

# CBS CORPORATION update

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## CBS CORPORATION KEY NEWS: MID-FEBRUARY -- MID-APRIL 2012

SPECIAL EDITION



## CBS CONTENT GROUP

### Entertainment Segment



● 2011/2012 primetime season-to-date (through week #31, 9/19/11 – 4/22/12): **CBS** ranks #1 in HHs, viewers and A25-54 and a strong #2 in A18-49, just 0.2 of a rating point out of first place. In all of these metrics, CBS is up versus a year ago. In viewers the Network has the top eight dramas, the #1 scripted series on six nights of the week and, with the addition of NYC 22, 13 time period winners. (Source: NTI)



**And...** Prime program DVR lift season-to-date (9/19/11 - 4/8/12): CBS #1 in viewers (+1,417,000), A25-54 and A18-49 (tie). The Network is up versus a year-ago in all three metrics (Source: NielsenNPower, LIVE+7 Lift from LIVE+SD).

● On Sunday, Feb. 12, **CBS's** broadcast of the 54TH ANNUAL GRAMMY AWARDS delivered more than 39.9 million viewers, the largest Grammy audience since 1984 and the second-largest in history. An all-time high of 82.6 million viewers (estimated) tuned in to all or part of broadcast. THE GRAMMYS also posted its best A25-54 delivery since 1988, matched its best A18-49 delivery since 1990 and delivered its best A18-34 performance since 2001. .... The broadcast set a new social TV record, with more than 13 million social media comments (25 times more than 2011) and more than 1 million unique viewers across "GRAMMY Live" on [cbs.com](http://cbs.com), GRAMMY.com and GRAMMY mobile/tablet Apps. The GRAMMY Live App was the #1 free entertainment iPad app on Feb.12.



● The 47th ANNUAL ACADEMY OF COUNTRY MUSIC AWARDS was first in its timeslot in HHs, viewers and all key demos. Compared to last year the broadcast was +4% in HHs and added 40,000 viewers. (Source: NTI) ... Feb. Sweep 2012 vs. 2011, **THE TALK** (renewed for the 2012-2013 broadcast season) was up in viewers, W25-54 and W18-49. On the 14 **CBS Owned Stations** the show

## CBS RENEWS LARGE PORTION OF PRIMETIME SCHEDULE



**Among the large number of CBS shows renewed for the 2012-13 primetime season are the freshman comedy 2 BROKE GIRLS and the freshman drama PERSON OF INTEREST.**

In a move that showcases the strength, stability and success of America's #1 network, **CBS** has renewed a large portion of its #1 primetime lineup, picking up 18 returning

series for the 2012-2013 broadcast season. The returning shows encompass every night of the week, many of which are #1 in their time period and some #1 on the entire night.

The renewed comedies include the previously announced multi-year pickups of HOW I MET YOUR MOTHER; THE BIG BANG THEORY (the season's #1 comedy and the first scripted program to top "American Idol" in viewers and A18-49); 2 BROKE GIRLS (the season's #1 new comedy in key demographics) and sophomore hit MIKE & MOLLY.

Renewed dramas are NCIS (television's #1 drama/scripted program for the third consecutive year); NCIS: LOS ANGELES (the #2 drama in viewers for the second straight year); CSI: CRIME SCENE INVESTIGATION (currently in its 12th season, CSI is a time period-winning program among viewers, A25-54 and A18-49, 2011/2012 season-to-date) and PERSON OF INTEREST (the #1 new series of the season in viewers). Also renewed: HAWAII FIVE-0, CRIMINAL MINDS, THE MENTALIST, BLUE BLOODS and the award-winning and critically acclaimed THE GOOD WIFE.

Among the Network's returning reality series are THE AMAZING RACE, UNDERCOVER BOSS and the previously renewed SURVIVOR. ... Television's top newsmagazines, 60 MINUTES and 48 HOURS MYSTERY, will also return in the fall.

delivered impressive growth among W25-54 sweep versus a year ago (+29%). THE TALK ranked first in its time period among W25-54 in Philadelphia, Dallas, Minneapolis, Pittsburgh and Baltimore.

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(TELEVISION, continued from page 1)

● In April, CBS reached an agreement with **David Letterman** and **Craig Ferguson** for contract extensions to



**David Letterman**      **Craig Ferguson**

host their respective late night franchises -- LATE SHOW and THE LATE LATE SHOW -- through 2014. During the course of this agreement, Letterman, who premiered in late night in 1982, will become the longest running late night talk show host in television history, surpassing the current record of 30 years held by **Johnny Carson**. As part of this new deal, THE LATE LATE SHOW will move to a larger stage at CBS Television City in Los Angeles, and CBS will co-produce the programs with **Worldwide Pants, Inc.**, which produces both series.

● Extending its strength in the reality genre, on April 12, CBS announced the new reality series DOGS IN THE CITY, starring New York City dog guru **Justin Silver**. The series, produced by **CBS's Raquel Productions Inc.** in association with **Shed Media US Inc.** and **Carol Mendelsohn Productions**, will premiere Wednesday, May 30 (8:00-9:00 PM, ET/PT) ... In April, CBS ordered "3," a new unscripted series about three single women of different ages, life experiences and backgrounds searching for true love. The series, based on an original format by **Keshet Broadcasting Ltd.** (producer of "Prisoners of War," on which the hit **SHOWTIME** series "Homeland" is based), was Israel's biggest launch of a new reality show in four years when it premiered there last summer.

**And...** On March 8, the THE BOLD AND THE BEAUTIFUL celebrated its 25th anniversary.

### **Sports**



across four television networks in their entirety -- **CBS,**

● For the second consecutive year, all 67 games of the **NCAA Division I Men's Basketball Championship** were televised

**TBS, TNT and truTV.** All games airing on CBS were free on **CBSsports.com**. Exclusive live coverage of the Championship on Monday, April 2 earned an average HH rating/share up 5% from last year and averaged 20.9 million viewers (Per 2+), up 4% from last year. This was the second-best rating and viewer average for the National Championship in seven years. Exclusive coverage of the **2012 Final Four®** on Saturday, March 31, was the highest-rated Final Four since 2005. (Source: NTI)



**And...** For the 57th consecutive year, in early April **CBS Sports** teed off with the **Masters®**, the world's most prestigious golf tournament and the longest running sporting event broadcast on one network.



