition of AMERICA'S NEXT TOP MODEL (Wednesday, Sept. 3) and the debut of the new series PRIVILEGED (Tuesday, Sept. 9). Also announced were the premiere dates of the new Sunday night lineup: IN HARM'S WAY, VALENTINE and EASY MONEY (Sunday, Sept. 21); and SURVIVING SUBURBIA (Sunday, Nov. 2). Every drama and comedy on The CW's schedule will be broadcast in high definition. ... In addition, Ostroff announced plans to launch the 09-10 season during the summer of 09. At Press Tour the Network also revealed that **Shannen Doherty** will guest star in multiple episodes of the new 90210.

And... In early May, The CW aligned with **Media Rights Capital** (a leading independent film, television and digital studio) to program its Sunday night primetime programming block.

- In A25-54, CBS has ten time period winning programs, more than all other networks combined.
- In A18-49, CBS has five time period winning programs, more than NBC & ABC combined.
(Source: NTI, "Most Current" ratings)

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CBS "UPFRONT" BUILDS BUZZ: CBS's 2008/09 Programming and Advertising Presentation to advertisers and the press at New York's Carnegie Hall on May 14 drew very upbeat early buzz: Noted **The Hollywood Reporter East**: "CBS on Wednesday gave advertisers what they've been craving so far during the annual upfronts: a return to normalcy." **TelevisionWeek** reported that "...with three dramas and two comedies set to debut, CBS is offering more fresh fare than any network this fall." Wrote **Variety**: "CBS believes it has found an opening in the comedy space, adding a new night of half hours (Wednesday) and broadening out its laffer roster." On this subject **Broadcasting & Cable** pointed out that CBS's new Wednesday comedy block was made "possible because of the success of the Monday block, which next fall will be joined by *WORST WEEK*, a comedy about a guy with bad luck that played very well at the network's upfront presentation in New York." **B&C** went on to add: "Opening a second night of comedy is no easy task, but it looks like a good play." **JackMyers.com** said: "CBS is playing to its strengths with new procedurals and comedies." Summed up **USA Today**: "CBS had something to show from all five of its fall shows...and the new Monday sitcom *WORST WEEK* (was) as well received a comedy clip as any network has presented in years."

SWEEPING UP IN MAY: For the sixth consecutive May sweep, CBS was the most watched network, leading the competition in HHs and viewers. The Network also tied for #2 (with ABC) in A25-54 and finished 0.2 behind ABC in A18-49. In the Late News lead-in hour (10-11:00 PM ET/PT), CBS led Monday-Friday in HHs, viewers, A25-54 and A18-49. CBS also placed first Monday-Sunday 10-11:00 PM ET/PT in HHs, viewers and A25-54, running just 0.2 behind ABC in A18-49. During the sweep CBS won every Thursday in HHs and viewers and every Friday in HHs, viewers and key demographics. The Network also posted strong season finale ratings from its Monday night comedies; had its best Tuesday HH and viewer deliveries of the season (and 2nd best A25-54 rating) the night that NCIS had its 2-hour season finale; saw the season finales of CSI: MIAMI and CSI: NY handily win their time periods (with CSI: MIAMI having its most-watched episode this season); and scored year-to-year increases with its presentation of the ACM Awards, among other notable achievements. Source: NTI

CBS TV STATIONS LAUNCH REVENUE SHARING PARTNERSHIP WITH LOCAL BLOGS AND SOCIAL MEDIA WEBSITES

On June 18, the CBS Local Ad Network was launched by CBS-owned



television stations in eight markets: CBS 2 New York, CBS 2/KCAL 9 Los Angeles, CBS 3 Philadelphia, WCCO-TV Minneapolis-St. Paul, CBS 4 Miami, CBS 13 / The CW 31 Sacramento, KDKA-TV Pittsburgh and WJZ-TV Baltimore.

The CBS Local Ad Network is a first-of-its-kind partnership between a major media company's owned television stations and local blogs and social media sites. Local site owners who participate receive a portion of the advertising revenue generated by their local CBS station, which sells advertising space within embeddable news widgets that appear on the sites that are members of the CBS Local Ad Network. There are three widget formats available, each with **Interactive Advertising Bureau** standard ad units, and partners can select from six topical news feeds to provide the most relevant content for the publisher's site. The added personalization enables advertisers to better target their audiences so that advertisements complement the user experience.

The CBS Local Ad Network was launched earlier this year by CBS-owned stations in Chicago, Dallas-Fort Worth, San Francisco, Boston and Denver. The recruitment and management of local blogs and social media sites that form the core of the CBS Local Ad Network is being administered by **SyndiGO**, a new division of Seevast Corp which is a leading provider of advertising networks and network enabling services.

And... CBS has ordered six additional episodes of the **Regis Philbin**-hosted game show **MILLION DOLLAR PASSWORD**. ... Multiple broadcast journalism award-winner and **Broadcasting Hall of Fame** member **Bob Schieffer** has entered into a new long term agreement with **CBS News**. Schieffer will continue as the Network's Chief Washington Correspondent and anchor of **FACE THE NATION**. He will also continue to contribute to the **CBS EVENING NEWS WITH KATIE COURIC** and **THE EARLY SHOW**, as well as to CBS News' political

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and Campaign '08 coverage. ... Award-winning broadcast journalist **Lara Logan**, whose reporting from war zones for almost two decades has earned her a prominent position among the world's foremost newsmen, has been named CBS News' Chief Foreign Affairs Correspondent, based in Washington, DC ... Veteran broadcaster **Zev Shalev**, who has been Senior Broadcast Producer of THE EARLY SHOW since March, has been named the Executive Producer for the broadcast.

CBS Sports:



THE HERSHEY COMPANY GETS INTO THE GAME:

The Hershey Company has partnered with the NCAA and CBS Sports to

become an Official NCAA Corporate Partner, providing Hershey with category exclusive marketing and promotional rights to all 88 NCAA Championship events across 23 different sports, including the NCAA Division I Men's Basketball and NCAA Football Championships. Hershey will support the partnership, which begins with 2009 NCAA Division I Men's Basketball Championship, with integrated marketing programs, promotional campaigns, and advertising across a variety of mediums, and will work with the NCAA and CBS Sports to develop activation platforms at the national, regional and local levels. The partnership also provides opportunities for Hershey to reach approximately 1,000 member schools, more than 400,000 NCAA student-athletes annually and more than 100 million passionate collegiate fans and alumni across 50 states in an effort to reach this loyal consumer demographic.

