

# CBS CORPORATION **update**

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## **CBS CORPORATION KEY NEWS: JANUARY -- APRIL 2011**

**SPECIAL EDITION**



## THE CBS CONTENT GROUP

### ENTERTAINMENT SEGMENT:



#### CBS Television Network:

Primetime season-to-date (thru Week #31, 9/20/10 – 4/24/11), among viewers **CBS** continues as America's most watched network, with the top five dramas (#1 NCIS, #2 NCIS: LOS ANGELES, #3 THE MENTALIST, #4 CRIMINAL MINDS and #5 CSI); the top two sitcoms (#1 TWO AND A HALF MEN and #2 THE BIG BANG THEORY); the top two new sitcoms (MIKE & MOLLY and \$#! MY DAD SAYS), and the #1 newsmagazine (60 MINUTES). In addition:

- CBS has the top seven most-watched scripted series: NCIS; NCIS: LOS ANGELES; THE MENTALIST; CRIMINAL MINDS; CSI, TWO AND A HALF MEN and THE BIG BANG THEORY.
- CBS has the #1 program on three nights (more than any other network): Tuesday (NCIS), Friday (BLUE BLOODS) and Saturday (CRIMETIME SATURDAY).
- CBS has the #1 scripted series on all seven nights (more than all other networks combined): Monday (TWO AND A HALF MEN), Tuesday (NCIS), Wednesday (CRIMINAL MINDS), Thursday (THE MENTALIST), Friday (BLUE BLOODS), Saturday (CRIMETIME SATURDAY) and Sunday (CSI: MIAMI).

In addition, CBS is #1 in HHs and in a tie with Fox for first place in A25-54 (Source: NTI).



#### DVRs Bring More Eyes to the "EYE:

- In primetime 2010-2011 season-to-date DVR average lift (9/20/10 - 4/10/11), CBS is #1 in viewers (+1,169,000).
- CBS has 18 programs with lift of 1 million or more, (more than any other network).

## CBS CORPORATION



#### Following CBS's

fourth quarter and full year 2010 earnings report on Feb., 16 (UPDATE 2/17), the Company held a special presentation for investors in New York City on Feb. 24. In addition to CBS President and CEO **Leslie Moonves**, top executives addressing the meeting included **Joe Ianniello**, EVP and Chief Financial Officer; **Adam Townsend**, EVP, Investor Relations; **Nina Tassler**, President, CBS Entertainment; **Armando Nunez**, President, CBS Studios International; **David Poltrack**, Chief Research Officer; **Zander Laurie**, SVP Strategic Development; **Ezra Kucharz**, President, Local Digital Media; and **Brian Cooley**, Editor-at-Large, CNET. Noted Moonves in his opening remarks: *"We are at our core a content company. It is our life blood. And as you will see today, we will spend every working minute basically doing three things: Creating more content, delivering it to people, and making sure that we monetize every step of that process. ... In these last five years the world has changed, the industry has changed, and we have changed in a very good way. CBS looks better every single day. Content and distribution, breadth and strength, global and local -- only CBS delivers it all."*



On Feb. 22, **CBS** and **Netflix** announced a two-year, non-exclusive licensing agreement that will allow select television

shows from CBS's library to be streamed instantly from Netflix. Content covered under this deal includes series such as "Medium," "Flashpoint," "Star Trek," "The Twilight Zone," "Frasier," "Family Ties" and "Cheers." CBS retains options to extend the agreement, which begins in April 2011, for up to two additional years.

**Clicker** was acquired in March 2011. **Clicker.com** is the first comprehensive guide to Internet



television, indexing all the legal broadcast programming on the Web including more than 1 million TV shows, movies and videos, from free and paid services alike. **Jim Lanzone**, the company's co-founder and Chief Executive Officer, was named President of CBS Interactive, overseeing all of Interactive's operations worldwide (See page 12).

(CONTENT GROUP, continued from page 1)

- In viewers, CBS has four of the top 10 programs with the most lift (more than any other network):  
#3 - THE MENTALIST (+2.29 million)  
#4 - HAWAII FIVE-0 (+2.24 million)  
#8 - BLUE BLOODS (+2.13 million)  
#10 - CRIMINAL MINDS (+2.06 million)

(Source: Nielsen Media Research, NPower, LIVE+7 Lift from LIVE+SD)

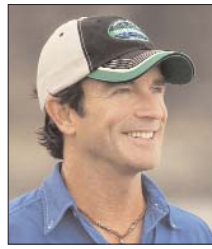
### **On the Programming Front**

- **CBS** renewed the following programs for the 2011-12 season: **NCIS**, television's #1 drama/scripted series (for the ninth season); **SURVIVOR** (for its 23rd and 24th editions); **THE AMAZING RACE** (for its ninth edition), and CBS's new daily daytime show, **THE TALK**, hosted by **Julie Chen, Sara Gilbert, Sharon Osbourne, Holly Robinson Peete** and **Leah Remini**.
- The premiere of **SURVIVOR: REDEMPTION ISLAND** was exclusively sponsored by **Sprint**, marking the first time that a **SURVIVOR** broadcast was presented by a single-sponsor. ... CBS and **Ford** teamed up for the current installment of **THE AMAZING RACE**. Ford's sponsorship included on-air and online components tied to the introduction of the 2012 Ford Focus.



of their stars tweet live during the broadcast of their respective programs. Throughout the shows, fans were also be able to submit questions.

- In April, **CBS** launched the first **#CBSTweet Week** when fans of the **CBS Television Network's** primetime series, entertainment specials and sports events were able to log on to their Twitter accounts or visit **CBS.com** to watch some

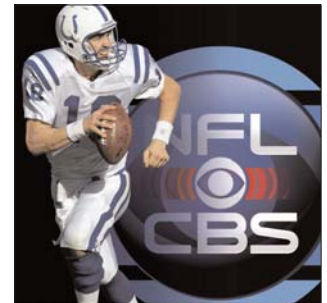


**SURVIVOR's Jeff Probst signs on for 23rd and 24th editions.**

**And...** In January, **CBS, The CW** and **SHOWTIME** held their annual Winter Press Tours for print, broadcast and online television critics in Pasadena, CA. ... Three-time *Emmy* winner **Jeff Probst** signed on to continue as host and as an executive producer for **SURVIVOR's** 23rd and 24th editions. ... The **ACADEMY OF COUNTRY MUSIC**

**AWARDS** swept its time period with year-to-year gains in viewers and younger demos: A18-34 and A18-49 (Source: NTI). ... The primetime broadcast of **THE 53rd ANNUAL GRAMMY AWARDS** delivered the award show's largest audience in 11 years (26.67 million viewers) and best demographic ratings since 2004 (Source: NTI). ... **CSI** celebrated its 250th episode on Tuesday, March 22.