### **News**

● Season-to-date (through the week of April 9), the CBS EVENING NEWS WITH SCOTT PELLEY continues to be the only network evening news broadcast to post year-to-year ratings increases among HHs and viewers, and the only network evening news broadcast season-to-date to maintain its A25-54 rating from year-to-year. ... Season-to-date (through Mid-April) 60 MINUTES, the #1 newsmagazine, is up 6% in A25-54 and 5% in A35-54/Boomers. ... In the first quarter of 2012, CBS SUNDAY MORNING posted its best first quarter delivery in HHs since 2005, and in viewers since 1994. ... Season-to-date (through April 22) FACE THE NATION is up versus last season 5% in HHs, 6% in viewers and 14% in A25-54 (tied with NBC for #1 in that demo). Through April 22 the broadcast was the #1 public affairs show in viewers for the fourth straight week... For the week ending April 20 CBS THIS MORNING was up 6% in HHs, +7% in viewers, +14% in A25-54 and +11% in "boomers"/A35-54, year-to-year. (Source: NTI)

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**And...** CBS THIS MORNING has launched a new app for iPhone, iPad and iPod touch.... In April, Foreign Correspondent **Clarissa Ward** won a *Peabody Award* for her reporting from Syria, and 60 MINUTES received a *2011 Sigma Delta Chi Award* for Feature Reporting.

### **CBS Television Studios**



- **CBS Television Studios** continues to be one of the leading suppliers of programming with 28 series. Mid-season premieres include **CBS's** NYC 22 (April 15), USA's COMMON LAW (May 11) and CBS's new reality series, DOGS IN THE CITY (May 30). ... **The CW** has ordered the summer reality THE STAR NEXT DOOR. ... THE GAME, formerly a top-rated series on THE CW, has been picked up by **BET** for a sixth season (third on the cable network) ... In development are five dramas and three comedies for CBS, three for The CW, one for **TNT**, and one comedy for **Showtime**. ... Award-winning film producers **Kathleen Kennedy** and **Frank Marshall** have signed an overall deal with CBS Television Studios -- their first television term deal.

### **CBS Television Distribution**



- **CBS Television Distribution** was well-represented in *Daily Variety's* *Daytime TV Impact Honoree Report*, which recognizes those that have had a significant impact on the Daytime TV Landscape. Among this year's honorees: CBS Television Distribution President **John Nogawski**, **Dr. Phil McGraw** (DR. PHIL), **Judge Judith Sheindlin** (JUDGE JUDY), **Harry Friedman** (Executive Producer, JEOPARDY! and WHEEL OF FORTUNE) and **Janet Annino** (Executive Producer, THE RACHAEL RAY SHOW). **Jeff Probst**, whose new talk show will debut in fall 2012, was also included as a "Launch Of The Fall." ... JEOPARDY! won a *2012 Peabody Award*, the first time the show has been awarded this honor. ... INSIDE EDITION's I-Squad was honored with a *National Headliner Award* for "Broadcast Television, Networks, Cable Networks and Syndicators for Business and Consumer Reporting." ... On Monday, Feb. 20, 2012, THE RACHAEL RAY SHOW aired it's 1,000th episode.

### **CBS Studios International**



- **CBS Studios International** is the top distributor of imported drama series in European territories in 2011 -- filling 4,861 hours in primetime drama and beating #2 **Warner Bros.** by almost 1,000 primetime hours. Across all European TV dayparts, CBS was also #1, filling 21,137 hours. (Source: ETS, Madigan Cluff and Digital TV Research/March 2012.) ... **BIG CBS Networks (CBS Prime, CBS Spark and CBS Love)**, the joint venture with **Reliance Broadcast Networks, Ltd.** signed a distribution deal with **Dish TV**, a leading Asian direct-to-home company. The deal extends the reach of BIG CBS to an Indian audience base of 12.5 million subscribers, and takes the Network's current total reach to 42.5 million homes. (Source: BIG CBS)

### **CBS Films**



- On April 23, **CBS** announced that **Wolfgang Hammer** and **Terry Press** have been named Co-Presidents of the **CBS Films** division. Press, who has been consulting for the studio since 2010, will oversee creative, distribution, marketing and physical production. As the principal of **7570 Marketing Inc.**, she has consulted on several CBS Films releases including THE MECHANIC, SALMON FISHING IN THE YEMEN and THE WOMAN IN BLACK. Additionally, she has consulted on recent films such as "The Hunger Games," "Julie & Julia," "The Social Network," "Hugo" and "Valkyrie." Prior to 7570, Press served as the head of marketing for **DreamWorks SKG**, where she oversaw the campaigns for all live-action and animated features including "Saving Private Ryan," "American Beauty," "Gladiator" and "Shrek." ... Hammer, who will oversee all business, finance, legal affairs and acquisitions (including financed, co-financed and completed projects for the division), previously served as the Chief Operating Officer for CBS Films. In this position he oversaw the acquisition of THE WOMAN IN BLACK, GAMBIT and THE WORDS, as well as the co-financing and distribution deals for the upcoming **Martin McDonagh** film SEVEN PSYCHOPATHS. Prior to joining CBS Films, he served as Executive Vice President of the Motion Picture Group at **Lionsgate**.

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(CBS FILMS, continued from page 3)

### On The Films Acquisition Front...



**Daniel Radcliffe, star of THE WOMAN IN BLACK.**

Since opening on Feb. 3, the supernatural thriller *THE WOMAN IN BLACK*, starring **Daniel Radcliffe** (“Harry Potter”), has surpassed all industry expectations, grossing over \$54 million to date.



**SALMON FISHING IN THE YEMEN stars Emily Blunt and Ewan McGregor.**

On March 9, the romantic comedy *SALMON FISHING IN THE YEMEN* starring **Ewan McGregor** (“Beginners”) and **Emily Blunt** (“The Adjustment Bureau”), opened in seven markets, reeling in a strong per-screen-average of \$12,250. Thanks in large part to positive word-of-mouth, the film is on track to be the strongest-performing limited release of the spring. The film is directed by Oscar nominee **Lasse Hallström** (“Chocolat”) and adapted for the screen by Oscar winner **Simon Beaufoy** (“Slumdog Millionaire”).