College Sports Network:



In June **Steve Herbst** was named Executive Vice President and General Manager, **CBS College Sports Network**. Herbst joined CBS from the

National Basketball Association where he served as Senior Vice President, Broadcasting and General Manager, NBA TV. ...**CBS College Sports Network**, in partnership with the **NCAA®** and **CBSSports.com**, has

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EYE ON CBS CONSUMER PRODUCTS



"STAR TREK"

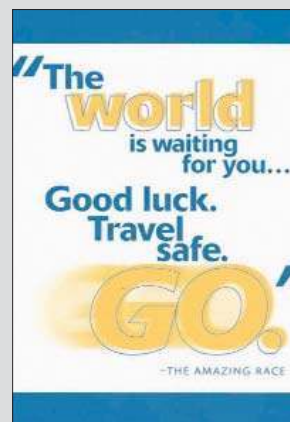
FOREVER: More than a dozen licensing partners have signed on to develop merchandise for the iconic **STAR TREK** franchise, including **Mattel, Fortune**

Fashions and Pez. Products will include multi-series franchise items that will expand the core collectibles lines and allow fans to enjoy the entire STAR TREK universe. These new licensees join previously announced partners **Playmates Toys**, which will create movie-related action figures, vehicles, playsets and role play toys; **NTD Apparel** for tees in Canada; and **Hallmark** for greeting cards, party goods and ornaments.

INTRODUCING THE "TELEVISION CITY" BRAND:

A new branding initiative -- called "Television City" -- is bringing together one of the greatest collections of classic TV icons ever assembled under one name. With well over 150 beloved shows including **Brady Bunch, Happy Days, Cheers, Mighty Mouse, The Love Boat, Rawhide** and more, the new "Television City" banner will make one of the largest classic television libraries in existence more accessible to both consumers and retailers through distinctive assortments, packaging and signage programs. The first products under the banner are expected to hit stores in 2009.

And...



● **Hallmark** now has access to a selection of the most beloved TV properties from the CBS Paramount Library, including **THE AMAZING RACE**, "The Brady Bunch," "Cheers," "The Twilight Zone" and "Star Trek." The line spans sound cards to party ware and ornaments.

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announced the creation of CBS College Sports Media, an online vertical advertising network showcasing the multitude of college athletic properties in the CBS family. ... On June 1, **CBS College Sports Network** officially expanded its carriage on **Time Warner Cable Southwest Division** systems in Texas. ... On July 1, CBS College Sports Network officially launched on **Cablevision's iO Sports Pak**.

CBS Television Distribution:



TOPS IN SWEEP SYNDICATION:

In the May sweep, **CBS Television Distribution** claimed nine of the top 10-rated first-run syndicated shows. CTD had the only two first-run strips in all of syndication to grow from sweep to sweep with **JUDGE JUDY** and **JEOPARDY!** (Source Nielsen Media)

Also...

- At the Summer press tour, **CTD** presented the new syndicated one-hour talk show **THE DOCTORS** from the creative team behind the long-running hit series **DR. PHIL**. The new show, which debuts in September with 98% clearance on 205 unique stations, will give daytime viewers a source of reliable and fascinating medical and health information from a distinguished panel of five "on-call" professionals.
- **THE INSIDER** has launched **The Insider.com**, a new site created to provide a cross-platform interactive experience for viewers featuring all the day's hottest celebrity news delivered in a way that lets fans easily interact with each other and the content itself. ... **WHEEL OF FORTUNE** has announced its first-ever \$1 million prize. ... **RACHAEL RAY** won the **Daytime Emmy** for Outstanding Talk Show/Entertainment/**JEOPARDY!**'s **Alex Trebek** won an *Emmy* for Outstanding Game Show Host.

(CBS Consumer Products, continued from page 7)

- **SURVIVOR** enthusiasts will soon be able to set up tribal council in their own backyard with series-branded outdoor torches from **Fulais Industrial**. The **Survivor Island Torch**, which features a multi-view three-face design and a refillable see-thru fuel canister, will be available at retail in 2009.



**SURVIVOR
Island
Torch**

- In conjunction with the premiere of **GREATEST AMERICAN DOG**, **Art Brands** launched a line of "Greatest American Dog" products at www.cbsstore.com. Featuring an extensive library of pet and pet-inspired art, the products will be marketed to pets and pet lovers across the country with introductions at specialty retailers in 2009.
- This Spring **AMAZING RACE**, **CSI** and **SURVIVOR** branded scratch off tickets became available to lottery players nationwide.



**CBS Paramount
International
Television (CPITV):**

INTERNATIONAL SCREENINGS: The week of May 19, **CBS Paramount International Television** hosted over 1,200 clients from around the world at the Paramount lot for the Los Angeles Screenings. International television buyers watched pilots and presentations including the much anticipated spin-off **90210** for The CW, The CW's **STYLISTA**, CBS's midseason shows, the comedy **WORST WEEK** and the murder mystery **HARPER'S ISLAND**, as well as the summer drama **THE CLEANER** for A&E from **CBS Paramount Network Television** and CBS's summer series **GREATEST AMERICAN DOG**. ... Before the Screenings officially began, **Canwest** licensed Canadian rights for **90210**, **WORST WEEK**, **HARPER'S ISLAND** and **GREATEST AMERICAN DOG**.

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CSI HAS THE WORLD'S EYES: In June, CSI, distributed internationally by CPITV, was presented with the International Television Audience Award for a Drama TV Series for having drawn the highest number of international viewers during the previous year. All three editions of the CSI franchise (including CSI: MIAMI and CSI: NY) currently rank among the top 20 U.S. series in Australia, France, Germany, Italy, Spain and the United Kingdom. Each series in the franchise is licensed in over 180 territories.