### **SPORTS**



- Overall for the 20 weeks of coverage of the 2010-11 **NFL ON CBS** regular season and AFC Playoffs, CBS averaged 21.6 million viewers (Persons 2+), the highest viewer average for the AFC television package in the regular season and post-season in 23 years dating back to the 1987-88 season -- as far back as existing CBS records go. For the entire regular season (Sept. 9, 2010-Jan. 2, 2011), more people watched **THE NFL ON CBS** games than any other network (an estimated 164.2 million viewers). Among other highlights: the Sunday, Jan. 9, broadcast of the AFC Wild Card game (**Baltimore Ravens** defeating the **Kansas City Chiefs**) drew the highest number of viewers in five years for an AFC match-up on CBS; coverage of the 2011 AFC Championship Game (**Pittsburgh Steelers** defeating the **New York Jets**) was the most-watched ever, seen by an average of 54.85 million viewers (Persons 2+). (Source: NTI).

(Continued on page 4)





- **CBS Sports' and Turner Sports' exclusive live coverage of the 2011 NCAA Division I Men's Basketball Championship** across **CBS, TBS, TNT** and **truTV** was the most-

watched and highest-rated tournament since 2005, averaging 10.2 million total viewers. The overall tournament average delivered growth in key adult and male demos versus 2010. Among the highlights: nearly 100 million viewers (99.9 million, Persons 2+) watched all-or-part of **CBS Sports' and Turner Sports' coverage** (March 15 through the Regional Finals on Sunday, March 27) -- higher than any of the all-or-part viewership that occurred in the past 10 years during the first two weeks of the NCAA Tournament.

- Online and mobile consumption complemented the strong growth of television ratings: **2011 NCAA® March Madness® on Demand** posted a 63% increase in total visits across multiple platforms over 2010's Championship. Total online and mobile consumption of MMOD grew 17% year-over-year (Source: Nielsen Media Research, based on Fast National Data, Live +SD data stream).



● An estimated 42.3 million viewers (Persons 2+) watched CBS Sports' third and final round coverage of the **2011 Masters®** (Sat., April 9 and Sun., April 10) -- the second-largest number of viewers to watch all-or-part of the Network's weekend coverage of the tournament in 10 years. **Masters Live on CBSSports.com** posted a 33% growth in 2011, propelled by large traffic on Sun., April 10 (+112% over 2010).



- CBS Sports reached a new, eight-year agreement with **The PGA of America** to extend broadcast rights of the PGA Championship through 2019, including support of The PGA's Centennial in

2016.

## EYE ON THE CW



**PILOT PICKUPS:** The CW has picked up six pilots to be considered for the 2011-2012 season:

- **SECRET CIRCLE** – based on a series of books from “The Vampire Diaries” author **LJ Smith** and executive produced by THE VAMPIRE DIARIES executive producer **Kevin Williamson**.
- **DANNI LOWINSKI** – based on a popular German series.
- **HEAVENLY** – about a former angel who teams with a lawyer.
- **COOPER AND STONE** – about two young, smart female detectives.
- **HART OF DIXIE** – starring Rachel Bilson (“The OC”) and executive produced by the GOSSIP GIRL team of Josh Schwartz and Stephanie Savage.
- **AWAKENINGS** – a re-imagining of zombies.



**And...** In early April, The CW and **Ford** formed a strategic marketing partnership, “The CW SHOWroom,”

giving viewers a chance to win a new 2012 Ford Focus each night of The CW's primetime (Mon., April 4, through Fri, April 8). The CW created custom commercials for an unprecedented, week-long campaign featuring stars from the network's shows, including GOSSIP GIRL, THE VAMPIRE DIARIES and 90210.

**And...** In a **Golfweek.com** TV poll, CBS Sports was named the viewers favorite golf network, **Jim Nantz** ranked as the top television golf anchor, **David Feherty** and **Gary McCord** were recognized as top on-course reporter and tower reporter respectively, and CBS Sports' *Emmy Award*-winning SwingVision and its unique use of ProTracer was hailed as the "coolest golf technology." ...

(Continued on page 5)

## NEWS



- **CBS News** coverage of the Japanese earthquake, tsunami and nuclear crises and the British Royal Wedding and the killing of **Osama Bin Laden** spanned all the Company's broadcast, radio and online platforms.

- **THE EARLY SHOW** debuts with a new on-air team **Erica Hill** and **Chris Wragge** (co-anchors), **Jeff Glor** (news anchor) and **Marysol Castro** (weather).



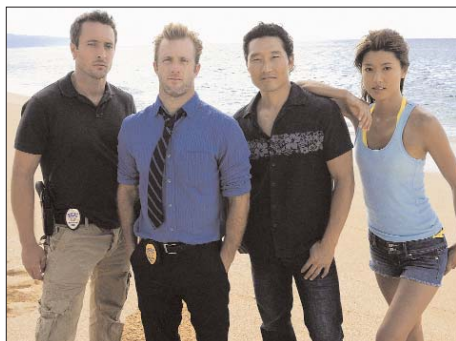
- **60 MINUTES** continued its ratings roll, recently making Nielsen's Top 10 list four out of six weeks. It currently ranks 14th out of 170 programs, with 13.51 million viewers. (Source: NTI) ... Seven months after launching [60MinutesOvertime.com](http://60MinutesOvertime.com), 60 MINUTES online content has experienced a 41% increase in average daily users, and the 60 MINUTES iPad app, which debuted at #1, still remains five months later, in the top five paid news apps.

- **CBS Radio News** launched the CBS Radio News iPhone app, the first network news radio app to provide up-to-the-minute news in realtime, 24 hours a day.

## TELEVISION DISTRIBUTION

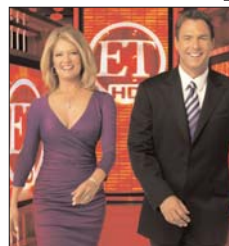


- **CBS Television Distribution** sold the off-net rights to CBS's freshman hit



and The *People's Choice Award*-winning series **HAWAII FIVE-0** to **TNT**, which will begin airing the series in summer 2014. **HAWAII FIVE-0** joins TNT's lineup of high-profile CBS original series, including **THE MENTALIST**, which comes to the network later this year.