### And...

- On Jan. 22, the romantic drama *THE WORDS* was acquired at the 2012 Sundance Film Festival. Starring **Bradley Cooper** (“The Hangover”), **Zoe Saldana** (“Star

## THE CW



- **The CW** ordered three new original reality series for summer 2012: *THE STAR NEXT DOOR*, a nationwide music competition series from **Queen Latifah**; *BREAKING POINTE*, an inside look at the competitive world of ballet; and *THE CATALINA*, which follows the employees and guests at a rocking Miami hotel. The new shows will join the previously announced game show *OH SIT!* and drama *THE L.A. COMPLEX* on The CW's most aggressive summer slate ever.

- The CW Network launched an all-new mobile App for iPad, iPhone and Android platforms, offering full-episode streaming of the Network's primetime series. Full episodes of the shows are available on the App and on [CWTV.com](http://CWTV.com) the morning after broadcast on the network. The most recently aired five episodes are available on the App, and it is fully advertiser-supported.

- The CW has ordered three additional scripted series to pilot: *THE SELECTION*, a “Hunger Games”-esque, dystopian romance; *SHELTER, ME*, a romantic drama from producers **J.J. Abrams** (“Lost”) and **Mark Schwahn** (*ONE TREE HILL*); and *JOEY DAKOTA*, a time-traveling romantic musical.

- In February, **The CW** announced the dates for the mid-season premiere of its new six-part Canadian drama *THE L.A. COMPLEX* (Tuesday, April 24, 9:00-10:00 p.m.) as well as the finales for the remainder of the season, including *ONE TREE HILL*, which concluded its nine-year run in a special, two-hour series finale on April 4 ... Also in February, casting calls were held in select cities across the country for Cycle 19, the “College Edition” of *AMERICA'S NEXT TOP MODEL*.

Trek”), Oscar-winner **Jeremy Irons** (“Margin Call”), **Dennis Quaid** (*Footloose*) and **Olivia Wilde** (“Cowboys & Aliens”), the film follows the story of an aspiring writer who claims another man's long-lost work as his own. Written and directed by **Brian Klugman** and **Lee Sterntal** (“Tron: Legacy”), *THE WORDS* is set for release on Sept. 21, 2012.

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- On March 13, filming began on the multi-generational comedy GET A JOB, starring **Bryan Cranston** (TV's "Breaking Bad"), **Anna Kendrick** ("50/50"), **Miles Teller** ("Footloose"), **Nick Braun** ("Prom"), **Alison Brie** ("Scream 4"), **Brandon T. Jackson** ("Tropic Thunder"), **Christopher Mintz-Plasse** ("Superbad"), **Jay Pharoah** (TV's "Saturday Night Live"), **Oscar-winner Marcia Gay Harden** ("Into The Wild") and **John Cho** ("Harold & Kumar"). Directed by **Dylan Kidd** ("Rodger Dodger"), the film follows four recent college graduates who discover the realities of adulthood are very different from their lofty expectations.

### **CBS Interactive**



- **CBS Interactive** is the eighth-largest Internet property globally (comScore WW Feb. 2012). The division's portfolio of brands includes **CBS.com**, the #1 broadcast site in unique video viewers for 40 consecutive months through March; **CBSNews.com**, a leading online video news site; **CBSSports.com**, a leading sports site with live and on-demand video and award-winning Fantasy sports products; **CNET**, the leading tech news web site; **GameSpot**, a leading web site in the gaming information category; **TV.com**, one of the leading destinations for enriching the television experience; **MaxPreps.com**, the online high school sports leader; the food web site, **CHOW**; and the media review site, **Metacritic**. (Sources: comScore Media Metrix, comScore VideoMetrix; CBS Interactive).



- On April 17, **CBS Interactive** announced a major expansion into the fast-growing categories of

live gaming and eSports through exclusive partnerships with **TwitchTV** and **Major League Gaming**. CBS Interactive Games now serves more than three billion minutes of live gaming and eSports content monthly, making it the most engaged video property for gamers worldwide (Source: Internal data for all sites included in

CBS Interactive Games combined). ... In other expansion news, the CBS Interactive Games group has added **GiantBomb.com**, voted by TIME Magazine as one of the top 50 best Web site of 2011, and **ComicVine.com**, the #1 comic book website in America. The editorial staff of GameSpot and Giant Bomb combined now make up the most followed gaming writers on Twitter. ... **Last.fm** launched in March a partnership with London-based artist analytics service **Musicmetric** to provide up-and-coming artists with free access to their analytics dashboard within Last.fm's Music Manager. Since it launched in 2006, more than 500,000 artists have created Music Manager accounts to reach their fans on Last.fm. ... On April 4, **CBSSports.com** launched "Fantasy Baseball 360," a new daily live video show catering to fantasy baseball players. **CBSSports.com** also launched the **Fantasy Baseball App** which lets **CBSSports.com** Fantasy Baseball players manage their team anywhere, anytime. The Fantasy Baseball App is available to download for free from the Apple App Store.

**And... The Authentic Brands Group** has been named as the exclusive worldwide licensing representative for the **Last.fm**. ...

### **Cable Networks Segment**



- **Showtime Networks (SHOWTIME, The Movie Channel and Flix)** ended February 2012 with 73.4 million subscriptions, up 4.5 million subscriptions, or 6.5%, from the same time last year. SHOWTIME subs continue to show strong growth, +6% year-to-year. (Source: SNL Kagan)

- **SHAMELESS**, the network's #2 rated show, finished its second season posting the series' highest-rated finale ever. Season Two averaged 4.85 million total weekly viewers across platforms (On Demand, replays, Live+7), up 29% above its prior season. ... On pace to become the network's highest-rated comedy, the network's newest hit comedy **HOUSE OF LIES** averaged 3.35 million total weekly viewers across platforms in its first season. The fifth season of **CALIFORNICATION** averaged +12% in total weekly viewers over Season Four and outperformed Season Four's finale by 40%. **SHAMELESS**, **HOUSE OF LIES** and **CALIFORNICATION** will return in winter 2013. (Source: Nielsen)

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- The critically acclaimed comedies **WEEDS**, starring **Mary-Louise Parker**, and **EPISODES**, starring recent *Golden Globe* winner **Matt LeBlanc**, will premiere on Sunday, July 1. **WEB THERAPY**, starring and produced by **Lisa Kudrow**, will return on Monday, July 2, and the Season Three premiere of the unscripted series **THE REAL L WORD** on Thursday, July 12. In the fall, **SHOWTIME** has put together a powerful one-two punch on Sundays with the premieres of its top-rated drama series **DEXTER** and the *Golden Globe*-winning **HOMELAND**, both returning on Sunday, Sept. 30.

