

CBS CORPORATION update

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CBS CORPORATION KEY NEWS: OCT. '09 - FEB. '10

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SUPPLEMENT
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CBS ENDS A YEAR OF SEQUENTIAL GROWTH; MOMENTUM BUILDING IN 2010



To view a video overview of CBS Corporation, go to <http://tinyurl.com/ygoxfkp>

For CBS, 2009 was a year of sequential quarterly improvement with the momentum carrying over into 2010.

CBS Corporation President and Chief Executive Officer **Leslie Moonves** commented: "As we promised, each quarter in 2009 improved on the one before – culminating in our best performance of the year in the fourth quarter. The good news is, the rising revenue trends are continuing into 2010. ... "We see a number of very positive signs at both our Content Group and our Local Group. The CBS Television Network is again #1 this season and up in

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EXECUTIVE APPOINTMENTS



Peter Dunn, Anton Guitano and Dan Mason.

LEADERSHIP TEAM NAMED FOR NEW LOCAL BROADCASTING SEGMENT:

On Nov. 10, CBS President and CEO **Leslie Moonves** announced a strategic restructuring of the Company's local TV and radio properties, putting in place a new management team to guide the new Local Broadcasting business segment that was recently established.

As part of this new alignment, **Anton Guitano**, who had served as Chief Financial Officer and Senior Executive Vice President of Operations for **CBS RADIO**, was named Chief Operating Officer of **CBS Local Media**. In this position he is helping to drive **CBS Television Stations** and **CBS RADIO**'s ongoing financial, strategic and operating objectives, as well as leading CBS's efforts to capitalize on its vast collection of local news and information Internet properties throughout the nation.

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COMPREHENSIVE CONTENT CABLEVISION DEAL

On Oct. 9, **CBS Corporation** announced a comprehensive content carriage agreement



under which **Cablevision** will continue to carry CBS programming and offer **Showtime Networks'** programming to Cablevision's three million subscribers in New York, New Jersey and Connecticut. In the New York metropolitan market, Cablevision will continue to carry **WCBS2**. Its customers in central and southern New Jersey will receive Philadelphia's **KYW (CBS)** and **WPSG (CW)**. In addition, the agreement provides for continued carriage of **CBS College Sports Network** and the **Smithsonian Channel**.

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every key demographic year-over-year, and we've added two new hits – both of which are wholly-owned by CBS. Cable Networks' subscriber and profit growth continues, and traffic to CBS Interactive sites hit new records during the quarter. Meanwhile, both national and local advertising are improving substantially, with dramatic gains in scatter and sales pacing for the Network and our TV Stations in the first quarter. Local radio stations are pacing well above last year's first quarter, and Outdoor has reached last year's levels. And with growing retransmission and affiliate fees, we've established a substantial secondary revenue stream. At the same time, we continue to manage our cost structure to deliver better efficiencies in any economy, and have improved our liquidity position – all of which we believe will help us better capitalize on the ongoing economic recovery in 2010."

Following are news highlights 4Q '09 and early 2010.

TELEVISION

In the primetime 2009-10 season (through 2/14/10), **CBS** ranks #1 in HHs, viewers and A25-54 and is just .3 of a rating point out of #1 in A18-49. (All sources: NTI)

In viewers CBS is #1 on six nights, more than all other networks **combined**: Mon, Tue, Thu, Fri, Sat and Sun. CBS has the #1 scripted series (NCIS), the top four dramas (NCIS, NCIS: LOS ANGELES, THE MENTALIST, CSI), the top two comedies (TWO AND A HALF MEN, THE BIG BANG

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Dan Mason, who has headed CBS RADIO since 2007, extended his contract with the company as President and CEO. Mason continues to build on CBS RADIO's growing ratings and improving financial position.

Peter Dunn, who has held three of the top positions at CBS Television Stations (most recently as President and General Manager of CBS's largest station, **WCBS-TV** New York), was named President of CBS Television Stations, overseeing operations of the Company's TV station portfolio while retaining his title at WCBS. In December, *Broadcasting & Cable* named **Dunn** as 2009 General Manager of the Year (markets 1-25).

Commenting on the strategic structuring at the time, Moonves said: "The time could not be better for this move. ... I look forward to working with this new, creative and seasoned team of managers as we capitalize on the developing recovery and build a new paradigm for the future growth of our local businesses."

EZRA KUCHARZ NAMED PRESIDENT,

CBS LOCAL DIGITAL MEDIA: In Jan., veteran Internet executive **Ezra Kucharz** was named to the position of President, **CBS Local Digital Media**. He is responsible for conceiving and executing the Company's local online media strategy by



Ezra Kucharz

utilizing the combined assets and digital operations of CBS's television and radio stations. Kucharz joins CBS from **IAC** and **Dow Jones'** personal finance joint venture, **FiLife.com**, where for the past 14 months he served as President and General Manager. Under Kucharz' leadership, FiLife has grown to the #4 personal finance site on the Internet.

DAN HARRISON NAMED CBS SVP,

STRATEGIC DEVELOPMENT: In Nov., **Dan Harrison** was named **CBS Senior Vice President, Strategic Development**. In this newly created position, he is assisting in the development of company-wide new business models and helping to chart



Dan Harrison

CBS's strategic direction in new technology and emerging distribution channels. Dan was most recently Senior Vice President of Emerging Networks at **NBC**

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THEORY), the top three new programs (UNDERCOVER BOSS, NCIS: LOS ANGELES, THE GOOD WIFE) and the #1 News Magazine (60 MINUTES). CBS has the #1 scripted series on six nights, more than all other networks combined: (Mon) TWO AND A HALF MEN, (Tue) NCIS, (Wed) CRIMINAL MINDS, (Thurs) THE MENTALIST, (Fri) GHOST WHISPERER and (Sat) CRIMETIME SATURDAY. And, CBS claims five of the season-to-date's top 10 programs, as many as all other networks combined.

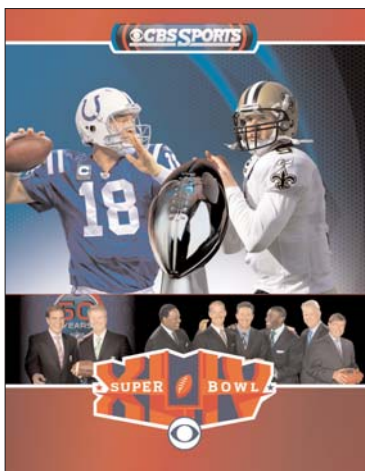
In A25-54 CBS is #1 on five nights, more than all the other network combined: Mon, Tue, Thu, Fri and Sun. CBS has four of the top 10 programs and 15 time period-winning programs, more than all of the other networks combined in both categories.