- The new first-run syndicated half-hour dating reality strip, **EXCUSED**, was sold to stations in 80% of the country. The show is cleared in 46 of the top 50 markets, including the top three markets: on **WWOR-TV** New York; **KCAL-TV** Los Angeles; and **WCIU-TV** Chicago.



**TOPS IN THE SWEEP:** The following CTD shows topped their sweep categories in February: (top, l-r) **WHEEL OF FORTUNE** (game show), **THE OPRAH WINFREY SHOW** (daytime); **JUDGE JUDY** (court show); (bottom, l-r) **INSIDE EDITION** (newsmagazine), **ENTERTAINMENT TONIGHT** (entertainment magazine) and **SWIFT JUSTICE WITH NANCY GRACE** (freshman program).

- In the February 2011 sweep, **CBS Television Distribution** had the top eight first-run syndicated shows: #1 **WHEEL OF FORTUNE**; #2 **JEOPARDY!**; #3 **OPRAH WINFREY SHOW**; #4 **JUDGE JUDY**; #5 **ENTERTAINMENT TONIGHT**; #6 **WHEEL OF FORTUNE - WEEKEND**, #7 **INSIDE EDITION** and #8 **DR. PHIL**. ... **SWIFT JUSTICE WITH NANCY GRACE** was the top new court series, and **CRIMINAL MINDS** finished its first February sweep as the #1 off-network weekly hour. (Source: Nielsen, Same Day HH AA%)

**And...** **Nancy O'Dell**, who most recently served as "Access Hollywood" co-anchor, joined **ENTERTAINMENT TONIGHT** as a new correspondent. She will take over **Mary Hart's** co-anchor role when Hart retires at the end of the current season. ... **Brooke Anderson**, currently a **CNN Entertainment** Correspondent and co-host of **HLN's** "Showbiz Tonight," was named co-anchor of **THE INSIDER**. .... **JEOPARDY!**'s first man vs. machine competition -- pitting an **IBM** super-computer named

(Continued on page 6)

(CONTENT GROUP, continued from page 5)



**The IBM computer "Watson" competing against its human challengers, JEOPARDY! champions Ken Jennings (l) and Brad**

"Watson" against the two most celebrated and successful JEOPARDY! players, **Ken Jennings** and **Brad Rutter** -- propelled the show to its largest weekly

audience in more than five years with 11.57 million total viewers.

### **CBS TELEVISION STUDIOS**



- **CBS Television Studios** currently produces (or co-produces) 13 primetime series for the **CBS Television Network** and six series

on **The CW**. Additionally, CBS Television Studios produces CBS's daytime talk show **THE TALK**.

- **CBS Television Studios** ran a unique promotion for **NCIS: LOS ANGELES** that allowed users of the popular photo sharing app, **Instagr.am** to access exclusive behind-the-scenes show photography shot by the show's cast and producers, as well as have their own photos possibly featured in the series' May 17 season finale.

### **CBS STUDIOS INTERNATIONAL**



- **CBS Studios International** and the **Reliance Broadcast Network** announced the launch of their second channel, **BIG CBS LOVE**, the first international outlet in India to target the contemporary urban couple. Programming includes such current hits as CBS's

**THE TALK**, **The CW's AMERICA'S NEXT TOP MODEL**, and CBS Television Distribution's **THE OPRAH WINFREY SHOW**, as well as former CBS hits "Everybody Loves Raymond" and "The King of Queens."



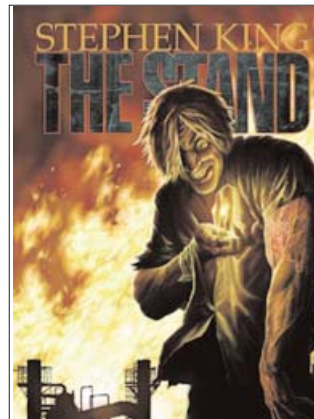
- **CBS Studios International's** latest channel joint venture, **ELEVEN**, launched in Australia on January 11. The channel airs programming from CBS, SHOWTIME and other distributors.

- A deal was signed with **Sky Atlantic HD** for the exclusive free and basic U.K. television rights for CBS's freshman drama, **BLUE BLOODS**, and life of series rights for SHOWTIME's **THE BORGAS**.

- A pact was concluded with Spain's **Telecinco** for Showtime's **THE BORGAS** and other product.

- Licensing agreements were made for SHOWTIME's **THE BORGAS** across Europe, Asia, Latin America, the Middle East and Africa. This agreement builds on previously announced deals with **Sky Atlantic** in the United Kingdom, and Ireland and Spain.

### **CBS FILMS**



**CBS Films** and **Warner Bros.** announced plans to team to bring **Stephen King's** post-apocalyptic opus, **THE STAND**, to the big screen. **Mosaic** (the company that produced "The Other Guys") and **Roy Lee** ("The Departed") are in negotiations to produce. CBS, which holds the rights to **THE STAND**, will partner

with Warner Bros., who will handle worldwide marketing and distribution. The arrangement gives CBS the opportunity to be involved in an ambitious, big-budget tent-pole with limited financial downside. King publishes numerous books with **S&S's Scribner** imprint.

- Exclusive rights have been secured for **Marie Lu's** futuristic novel, **LEGEND**, which is set for publication in November 2011. Lu planned the series as a trilogy and will be involved in the scripting phase as an Executive

(Continued on page 7)



(CONTENT GROUP, coninued from page 6)

Producer. **Marty Bowen** and **Wyck Godfrey** ("The Twilight Saga," "Dear John") are in negotiations to develop and produce. **CBS Films** has the rights to the entire trilogy as well as any sequels and spinoffs.

- **THE MECHANIC**, starring **Jason Statham** ("The Expendables") and **Ben Foster** ("3:10 To Yuma"), opened on January 28. The film has grossed more than \$29 million dollars at the domestic box office to date. On March 4, the division opened **BEASTLY**, starring **Alex Pettyfer** ("I Am Number Four") and **Vanessa Hudgens** ("High School Musical"), which has grossed more than \$27 million dollars to date.
- **FASTER**, starring **Dwayne Johnson** ("Fast 5") was one of the top performing titles in video in the first quarter when measured on the basis of the ratio of video revenue to box office with a ratio of over 100%. The title has sold over 1.1 million units in its first four weeks in the marketplace.