**And... Showtime Networks, Major League Baseball Productions** and the **Miami Marlins** are teaming up for Season Two of **THE FRANCHISE**, the acclaimed sports documentary series that takes audiences into the normally private world of a professional baseball team. A special 30-minute preview aired on April 21 ... **SHOWTIME** has been recognized with two *Peabodys* (the most in one year in the Network's history) for the freshman drama series **HOMELAND** and the critically acclaimed documentary **REBIRTH**, which originally aired on **SHOWTIME** on the 10th anniversary of the events of Sept. 11. ... **Smithsonian Networks** (the joint venture between **SHOWTIME** and the **Smithsonian Institution**) ended Feb. 2012 with 13.7 million subscriptions, up seven million, or 105%, from the same time last year. (Source: SNL Kagan) ... The Channel launched in March an **iPad** App, chosen as **Apple's** "iPad App of the Week" of 3/1.



- **CBS Sports Network** provided more than 100 hours of original programming, news, highlights and analysis of the 2012 NCAA Division I Men's Basketball Tournament, including onsite coverage of the Final Four in New Orleans' **Fulton Square**.... In early April, the Network premiered **ROME**, a new weekday show hosted by veteran sports personality **Jim Rome** and launched its first season of professional lacrosse coverage.

### **Publishing**

- Through April 28, **Simon & Schuster** has 123 *New York Times* bestsellers across all formats, including 16 #1 bestsellers.

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



On Aug. 11, at a gala event at the Edison Ballroom in New York, CBS EcoMedia Inc. announced that "EducationAd" and "WellnessAd" advertisements are now joining the "EcoAd" program, which provides opportunities for corporations looking to make a positive impact in the communities in which they advertise. Early participating advertisers and non-profit partners include **General Motors, Chevrolet, Ronald McDonald House Charities** and **Starlight Children's Foundation**.



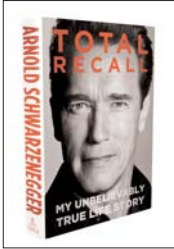
- **On the Acquisition Front...** In March, **Simon & Schuster** announced an agreement with **The World Almanac**, an **Infobase Learning Company**, for the sales and distribution of **WORLD**



**ALMANAC** trade book products. Under the agreement, S&S will sell trade editions of classic **WORLD**

**ALMANAC** titles, including "The World Almanac and Book of Facts" and "The World Almanac for Kids." ... In March, **Cassandra Clare**, award-winning #1 *New York Times* bestselling author of **THE MORTAL INSTRUMENTS** and **THE INFERNAL DEVICES** series, signed an agreement with S&S Children's Publishing imprint **Margaret K. McElderry Books** for a third young adult fantasy series featuring her popular "Shadow-hunters" characters. .... **Paula Wiseman Books** will publish award-winning singer, songwriter, poet, actress and new mother **Jewel's** first children's book **THAT'S WHAT I'D DO** and companion CD, as well as **MOUSETRONAUT: A PARTIALLY TRUE STORY**, a picture book by retired astronaut **Mark Kelly** (and husband of former Congresswoman **Gabrielle Giffords**) about a mouse that wants nothing more than to travel to outer space. ... **Simon & Schuster** has acquired world rights to "The Lawgiver," a novel about Moses by legendary American master **Herman Wouk** ("The Caine Mutiny") to be published in the fall of 2012.

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- On March 11, **THE GLASS CASTLE**, **Jeanette Walls'** autobiographical account of her unusual family life, celebrated 5 years (260 weeks) on the New York

Times Bestsellers List. There are 3.85 million copies in print (including eBooks). ... On April 16, **Simon & Schuster** unveiled the book jacket for **Arnold Schwarzenegger's** highly anticipated autobiography, **TOTAL RECALL: MY UNBELIEVABLY TRUE LIFE STORY**, which will be published globally in October 2012.

**And...** A memoir from the *Grammy Award*-winning recording artist **Cyndi Lauper** will be published by **Atria Books** imprint in Fall 2012 ... **Simon & Schuster's Pimsleur Language Programs** announced in February the launch of "Pimsleur Unlimited," available for **Microsoft Windows** and the **Mac** operating systems in Spanish, French, Italian and German. They can be found at **Barnes & Noble** stores or online at [Pimsleur.com](http://Pimsleur.com), [PimsleurUnlimited.com](http://PimsleurUnlimited.com) or [BarnesandNoble.com](http://BarnesandNoble.com). A Pimsleur Unlimited app for the **Nook** is also available. ...

## THE CBS LOCAL GROUP

### CBS Television Stations



- In April, **CBS Television Stations** announced the closing of its acquisition of independent New York station **WLNY-TV (Channels 10/55)**. The pairing of WLNY (whose call letters



stand for We Love New York) with **WCBS-TV (CBS 2)**, the flagship of the CBS Television Network, gives CBS a duopoly in the nation's largest media mar-

ket. . Veteran New York local television executive **Betty Ellen Berlamino** has been named Vice President and Station Manager of WLNY. She has served as Senior Vice President and Director of Sales, CBS Television Stations, since June 2011.

## WELCOME WLOX BILOXI-GULFPORT, MS

**CBS** has signed an affiliation agreement with **Raycom Media Inc.**'s station, **WLOX**, in Biloxi-Gulfport, MS, effective Sunday, April 8, 2012. WLOX/CBS will be transmitting on a digital sub-channel of WLOX-TV and will be viewed over-the-air, on cable and on satellite television. Noted CBS Affiliate Relations President **Diana Wilkin**, "We're pleased and proud to bring to Biloxi-Gulfport its first CBS affiliate, partnering with an exceptional television station, WLOX, and Raycom Media, an enlightened industry leader with whom the Network enjoys a successful business relationship as the owner of 10 other CBS affiliates."