In A18-49 CBS has 10 time period winning programs, as many as all other networks combined. (Source: NTI)

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

Primetime season-to-date (9/21/09 – 1/31/10) CBS leads the competition in DVR one day plus playback lift with 895,000 additional viewers. (Source: NPOWER)

Early 2010 programming highlights include:



- **CBS Sports'** coverage of Super Bowl XLIV, featuring the NEW ORLEANS SAINTS' 31-17 win over the INDIANAPOLIS COLTS on Sunday, Feb 7 (6:31-9:50 PM, ET), was watched by a Nielsen-estimated average of 106.5 million viewers, making it the most watched program in tele-

vision history, eclipsing the finale of M*A*S*H in 1983. In HH rating/share, it was the highest-rated Super Bowl in 14 years. (Source: NTI)

- **CBS's** premiere of the new reality series, UNDERCOVER BOSS, delivered 38.6 million viewers -- the largest audience ever for a new series following the

(EXECUTIVE APPOINTMENTS, continued from page 2)

Universal Cable, where he oversaw the Group's mystery-crime and suspense-horror cable channels, Sleuth and Chiller. He was also responsible for managing NBCU's high-definition digital network as well as operations for NBC 2Go, CNBC 2Go and MSNBC 2Go, among other duties. He has also served as NBC Universal's Senior Vice President, Cross-Network Strategy & Emerging Networks.

Super Bowl, the most watched reality series premiere ever and the biggest new series premiere since 1987. It was also the largest audience and best ratings in HHs, A25-54, A18-49 and A18-34 for an entertainment program in the season up to that time. (Source: NTI)

- Leading up to CBS's broadcast of **SUPER BOWL XLIV**, the Network's coverage of the 2010 AFC Championship game, featuring the **Indianapolis Colts** defeating the **New York Jets** on Sunday, Jan. 24, was seen by an average of 46.9 million viewers (Persons 2+). This was the highest number of viewers for the AFC Championship game in 24 years. ... THE NFL ON CBS's broadcast of the AFC Divisional Playoff game, featuring the **New York Jets** upsetting the **San Diego Chargers** on Jan. 17, ranked as the second most-watched AFC Divisional Playoff game since the NFL returned to CBS in 1998. (Source: NTI)

- **CBS's** major award show broadcasts delivered higher ratings. THE 52ND ANNUAL GRAMMY AWARDS scored the show's best delivery in HHs, viewers, A25-54, A18-49 and A18-34 since 2004. ... THE PEOPLE'S CHOICE AWARDS on Wednesday, Jan 6, delivered its best ratings since 2007 in HHs, viewers, A25-54 and A18-49 and its best since 2006 in A18-34. (Source: NTI)



- The Feb. 11 premiere of SURVIVOR: HEROES VS. VILLAINS, the 10th anniversary edition of television's longest-running reality competition series, delivered its largest audience since 2007, winning its 8:00-10:00 PM time period in all ratings categories. ... On Feb. 10, THE NEW ADVENTURES OF OLD CHRISTINE attracted its largest audience since moving to Wednesdays in the 2008-2009 season. (Source: NTI)

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EYE ON SHOWTIME



Showtime Networks' subscriptions totaled 61.3 million as of December 31, 2009, up by 2.6 million (4%), from December 31, 2008. Through September (the most recent industry data available), Showtime was the only premium network to significantly grow subscribers in 2009. (Source: SNL Kagan/Internal)

Programming: Returning series TRACEY ULLMAN'S STATE OF THE UNION and SECRET DIARY OF A CALL GIRL premiered and a new comedy, LA LA LAND, debuted. ... CALIFORNICATION was picked up for a fourth season. ... SHO Sports announced the cast of its newest series, INSIDE NASCAR, at NASCAR's Media Week in Charlotte, NC.

New Projects Underway: Showtime Networks has ordered 10 episodes of THE BORGHIAS, a one-hour drama series based on the infamous Italian Renaissance family. Oscar winner **Jeremy Irons** will star and production is set for late spring. ... The pilot for SHAMELESS, a one-hour drama starring Oscar nominee **William H. Macy** and executive produced by *Emmy Award* winner **John Wells** (ER), has just wrapped principal photography. Slated to start production in the spring is EPISODES, starring **Matt LeBlanc**, which is being shot in London and Los Angeles.

Shows Performing Strongly Online: Showtime Networks' series rank consistently in the top 10 on iTunes from the moment of release; SHO.com traffic is up 50% over the past 12 months. ... WEEDS Season 5 was released over the holidays and immediately took the #1 spot for the first three weeks. ... DEXTER hit over 1,000,000 fans on Facebook this past season – a first for a premium cable network series. ... To support the new season of DEXTER, Showtime Networks launched an animated webisode series, a YouTube game, a Facebook page and several other social media tactics. ... A free iPhone application was made available through the Apple app store. ... SHOWTIME TV Widget, a new application designed for Internet-connected TVs, gave viewers access for the first time to free sample episodes of SHOWTIME Original Series season premieres and insider extras about their favorite SHOWTIME shows via internet-connected TVs.

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And..

- **CBS** won the primetime November Sweep (10/29-11/25) in HHs and viewers and tied for #1 in A25-54. LATE SHOW with DAVID LETTERMAN garnered its first sweep win in viewers, HHs and A25-54, and posted its best competitive position in A18-49 in 15 years. THE LATE LATE SHOW with CRAIG FERGUSON notched its first win over "Late Night" in HHs and A25-54, scoring its largest margin of victory in viewers in a November sweep. It was also the best competitive position for THE LATE LATE SHOW against "Late Night" in A18-49 (tie) in a November sweep. (Source: NTI)

In the sweep, **CBS Television Distribution** held eight of the top 10 first-run syndicated shows, with five shows growing HH/rtg year-to-year: ENTERTAINMENT TONIGHT, INSIDE EDITION, JUDGE JUDY, JEOPARDY! and THE DOCTORS. WHEEL OF FORTUNE maintained its position as the #1 show in syndication (and #1 game show). CSI: NEW YORK is the #1 weekly off-net hour. ... Numerous **CBS Television Stations** reported local news ratings successes in the recently concluded November sweep. (Source: NSI)

And...