#### **CBS INTERACTIVE:**



**CBS Interactive** is a top 10 U.S. Web property (moving up to #9 in March, 2011), now reaching 41% of the U.S.

online population (Source: comScore, March 2011). CBS Interactive's portfolio of leading brands includes **CBS.com**, the #1 broadcast network site in unique video viewers (15.3M) for the 28th consecutive month, according to recent data released by comScore VideoMetrix for March 2011; **CBSSports.com**, a leading sports site with award-winning **Fantasy Football** offerings; **CBSNews.com**, the fastest-growing network news site; **CNET**, the leading tech news Web site; **GameSpot**, a leading Web site in the gaming information category with the most engaged users (time spent); **TV.com**, one of the leading destinations for enriching the television experience; **Clicker.com**, the first comprehensive Internet guide to television; **BNET**, a popular business news site; **CBS MoneyWatch**, the premier destination for smart, practical personal finance advice; **MaxPreps.com**, the online high school sports leader; the food Web site **CHOW**; and the media review site **Metacritic**. (Source: CBS Interactive/comScore March 2011/Nielsen March 2011)

- **Entertainment and Lifestyle:** #CBSTweetWeek in partnership with **CBS Entertainment** helped the CBS social media properties and the individual actors' social media accounts gain a tremendous amount of press and new followers (see page 3) ... **CHOW.com** launched its second CHOW Tour sponsored by **Acura**.

- **Technology, Business and News:** For the first time, **CBS Entertainment** and **CNET** teamed at Pop culture's **SXSW (South by Southwest) Festival**. ... In January, CNET provided extensive coverage of **Consumer Electronics Show** with page views, unique users and live streaming all up double digit percentages compared to last year (Source: CNET Internal Log, January 5-8, 2011).

- **Games and Sports:** Online and mobile consumption complemented the strong growth of television ratings of **CBS Sports'** airing of 2011 Division I Men's Basketball Championship and **The Masters®** (see page 3) ... **CBSSports.com** and **MLB.com** announced a multi-year partnership to provide live MLB game audio and in-game player highlights to **Fantasy Baseball Commissioner** -- the official Fantasy Baseball Commissioner Game of MLB.com.

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(CONTENT GROUP, continued from page 7)



- **CBS Mobile:** TV.com Mobile Apps crossed 10 million downloads across **iPhone** and

**Android.** The iPhone version was included in the top 100 list of overall best free apps. ... The Moviefinder by Metacritic iPhone app launched and was featured in iTunes' "News & Notable" section ... **The Samsung Media Hub Partnership Android**, based media store launched select CBS entertainment programming ... Multi CBS apps were launched in the **Amazon Android** app store.

### **CABLE NETWORKS**



- **Showtime Networks'** (which include **SHOWTIME, The Movie Channel** and **Flix**) subscriptions totaled 68.9 million as of March

31, 2011, up by 6.2 million, or 10%, from the same time last year, principally reflecting increased cable, direct broadcast satellite and telephone company subscriptions. **Smithsonian Networks'** (a joint venture between SHOWTIME and the **Smithsonian Institution**) subscriptions totaled 7.7 million as of March 31, 2011, up by 2.5 million, or 49%, from the same time last year, principally reflecting increased telephone company, direct broadcast satellite and cable subscriptions.

- SHOWTIME ordered a second season of the hour-long family drama, **SHAMELESS**, starring **William H. Macy** and **Emmy Rossum**. The finale of the first season of **SHAMELESS** on April 3 drew 1.51 million viewers -- the Network's largest audience for a



**SHAMELESS** star **William H. Macy**.

season one finale telecast in 10 years. Season one is averaging more than 3.7 million weekly viewers across multiple platforms (including On Demand and replays), making it the network's third-best rated show, behind only **DEXTER** and **WEEDS**. ... The April 3 premiere of **THE BORGIAS** posted SHOWTIME's best ratings for a new drama series in seven years.

### **CONSUMER PRODUCTS AND CBS HOME ENTERTAINMENT**



**CBS Consumer Products** and top women's contemporary specialty store retailer **bebe stores, inc.** introduced a branded clothing line -- "**bebe for 90210**" -- based on **CBS Television Studios'** 90210 television series for **The CW**. The apparel partnership represents an unprecedented collaboration between producers and wardrobe stylists from the show and bebe's creative design team. The line was introduced simultaneously on-air for viewers and in-stores



for consumers.

- SHOWTIME ordered a second season of the half-hour comedy series **EPISODES**, starring **Matt LeBlanc** as a fictional version of himself. In addition, SHOWTIME will be adding two more original series to the premium channel's line-up: **HOMELAND**, a one-hour drama starring **Emmy Award** winner **Claire Danes**, **Golden Globe** nominee **Damian Lewis** and **Emmy** and **Tony Award** winner **Mandy Patinkin**; and **HOUSE OF LIES**, a half-hour comedy starring **Academy Award**-nominated actor **Don Cheadle** and **Kristen Bell**. Both series have received 12 episode orders and will start production during summer 2011.

#### **And... Comcast and Smithsonian Networks**

announced the launch of the **Smithsonian Channel** for **Comcast Digital TV** customers in Washington, D.C., on Channel 194. Smithsonian Channel plans to continue its roll out to customers in the Washington market through 2011. ... **Emmy Award**-winner **Alan Alda**, British film star **Hugh Dancy** and indie film star **Parker Posey** signed on as guest stars for the second season of the hit SHOWTIME comedy series **THE BIG C**, premiering June 27. ... SHOWTIME took its "For Your Consideration" **Emmy Award** campaign outdoors, displaying its **Emmy** ads on more than 150 **Los Angeles Metro** buses and a



number of digital billboards, in addition to screening all episodes of its *Emmy*-eligible programs on [SHO.com/foryourconsideration](http://SHO.com/foryourconsideration), [Twitter](https://twitter.com) and [Facebook](https://www.facebook.com) pages.