TOP MODEL, TOP SHOW: BRITAIN'S NEXT TOP MODEL and AUSTRALIA'S NEXT TOP MODEL finished their fourth cycles in early July with both delivering best ever performance records. AUSTRALIA'S NEXT TOP MODEL's finale which averaged 309 thousand viewers, drew the largest audience ever for its network, **Fox8**. The finale also helped make AUSTRALIA'S NEXT TOP MODEL the most watched series ever on Australian subscription TV. (Source: Eurodata/OzTam/Barb/Fox8/Living)

Plus...

- **CBS Paramount International Television and Middle East Broadcasting Center (MBC)** have forged a major multi-year deal for new and returning programs. Under the arrangement MBC will continue to air such popular shows as NCIS, MEDIUM and NUMB3RS. LATE SHOW WITH DAVID LETTERMAN will be moving to MBC, along with THE DOCTORS from **CBS Television Distribution** which is scheduled to premiere in the U.S. this fall. The new programs included in this deal are the series featured at the L.A. Screenings, including HARP-ER'S ISLAND, WORST WEEK, THE CLEANER and the highly anticipated 90210.

- In addition to the aforementioned MBC deal and a prior arrangement with **CanWest** for Canada, CPITV has licensed THE DOCTORS to broadcasters in high profile markets before its debut in the United States, including: **Virgin Media** in the United Kingdom, **Network Ten** in Australia, **SBS** in Norway, **Viasat** in Denmark and **TV4** in Sweden.

HARRISON FORD TO STAR IN PICTURE FOR CBS FILMS

HARRISON FORD TO STAR IN CBS FILMS' PICTURE



Harrison Ford

“CROWLEY”: In June CBS Films announced that **Harrison Ford** (“Indiana Jones” movies) will star in the role of a maverick scientist in CROWLEY, a picture in development based on the true story of a young couple searching for a cure for their two children’s rare genetic disorder. **Tom Vaughan** (“Starter for 10,” “What Happens in Vegas”) is in negotiations to direct the inspirational picture. **Michael Shamberg** and **Stacey Sher** (“World Trade Center,” “Erin Brockovich”), along with **Carla Shamberg** (“Erin Brockovich”), will produce the film through their Double Feature Films banner. **Robert Nelson Jacobs** (“The Water Horse,” “Chocolat”) wrote the screenplay, which was inspired by a Wall Street Journal article and subsequent book, “The Cure,” by Pulitzer Prize-winning writer **Geeta Anand**.

POST NOTE: **Rik Toulon** has been named Executive Vice President and General Counsel, CBS Films. Toulon joins CBS Films from the law firm of Katten Muchin Rosenman LLP, where he was a Partner in the firm's, Entertainment and Media Group since January 2001 and represented clients such as CBS, NBC Universal, Sony, Paramount, New Line, The Weinstein Company, Marvel Studios, MTV Networks, Microsoft and DirecTV.



Rik Toulon

RADIO



POWERING AOL'S RADIO

“EXPERIENCE”: In June, AOL unveiled a new AOL Radio experience (<http://radio.aol.com>) that features a redesigned online player powered by CBS RADIO. The site offers a wealth of new radio stations, including

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150 local CBS RADIO stations and custom channels plus more than 200 AOL Radio channels. For the first time, AOL Radio users can now access an extensive collection of popular CBS RADIO programming, including **WFAN-AM** and **1010 WINS** in New York, **KLSX** and **KROQ** in Los Angeles, **WXRT** in Chicago and **WVEE** in Atlanta.

CBS RADIO LAUNCHES NEXT GENERATION VIDEO PLATFORM:

In Mid-July CBS RADIO announced the launch of a new video platform, designed to provide its stations the capability to fully develop into a video medium in addition to the audio content side of the business. Debuting on the Web sites of four of the company's New York stations (www.fresh1027.com, www.wcbs880.com, www.923krock.com and www.wfan.com), CBS RADIO's new video platform allows stations to create individual and personalized branded video players that can feature station content, syndicate videos, and embed clips to share with others via social networking sites. The new technology also creates advanced advertising and specialized sponsorship opportunities for CBS RADIO's clients, including branded players and content, studio imaging; advertorials, and in-video advertising. CBS RADIO's new video platform is powered by WorldNow, the leading online technology, content and revenue-solutions company for local media. **In Other Video News...** CBS RADIO has begun working with video production/post production company **StudioNow** to take raw video clips produced by CBS RADIO stations and turn them into fully edited segments, including appropriate music beds, graphics, opens and closes, among other features. StudioNow-created videos will be available for viewing on station Web sites on a rollout basis. CBS RADIO will offer StudioNow's services to its clients to create pre-roll advertisements that will run on CBS RADIO's media player.

DIGITAL NETWORK FORMED: In May, CBS RADIO officially announced the formation of the **CBS RADIO Digital Network** -- the largest Internet radio network aggregating millions of listeners through one central portal. A unified media player provides listeners free access to hundreds of CBS RADIO, AOL Radio and custom online stations. The player also bridges audiences between stations, facilitates e-commerce transactions and enables unlimited targeted advertiser opportunities.

CBS OUTERNET DEBUTS GAME(STOP) TV



In early June, **CBS Outernet**, a leading provider of customized digital video networks to retail locations, announced plans to partner with **GameStop Corporation** (the world's largest video game retailer) and digital media software and services company **Reflect Systems** to bring a new in-store digital video network to over 4,000 GameStop locations. Called **GameStop TV**, the new network offers digital delivery of content and advertising to high definition screens targeting GameStop's 73 million monthly young game enthusiast shoppers. CBS Outernet will manage advertising sales for the network, which has begun a rapid rollout that will be completed during 2009. In addition, CBS Outernet is also providing custom programming to the network each month, including content from **CBS Television**, **CBS College Sports**, **Last.fm** and other CBS Corporation properties. With the addition of GameStop, CBS Outernet's digital media networks now span over 5,500 key retail locations reaching over 150 million monthly shoppers.

PLAY.IT TO PREMIERE: In May, CBS RADIO announced plans to launch this summer a free advertiser supported Web portal -- **Play.it** -- that will feature millions of songs and artists to choose from, plus access to interviews, archives, news and sports updates and imaging from CBS RADIO's over-the-air stations. Online audiences will also have the capability of embedding their newly created radio stations on Web pages, social networking and blogging sites.

(Continued on page 11)

Plus...