- NCIS: LOS ANGELES and THE GOOD WIFE (the season's top two freshman scripted series), received pick-ups for the 2010-11 season, along with the sixth season of HOW I MET YOUR MOTHER and CBS's two *Emmy*-winning hit reality series, SURVIVOR and THE AMAZING RACE. ... Two-time *Emmy Award*-winning SURVIVOR host **Jeff Probst** will return as host and executive producer for the series' 21st and 22nd installments. ... At **CBS Television Distribution**, DR. PHIL was renewed through the 2013-2014 season in 70% of the country, including 20 of the top 25 markets. In addition, THE DOCTORS and RACHAEL RAY were picked up through 2011-2012.
- 60 MINUTES was a top 10 primetime broadcast in viewers three out of the first four weeks of 2010. ... FACE THE NATION beat ABC's "This Week" in viewers and key demographics the first four weeks of this year. (Source: NTI)

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● On Jan 30, **CBS Sports** began its 60th year broadcasting golf, continuing to offer viewers the most comprehensive lineup in the history of network television. In 2010, CBS Sports will broadcast all 19 PGA TOUR events as well as **The Masters®** and the PGA Championship in HDTV. ... **CBS Sports** tipped off its 29th consecutive season of college basketball on Saturday, Dec. 5.

CBS College Sports Network added two new weekly primetime college basketball studio shows to complement its extensive roster of live college basketball game coverage. ... The Network and **MaxPreps.com**, the leading online high school sports network, offered extensive coverage of college football's National Signing Day, and saluted the nation's Armed Forces and service academy football teams with a tripleheader of games -- the first time a Network has broadcast all three service academy games live in one day. ... The Network also debuted a one-hour edition of the original programming series, "Heisman Tales," featuring legendary LSU running back **Billy Cannon** who won the *Heisman Trophy* in 1959, and aired a live special pregame and postgame show, **INSIDE COLLEGE FOOTBALL LIVE FROM FORT WORTH**, surrounding its broadcast of #14-ranked Utah at #4-ranked (and undefeated) TCU.



● **CBS Television Distribution** sold the new syndicated strip, **SWIFT JUSTICE WITH NANCY GRACE**, in 90% of the country, including all top 50 markets. Long-time Executive Producer of **JUDGE JOE BROWN**, **John Terenzio**, was named Executive Producer of the show. ... CTD sold to **USA Network** the exclusive off-network rights to **NCIS: LOS ANGELES**. ... **CBS Consumer Products** appointed two new international licensing agents to build upon their merchandising programs: **J.T. Licensing** in Greece and **Copyright Promotions Licensing Group** in Japan. ... On the awards front, **JUDGE JUDY Sheindlin** was honored with the National Association of Television Program Executives' seventh annual *Brandon Tartikoff Legacy Award*.

● **CBS Studios International** launched three new CBS-branded channels in the U.K. -- **CBS Reality**, **CBS Action** and **CBS Drama**. ...



The division concluded a deal with **Sony Pictures Entertainment Networks** in Asia for three new series: **NCIS: LOS ANGELES**, **MEL-ROSE PLACE** and **THREE RIVERS**.

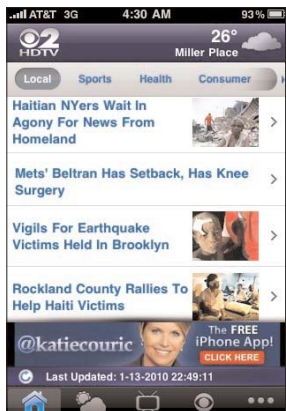
... **NURSE JACKIE** was licensed to **BBC Two** in the U.K. and launched on January 4th. ... At the **MIPCOM** international television convention, programming deals were made with **Viasat Broadcasting** (the largest free-TV and satellite premium pay-TV operator in Scandinavia and the Baltics) and **RAI Cinema**, the biggest television company in Italy. Pre-MIPCOM deals were struck with the U.K.'s **SKY1 HD** and **Channel 4**. ... CBS Studios International expanded its European presence by establishing a new branch office in Munich, Germany... In Canada, **SURVIVOR** launched its 20th season (**HEROES VS. VILLAINS**) by winning the night in all key demos. (Source: BBM Canada) ... In Australia, the premiere of **THE GOOD WIFE** helped local broadcaster **Network Ten** win the night in all demographics, and **NCIS** won its timeslot in all key demographics and viewers during the first week of ratings for February. (Source:OzTAM)

● **CBS's** research division, **CBS Vision**, and **Omnicom Media Group's** company **OMD** announced a new research partnership that allows OMD's clients access to the **CBS Television City** research facility in the **MGM Grand Hotel** in Las Vegas.

● On Saturday, Jan. 9, **CBS**, **SHOWTIME** and **The CW** held their annual Winter Press Tours in Pasadena, CA.

On The Television Station Front...

● In February, **Gary Schneider** was named President and General Manager of **KTVT-TV** and **KTXA-TV**, the CBS-owned stations in Dallas-Fort Worth. He had served as Senior Vice President and Station Manager at the stations since August 2004, and assumed the role of GM of the stations in December 2009, when his longtime colleague **Steve Mauldin** was named President and General Manager of **KCBS-TV** and **KCAL-TV**, the CBS-owned stations in Los Angeles. (Continued on page 6)



The WCBS-TV New York iPhone app

● **CBS Mobile and CBS Television Stations** launched a stand-alone news app for CBS-owned television stations in 13 markets. Available from the App Store, the free apps for **iPhone** and **iPod Touch** users deliver the latest local news headlines and stories, full length on-demand video, slide shows and **Twitter** updates, plus breaking **CBS News** stories and on-demand video. The

CBS Television Stations applications are a logical extension of the CBS News app that engages users at a grass-roots level, exposes them to the news that matters most to them and extends the CBS brand.

● On Feb. 1, **CBS 2 Chicago** launched an innovative weekday 5:00-7:00 AM show that features an ensemble of veteran local broadcasters presenting a mix of local sports topics, regional business issues and personal money management tips as well as news headlines, weather and traffic (including contributors from CBS RADIO station **WBBM News Radio 780**). ... At **CBS 11 Dallas/Fort Worth**, the News at 4 was extended to one hour. ... **CBS4-KCNC-TV Denver** is planning to launch a new 5:00-7:00 AM morning show, beginning March 2010.

INTERACTIVE



● **CBS Interactive** saw significant growth in streaming video across

its properties in 2009, climbing to fourth-largest in terms of video viewers (vs. 12th-largest at end of 2008). Following are CBS Interactive 2009 highlights:

CNET, the leading tech news and review site in the "Technology News" category, posted strong year-over-year growth in unique visitors (34%), total minutes (56%), visits (50%) and page views (61%) on the heels of CES 2010.