- On April 4, 2011, the CBS College Sports Network was rebranded as **CBS SPORTS NETWORK (CBSSN)**. The

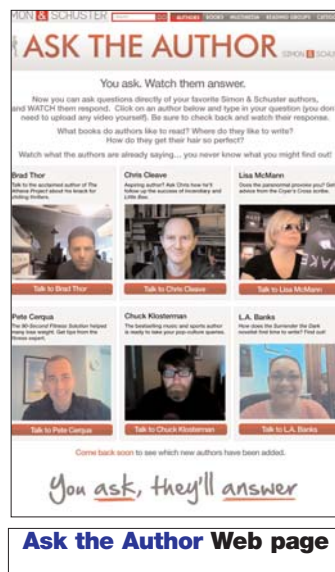
Network will continue to focus on college sports, with the rebranding allowing for future expansion of content and closer alignment with CBS's portfolio of sports assets, including **CBS Sports**, **Showtime Sports**, **CBSSports.com** and **MaxPreps.com**. The Network currently covers more than 20 men's and women's college sports, provides coverage of more than 250 live events each season, and airs a variety of live studio shows and award-winning original programming. On the Web the network site is [www.cbssportsnetwork.com](http://www.cbssportsnetwork.com).

## PUBLISHING



- From January 2011-April 2011, **Simon & Schuster** had 77 **New York Times** best-sellers:
- Recent **Simon & Schuster** digital activity includes: The launch of **Reading**

**Group Resources**, a new page on [Simon & Schuster.com](http://Simon & Schuster.com) dedicated to providing reading groups with everything they need to know to have an enjoyable and informative book group experience; the launch of **Simon & Schuster on Foursquare**, a dedicated presence on the popular location-based mobile social networking community that offers more than five million users the opportunity to get "on-the-go" tips from publisher's list of best-sellers and critically acclaimed books; the launch of **Ask the Author** (in partnership



with **VYou.com**), a dedicated Web channel where authors engage in conversation with their fans through videos posted in response to written questions.

**In the Publishing Pipeline...** In early 2012, Simon & Schuster will publish **ISTEVE: THE BOOK OF JOBS**, **Walter Isaacson's** biography of Apple co-founder **Steve Jobs**, drawn from exclusive interviews that Isaacson has conducted with Jobs. Publishing agreements have been reached with the publishers in key markets worldwide. Isaacson is the best-selling author of **BENJAMIN FRANKLIN: AN AMERICAN LIFE** and **EINSTEIN: HIS LIFE AND UNIVERSE** also published by S&S).

**In Addition...** A 10-book world rights co-publishing agreement has been signed with [USA Today](http://USA Today) and [New York Times](http://New York Times) best-selling novelist **Karen Kingsbury** (more than 15 million books in print). Kingsbury's first book under the agreement is scheduled to be published in late 2012. Mass market paperback editions will be released by **Pocket Books** and **Simon & Schuster Audio** will produce the audio editions. ... **Jermaine Jackson's** memoir, **YOU ARE NOT ALONE: MICHAEL: THROUGH A BROTHER'S EYES**, is scheduled for fall 2011.

**Plus...** **THE EMPEROR OF ALL MALADIES: A BIOGRAPHY OF CANCER** by **Siddhartha Mukherjee** was awarded the *Pulitzer Prize* for General Nonfiction. **EMPIRE OF THE SUMMER MOON** by S.C. Gwynne was named a Finalist for the General Nonfiction category, and the **NIXONLAND** enhanced **eBook** (in conjunction with **CBS News**) was also an Official Honoree.

## THE CBS LOCAL GROUP

### CBS TELEVISION STATIONS



The **CBS Television Stations** finished the February sweep with the group's strongest ratings performance in many years during a major sweep period. The performance was led by **WCBS-TV's** victory in the highly competitive New York late news competition. The station's 11:00 PM newscast was February's most-watched local newscast in the country -- the first time that CBS 2 had been #1 in a major sweep (excluding Olympics-influenced ratings months) since Nov.1991. The

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broadcast also had its strongest showing in A25-54 since 1985 (just three-tenths of a rating point out of first place).

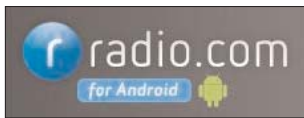
## **CBS RADIO**



- The CBS Interactive Music Group signed a deal to represent advertising

sales for the inventory of **ToneFuse**, one of the world's leading music services. Under the arrangement, CBS Interactive Music Group's local and national sales force, as well as its sellers representing **Last.fm** in the United Kingdom and Germany, are now able to target advertisers video campaigns across the more than 100 Web sites that ToneFuse Music represents, most of which cater to the highly sought-after 18-34 demographic.

- **TargetSpot**, the nation's largest digital audio advertising network, began selling in-stream audio ads for CBS RADIO stations available on the **Radio.com**, **AOL Radio** and **Yahoo! Music** mobile applications. In addition, TargetSpot is delivering audio ads to CBS RADIO stations available on the **Radio.com** iPad mobile application. Using the TargetSpot network, advertisers can now target mobile radio listeners based upon a variety of factors, including geography, time of day and personal listening preferences.



- CBS RADIO's interactive **Radio.com** platform officially arrived on **Android** phones nationwide. The new app combines the reach and esteem of CBS RADIO's stations, plus **AOL Radio** and **Yahoo! Music** stations, to offer the best in news, talk, sports and music -- with more than 20 genres and 600 stations. Among other things, Radio.com for Android provides the ability to share stations using **Facebook**, **Twitter** or email.

**And...** Multi-faceted entertainer and morning radio personality on **92.3 NOW** New York, **Nick Cannon**, launched a new weekly countdown show on select

(Continued on page 11)

## **CBS LOCAL DIGITAL MEDIA TEAMS WITH CITYGRID MEDIA TO CONNECT LOCAL ADVERTISERS WITH CONSUMERS**



On March 29, **CBS Local Digital Media** and **CityGrid**

-- a leading media company that connects Web and mobile publishers with local advertising organizations -- announced a partnership to provide businesses of all sizes the opportunity to be featured on CBS's two dozen co-branded television and radio Web sites in major markets nationwide under the banner "CBS Local Pages." Additionally, CityGrid will make the listings available across hundreds of premier Web sites and mobile apps. Included in the directory will be general business information, editorial and user reviews, insider tips, videos and photos, and links to the business' Web sites. CBS's sales force in dozens of major markets will provide clients with the opportunity to target their campaigns to a specific category and neighborhood, and receive real-time reporting of consumer engagement with their listing.