- **CBS Television Stations** finished the February 2012 sweep with ratings success and growth in numerous day-parts in multiple markets, including **WCBS-TV** New York, **KCBS-TV** Los Angeles, **WBBM-TV** Chicago, **KYW-TV** Philadelphia, **KPIX-TV** San Francisco, **WBZ-TV Boston**, **WCCO-TV** Minneapolis, **WFOR-TV** Miami, **KCNC-TV** Denver and **WJZ-TV** Baltimore. ... Since February, CBS Television stations nationwide have received numerous industry awards, including local regional *Murrow*, *Emmys* and *AP* honors.

### (CBS Radio



- In April, **CBS Corporation** signed a definitive agreement to sell its five owned radio

stations in West Palm Beach for \$50 million. Maintaining its focus on major markets, the company has also previously sold radio stations in the mid-size Portland, OR. and Denver markets.

- **CBS RADIO** signed in April a strategic licensing partnership with online radio guide **TuneIn** that will make content from more than 40 CBS RADIO stations, including outlets in all Top 10 markets, available to the more than 30 million monthly active TuneIn listeners.

**And...** Among the many industry awards collected by CBS RADIO, **KCBS-AM** San Francisco, **KNX-AM** Los Angeles, **WCCO-AM** Minneapolis, **KMOX-AM** St. Louis, **KRLD-AM** Dallas, **WBBM-AM** Chicago, **WBZ-AM** Boston, **KYW-AM** Philadelphia and **WCBS-AM** and **WINS-AM** New York all received recognition from

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(CBS RADIO, continued from page 7)

RTDNA's *Regional Edward R. Murrow Awards*. ... [Radio Ink](#) named four Program Directors to their list of the "Top Country Program Directors" and **WLZL-FM** Washington, DC's **Diamond Boy Luis Radio** Personality of the Year/Markets 1-25 (Hispanic Radio Awards, Medallas de Cortez). .... **WQYK-FM** Tampa was named the **Academy of Country Music's** Major Market Station of the Year. ... New York stations **1010 WINS** and **WCBS 880** were honored with a total of three *2012 Gracie Awards* for commitment to programming focused on women and by women ... Local **AP** honors went out to **KDKA-TV**, Pittsburgh (13, including for the third consecutive year the prestigious *Joe Snyder Award* for providing the best news service among major market stations in the state of Pennsylvania); **WBZ NewsRadio** (8, including "Best Newscast," and **KYW-AM** Philadelphia (4).

### CBS Outdoor Segment



● In another example of CBS Outdoor's innovative approach to the transit advertising business, 100 state-of-the-art digital displays have been installed at New York City MTA



subway station entrances. ... In early April the division mounted on its website ([CBSOutdoor.com](#)) a **New York Rangers** subway wrap launch event with Big Apple hockey stars.

● On March 15, CBS Outdoor unveiled for design house **Calvin Klein** the first L-side New York City bus advertisements that are displayed on alternate sides of buses.



● To promote the 2012 Calgary Comic and Entertainment Expo, throughout April, **CBS Outdoor Canada** launched converted transit shelters into "transporter units" (similar to ones seen

### CBS LOCAL DIGITAL MEDIA LAUNCHES APP FOR FACEBOOK TIMELINE



In March **CBS Local Digital Media** launched its new free iPad app, known as **YourDay**. The app is designed for users in CBS's major markets



looking to learn all there is to know about

their hometown, or people visiting those locales. YourDay brings the best of CBS Local's content to a tablet optimized interface, providing users a steady stream of sports, news, lifestyle, weather and traffic information, and also includes the ability to check out Local Offers and browse extensive "Best Of" user guides. Additionally, the app offers one-click access to launch live audio streams of CBS RADIO stations, a constantly updated library of the latest video content from CBS's owned and operated television stations, and the ability to customize viewing by choosing which section is most prominently featured on the home screen. The latest news from the CBS family of Web site, including [CBS.com](#), [CBSSports.com](#), [CNET](#), [MoneyWatch.com](#) and [Chow.com](#), is also available in a scroll along the lower edge of the page.

In February, **CBS Local Digital Media** launched in New York ([www.cbsnewyork.com](#)) and Los Angeles ([www.cbsla.com](#)) a new app that can be added to an individual's Facebook timeline allowing them to share news, traffic and weather with friends, plus learn more about the day's headlines and what's happening locally or in other major markets across the country.

on "Star Trek: The Next Generation") which allow consumers to interact with Outdoor Advertising with their mobile devices via a special app.

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## CBS CONSUMER PRODUCTS



**CBS CONSUMER PRODUCTS**



● CBS Consumer Products and Simon Spotlight, the children's division of Simon & Schuster, will publish a new series of children's books based on the CSI franchise.

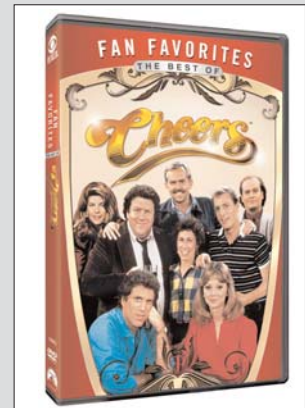
The first two books in the series -- "Case of the Mystery Meatloaf" and "Case of the Missing Moola" -- were released simultaneously in hardcover and paperback in April 2012, and will be followed by subsequent releases this summer and beyond.

**And... CBS Consumer Products** continues to forge agreements that capitalize on high-profile content. **Hasbro Inc.** will create a new **Star Trek** toy line set to launch in conjunction with the "Star Trek" movie sequel from **Paramount**, which opens on May 13, 2012. ... **BBC Worldwide Consumer Products** and **IDW Publishing** are teaming up to create a comic book series that blends the crew of the U.S.S. Enterprise with the time-traveling "Doctor Who" from the **BBC Television** series. The eight-issue series is set to debut in May 2012. ...



**Mitchell Gold + Bob Williams** and **Interlude Home** have been tapped to create a home décor line inspired by CBS's hit drama **THE GOOD WIFE**. ... Consumer Products has teamed up with **Entertainment Games, Inc.** and **Desilu, Too, LLC** to bring CBS's iconic series **I LOVE LUCY** to the world of online social games available through **Facebook**. The latest "**CSI: The Experience**" where fans can test their inner crime-solving skills, opened on March 20 at Orlando, FL's new **EMS Exhibition and Events Center**.