CBSsports.com saw a 39% year-over-year jump with a total of 19 million unique visitors for the month of January

EYE ON THE CW



NOW IN ITS FOURTH SEASON, The CW's primetime performance improved versus last fall, particularly among target demos of W18-34 and A18-34. Among the highlights: The freshman hit, **THE VAMPIRE DIARIES**, is The CW's #1 show, delivering the best women demographics ever in the network's Thursday 8:00-9:00 PM time period. The pairing of **VAMPIRE DIARIES** and **SUPERNATURAL** on Thursday improved the night by double-digit percentages in W18-34 and A18-34. ... By moving **SMALLVILLE** to Friday, The CW increased its ratings on the night by double-digit percentages in A18-34 and M18-34, ranking #1 in its time period for these categories. ... Cycle 13 of **AMERICA'S NEXT TOP MODEL** ranked second in its hour among Adults and W18-34. The new mid-season series **LIFE UNEXPECTED** delivered The CW's highest total audience in the time period in a year. Prior to the debut of **LIFE UNEXPECTED**, The CW presented a special sneak preview of the first 10 minutes of the show on **Facebook**.

The Network has given early pickups to **AMERICA'S NEXT TOP MODEL**, **THE VAMPIRE DIARIES**, **SUPERNATURAL**, **GOSSIP GIRL** and **90210**. All five shows will return in fall 2010.

Strong Online Trends for CW: Last fall, cwtv.com registered a 42% increase in unique visitors to the site versus fall 2008, showing a dramatic 26% increase in full-episode viewings of hit shows initiated on cwtv.com versus a year ago. ... The CW continues to grow in popularity on social networking sites, including **Facebook** where the network now has more than 5.4 million registered fans.

(Sources for above: NTI and Facebook)

as well as a 54% yearly increase in visits. **MaxPreps.com** continued its growth, posting double-digit yearly growth in visits (52%), unique visitors (65%) and total minutes (14%).

GameSpot saw yearly gains in visits (20%), unique visitors (11%) and total minutes (33%).

Reaching nearly 6 million unique visitors, free global music platform **Last.fm** continued its impressive year-over-year growth with a 91% increase in unique visitors, an 87% rise in visits and 122% in total minutes.

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[TheInsider.com](#) continued to deliver hot Hollywood gossip and news, posting triple-digit yearly increases in visits (106%) and unique visitors (115%).

[CHOW](#), CBS Interactive's online destination and community environment for food and drink enthusiasts, recorded double-digit yearly gains in unique visitors (67%), visits (54%) and total minutes (46%).

[BNET](#), a top 10 business site that helps managers succeed at work, recorded double-digit monthly growth in visits (16%), total minutes (23%) and page views (24%).

(Source: comScore Media Metrix -- Jan. 2009, U.S. Data)

And:

- An online and print advertising campaign ("ONLY CBS INTERACTIVE") was launched promoting CBS Interactive's unique position as the only Internet property to have multiple #1 brands in their categories.

- [CBSSports.com](#) cemented its position as the leading provider of live streaming sports video on the Internet. Over the course of 2009, the site provided live audio and video webcasts of over 11,000 sporting games/events, more than all of the other major sports media networks combined. (Source: Internal Data) ...

[CNET](#) posted a record-breaking traffic day on "Cyber Monday" (Nov. 30) and all-time records in unique users, page views and video streams. ... With the support of CBS Television and CBS RADIO stations, CNET (the official online media partner of CES) provided expansive coverage of the 2010 International Consumer Electronics Show. As a result, the site extended its reach beyond its core tech enthusiast audience. (Source: CNET Internal Data)

- [CBSSports.com](#)'s **College Network** announced a series of official athletic apps for top colleges and universities from **Apple's App Store** and launched **BOWL BOUND**, a video series devoted to college football's post-season. ... **Xbox** Gold-Level subscribers can now stream **Last.fm**'s millions of tracks through their television. ... A new customizable advertising unit, "**The Lightbox**," is available across all of CBS's leading

online properties, offering clients the opportunity to display a wide variety of content on an illuminated screen.

... **MaxPreps.com** and **Comcast** formed an exclusive relationship to deliver extensive high school sports Video On Demand programming to Houston, TX. ... **CBS** and **Sears** partnered in the first national **SURVIVOR** "Casting Call" online contest. ... **CBS.com** launched a **GMC**-sponsored site for **GHOST WHISPERER** and **MEDIUM**, as well as the **Cadillac** sponsored **CSI Zeta Casefile site** dedicated to bringing fans exclusive content from three hit CSI series - **CSI**, **CSI: MIAMI** and **CSI: NY**.

- Two units -- Tech & News and Business -- were merged to create a new business unit that will better capitalize on the combined power of CBS Interactive's biggest and most influential brands.

- **GameSpot** launched a Web site for **Apple's iPhone** and **iPod Touch** and a new channel, **GameSpot Mobile**. ... **CBS News** and **CBS Mobile** launched the free **CBS News Katie Couric** application on the **App Store**. ... **CBS** expanded its popular mobile applications **TV.com** and **CBS Sports Mobile Football**, to the growing **Android™** platform. ... [CBSSports.com](#) and **CBS Sports Mobile** began providing live streaming webcasts of select CBS Sports broadcasts of the NCAA on CBS.

RADIO

- **CBS RADIO**'s focus on strengthening its programming lineup nationwide paid off in



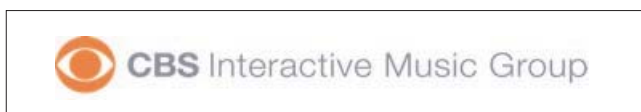
2009, with stations in the top 10 markets showing an overall average 10% growth in 12+ AQH audience share (the Chicago, San Francisco and Atlanta clusters were among the biggest gainers). CBS RADIO finished the year as the #1 cluster in five of the top 10 markets (New York, Chicago, Dallas, Philadelphia, Boston). In New York, the cluster grew its share of audience, while the Chicago cluster overtook last fall's leading competition by increasing its AQH share by 11% -- the most of any major market operator. (Source: Arbitron PPM AQH share data for Persons 12+, Mon-Sun 6:00 AM-12:00 Midnight, Dec. 2009 vs. Dec. 2008 with the exception of Boston - Fall Diary 2008 vs. Dec. 2009 PPM)

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Among other highlights: AMP Radio increased its audience share by 120%; **KMVK-FM** Dallas grew its share by more than 50% following a move from a Rhythmic AC format to Spanish; the launch of **94.7 Fresh** (Adult Contemporary) in Washington, D.C. and **WJFK-FM** (sports) resulted in increases of 9% and 67%, respectively; the audience share for the new **WBZ-FM**, Boston's first FM sports talk station, was up 41% over figures for the previous rock format; San Francisco's leading all-news source, **KCBS-AM/KFRC-FM**, grew its audience in a non-election year with increases of nearly 25%; **KKHH-FM** Houston's introduction of a Contemporary Hit Radio (CHR) format posted year-to-year listening increases of over 55%; and **92.3 NOW**, New York's Hit Music Channel, saw an improvement in its audience share by more than 50% year-to-year and is now performing at its highest level since Fall 2005. (Source: Arbitron PPM AQH share data for Persons 12+, Mon-Sun 6:00 AM-12:00 Midnight, Dec. 2009 vs. Dec. 2008 with the exception of Boston - Fall Diary 2008 vs. Dec. 2009 PPM)

And...