As previously reported, CBS Local Media is CBS's local broadcasting business segment that combines the assets of more than two dozen CBS television stations, and more than over three dozen CBS RADIO news, sports and talk stations. Bringing together these properties, the division merges aligned resources to grow local business and serve as a competitor in the local marketplace. In August 2010, CBS Local Media launched **CBSNewYork.com**, the first Web site in the tri-state area that combines the best brands in local media and offers visitors a truly "local" New York experience. Since then, sites have debuted in 23 additional markets, resulting in "CBS Local" being among the top five most visited local properties on the Web (Source: comScore, February 2011).

(LOCAL GROUP, continued from page 10)



**Nick Cannon**

CBS RADIO stations the weekend of April 23. The show (which is syndicated to markets nationwide by **Citadel Media**) is offered in two formats -- one for CHR Pop/Rhythmic stations and the other for Urban-oriented stations. Additionally,

"Cannon's Countdown" is available for streaming online at [www.cannon-countdown.com](http://www.cannon-countdown.com) and through the Radio.com application for a variety of mobile devices. ... On March 14, **WJFK-FM** Chicago launched the all-new **104.3 FM "K-Hits,"** delivering the greatest hits of the 60s, 70s and 80s. ... **Last.fm** brought music fans worldwide the **Last.fm Festival**, offering access to some of the biggest artists and bands on the rise with gigs in London and New York on the same night.

### **CBS OUTDOOR**

● On the digital front, **CBS Outdoor** utilized **QR (Quick Response) Code** technology to engage consumers for clients like **Time Magazine**, which utilized subway and commuter rail Interior Car Cards encouraging tri-state (NY, CT, NJ) commuters to visit the magazine's Web site for in-depth reporting. ...



**CBS Outdoor QR code display for Time Magazine on New York-area commuter rail.**

Digital signage in San Francisco/Berkeley, CA provided tune-in information to residents as the Japanese earthquake's tsunami approached the West Coast. ... In the Washington, D.C. area, the **University of Maryland** launched a branding campaign that included the QR Code on several elements, including their Rail Two-Sheet Posters in the Washington D.C. Metro Area. ... **The St. Louis Rams** used four local CBS Outdoor digital billboards to repurpose select messages from the team's **Twitter** feed, which included information about purchasing tickets, in-game updates and event promotion. ... South Florida hospitals marketed their emergency room

services by advertising on CBS Outdoor billboards. Some are adding current wait times, using digital embellishments, to attract area residents. ... Philadelphia's first digital unit, located on the **Walt Whitman Bridge** drew positive attention from both the viewing audience and advertisers.

### **In Other News...**



**To see a video of the Swatch train, go to <http://tinyurl.com/4ojtkfd>.**

- **CBS Outdoor** began a unique branding campaign that is wrapped 10 **New York MTA** subway cars in advertisements for Swatch's five new colors that the watch-maker is adding to its line in time for spring. The promotion, which mixed bold colors and graphics, was a total inside/outside train immersion experience and was viewed 20,000,000 times over the course of the campaign.
- For **Time Warner Cable's** campaign that targeted **Cleveland (OH) Browns** fans, CBS Outdoor provided a unique bright green mesh window wrap at the East 9th Street rail station—one of the most frequently visited stops in Northeast Ohio.
- Baltimore advertisers can now complement their bus shelter buys with **Concrete Pad Graphics**, which, when used with the inside and outside panels and glass wraps, provide a full shelter image "domination." CBS Outdoor has more than 220 shelter locations near tourist attractions, universities and businesses throughout the Baltimore metropolitan area.

**International News...** In the **Netherlands**, CBS Outdoor won the city of Eindhoven's street furniture tender from the incumbent **JC Decaux** outdoor advertising firm. The contract, which will run for just over five years starting Oct, 2011, includes 170 Europanel, which can

(Continued on page 12)



(LOCAL GROUP, continued from page 11)

reveal a total of 758 rotating faces in central locations with superior audience coverage. Winning this contract improves CBS Outdoor's position in the Netherlands, providing a more attractive asset selection for advertisers wishing to cover a national campaign within one of the top five cities in the country. ...

As part of efforts to increase sustainability and reduce costs, CBS Outdoor Netherlands reached a preferred partnership agreement with **Essent**, which will supply 100% green electricity that's mainly generated by hydropower. ... **And...** Under an exclusive partnership deal, CBS Outdoor U.K. was the **British Fashion Council's** official outdoor broadcaster for London Fashion Week.



**CBS Outdoor  
Europanel in  
Eindhoven, the  
Netherlands**

## PEOPLE



**Sean McManus**



**Jeff Fager**



**David Rhodes**

**Sean McManus**, who has served as president of CBS News and Sports since 2005, was promoted to the position of Chairman, **CBS Sports**. During McManus' more than 14 years as President of CBS Sports, the division became the year-round leader in network sports television. Among his many accomplishments, in April 2010, together with CBS President and CEO **Leslie Moonves**, McManus negotiated a landmark deal, partnering with **Turner Broadcasting** to extend the rights to the NCAA Men's Division I Basketball Championship through 2024 -- the most extensive and far-reaching network-cable sports deal ever reached.

At the same time, **Jeff Fager**, the Executive Producer of 60 MINUTES was promoted to the newly created posi-

tion of Chairman of **CBS News**, and **David Rhodes**, most recently the head of U.S. Television operations for **Bloomberg**, was named President of CBS News. Since taking the helm of 60 MINUTES in 2004, Fager has continued to build the reputation of the broadcast, upholding its quality and increasing its relevance in a new and challenging era of electronic journalism. His efforts resulted in an unprecedented amount of awards and an average audience that is more than double that of its closest newsmagazine competition. Fager maintains his position as Executive Producer of 60 MINUTES. Rhodes served as the head of U.S. Television for Bloomberg since November 2008, managing the channel's programming, development, editorial, newsgathering, production and operations. In that post, he directed a U.S. staff of more than 200 from the company's New York headquarters. Prior to joining Bloomberg, Rhodes worked for 12 years at **Fox News**, rising to Vice President of News, managing all of the channel's day-to-day news operations and domestic bureaus with a particular emphasis on breaking news and political coverage..

At CBS Interactive, **Jim Lanzone**, co-founder and Chief Executive Officer of **Clicker Media Inc.**, was named President of **CBS Interactive**, overseeing all of Interactive's operations worldwide. Prior to Clicker, Lanzone was the former CEO of **Ask.com** (formerly Ask Jeeves), a top 10 global Web property acquired by **IAC/InterActiveCorp** in 2005. He was recently recognized as one of **Forbes Magazine's** "Names You Need to Know in 2011."