- In July, CBS RADIO President and CEO **Dan Mason** earned the #1 spot on the annual Radio Ink 40 Most Powerful People in Radio list. The industry publication cited Mason's bold drive into the digital realm as an example of the visionary leadership that will carry the industry into the future.
- The Hollywood Reporter and CBS RADIO's KFWB NEWS 980 have launched a new weekday entertainment feature "The THR Hollywood Business Report." The Report is available on-air and online weekday mornings on KFWB NEWS 980 and www.kfwb.com.

OUTDOOR

CBS CLOSES ON IOA:



On April 23, CBS Corporation announced that it had closed on the acquisition of **International Outdoor Advertising Group (IOA)**, the leading out-of-home advertising company in South America with more than 17,000 advertising faces in Argentina, Brazil, Chile and Uruguay, The four countries in which IOA operates comprise more than two-thirds of the continent's population, GDP and advertising-spending growth, and offer CBS Corporation an entry point and leadership position into the fast-growing South American market.



IOA signage in Montevideo, Uruguay

DIGITAL UPDATE: In total, CBS Outdoor's worldwide digital inventory has over 4,700 faces as of June 2008, including approximately 130 large format boards.

WANNABILLBOARD?: In an initiative designed to eliminate "lack of creative" as a barrier of entry for local businesses, **CBS Outdoor** has just launched on the Web a preliminary site -- Wannabillboard.com -- where advertisers can select customizable ad agency quality billboard designs for free. Currently there are design templates for



over 50 local advertiser categories, all adaptable to CBS Outdoor site types. They can be quickly customized with a business' name, logo, address. Once the business owner visits the Web site and chooses a design, they can contact their local CBS Outdoor office and, with the help of a local sales representative, choose the ideal location for their new professionally designed ad. The Wannabillboard.com site is being promoted on some outdoor boards and bus sides, and through a direct mail program.

And...

- In New York, advertisers can now reach the over 80,000 riders that take the Shuttle from Grand Central to Times Square each day from both the inside...and out. Twenty four Exterior Shuttle Posters (visible at both stations) are coupled with Interior Wraps, completely surrounding commuters with advertisers' messages both on the platform and in the train.



- Full Brand Trains have been brought to a whole new level with the addition of "Michelangelos" (Ceiling Graphics). Introduced in June to both New York subway cars and Washington D.C. metro cars, the ad message can

(Outdoor, continued from page 11)

be seen from all angles by the daily commuter. During the launch of the **Discovery Channel** series "When We Left Earth: The NASA Missions," Michelanglos served as a window from a space shuttle with astronauts waving at commuters looking up.



- To kick off its first Out-of-Home branding campaign in years, in June **McDonald's** brewed up on a CBS Outdoor Billboard in New York City's Times Square a 3,300 lb. cup that held over 1,600 gallons of coffee. The already prominent billboard was made to stand out even

more by the addition of a giant spigot that poured a stream of "coffee" into the monstrous cup.

- Following an acquisition of a South Florida bank, **Wachovia** became the first advertiser to use the wrapped Metro Rail Trains in Miami to brand its purchase on 34 wrapped cars.

Plus... In a major environmental initiative, CBS Outdoor is scheduled to complete the conversion of its entire 30-sheet plant from paper and paste 100% recyclable PE/plastic by the end of 2008. The new material and posting process ensures better print quality and has tremendous operational benefits. "Eco-posters" appear consistently better regardless of weather conditions, and diminish visible seams guaranteeing the color match stays consistent throughout the board. Each eco-poster can be easily replaced in less than 10 minutes and safely installed from a catwalk instead of by ladders, grip bars and the need to use power tools.

PUBLISHING



S&S KINDLES KINDLE: In May, **Simon & Schuster** announced plans to make 5,000 additional titles available in 2008 for Amazon's portable digital electronic reader **Kindle**. This eBook initiative more than doubles the number of S&S titles on Kindle

and when complete will represent the vast majority of S&S's most popular titles.

"KING" OF THE WEB AND MOBILE: In what is believed to be the first comic-style book adaptation specifically developed and produced for Web and mobile viewing, **Scribner** and **Simon & Schuster Digital**, **CBS Mobile** and **Marvel Entertainment** have teamed to bring to the Web and mobile screens **Stephen King's** latest work - "N." The groundbreaking series of 25 original video episodes -- produced in a state-of-the-art graphic/digital entertainment format -- can also be purchased at **iTunes** and **Amazon**



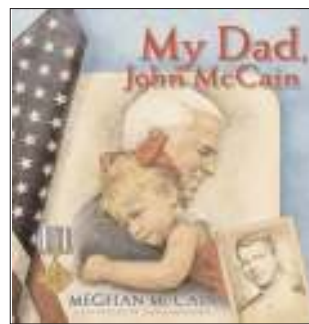
The Kindle



Still art from Stephen King's "N."

Unbox. "N", a previously unpublished work, will be included in King's forthcoming collection of short stories "Just After Sunset" (Scribner, Nov. 11, 2008) and published as a comic book miniseries by Marvel which is scheduled to launch in 2009. Viewers can go to www.NisHere.com or www.simonsays.com to see the episodes.

SPEAKERS BUREAU: In June, **Simon & Schuster**, in conjunction with **Greater Talent Network, Inc.**, launched *The Simon & Schuster Speakers Bureau* to bring a wide-ranging roster of bestselling, critically acclaimed and expert authors to live audiences worldwide. A full list of speakers is available at www.simonsays.com



AND, LOOK OUT

FOR... Atria Books has announced a Fall publication for 21 NIGHTS, the first book ever by international recording megastar and cultural icon **Prince**. The book is multimedia volume of photographic essays documenting Prince's sold out 21 concerts in 21 nights at London's O2 Arena in 2007. **Meghan McCain**, daugh

(Continued on page 13)