● The **CBS Interactive Music Group** launched [Last.fm Discover](#), a streaming and HD radio station available on **WWFS-FM (102.7 HD2)** New York, **KCBS-FM (93.1 HD2)** Los Angeles, **WXRT-FM (93.1 HD3)** Chicago and **KITS-FM (105.3 HD3)** San Francisco. The station features a mix of music from Last.fm's user-generated charts combined with live performances and artist interviews. ... In support of CBS's broadcast of THE 52nd ANNUAL GRAMMY AWARDS, the CBS Interactive Music Group launched a national streaming radio station called GRAMMY® Radio. ... The CBS Interactive Music Group launched a "Live on Letterman" webcast series.

● **Shazam**, a leading worldwide mobile music discovery provider, announced that its globally popular Shazam Encore service has connected with [Last.fm](#), allowing users to create their own radio stations that include additional songs by the tagged artist as well as songs from other artists with similar styles and genres.

● Four of CBS RADIO's most recognizable and listened to stations -- **WFAN(AM)** New York, **KROQ-FM** Los Angeles, **WBZ-FM** Boston and **KSCF-FM** San Diego -- were made available to HD Radio receivers in a number of markets outside of their broadcast area.

● **CBS** successfully launched CHR/Top 40 stations in Los Angeles (**KAMP-FM**), New York (**WXRK-FM**) and Detroit (**WVMC-FM**). ... Pittsburgh's first FM sports radio station, **KDKA-FM, the The Fan**, debuted on-air, online (www.937thefan.com), and streaming live on a variety of mobile devices. Further interaction with the station is available through blogs. ... **LIVE 105 (KITS-FM)** San Francisco launched a weekday primetime program (8:00 PM -12:00 Midnight) that puts listeners in control of which songs go on the air.

● **KRTH-FM (101.1)** Los Angeles snagged the top spot in Los Angeles-Orange County ratings with listening audiences age six and older. KRTH also moved up in the ranking of morning shows from third to a second-place tie with sister station **KNX**. (Source: Arbitron 10/15 to 11/11)

● **Carson Daly** and **Nick Cannon**

debuted as new morning show hosts for **97.1 AMP Radio** Los Angeles and **92.3 NOW FM** New York, respectively.



Carson Daly



Nick Cannon

● A number of CBS RADIO stations carried the **Westwood One** radio broadcast of the Super Bowl.

OUTDOOR

● On Feb. 1, **CBS Outdoor** unveiled the first out-of-home high definition 3D projection ad campaign on a display in New York City's Grand Central Subway



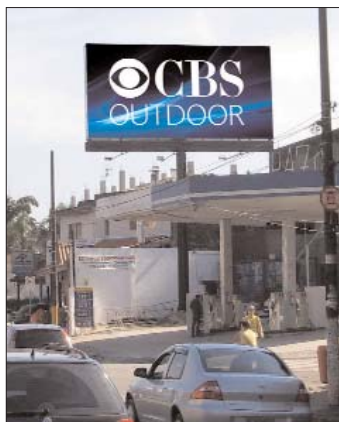
NYC Consumers watch HD 3D ads from Visa

Station. Using special 3D glasses distributed by Outdoor
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"ambassadors," the 70,000 commuters that pass by the display every day can now see 3D commercial spots with audio. CBS Outdoor debuted this revolutionary new step in outdoor advertising with **Visa** for its "Go World" commercial. To see a YouTube video of the display go to <http://tinyurl.com/yah6qkl>

- An eye-catching digital unit has been positioned on the ramp leading to the Lincoln Tunnel -- one of only three crossings leading into New York City, and a route which carries the highest daily traffic volumes in New Jersey. **CBS Outdoor's** number of high-profile digital billboards now totals 70. ... In a promotion that demonstrated CBS Outdoor's ability to provide real-time applications across its digital networks, the division provided live scores to New Yorkers during the World Series using a network of Digital LCD Urban Panels to provide live updates.
- **CBS Outdoor** acquired the contract for the **Metro Light Rail** that travels through central Phoenix, Tempe and Mesa, AZ -- the heart of the region's highest-traffic area. The 20-mile route currently has eight secured park and ride lots, 28 stations, 33 platforms and operates 365 days a year. The ten 90' wrapped trains and the 50 platform kiosks situated in each station are visible to both rail commuters and motorists in the heart of Metropolitan Phoenix and ensure high impact and branding penetration.
- Following the very successful launch of txt2go in the U.S., **CBS Outdoor Canada** launched the innovative text messaging (or SMS) capability for its advertisers' media campaigns. As in the U.S., Canadian advertisers can invite consumers to interact with their campaigns to receive additional information such as digital coupons, location-based offers and direct response promotions.



- In Brazil, **CBS Outdoor** installed 13 billboards in the metropolitan region of Sao Paulo, and anticipates the installation of 21 billboards by the end of February. ... In Chile, CBS Outdoor obtained the lease of two strategic points on the side of a very important highway in the city of Costanera

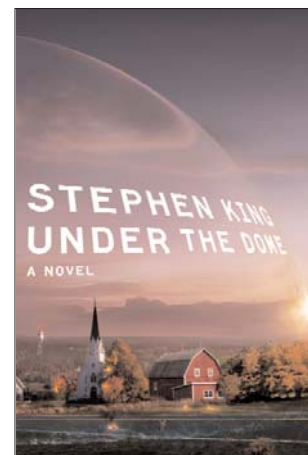
Norte (150,000 vehicles daily). ... In Argentina, a front-light billboard that exhibits three rotating faces and six monumental billboards are being installed in a high-traffic corner of Buenos Aires. ... In Uruguay, CBS Outdoor and **McDonald's** developed the first interactive outdoor games that allowed children to turn a black-and-white image of **Astroboy** into a colored one and the McDonald's logo into a "Happy Meal."