**Jim Lanzone**



**Mark Pedowitz**

**And...** On April 18, **CBS Corporation** and **Warner Bros. Entertainment** announced that veteran network and television studio executive **Mark Pedowitz** had been named President, **The CW Television Network**. Pedowitz comes to The CW with a strong background in program development, production and business affairs. As President of **ABC Studios**, he oversaw such hit series as "Lost," "Desperate Housewives," "Grey's Anatomy," "Ugly Betty," "Scrubs," "Army Wives," "Ghost Whisperer" and **CRIMINAL MINDS**.

**CAUTIONARY STATEMENT REGARDING  
FORWARD-LOOKING STATEMENTS**

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

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

# STATISTICAL INFORMATION

March 2011

Select sample information for descriptive purposes only

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

<i>Blue Bloods</i>	<i>Hawaii Five-0</i>
<i>Chaos</i>	<i>The Mentalist</i>
<i>Criminal Minds: Suspect Behavior</i>	<i>NCIS</i>
<i>CSI</i>	<i>NCIS: Los Angeles</i>
<i>CSI: NY</i>	<i>Survivor: Nicaragua</i>
<i>The Good Wife</i>	<i>60 Minutes</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 09/20/10-05/1/11.

## 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>
<i>Big Brother (CW)</i>	<b><i>Hawaii Five-0 (CBS)</i></b>
<b><i>Blue Bloods (CBS)</i></b>	<b><i>Hellcats (CW)</i></b>
<b><i>Chaos (CBS)</i></b>	<b><i>Mad Love (CBS)</i></b>
<i>Criminal Minds (CBS)</i>	<i>NCIS (CBS)</i>
<b><i>Criminal Minds: Suspect Behavior (CBS)</i></b>	<i>NCIS: Los Angeles (CBS)</i>
<i>CSI (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>CSI: Miami (CBS)</i>	<b><i>Shedding for the Wedding (CW)</i></b>
<i>CSI: NY (CBS)</i>	<i>Survivor (CBS)</i>
<b><i>The Defenders (CBS)</i></b>	<b><i>The Talk (CBS)</i></b>
<i>Flashpoint (CBS)</i>	<i>Vampire Diaries (CW)</i>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in, and/or distribute as of 05/3/11. New shows in bold.

## First-Run Syndication Programs

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

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

(In Millions)	1Q '11	1Q '10
<b>Showtime Networks</b>	68.9	62.7

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 03/31/11.

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

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

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for YTD December 2010, per Miller, Kaplan, Arase & Co., LLP.

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

Title	Author	Rank	Weeks on List
<b>Print Hardcover Fiction:</b>			
<i>I'll Walk Alone</i>	Mary Higgins Clark	4	2
<i>Sing You Home</i>	Jodi Picoult	9	7
<i>Midnight and the Meaning of Love</i>	Sister Souljah	15	1
<b>Print Hardcover Nonfiction:</b>			
<i>I'm Over All That</i>	Shirley MacLaine	3	1
<b>Print Paperback Trade Fiction:</b>			
<i>Little Bee</i>	Chris Cleave	13	61
<b>Print Paperback Mass-Market Fiction:</b>			
<i>The Shadow of Your Smile</i>	Mary Higgins Clark	4	4
<b>Paperback Nonfiction:</b>			
<i>Inside of a Dog</i>	Alexandra Horowitz	4	28
<i>The Glass Castle</i>	Jeannette Walls	14	215
<i>Spoken from the Heart</i>	Laura Bush	16	2
<b>Advice, How-To and Miscellaneous Hardcover:</b>			
<i>The 17 Day Diet</i>	Mike Moreno	1	5
<b>Print Children's Chapter Books:</b>			
<i>A World Without Heroes</i>	Brandon Mull	7	5
<b>Print Children's Paperback Books:</b>			
<i>Soul Surfer</i>	Bethany Hamilton with Sheryl Berk and Rick Bundschuh	1	2
<b>Print Children's Series:</b>			
<i>The Mortal Instruments</i>	Cassandra Clare	3	40
<b>E-Book Fiction:</b>			
<i>I'll Walk Alone</i>	Mary Higgins Clark	6	2
<i>Sing You Home</i>	Jodi Picoult	16	7
<b>E-Book Nonfiction:</b>			
<i>I'm Over All That</i>	Shirley MacLaine	4	1
<i>In the Plex</i>	Steven Levy	8	1
<i>The Glass Castle</i>	Jeannette Walls	14	12
<b>Combined Print &amp; E-Book Fiction:</b>			
<i>I'll Walk Alone</i>	Mary Higgins Clark	7	2
<b>Combined Print &amp; E-Book Nonfiction:</b>			
<i>I'm Over All That</i>	Shirley MacLaine	5	1
<i>Inside of a Dog</i>	Alexandra Horowitz	15	12

(5) Source: *The New York Times*. Data as of 05/1/11



# STATISTICAL INFORMATION

March 2011 – Continued

*Select sample information for descriptive purposes only*

## CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of May 3, 2011

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

# STATISTICAL INFORMATION

March 2011 – Continued

*Select sample information for descriptive purposes only*

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

## STATISTICAL INFORMATION

March 2011 – Continued

*Select sample information for descriptive purposes only*

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

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

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

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



## STATISTICAL INFORMATION

March 2011 – Continued

*Select sample information for descriptive purposes only*

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

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

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

### CBS Interactive

	Global Unique Monthly Visitors <sup>(1)</sup>	Global Reach <sup>(2)</sup>	Global Rank <sup>(3)</sup>
<b>CBS Interactive Web Sites</b>	224 Million	17%	#10

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

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

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 223.9 million for March 2011.