(Publishing, continued from page 12)

ter of Republican presidential candidate **Senator John McCain**, has signed with Simon & Schuster's Aladdin Books to write *MY DAD, JOHN MCCAIN*, a children's book about her father's life. The picture book will hit stores the first week of September 2008, to coincide with the Republican National Convention. ... In April 2009, Simon Spotlight Entertainment (SSE), will publish a second book with **Tori Spelling**, focusing on her life as a mom. The book -- "Mommywood" -- is a follow-up to Spelling's New York Times bestselling memoir, "sTori Telling." As reported else where in this newsletter, this Fall The CW will air an updated spin-off to Beverly Hills, 90210 in which Spelling is set to reprise her previous role in the series. ... imprint Scribner has acquired world rights to publish in December 2008 the first book by **Tila Tequila** whom Time Magazine has called The Madonna of MySpace. *HOOKING UP WITH TILA TEQUILA* will offer the sex symbol's no-holds-barred thoughts on love, fame, happiness, and success and how she singlehandedly harnessed the Web to build a hugely successful career. ... SSE also has plans to publish in the Spring 2009 a book by actress **Melissa Gilbert** that will feature behind-the-scene stories from Gilbert's years on the TV classic "Little House on the Prairie" set, as well as her time spent in Brat-Pack Hollywood. Also on tap for Spring 2009 is the autobiography of *Academy Award*-winning actress **Marlee Matlin**. Matlin's "Deaf Child Crossing" series of children's novels is

published by Simon & Schuster Children's Publishing. ... SSE has re-upped for another book with **Chelsea Handler**, the television host and #1 New York Times best-selling author of *ARE YOU THERE, VODKA? IT'S ME, CHELSEA*, tentatively scheduled for 2010. ... And, Simon Spotlight Entertainment (SSE) has just published, to worldwide headlines and bestsellerdom, *LIFE WITH MY SISTER MADONNA*, a memoir by her brother **Christopher Ciccone** and based on growing up and working with the ultra-famous singer and celebrity.

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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, 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.

UPDATE is published by CBS Communications Group
Gil Schwartz, Executive Vice President
Richard Wien, Editor

STATISTICAL INFORMATION

July 2008

CBS Network Time-Period-Winning Programs⁽¹⁾

<i>Big Brother 10-Sun</i>	<i>Ghost Whisperer</i>
<i>Crimetime Sat-8PM</i>	<i>Numbers 9PM</i>
<i>CSI: Miami</i>	<i>Two And A Half Men</i>
<i>CSI: NY</i>	<i>48 Hours Mystery</i>
<i>Flashpoint</i>	<i>60 Minutes</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 summer-to-date average from 05.26.08 – 07.27.08.

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. 5
Philadelphia	No. 1
Atlanta	No. 2
Washington, D.C.	No. 2
Boston	No. 1

(4) Source: "Year-To-Date Market Total Spot Performance Summary", for the period YTD June 2008, per Miller, Kaplan, Arase & Co., LLP.

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

New Series In Bold	
<i>Amazing Race (CBS)</i>	<i>Gossip Girl (CW)</i>
<i>America's Next Top Model (CW)</i>	<i>Medium (NBC)</i>
<i>Big Brother</i>	<i>NCIS (CBS)</i>
<i>The Cleaner (A&E)</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>Swingtown (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>Without a Trace (CBS)</i>
<i>CSI: New York (CBS)</i>	<i>Harper's Island (CBS)</i>
<i>Everybody Hates Chris (CW)</i>	<i>Gary Unmarried (CBS)</i>
<i>Flashpoint (CBS)</i>	<i>Worst Week (CBS)</i>
<i>The Game (CW)</i>	<i>90210 (CW)</i>
<i>Ghost Whisperer (CBS)</i>	<i>Priveleged (CW)</i>

(2) Represents current shows CBS Corporation produces, owns an equity stake in and/or distributes as of 07.31.08.

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

Title	Author	Rank	Weeks on List
Hardcover Fiction:			
<i>The Last Patriot</i>	Brad Thor	3	2
<i>Swan Peak</i>	James Lee Burke	5	1
<i>Chasing Darkness</i>	Robert Crais	11	2
<i>Chasing Harry Winston</i>	Lauren Weisberger	12	7
Hardcover Nonfiction:			
<i>Are you There, Vodka? It's Me, Chelsea</i>	Chelsea Handler	2	12
<i>sTori Telling</i>	Tori Spelling	5	7
<i>Rome 1960</i>	David Maraniss	11	2
Paperback Trade Fiction:			
<i>Nineteen Minutes</i>	Jodi Picoult	5	23
<i>My Sister's Keeper</i>	Jodi Picoult	13	23
Paperback Mass-Market Fiction:			
<i>Bones to Ashes</i>	Kathy Reichs	6	3
<i>Return to Summerhouse</i>	Jude Deveraux	10	4
Paperback Nonfiction:			
<i>The Glass Castle</i>	Jeannette Walls	18	128
Advice, How-To and Miscellaneous:			
<i>The Secret</i>	Rhonda Byrne	3	79
<i>Soul Wisdom</i>	Dr. Zhi Gang Sha	4	2
Children's Picture Books:			
<i>You Can Do It!</i>	Tony Dungy	1	1
<i>Alphabet</i>	Matthew Van Fleet	3	14
<i>Smash! Crash!</i>	Jon Scieszka	5	25
Children's Series:			
<i>Pendragon</i>	D.J. MacHale	7	67

(5) *The New York Times*, 07.27.08

First-Run Syndication Programs

<i>Dr. Phil</i>	<i>Judge Joe Brown</i>
<i>Entertainment Tonight</i>	<i>Judge Judy</i>
<i>Entertainment Tonight Weekend</i>	<i>Maximum Exposure</i>
<i>Inside Edition</i>	<i>The Montel Williams Show</i>
<i>Inside Edition Weekend</i>	<i>Mr. Food</i>
<i>The Insider</i>	<i>The Oprah Winfrey Show</i>
<i>The Insider Weekend</i>	<i>Rachael Ray</i>
<i>Jeopardy!</i>	<i>Wheel of Fortune</i>
<i>Jeopardy! Weekend</i>	<i>Wheel of Fortune Weekend</i>

Showtime Networks Subscribers⁽³⁾

(in millions)	2Q '07	2Q '08
Showtime Networks	50.6	56.4

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

STATISTICAL INFORMATION

July 2008 - Continued

CBS Corporation Major-Market Media Presence as of July 31, 2008 – Continued in the Top 25 U.S. Radio