## CBS HOME ENTERTAINMENT

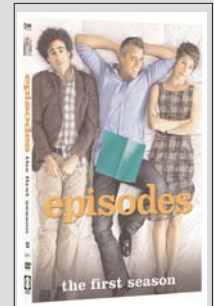


**"The Honeymooners" and "Cheers" -- are two of the legendary "Fan Favorites" collections released in March by CBS Home Entertainment.**



● **CBS Home Entertainment** released in March seven legendary television shows -- "Cheers," "Frasier," "Happy Days," "Hogan's Heroes," "Macgyver," "The Odd Couple" and "The Honeymooners" -- as a series of "Fan Favorites" DVD collections.

● **CBS Home Entertainment**, in association with **Showtime Networks** and **Paramount Home Media Distribution**, will release "EPISODES: The First Season" on DVD on June 12, 2012. The DVD includes all seven shows of the first season and special features. In addition, the DVD includes the first two episodes of **THE BORGHIAS**, **HOUSE OF LIES** and **DEXTER: THE SIXTH SEASON**, all delivered via E-Bridge technology that unlocks a web page where viewers can stream special features, promo spots and other content not found on the DVD.



● **CBS Home Entertainment** and the **Movie On Demand** platform **Allied Vaughn** are now releasing on consumer demand some of CBS fans' favorite shows on DVD. The first wave of titles to become available include **THE AMAZING RACE** (Seasons 2-4) and **SURVIVOR** (seasons 3-6). These DVDs as well as subsequent releases can be purchased at various online retailers including: **DVD Empire**, **Movie Mars**, **Super D**, **Critics Choice** and others.

## **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

### First Quarter 2012

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

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

<i>60 Minutes</i>	<i>NCIS: Los Angeles</i>
<i>The Big Bang Theory</i>	<i>NYC 22</i>
<i>Blue Bloods</i>	<i>Person of Interest</i>
<i>CSI</i>	<i>Survivor: South Pacific</i>
<i>CSI: NY</i>	<i>Undercover Boss</i>
<i>The Mentalist</i>	<i>Unforgettable</i>
<i>NCIS</i>	

(1) Source: NTI, Nielsen Media Research. Average audience, "Most Current" ratings. Mon-Sat 8-11p, Sun 7-11p. Time-period-winning programs are defined as ones which have won 50% or more of their regularly scheduled airings and are #1 in time period rank among Persons 2+. Time period rank based upon program's season-to-date average from 09/19/11-4/22/12.

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

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

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for year-to-date March 2012, per Miller, Kaplan, Arase & Co., LLP.

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

<i>90210 (CW)</i>	<i>Gossip Girl (CW)</i>
<b><i>NYC 22 (CBS)</i></b>	<i>Hart of Dixie (CW)</i>
<i>Amazing Race (CBS)</i>	<i>Hawaii Five-0 (CBS)</i>
<i>America's Next Top Model (CW)</i>	<i>NCIS (CBS)</i>
<i>Big Brother (CW)</i>	<i>NCIS: Los Angeles (CBS)</i>
<i>Blue Bloods (CBS)</i>	<i>Ringer (CW)</i>
<b><i>Common Law (USA)</i></b>	<b><i>Rob (CBS)</i></b>
<i>Criminal Minds (CBS)</i>	<i>Rules of Engagement (CBS)</i>
<i>CSI (CBS)</i>	<i>Secret Circle (CW)</i>
<i>CSI: Miami (CBS)</i>	<b><i>The Star Next Door (CW)</i></b>
<i>CSI: NY (CBS)</i>	<i>Survivor (CBS)</i>
<i>The Game (BET)</i>	<i>The Talk (CBS)</i>
<i>A Gifted Man (CBS)</i>	<i>Unforgettable (CBS)</i>
<i>The Good Wife (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 4/11/12. New shows are in bold.

#### First-Run Syndication Programs

Dr. Phil	Jeopardy!
The Doctors	Jeopardy! Weekend
Entertainment Tonight	Judge Joe Brown
Entertainment Tonight Weekend	Judge Judy
Excused	Mr. Food
Inside Edition	Rachael Ray
Inside Edition Weekend	Swift Justice with Jackie Glass
The Insider	Wheel of Fortune
The Insider Weekend	Wheel of Fortune Weekend
Jeff Probst (Fall 2012)	

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

(In Millions)	1Q '12	1Q '11
<b>Showtime Networks</b>	73.4	68.9

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 3/31/12.

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

Title	Author	Rank	Weeks on List
<b>Print Hardcover Fiction:</b>			
<i>The Lost Years</i>	Mary Higgins Clark	3	2
<i>Lone Wolf</i>	Jodi Picoult	14	7
<i>Kill Shot</i>	Vince Flynn	15	10
<b>Print Hardcover Nonfiction:</b>			
<i>Mrs. Kennedy and Me</i>	Clint Hill with Lisa McCubbin	2	2
<i>Steve Jobs</i>	Walter Isaacson	10	25
<i>Drop Dead Healthy</i>	A.J. Jacobs	13	1
<b>Print Paperback Trade Fiction:</b>			
<i>The Dovekeepers</i>	Alice Hoffman	19	2
<i>The Lady of the Rivers</i>	Philippa Gregory	20	1
<b>Print Paperback Mass-Market Fiction:</b>			
<i>I'll Walk Alone</i>	Mary Higgins Clark	6	4
<i>Mobbed</i>	Carol Higgins Clark	19	1
<b>Print Paperback Nonfiction:</b>			
<i>The Hunger Pains</i>	The Harvard Lampoon	9	4
<i>The Glass Castle</i>	Jeannette Walls	13	266
<i>Empire of the Summer Moon</i>	S.C. Gwynne	19	49
<b>Advice, How-To and Miscellaneous Hardcover:</b>			
<i>Let it Go</i>	T.D. Jakes	3	4
<i>The 17 Day Diet</i>	Mike Moreno	4	51
<b>Advice, How-To and Miscellaneous Paperback:</b>			
<i>The Magic</i>	Rhonda Byrne	4	6
<b>Print Children's Chapter Books:</b>			
<i>Seeds of Rebellion</i>	Brandon Mull	6	5
<b>Print Children's Paperback Books:</b>			
<i>A World Without Heroes</i>	Brandon Mull	8	9
<b>E-Book Fiction:</b>			
<i>The Lost Years</i>	Mary Higgins Clark	14	2
<i>Lone Wolf</i>	Jodi Picoult	24	7
<b>E-Book Nonfiction:</b>			
<i>Mrs. Kennedy and Me</i>	Clint Hill with Lisa McCubbin	3	2
<i>Drop Dead Healthy</i>	A.J. Jacobs	4	1
<i>Steve Jobs</i>	Walter Isaacson	7	25
<i>No, They Can't</i>	John Stossel	19	1
<i>Confessions of a Scary Mommy</i>	Jill Smokler	20	2
<b>Combined Print &amp; E-Book Fiction</b>			
<i>The Lost Years</i>	Mary Higgins Clark	11	2
<b>Combined Print &amp; E-Book Nonfiction</b>			
<i>Mrs. Kennedy and Me</i>	Clint Hill with Lisa McCubbin	3	2
<i>Drop Dead Healthy</i>	A.J. Jacobs	8	1
<i>Steve Jobs</i>	Walter Isaacson	9	25