#### CBS Interactive Web Sites

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

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

#### CBS Audience Network Distribution Partners

AT&T  
 Blinkx  
 BuddyTV  
 Chumby  
 Comcast/Fancast  
 Cooliris  
 Dish  
 IMDb  
 Mefedia  
 Metacafe  
 MSN  
 Roku  
 TVGuide.com  
 Windows Media Center  
 Yahoo!  
 YouTube

# STATISTICAL INFORMATION

March 2011 – Continued

Select sample information for descriptive purposes only

## CBS COLLEGE SPORTS NETWORK Online Partners as of February 16, 2011

### Colleges/Universities

Air Force • goairforcefalcons.com  
UAB • uabsports.com  
Alabama • rolltide.com  
Arizona • arizonwildcats.com  
Arizona State • theundevils.com  
Auburn • auburntigers.com  
Baylor • baylorbears.com  
Bethune-Cookman • b-cuathletics.com  
Boston College • bceagles.com  
Boston University • goterriers.com  
Bucknell • bucknellbison.com  
California • calbears.com  
UC Davis • ucdavisaggies.com  
UC Irvine • ucirvinesports.com  
UCLA • uclabruins.com  
UC Santa Barbara • ucsubgauchos.com  
Cal State Fullerton • fullertontitans.com  
Cal State Northridge • gomataadors.com  
UCF • ucfathletics.com  
Cincinnati • gobearcats.com  
Clemson • clemsontigers.com  
Cleveland State • csuvikings.com  
Coastal Carolina • gooccusports.com  
Colorado State • csurams.com  
Connecticut • uconnhuskies.com  
DePaul • depaulbluedemons.com  
Duquesne • goduquesne.com  
East Carolina • ecupirates.com  
Elizabeth City • ecsuvikings.com  
Emmanuel • goecsaints.com  
Fayetteville State • fsuBroncos.com  
Florida Atlantic • fausports.com  
Florida State • seminole.com  
Fordham • fordhamsports.com  
Fresno State • gobulldogs.com  
George Washington • gwsports.com  
Georgetown • gehoyas.com  
Georgia • georgiadogs.com  
Georgia Tech • ramblinwreck.com  
Gonzaga • gozags.com  
Grand Valley State • gvsulakers.com  
Houston • uhcougars.com  
Illinois • fightingillini.com  
Illinois-Chicago • uicflames.com  
Illinois State • goredbirds.com  
IMG College • imgcollege.com  
Indiana • iuhoosiers.com  
Iowa • hawkeyesports.com  
Jackson State • jsutigers.com  
Johns Hopkins • hopkinnsports.com  
Kansas • kuathletics.com  
Kansas State • kstatesports.com  
Kentucky • ukathletics.com  
La Salle • goexplorers.com  
Lafayette • goleopards.com  
Lamar • lamarcardinals.com  
Long Beach State • longbeachstate.com  
Louisiana Tech • latechsports.com  
Louisville • uoflsports.com  
Loyola (MD) • loyolagreyhounds.com  
Loyola Marymount • lmulions.com  
Loyola Chicago • loyolaramblers.com  
Marist • goredfoxes.com  
Marquette • gomarquette.com  
Marshall • herdzone.com  
Maryland • umterps.com  
Maryland-Eastern Shore • umeshawks.com  
UMass • umassathletics.com  
UMass-Boston • beaconsathletics.com  
UMass-Dartmouth • corsairathletics.com  
UMass-Lowell • goriverhawks.com  
Memphis • gotigersgo.com

Miami (FL) • hurricanesports.com  
Miami (OH) • muredhawks.com  
Michigan State • msuspartans.com  
Michigan • mgoblue.com  
Mississippi • olemisssports.com  
Missouri • mutigers.com  
Montana • gogriz.com  
Navy • navysports.com  
UNLV • unlvrebels.com  
New Mexico • golobos.com  
North Carolina • tarheelblue.com  
North Carolina State • gopack.com  
Northern Illinois • niuhuskies.com  
Northern Iowa • unipanthers.com  
Northwestern • nusports.com  
Notre Dame • und.com  
Oakland University (MI) • ougrizzlies.com  
Ohio • ohioobcats.com  
Oklahoma • soonersports.com  
Oklahoma State • okstate.com  
Old Dominion • odusports.com  
Oregon State • osubeavers.com  
Pacific • pacifictigers.com  
Penn State • gopsusports.com  
Pepperdine • pepperdinesports.com  
Pittsburgh • pittsburghpanthers.com  
Providence • friars.com  
Purdue • purduesports.com  
Rhode Island • gorhody.com  
Rice • riceowls.com  
Richmond • richmondspiders.com  
St. John's • redstormsports.com  
Saint Joseph's • sjuhawks.com  
Saint Louis • slubillikens.com  
Samford • samfordsports.com  
San Diego • usdtoreros.com  
San Diego State • goaztecs.com  
Siena • sienasaints.com  
SIU-Edwardsville • siuecougars.com  
South Carolina • gamecocksonline.com  
Southern • gojagsports.com  
Southern California • usctrojans.com  
Southern Illinois • siusalukis.com  
SMU • smumustangs.com  
Southern Miss • southernmiss.com  
Stanford • gostanford.com  
Stephen F. Austin • sfajacks.com  
Stony Brook • goseawolves.org  
Tennessee – utsports.com & utladyvols.com  
Texas – texassports.com  
Texas-Arlington • utamavs.com  
UTEP • utepathletics.com  
Texas A&M • aggieathletics.com  
Texas A&M International • godustdevils.com  
TCU • gofrogs.com  
Texas Tech • texastech.com  
Tulane • tulanegreenwave.com  
Tulsa • tulsahurricane.com  
Utah • utahutes.com  
Utah State • utahstateaggies.com  
Utah Valley State • wolverinegreen.com  
Vanderbilt • vucommoedores.com  
Villanova • villanova.com  
Wake Forest • wakeforestsports.com  
Washington • gohuskies.com  
Washington State • wsucougars.com  
Western Carolina • catamountsports.com  
Western Washington • wuvikings.com  
Winston-Salem State • wssurams.com  
Wisconsin-Milwaukee • uwmpanthers.com  
Wisconsin • uwbadgers.com  
Wright State • wsuraiders.com  
Wyoming • wyomingathletics.com  
Xavier • goxavier.com

### Conferences/Associations

Atlantic Coast Conference • theacc.com  
Atlantic-10 Conference • atlantic10.com  
Big Ten Conference • bigten.org  
Black Coaches & Administrators • bcasports.org  
Conference USA • conferenceusa.com  
Emerald Bowl • kraftbowl.org  
Great West Football • greatwestconference.org  
Mountain Pacific Sports Federation • mpsfsports.com  
Mountain West Conference • themwc.com  
National Association of Basketball Coaches • nabc.com  
NACDA • nacda.com  
NAIA • naia.org  
Patriot League • patriotleague.com  
SWAC • swac.org  
West Coast Conference • wccsports.com

### Affiliates

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