- **CBS Outdoor** rolled out its **GameStop TV** network in 3,000 GameStop retail locations in the top 50 designated marketing areas, making it the largest national out-of-home digital video network reaching the male 12-34 demographic. The remaining GameStop locations will be converted to digital delivery by April 2010.

PUBLISHING



- In 2009, **Simon & Schuster** imprints had 164 New York Times bestsellers, and 25 that were #1. Also, 12 books were named to the New York Times Book Review's list of "100 Notable Books of 2009," with three books reaching its "10 Best Books of 2009" list.
- Major bestsellers for Simon & Schuster in the 4th Quarter included **UNDER THE DOME** by **Stephen King** (Scribner), **PURSUIT OF HONOR** by **Vince Flynn** (Atria), **LAST WORDS** by George Carlin with **Tony Hendra** (Free Press), **ARGUING WITH IDIOTS** by **Glenn Beck** (Threshold Editions) and **IT'S YOUR TIME** by **Joel Osteen** (Free Press). Key bestsellers from the Children's Publishing Division included **THE CHRISTMAS SWEATER** by **Glenn Beck** (Aladdin), **LEVIATHAN** by **Scott Westerfeld** (Simon Pulse) and **HUSH, HUSH** by **Becca Fitzpatrick** (Simon & Schuster Books for Young Readers).



(Continued on page 10)

(PUBLISHING, continued from page 9)

- **Simon & Schuster** imprint **Atria Books** partnered with **Vook** to introduce readers to a revolutionary reading format that blends text and video into a single, integrated and uninterrupted reading and viewing experience.
- **Simon & Schuster** established **Gallery Books**, a new imprint that merges the Pocket Books hardcover and trade paperback lines into one brand with Simon Spotlight Entertainment. ... A new e-commerce model was created that allows users to purchase individual e-chapters of select books at the www.askdoctoroz.com site. ... **Simon and Schuster's** language learning powerhouse, **Pimsleur**, announced the launch of the interactive "2Go" applications for **iPhone®** and **iPod touch®** available from **Apple's App Store** (www.itunes.com/appstore/). The new applications include digital flashcards with audio, text and additional travel scenes for reference. ... Targeting reviewers, media, booksellers, librarians, agents, and other publishing trade contacts, **Galley Grab** was launched as an online delivery system for digital editions of early, uncorrected proofs of future S&S titles
- Syndication deals were struck to bring videos of S&S authors to some of the web's largest video sites, including **YouTube** and **MySpace**, plus networking sites such as **Living Social** and **GoodReads**. S&S also launched content syndication partnerships with high-profile sites such as **eHarmony** and **MSN** to provide excerpts of non-fiction titles.

Look Forward to Reading These Books: Following up on the success of THE GREATEST SHOW ON EARTH, Free Press has signed WHAT IS A RAINBOW, REALLY, the next book by New York Times bestselling author and scientist **Richard Dawkins**. ... Atria has signed former Bush White House communications director **Nicole Wallace** for her first novel, an inside-the-White House/Beltway page-turner titled EIGHTEEN ACRES (Oct 2010). ... From "Real Housewife" star and New York Times bestselling author **Bethenny Frankel** (NATURALLY THIN and THE SKINNYGIRL DISH) comes a book for Fireside on career, finance and relationships.Threshold Editions has acquired YOU KNOW I'M WRITE, a conservative fiscal manifesto from **Michele Caruso Cabrera**, the host of CNBC-TV's "Power

Lunch."... Touchstone has acquired LATE, LATE AT NIGHT, a memoir by *Grammy Award* winner **Rick Springfield**, who played a twisted version of himself on Showtime's hit series, "CALIFORNICATION."

CBS FILMS

- THE BACK-UP PLAN, starring **Jennifer Lopez** ("Monster-In-Law," "Shall We Dance") and **Alex O'Loughlin** ("August Rush"), is currently scheduled for release April 23, 2010.



Jennifer Lopez as "Zoe" and Alex O'Loughlin as "Stan" in CBS Films' THE BACK-UP PLAN

- BEASTLY, starring **Vanessa Hudgens** ("High School Musical") and **Alex Pettyfer** ("Wild Child," "Stormbreaker"), is currently scheduled for release July 30, 2010.
- Principal photography for the upcoming action thriller FASTER began February 8, 2010, in Los Angeles. **Dwayne Johnson** ("Gridiron Gang," "The Scorpion King," "The Mummy Returns"), **Billy Bob Thornton** ("Eagle Eye," "Bad Santa," "Monster's Ball") and newcomer **Oliver Jackson-Cohen** star alongside **Maggie Grace** ("Taken") and **Moon Bloodgood** ("Terminator Salvation"). The film is currently scheduled for release in late 2010.

CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

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

STATISTICAL INFORMATION

December 2009

Select sample information for descriptive purposes only

CBS Network Time-Period-Winning Programs ⁽¹⁾

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

(1) NTI, Nielsen Media Research. Average audience, "Most Current" ratings. Mon-Sat 8-11p, Sun 7-11p. Time period winning programs are defined as ones which have won 50% or more of their regularly-scheduled airings and are #1 in time period rank among Persons 2+. Time period rank based upon program's season-to-date average from 09/21/09-02/14/10.

CBS Radio Revenue Ranking in Top 10 Markets ⁽⁴⁾

Market	Rank
New York	No. 1
Los Angeles	No. 2
Chicago	No. 1
San Francisco	No. 1
Dallas	No. 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 2009, per Miller, Kaplan, Arase & Co., LLP.

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

<i>Accidentally on Purpose (CBS)</i>	<i>The Good Wife (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>Gossip Girl (CW)</i>
<i>Big Brother (CBS)</i>	<i>Life UneXpected (CW)</i>
<i>The Bridge (CBS)</i>	<i>Medium (CBS)</i>
<i>Cold Case (CBS)</i>	<i>Melrose Place (CW)</i>
<i>Criminal Minds (CBS)</i>	<i>NCIS (CBS)</i>
<i>CSI (CBS)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>CSI: Miami (CBS)</i>	<i>90210 (CW)</i>
<i>CSI: NY (CBS)</i>	<i>Numb3rs (CBS)</i>
<i>Flashpoint (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>Gary Unmarried (CBS)</i>	<i>Survivor (CBS)</i>
<i>Ghost Whisperer (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 02/18/10. New/mid-season shows in bold.