(5) Source: *The New York Times*. Data as of 4/9/12.

# STATISTICAL INFORMATION

First Quarter 2012 – Continued

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

## CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of March 28, 2012

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
New York, NY #1—Radio #1—Television	WCBS WCBS WFAN WINS WWFS WXRK	FM AM AM AM FM FM	Classic Hits News Sports News Adult Contemporary Contemporary Hit Radio	WCBS-TV	UHF	CBS	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks
Los Angeles, CA <sup>(2)</sup> #2—Radio #2—Television	KCBS KAMP KNX KROQ KRTH KTWV	FM FM AM FM FM FM	Adult Hits 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 News 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 KZDG <sup>(3)</sup> KFRC	AM FM FM FM AM FM	News Contemporary Hit Radio Alternative Rock Hot Adult Contemporary Indian Talk/Music News	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	Billboards, Subway/Rail, Street Furniture, Malls, Digital In- Store Networks
Dallas-Fort Worth, TX #5—Radio #5—Television	KLUV KMVK 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	Billboards, Street Furniture, Malls, Digital In-Store Networks
Houston, TX #6—Radio	KKHH KIKK KILT KILT KLOL KHMV	FM AM FM AM FM FM	Contemporary Hit Radio Talk Country Sports Spanish Hot Adult Contemporary				Billboards, Malls, Digital In-Store Networks
Washington, D.C. #7—Radio	WIAD WLZL WJFK WPGC WNEW WNEW	FM FM FM FM AM FM	Hot Adult Contemporary Spanish Sports Urban News/Talk News				Billboards, Subway/Rail, Bus, Malls, Digital In- Store Networks
Philadelphia, PA #8—Radio #4—Television	KYW WIP WOGL WPHT WIP	AM AM FM AM FM	News Sports Classic Hits News/Talk Sports	KYW-TV WPSG-TV	UHF UHF	CBS The CW	Billboards, Malls, Digital In-Store Networks
Atlanta, GA #9—Radio #9—Television	WAOK WVEE WZGC	AM FM FM	News/Talk Urban Adult Album Alternative	WUPA-TV	UHF	The CW	Billboards, Subway/Rail, Bus, Street Furniture, Malls, Digital In- Store Networks

# STATISTICAL INFORMATION

## First Quarter 2012 – Continued

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

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Boston, MA #10—Radio #7—Television	WBZ WBMX WBZ WODS WZLX	FM FM AM FM FM	Sports Hot Adult Contemporary News Classic Hits Classic Rock	WBZ-TV WSBK-TV	UHF UHF	CBS MyNetworkTV	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 Talk 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, Malls, Digital In- Store Networks
Seattle-Tacoma, WA #13—Radio #12—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Adult Hits Classic Rock	KSTW-TV	VHF	The CW	Billboards, Malls, Digital In-Store Networks
Phoenix, AZ #14—Radio	KOOL KZON KMLE	FM FM FM	Classic Hits Contemporary Hit Radio Country				Billboards, Subway/Retail, Street Furniture, Malls, Digital In- Store Networks
Puerto Rico #15—Radio							Billboards
Minneapolis, MN #16—Radio #15—Television	WCCO KMNB KZJK	AM FM FM	News/Talk Country Adult Hits	WCCO-TV KCCO-TV KCCW-TV	UHF VHF VHF	CBS CBS CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks
San Diego, CA #17—Radio	KEGY KYXY	FM FM	Contemporary Hit Radio Adult Contemporary				Billboards, Street Furniture, Malls, Digital In-Store Networks
Tampa-St. Petersburg, FL #18—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
Nassau-Suffolk, NY <sup>(4)</sup> #19—Radio							Billboards, Subway/Rail, Bus, Digital In-Store Networks
Denver, CO #20—Radio #17—Television				KCNC-TV	UHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks
Baltimore, MD #21—Radio #27—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Billboards, Street Furniture, Malls, Digital In-Store Networks

## STATISTICAL INFORMATION

### First Quarter 2012 – Continued

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

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #22—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Billboards, Malls, Digital In-Store Networks
Portland, OR #23—Radio							Billboards, Malls, Digital In-Store Networks
Charlotte, NC #24—Radio	WSOC WKQC WFNZ WNKS WPEG WBAY 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 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 2012 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2011.
- (2) As required by the FCC, the Company assigned KFVB-AM to a divestiture trust. The Company is a beneficiary of the trust. The trustee is operating the radio station and is responsible for selling the radio station to a third party.
- (3) KZDG-AM in San Francisco, California, is programmed by a third party through a time brokerage agreement.
- (4) Submarket of New York City. The Company's New York City radio and television stations serve Nassau-Suffolk.

## STATISTICAL INFORMATION

### First Quarter 2012 – Continued

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

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

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

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

### CBS Interactive

	Global Unique Monthly Visitors <sup>(1)</sup>	Global Reach <sup>(2)</sup>	Global Rank <sup>(3)</sup>
<b>CBS Interactive Web Sites</b>	261 Million	18%	#9

(1) Source: comScore Media Metrix. Monthly average of global unique visitors for the first quarter of 2012. The use of comScore data for the measurement of global unique monthly visitor activity commenced in the first quarter 2011. Previously, the Company used CBSi internal data for reporting purposes.