Market and Market Rank(1)	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type/Channel	Network Affiliation	Display Type
New York, NY	WCBS	FM	Classic Hits	WCBS-TV	VHF/2	CBS	Subways, Billboards
		AM	News				Bulletins, Walls,
	<i>#1—Radio</i>	WFAN	AM	Sports			Trestles,
	<i>#1—Television</i>	WINS	AM	News			"Spectacular Signage,"
		WWFS	FM	Adult Contemporary			Mall Posters
	WXRK	FM	Active /Alternative Rock				
Los Angeles, CA	KCBS	FM	Adult Hits ("Jack")	KCAL-TV	VHF/9	Independent	Bus, Bus Shelters,
		AM	News	KCBS-TV	VHF/2	CBS	Rail, Kiosks,
	<i>#2—Radio</i>	KLSX	FM	FM Talk			Bulletins, Walls,
	<i>#2—Television</i>	KNX	AM	News			Posters, Mall Posters
		KROQ	FM	Alternative Rock			
		KRTH	FM	Classic Hits			
	KTWV	FM	Smooth Jazz				
Chicago, IL	WBBM	FM	Rhythmic Contemporary Hit Radio	WBBM-TV	VHF/2	CBS	Bus Shelters, Bulletins, Posters, Mall Posters, Walls
	<i>#3—Radio</i>						Digital Billboards
	<i>#3—Television</i>	WBBM	AM	News			
		WCFS	FM	Adult Contemporary			
		WJMK	FM	Adult Hits ("Jack")			
		WSCR	AM	Sports			
		WUSN	FM	Country			
	WXRT	FM	Adult Album Alternative				
San Francisco, CA	KCBS	AM	News	KPIX-TV	VHF/5	CBS	Bus, Bus Shelters,
		FM	Rhythmic AC	KBCW-TV	UHF/44	The CW	Cable Cars, Bulletins,
	<i>#4—Radio</i>	KITS	FM	Alternative Rock			Walls, Posters,
	<i>#6—Television</i>	KLLC	FM	Hot Adult Contemporary			Mall Posters
		KYCY	AM	Talk (Podcasting)			
		KFRC	FM	Classic Hits			
Dallas-Fort Worth, TX	KLUV	FM	Classic Hits	KTVT-TV	VHF/11	CBS	Walls, Bulletins, Mall
		FM	Rhythmic AC	KTXA-TV	UHF/21	Independent	Posters, Kiosks
	<i>#5—Radio</i>	KJKK	FM	Adult Hits ("Jack")			
	<i>#5—Television</i>	KRLD	AM	News/Talk			
		KVIL	FM	Adult Contemporary			
		KLLI	FM	FM Talk			
Houston, TX			Contemporary Hit Radio				Bulletins, Mall
	<i>#6—Radio</i>	KKHH	FM	News			Posters
		KIKK	AM	News			
		KILT	FM	Country			
	KILT	AM	Sports				
Philadelphia, PA	KYW	AM	News	KYW-TV	VHF/3	CBS	Bus Shelters, Rail,
		AM	Sports	WPSG-TV	UHF/57	The CW	Bulletins, Mall
	<i>#7—Radio</i>	WOGL	FM	Classic Hits			Posters
	<i>#4—Television</i>	WPHT	AM	News/Talk			
		WYSP	FM	Active/Alternative Rock			
Atlanta, GA	WAOK	AM	News/Talk	WUPA-TV	UHF/69	The CW	Bus, Bus Shelters,
		FM	Urban				Rail, Bulletins,
	<i>#8—Radio</i>	WZGC	FM	Adult Album Alternative			Posters, Mall Posters
	<i>#8—Television</i>						
Washington, D.C.	WTGB	FM	Adult Album Alternative				Bus, Rail, Mall
	<i>#9—Radio</i>	WLZL	FM	Spanish-Tropical			Posters, Walls
		WJFK	FM	FM Talk			
		WPGC	FM	Urban			
		WPGC	AM	Talk			

STATISTICAL INFORMATION

July 2008 - Continued

Market and Market Rank(1)	Radio Stations	AM/FM	Radio Station Format	TV Stations	TV Station Type/ Channel	TV Station Network Affiliation	Outdoor Display Type
Boston, MA	WBCN	FM	Active/Alternative Rock	WBZ-TV	VHF/4	CBS	Bulletins
#10—Radio	WBMX	FM	Hot Adult Contemporary	WSBK-TV	UHF/38	Independent	
#7—Television	WBZ	AM	News				
	WODS	FM	Classic Hits				
	WZLX	FM	Classic Rock				
Detroit, MI	WXYT	FM	Sports	WWJ-TV	UHF/62	CBS	Bus, Bulletins
	WOMC	FM	Classic Hits	WKBD-TV	UHF/50	The CW	Posters, Mall Posters
#11—Radio	WVMV	FM	Smooth Jazz				
#11—Television	WWJ	AM	News				
	WXYT	AM	Sports				
	WYCD	FM	Country				
Miami-Ft. Lauderdale, FL				WFOR-TV WBFS-TV	VHF/4 UHF/33	CBS My Network TV	Bulletins, Bus, Rail, Mall Posters, Kiosks
#12—Radio							
#16—Television							
Puerto Rico							Bulletins, Posters
#13—Radio							
Seattle-Tacoma, WA	KBKS	FM	Contemporary Hit Radio	KSTW-TV	VHF/11	The CW	Bulletins, Posters, Mall Posters
#14—Radio	KMPS	FM	Country				
#14—Television	KPTK	AM	News/Talk				
	KJAQ	FM	Classic Hits ("Jack")				
	KZOK	FM	Classic Rock				
Phoenix, AZ	KOOL	FM	Classic Hits				Bus Shelters, Bulletins,
#15—Radio	KZON	FM	Rhythmic Contemporary Hit Radio				Posters, Mall Posters, Benches, Walls
	KMLE	FM	Country				
Minneapolis, MN	WCCO	AM	News/Talk	WCCO-TV	VHF/4	CBS	Bulletins, Mall
	WLTE	FM	Adult Contemporary	KCCO-TV	Satellite	CBS	Posters, Bus Shelters
#16—Radio	KZJK	FM	Adult Hits ("Jack")	KCCW-TV	Satellite	CBS	
#15—Television							
San Diego, CA	KSCF	FM	Hot Adult Contemporary				Bus Shelters, Bulletins, Posters, Mall Posters
#17—Radio	KYXY	FM	Adult Contemporary				
Nassau-Suffolk, NY(2)							
#18—Radio							
Tampa-St. Petersburg, FL	WLLD	FM	Rhythmic Contemporary Hit Radio	WTOG-TV	UHF/44	The CW	Bulletins, Mall Posters
#19—Radio	WQYK	FM	Country				
#13—Television	WQYK	AM	Sports				
	WYUU	FM	Spanish				
	WRBQ	FM	Classic Hits				
	WSJT	FM	Smooth Jazz				
St. Louis, MO	KEZK	FM	Adult Contemporary				Bulletins, Posters,
	KMOX	AM	News/Talk				Mall Posters
#20—Radio	KYKY	FM	Hot Adult				