First-Run Syndication Programs

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

Showtime Networks Subscribers ⁽³⁾

(in millions)	4Q '08	4Q '09
Showtime Networks	58.7	61.3

(3) Showtime Networks. Includes Showtime, The Movie Channel and FLIX. Data as of 12/31/09.

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

Title	Author	Rank	Weeks on List
Hardcover Fiction:			
<i>I, Sniper</i>	Stephen Hunter	14	5
Paperback Mass-Market Fiction:			
<i>The Devil's Punchbowl</i>	Greg Iles	8	5
<i>The Truth About Lord Stoneville</i>	Sabrina Jeffries	16	2
Paperback Nonfiction:			
<i>Are You There, Vodka? It's Me, Chelsea</i>	Chelsea Handler	5	5
<i>The Glass Castle</i>	Jeannette Walls	12	163
Advice, How-To and Miscellaneous Hardcover:			
<i>The Secret</i>	Rhonda Byrne	8	149
Children's Picture Books:			
<i>All the World</i>	Liz Garton Scanlon	3	2
Children's Chapter Books:			
<i>Hush, Hush</i>	Becca Fitzpatrick	10	11
Children's Paperback Books:			
<i>Thirst No. 2: Phantom, Evil Thirst, Creatures of Forever</i>	Christopher Pike	3	4
<i>Dark Visions</i>	L.J. Smith	6	21
<i>Thirst No. 1</i>	Christopher Pike	7	26
<i>The Underneath</i>	Kathi Appelt	9	2
Children's Series:			
<i>The Mortal Instruments</i>	Cassandra Clare	10	32

(5) *The New York Times*, 02/14/10

STATISTICAL INFORMATION

December 2009 – Continued

Select sample information for descriptive purposes only

CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of February 18, 2010

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

STATISTICAL INFORMATION

December 2009 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Washington, D.C. #9—Radio	WIAD WLZL WJFK WPGC WHFS	FM FM FM FM AM	Adult Contemporary Spanish-Tropical Sports Urban News/Talk				Bus, Commuter Rail, Walls, Bulletins, Malls, Digital In-Store Networks
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot Adult Contemporary News Classic Hits Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS Independent	Bulletins, Malls, Digital In-Store Networks
Detroit, MI #11—Radio #11—Television	WXYZ WOMC WVMV WWJ WXYZ WYCD	FM FM FM AM AM FM	Sports Classic Hits Contemporary Hit Radio News Sports Country	WKBD-TV WWJ-TV	UHF UHF	The CW CBS	Bus, Bulletins, Posters, Malls, Digital In-Store Networks
Miami-Ft. Lauderdale, FL #12—Radio #17—Television				WFOR-TV WBFS-TV	UHF UHF	CBS MyNetworkTV	Bulletins, Bus, Commuter Rail, Malls, Street Furniture, Digital In-Store Networks
Seattle-Tacoma, WA #13—Radio #13—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Classic Hits Classic Rock	KSTW-TV	VHF	The CW	Bulletins, Malls, Digital In-Store Networks
Puerto Rico #14—Radio							Bulletins, Posters
Phoenix, AZ #15—Radio	KOOL KZON KMLE	FM FM FM	Classic Hits Rhythmic Contemporary Hit Radio Country				Bulletins, Posters, Malls, Street Furniture, Walls, Digital In-Store Networks
Minneapolis, MN #16—Radio #15—Television	WCCO WLTE KZJK	AM FM FM	News/Talk Adult Contemporary Adult Hits	WCCO-TV KCCO-TV KCCW-TV	UHF VHF VHF	CBS CBS CBS	Bulletins, Posters, Street Furniture, Digital In-Store Networks
San Diego, CA #17—Radio	KSCF KYXY	FM FM	Hot Adult Contemporary Adult Contemporary				Bulletins, Posters, Malls, Street Furniture, Digital In-Store Networks
Nassau-Suffolk, NY ⁽³⁾ #18—Radio							Bulletins, Digital In-Store Networks
Tampa-St. Petersburg, FL #19—Radio #14—Television	WLLD WQYK WQYK WYUU WRBQ WSJT	FM FM AM FM FM FM	Rhythmic Contemporary Hit Radio Country Sports Spanish Classic Hits Smooth Jazz	WTOG-TV	UHF	The CW	Bulletins, Malls, Digital In-Store Networks
Denver, CO #20—Radio #16—Television				KCNC-TV	UHF	CBS	Street Furniture, Bulletins, Posters, Malls, Digital In-Store Networks
St. Louis, MO #21—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Bulletins, Posters, Malls, Digital In-Store Networks

STATISTICAL INFORMATION

December 2009 – Continued

Select sample information for descriptive purposes only

Market and Market Rank ⁽¹⁾	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Baltimore, MD #22—Radio #26—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Bulletins, Subways, Commuter Rail, Street Furniture, Malls, Digital In-Store Networks
Portland, OR #23—Radio							Bulletins, 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 #23—Television	KDKA KDKA WDSY WZPT	AM FM FM FM	News/Talk Sports Country Hot Adult Contemporary	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Bulletins, Malls, Digital In-Store Networks

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

(2) The FCC has granted an application permitting the Company to assign KFVB-AM to a divestiture trust. Upon closing of this assignment, the Company will beneficially own but will not operate KFVB-AM.

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

STATISTICAL INFORMATION

December 2009 – Continued

Select sample information for descriptive purposes only

CBS Television Distribution: Off-Network Syndicated Product*

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

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

CBS Interactive

	Global Unique Monthly Visitors ⁽¹⁾	Global Reach ⁽²⁾	Global Rank ⁽³⁾
CBS Interactive Web Sites	226 Million	17%	#11

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

(2) Calculated using monthly average of global unique users for Q4 2009. Source: comScore Media Metrix WW Monthly, Q4 2009.

(3) Ranking based on the comScore Media Metrix figure for CBS Interactive web sites' unique monthly visitors of 211.4 million in December 2009.