(2) Source: comScore Media Metrix. Monthly average of global reach for the first quarter of 2012.

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 270.4 million for March 2012.

#### CBS Interactive Web Sites

CBS.com  
 CBSMoneyWatch.com  
 CBSNews.com  
 CBSsports.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  
 BuddyTV  
 Comcast/Fancast  
 Dish  
 IMDB  
 Mefedia  
 Bing  
 Veoh  
 Metacafe  
 MSN  
 Roku  
 TVGuide.com  
 Windows Media Center  
 Yahoo!  
 YouTube



# STATISTICAL INFORMATION

## First Quarter 2012 – Continued

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

### CBS SPORTS NETWORK Online Partners as of April 26, 2012

#### Colleges/Universities

Air Force • goairforcefalcons.com  
UAB • uabports.com  
Alabama • rolltide.com  
Arizona • arizonwildcats.com  
Arizona State • theundevils.com  
Army • goarmysports.com  
Auburn • auburntigers.com  
Baylor • bayorbears.com  
Bethune-Cookman • b-cuathletics.com  
Boise State • \*coming soon\* (2013)  
Boston College • bceagles.com  
Boston University • goterriers.com  
Bucknell • bucknellbison.com  
California • calbears.com  
UC Davis • ucdavisaggies.com  
UCLA • uclabruins.com  
Cal State Fullerton • fullertontitans.com  
UCF • ucfaletics.com  
Cincinnati • gobearcats.com  
Clemson • clemson.com  
Cleveland State • csu vikings.com  
Coastal Carolina • goccusports.com  
Colorado State • csurams.com  
Connecticut • uconnhuskies.com  
DePaul • depaulbluedemons.com  
Duquesne • goduquesne.com  
East Carolina • ecupirates.com  
Elizabeth City • ecsu vikings.com  
Fayetteville State • fsu broncos.com  
Florida Atlantic • fau sports.com  
Florida State • seminole.com  
Fordham • fordhamports.com  
Fresno State • gobulldogs.com  
George Washington • gwsports.com  
Georgetown • guhoyas.com  
Georgia • georgiadogs.com  
Georgia Gwinnett • ggc.edu (Coming Soon)  
Georgia Tech • rambliwreck.com  
Grand Valley State • gvsulakers.com  
Houston • uhcougars.com  
Illinois • fightingillini.com  
UIC • uicflames.com  
Illinois State • goredbirds.com  
Indiana • iuhoosiers.com  
Iowa • hawkeyesports.com  
Jackson State • jsutigers.com  
Johns Hopkins • hopkinssports.com  
Kansas • kuathletics.com  
Kansas State • kstatesports.com  
Kentucky • ukathletics.com  
Lafayette • goleopards.com  
Lamar • lamarcardinals.com  
Long Beach State • longbeachstate.com  
Louisiana Tech • latechsports.com  
Louisville • uoflports.com  
Loyola (MD) • loyolagreyhounds.com  
Loyola Marymount • lmulions.com  
Loyola Chicago • loyolaramblers.com  
Marquette • gomarquette.com  
Marshall • herdzone.com  
Maryland • umterps.com  
Maryland-Eastern Shore • umeshawks.com  
Massachusetts • umassathletics.com  
Memphis • gotigersgo.com  
Miami (FL) • hurricanesports.com

Michigan State • msuspartans.com  
Michigan • mgoblue.com  
Minnesota • gophersports.com  
Mississippi • olemissports.com  
Missouri • mutigers.com  
Missouri State • missouristatebears.com  
Montana • gogriz.com  
Navy • navysports.com  
UNLV • unlvrebels.com  
Nevada • nevadawolfpack.com  
New Mexico • golobos.com  
North Carolina • tarheelblue.com  
North Carolina State • gopack.com  
Northern Illinois • niuhuskies.com  
Northwestern • nusports.com  
Notre Dame • und.com  
Oakland (MI) • ougrizzlies.com  
Ohio • ohioobcats.com  
Ohio State • ohiostatebuckeyes.com  
Oklahoma • soonersports.com  
Oklahoma State • okstate.com  
Old Dominion • odusports.com  
Oregon State • osubeavers.com  
Penn State • gopsusports.com  
Pepperdine • pepperdinesports.com  
Pittsburgh • pittsburghpanthers.com  
Providence • friars.com  
Purdue • purduesports.com  
Rice • riceowls.com  
St. John's • redstormsports.com  
Saint Joseph's • sjuhawks.com  
San Diego • usdtoreros.com  
San Diego State • goaztecs.com  
Siena • sienasaints.com  
South Carolina • gamecocksonline.com  
South Dakota • \*coming soon\* (June 2012)  
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  
UT-Arlington • utamavs.com  
UTEP • utepathletics.com  
TCU • gofrogs.com  
Texas Tech • texastech.com  
Tulane • tulaneegreenwave.com  
Tulsa • tulsahurricane.com  
Utah • utahutes.com  
Utah State • utahstateaggies.com  
Utah Valley • wolverinegreen.com  
Vanderbilt • vucommodores.com  
Villanova • villanova.com  
Virginia • \*coming 6/14/12\*  
Wake Forest • wakeforestsports.com  
Washington • gohuskies.com  
Washington State • wsucougars.com  
Western Carolina • catamountsports.com  
Western Washington • wwwikings.com  
Wisconsin • uwbadgers.com  
Wisconsin-Milwaukee • uwmpanthers.com  
Wyoming • wyomingathletics.com  
Xavier • goxavier.com

#### Conferences/Associations

Atlantic Coast Conference • theacc.com  
Atlantic-10 Conference • atlantic10.com  
Big Ten Conference • bigten.org  
Conference USA • conferenceusa.com  
Great West Football • greatwestconference.org  
Kraft Fight Hunger Bowl • kraftbowl.org  
IMG College • imgcollege.com  
Mountain Pacific Sports Federation • mpsfsports.com  
Mountain West Conference • themwc.com  
NACDA • nacda.com  
Patriot League • patriotleague.com  
West Coast Conference • wccsports.com

#### Affiliates

American Legion  
ASA/USA Softball  
BYU  
Cal State Northridge  
East Tennessee State  
Florida  
International Baseball Federation  
Liberty  
Lynn  
National Fastpitch Coaches Association  
Rutgers  
Valparaiso  
Virginia Tech  
West Virginia