STATISTICAL INFORMATION

July 2008 - Continued

Market and Market Rank(1)	Radio Stations	AM/FM	Radio Station Format	TV Stations	TV Station Type/ Channel	TV Station Network Affiliation	Outdoor Display Type
			Contemporary				
Baltimore, MD	WJFK	AM	Sports	WJZ-TV	VHF/13	CBS	Mall Posters, Bus Shelters
	WLIF	FM	Adult Contemporary				
<i>#21—Radio</i>	WQSR	FM	Adult Hits ("Jack")				
			Hot Adult Contemporary				
<i>#24—Television</i>	WWMX						
	WHFS	FM	FM Talk				
Denver, CO	KWLI	FM	Country	KCNC-TV	VHF/4	CBS	Bus Shelters, Bulletins, Posters, Mall Posters
<i>#22—Radio</i>							
<i>#18—Television</i>	KIMN	FM	Hot Adult Contemporary				
	KXKL	FM	Classic Hits				
Portland, OR	KXJM	FM	Rhythmic CHR				Bulletins, Mall Posters, Posters
	KINK	FM	Adult Album				
<i>#23—Radio</i>			Alternative				
	KLTH	FM	Classic Hits				
	KUFO	FM	Active Rock				
	KUPL	FM	Country				
	KCMD	AM	Talk				
Pittsburgh, PA	KDKA	AM	News/Talk	KDKA-TV	VHF/2	CBS	Bulletins, Mall Posters
	WBZW	FM	Contemporary Hit Radio	WPCW-TV	UHF/19	The CW	
<i>#24—Radio</i>							
<i>#22—Television</i>	WDSY	FM	Country				
	WZPT	FM	Hot Adult Contemporary				
Charlotte, NC	WSOC	FM	Country				Bulletins
	WKQC	FM	Adult Contemporary				
<i>#25—Radio</i>	WFNZ	AM	Sports				
	WNKS	FM	Contemporary Hit Radio				
	WPEG	FM	Urban				
	WBAV	FM	Urban Adult				
	WFNA	AM	Sports				

* Radio market rank based on Spring 2008 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Station Index—DMA Market and Demographic Rank.

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

STATISTICAL INFORMATION

July 2008 - Continued

CBS Television Distribution: Off-Network Syndicated Product*

48 Hours	CSI: Miami	JAG	Rawhide
60 Minutes	CSI: New York	The L Word	Sabrina the Teenage Witch
The 4400	Dexter	Laverne & Shirley	Seven Days
Andy Griffith	Diagnosis Murder	Little House on the Prairie	Seventh Heaven
The Amazing Race	The Division	Love Boat	Showtime Championship Boxing
America's Next Top Model	Everybody Loves Raymond	MacGyver	Sister Sister
Any Day Now	Everybody Hates Chris	Matlock	Sleeper Cell
Barnaby Jones	Family Ties	Medium	Soul Food
Becker	Frasier	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
	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.

	Unique Monthly Visitors, US	Approximate Internet Reach
CBS Interactive Web Sites	51 Million	31%
CBS Audience Network Web Sites	132 Million	80%

Source: Nielsen NetRatings Averages for April – June 2008.

CBS Interactive Web Sites as of July 28, 2008

CBS.com
 CBS News.com
 CBS Sportsline.com
 CSTV.com
 CBS Radio Station Web Sites
 CBS Television Station Web Sites
 Dotspotter.com
 MaxPreps.com
 Last.fm
 Wallstrip.com

 CNET
 Gamespot
 TV.com
 CHOW
 BNET
 TechRepublic
 ZDNet
 mySimon
 Search.com
 UrbanBaby.com

CBS Audience Network Distribution Partners as of July 31, 2008

Adobe
 AOL
 Automattic
 Bebo
 Brightcove
 Blinkx
 Chumby
 Clearspring
 Comcast
 CNET
 DAVE Networks
 Goowy Media
 Joost
 meebo
 MeeVee
 Minekey

 Mixercast
 MSN
 Musestorm
 Netvibes
 Ning
 RockYou!
 Slide
 Sling
 Snap
 TV.com
 TVGuide.com
 Veoh
 VideoEgg
 Voxant
 vSocial

STATISTICAL INFORMATION

July 2008 - Continued

THE CBS COLLEGE SPORTS NETWORK (Formerly CSTV) Online Partners as of July 31, 2008