CBS Interactive Web Sites

BNET
 CBS.com
 CBS MoneyWatch.com
 CBS News.com
 CBS Sports.com
 CBS CollegeSports
 CBS Interactive International Media Web Sites
 CBS Radio Station Web Sites
 CBS Television Station Web Sites
 CHOW
 CNET
 Gamespot
 TheInsider.com
 Last.fm
 MaxPreps.com
 mySimon
 Search.com
 TechRepublic
 TV.com
 UrbanBaby.com
 ZDNet

CBS Audience Network Distribution Partners

AOL
 Bebo
 Blinkx.com
 BuddyTV
 Chumby
 Comcast.net
 Cooliris
 Fancast
 FUHU
 IMDb
 Mefedia
 Metacafe
 MSN
 Slide
 Sling Media
 Sony Bravia
 Tidal TV
 TVGuide.com
 Watercooler
 Windows Media Center
 YouTube
 Yahoo

STATISTICAL INFORMATION

December 2009 – Continued

Select sample information for descriptive purposes only

THE CBS COLLEGE SPORTS NETWORK Online Partners as of February 18, 2010

Colleges/Universities

Adelphi • aupanthers.com
Adrian • adrianbulldogs.com
Air Force • goairforcefalcons.com
UAB • uabsports.com
Alabama • rolltide.com
Arizona • arizonaathletics.com
Arizona State • thesundevils.com
Auburn • auburntigers.com
Baylor • baylorbears.com
Belmont • belmontbruins.com
Bethune-Cookman • bccathletics.com
Boston College • bceagles.com
Boston University • goterriers.com
Bucknell • bucknellbison.com
California • calbears.com
UC Davis • ucdavisaggies.com
UC Irvine • ucirvinesports.com
UCLA • uclabruins.com
UC Santa Barbara • ucsbgauchos.com
Cal State Fullerton • fullertontitans.com
Cal State Northridge • gomataadors.com
UCF • ucfathletics.com
Cincinnati • gobearcats.com
Clarion • clariongoldeneagles.com
Clemson • clemsonitigers.com
Cleveland State • csuvikings.com
Coastal Carolina • goccusports.com
Colorado State • csurams.com
Connecticut • uconnhuskies.com
Dominican (Ill.) • dustars.com
Duquesne • goduquesne.com
East Carolina • ecupirates.com
Elizabeth City • ecsuvikings.com
Emmanuel • goecsaints.com
Fayetteville State • fsuBroncos.com
Florida Atlantic • fausports.com
Florida State • seminoles.com
Fordham • fordhamsports.com
Fresno State • gobulldogs.com
Furman • furmanpaladins.com
George Mason • gmusports.com
George Washington • gwsports.com
Georgetown • guhoys.com
Georgia Tech • ramblinwreck.com
Gonzaga • gozags.com
Grand Valley State • gvsulakers.com
Houston • uhcougars.com
Idaho State • isubengals.com
Illinois • fightingillini.com
Illinois-Chicago • uicflames.com
Illinois State • goredbirds.com
IMG College • coming soon
Indiana • iuhoosiers.com
IPFW • gomastodons.com
Iowa • hawkeyesports.com
Jackson State • jsutigers.com
Johns Hopkins • hopkinsports.com
Kansas • kuathletics.com
Kentucky • ukathletics.com
La Salle • goexplorers.com
Lafayette • goleopards.com
Lamar • lamarcardinals.com
Lewis • lewisflyers.com
Long Beach State • longbeachstate.com
Louisiana Tech • latechsports.com
Louisville • uoflsports.com
Loyola (MD) • loyolagreyhounds.com
Loyola Marymount • lmulions.com
Loyola Chicago • loyolaramblers.com
Maine • goblackbears.com
Marist • goredfoxes.com
Marquette • gomarquette.com
Marshall • herdzone.com
Maryland • umterps.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com
Massachusetts-Boston • beaconathletics.com
Massachusetts-Dartmouth • corsairathletics.com
Massachusetts-Lowell • goriverhawks.com
UMass System • UMassTeams.com
Memphis • gotigersgo.com

Miami (FL) • hurricanesports.com
Miami (OH) • muredhawks.com
Michigan State • msuspartans.com
Michigan • mgoblue.com
Missouri • mutigers.com
Navy • navysports.com
UNLV • unlvrebels.com
New Mexico • golobos.com
North Carolina • tarheelblue.com
North Carolina Central • nccueaglepride.com
Northern Illinois • niuhuskies.com
Northern Iowa • unipanthers.com
Northwestern • nusports.com
Northwestern Ohio • unohracers.com
Notre Dame • und.com
Oakland University (MI) • ougrizzlies.com
Oklahoma • soonersports.com
Oklahoma State • okstate.com
Old Dominion • odusports.com
Oregon State • osubeavers.com
Pacific • pacifictigers.com
Penn State • gopsusports.com
Pittsburgh • pittsburghpanthers.com
Providence • friars.com
Purdue • purduesports.com
Rhode Island • gorhody.com
Rice • riceowls.com
Richmond • richmondspiders.com
Sacred Heart • sacredheartpioneers.com
St. John's • redstormsports.com
Saint Joseph's • sjuhawks.com
Saint Louis • slubillikens.com
Samford • samfordsports.com
San Diego • usdtoreros.com
San Diego State • goaztecs.com
San Francisco • usfdons.com
Santa Clara • santaclarabroncos.com
Shorter • goshorterhawks.com
Siena • sienasaints.com
SIU-Edwardsville •
South Carolina • gamecocksonline.com
South Carolina-Upstate • upstatespartans.com
Southeast Missouri State • gosoutheast.com
Southern • gojagsports.com
Southern California • usstrojans.com
Southern Illinois • siusalukis.com
SMU • smumustangs.com
Southern Miss • southernmiss.com
Stanford • gostanford.com
Stephen F. Austin • sfajacks.com
Stony Brook • goseawolves.org
Tennessee – utsports.com & utladyvols.com
Texas – texassports.com
Texas-Arlington • utamavs.com
UTEP • utepathletics.com
Texas-Pan American • utpabroncs.com
Texas A&M • aggieathletics.com
Texas A&M International • godustdevils.com
TCU • gofrogs.com
Texas State • txstatebobcats.com
Texas Tech • texastech.com
Tulane • tulanegreenwave.com
Tulsa • tulsahurricane.com
Upper Iowa • upperiowaathletics.com
Utah • utahutes.com
Utah State • utahstateaggies.com
Utah Valley State • wolverinegreen.com
Vanderbilt • vucommadores.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 • emeraldbowl.org
Gauntlet Trophy • gauntlettrophy.com
Great West Football • greatwestfootball.com
Horizon League • horizonleague.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
NCAA • ncaa.com
NIT • nit.org
Pacific-10 Conference • pac-10.org
Patriot League • patriotleague.com
Sports USA Radio Network • sportsusaradio.com
SWAC • swac.org
Texas vs. The Nation • texasvsthenation.com
West Coast Conference • wccsports.com
Western Collegiate Hockey Association • wcha.com

Affiliates

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