Colleges/Universities

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Alabama A&M • aamusports.com
Alabama State • bamastatesports.com
Alaska-Fairbanks • alaskanookooks.com
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Cal State Fullerton • fullertontitans.com
Cal State Northridge • gomatadors.com
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Charlotte • charlotte49ers.com
Cincinnati • gobearcats.com
Clarion • clariongoldeneagles.com
Clemson • clemsontigers.com
Cleveland State • csuivikings.com
Coastal Carolina • goccusports.com
Colorado State • csurams.com
Davenport • dupanthers.com
Dayton • daytonflyers.com
Dominican (Ill.) • dustars.com
Duquesne • goduquesne.com
East Carolina • ecupirates.com
Eastern Washington • goeags.com
Emerald Bowl • emeraldowl.org
Emmanuel • goecsaints.com
Endicott • ecgulls.com
Fayetteville State • fsuBroncos.com
Florida A&M • thefamurattlers.com
Florida Atlantic • fausports.com
Florida State • seminoles.com
Fordham • fordhamsports.com
Fresno State • gobulldogs.com
Furman • furmanpaladins.com
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George Washington • gwsports.com
Georgetown • guhoyas.com
Georgia Tech • ramblinwreck.com
Gonzaga • gozags.com
Grand Valley State • gvsulakers.com
Holy Cross • goholycross.com
Houston • uhcougars.com
Idaho State • isubengals.com
Illinois • fightingillini.com
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Illinois State • goredbirds.com
Indiana • iuhoosiers.com
Indiana (PA) • iupathletics.com
IPFW • gomastodons.com
Iowa • hawkeyesports.com
Jackson State • jsutigers.com
Johns Hopkins • hopkinssports.com
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Louisville • uoflsports.com
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Loyola Marymount • lmulions.com
Loyola Chicago • loyolaramblers.com
Maine • goblackbears.com
Marist • goredfoxes.com
Marquette • gomarquette.com

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Maryland • umterps.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com
Massachusetts-Lowell • goriverhawks.com
MIT • mitathletics.com
Memphis • gotigersgo.com
Metro State • gometrostate.com
Miami (Fla.) • hurricanesports.com
Miami (Ohio) • muredhawks.com
Michigan State • msuspartans.com
Mid-America Christian • macuathletics.com
Missouri • mutigers.com
Navy • navysports.com
UNLV • unlvrebels.com
NJ Institute of Technology • njhighlanders.com
New Mexico • golobos.com
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North Carolina • tarheelblue.com
North Carolina Central • nccueaglepride.com
Northern Illinois • niuhuskies.com
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Northwestern Ohio • unohracers.com
Notre Dame • und.com
Ohio • ohioobcats.com
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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. Bonaventure • gobonnies.com
St. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
Saint Louis • slubillikens.com
Samford • samfordsports.com
San Diego • usdoterros.com
San Diego State • goaztecs.com
San Francisco • usfdons.com
Santa Clara • santaclearbronscos.com
Shorter • goshorterhawks.com
Siena • sienasaints.com
Slippery Rock • rockathletics.com
South Carolina • gamecocksonline.com
South Carolina-Upstate • upstatespartans.com
Southeast Missouri State • gosoutheast.com
Southern • gojagsports.com
Southern California • usctrojans.com
Southern Illinois • siusalukis.com
SMU • smumustangs.com
Southern Miss • southernmiss.com
Southwestern (Texas) • southwestempirates.com
Stanford • gostanford.com
Stephen F. Austin • sfajacks.com
Stony Brook • goseawolves.org
Temple • owlsports.com
Texas-Arlington • utamavs.com
UTEP • utepathletics.com
Texas-Pan American • utpabroncs.com
Texas A&M-Commerce • lionathletics.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
Wayne State (Mich.) • wsuathletics.com
West Florida • goargos.com
West Texas A&M • gobuffsgo.com
Western Carolina • catamountsports.com
Western Washington • wwwvikings.com
Winston-Salem State • wssurams.com

Wisconsin-Green Bay • uwgbathletics.com
Wisconsin-Milwaukee • uwmpanthers.com
Wright State • wsuraiders.com
Wyoming • wyomingathletics.com
Xavier • goxavier.com
Yale • yalebulldogs.com

Conferences/Associations

Atlantic Coast Conference • theacc.com
Atlantic-10 Conference • atlantic10.com
Big Ten Conference • bigten.org
Black Coaches & Administrators • bcasports.org
Central Collegiate Hockey Association • ccha.com
Conference USA • conferenceusa.com
Gauntlet Trophy • gauntlettrophy.com
Great West Football • greatwestfootball.com
Heisman Trophy • heisman.com
Horizon League • horizonleague.org
Jaguar Journal • jaguarjournal.com
Mountain Pacific Sports Federation • mpsfsports.com
Mountain West Conference • themwc.com
Naismith Basketball Hall of Fame • hoopball.com
National Association of Basketball Coaches • nabc.com
NACDA • nacda.com
NAIA • naia.org
NCAA • ncaa.com
NIT • nit.org
Ohio Center for Sports Administration • sportsad.ohio.edu
Pacific-10 Conference • pac-10.org
Patriot League • patriotleague.com
Sports USA Radio Network • sportsusaradio.com
Texas vs. The Nation • texasvsthenation.com
U.S. Lacrosse • laxmagazine.com
U.S. Track & Field and Cross Country Coaches • ustfccca.com
West Coast Conference • wccsports.com
Western Collegiate Hockey Association • wcha.com
Wooden Award • woodenaward.com

Affiliates

American Legion • baseball.legion.org
Ashland • ashland.edu/athletics
Big West Conference • bigwest.org
BYU • byucougars.com
Cal Poly • gopoly.com
Carleton • carleton.edu/athletics
Clarkson • clarksonathletics.com
Colgate • gocolgateraiders.com
Connecticut • uconnhuskies.com
Creighton • gocreighton.com
Detroit Mercy • detroititans.com
Fairfield • fairfieldstags.com
Ferris State • ferris.edu/sports
Findlay • athletics.findlay.edu
Florida • gatorzone.com
Gannon • gannon.edu/sports
Great Lakes Intercollegiate Athletic Conference • gliac.org
Hillsdale • hillsdale.edu/athletics
Indianapolis • athletics.iindy.edu
Lynn • lynn.edu/athletics
Manhattanville • govaliants.com
Massachusetts-Lowell • goriverhawks.com
Michigan • mgoblue.com
NCAA • ncaa.com
National Fastpitch Coaches Association • nfca.org
Nebraska-Omaha • gomavs.uomaha.edu
Niagara • purpleeagles.com
Northern Michigan • newsbureau.nmu.edu/wildcats
Northwood • northwood.edu/miathletics
Paradise Jam • paradisejam.com
Rutgers • scarletknights.com
Saginaw Valley State • svsu.edu/athletics
Southeastern Conference • secsports.com
Texas-Tyler • uttyler.edu/athletics
Texas A&M • aggieathletics.com
USA Softball • usasoftware.com
Valparaiso • valpo.edu/athletics
Vermont • uvrm.edu/athletics
West Virginia • msnportsnet.com
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