

# CBS CORPORATION update

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Dick Wien, Editor /212-975-5607/rwien@cbs.com

## CBS CORPORATION KEY DEVELOPMENTS: MAY-JULY '09

**CBS -- ONLY BROADCAST NETWORK THAT HAS GROWN ITS AUDIENCE FROM LAST SUMMER**



**SUMMER STARS:** Among CBS hits this summer are the #1 scripted series/#1 drama **NCIS (l)**, the #1 comedy **TWO AND A HALF MEN (c)** and the #1 news magazine, **60 MINUTES**.

On the strength of its scripted series and the success of its two reality franchises, **CBS** won the 2008-2009 television season in viewers (its sixth viewer victory in the past seven years). CBS was the only network to post ratings gains over last season in all key measures: +12% in viewers, +8% in A25-54, +7% in A18-49 and

+6% in W18-49. Among the season's highlights: CBS had seven of the Top 10 dramas; **THE MENTALIST** was the season's only new breakout hit, and CBS had more time period-winning programs than all the other networks combined. (Source: NTI, 9/22/08-5/20/09)

Just as it was in the regular season, CBS is the only broadcast network to grow its audience during the summer season (through the week ending July 26 -- Source: NTI).

**2009 Summer-To-Date Prime Headlines (5/25/09 - 08/2/09)** -- CBS remains #1 in HHs and viewers (NBC #2, ABC #4, Fox #3), and is in a tie for first with Fox in A25-54 (NBC #3, ABC #4).

**In Viewers**, CBS is #1 on six nights, more than all other nets combined: Monday, Tuesday, Thursday, Friday, Saturday & Sunday. ... CBS has the #1 scripted series/the #1 drama (NCIS), the #1 comedy (TWO AND A HALF MEN), the #1 News Magazine (60 MINUTES). ... CBS has the #1 program on four nights (more than all other nets combined): Monday (TWO AND A HALF MEN), Thursday (THE MENTALIST), Saturday (48 HOURS MYSTERY) & Sunday (60 MINUTES). ... CBS has the #1 Scripted Series on six nights (more than all other nets combined): Monday (TWO AND A HALF MEN), Tuesday (NCIS), Wednesday (CRIMINAL MINDS), Thursday (THE MENTALIST), Friday (NUMB3RS) and Sunday (COLD CASE). ... CBS claims four of summer-to-date's top 10 programs (more than any other network), including three of the top five, and 11 of the top 20 (more than all other networks combined).

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**Plus...**

- In A25-54, **CBS** has two of the top 10 programs; nine of the top 20 (more than any other network); and 15 of top 30 (also more than any other network).
- In A18-49, **CBS** has two of top 10 programs; nine of the top 20 (more than any other network); and 11 of the top 30 (more than any other network). (Source: NTI)

**Time Period Winners**

- In viewers, CBS has 13 time period-winning programs (more than all other networks combined). In A25-54, CBS has 11 time period-winning programs, (as many as all the other networks combined). (Source: NTI)



**David Letterman**

**And...** For the week ending July 24, 2009, LATE SHOW with DAVID LETTERMAN beat first-run "The Tonight Show" broadcasts for the third consecutive week. This was the first time LATE SHOW had three consecutive first run weekly wins over "The Tonight Show" since 1995. First-run episodes of

LATE SHOW have beaten first-run "Tonight Show" broadcasts in HHs in five of the last six weekly head-to-head match-ups. In A18-49, LATE SHOW continued to cut "The Tonight Show's" lead to -0.2 in the week ending July 24. Among A18-34, LATE SHOW has cut "The Tonight Show's" lead from -1.6 in Conan O'Brien's premiere week to -0.4 in the week ending July 24. ...

*(As we go to Press: LATE SHOW beat "The Tonight Show with Conan O'Brien" in viewers for the fourth consecutive week -- the week ending July 31. This marks the first time LATE SHOW has notched four consecutive wins over "The Tonight Show" with first-run broadcasts since the weeks ending June 9, June 16, June 23 and June 30, 1995).*

(Source: NTI)

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**FRED REYNOLDS RETIRES AS EVP AND CFO  
JOE IANNIELLO SUCCEEDS HIM**



**Fred Reynolds**



**Joe Ianniello**

**Fred Reynolds**, Executive Vice President and Chief Financial Officer of **CBS Corporation**, is retiring from the Company on August 15, after a distinguished 38-year career in finance and business strategy --15 of them

at **CBS**. **Joe Ianniello**, who has served as CBS's Deputy Chief Financial Officer since November 2008 will succeed Fred as CBS's EVP and CFO, overseeing all financial operations of the Corporation.

Announcing his retirement in a memo to the CBS organization Fred said: *"World-class companies just do not happen without great leadership. It has been my honor to work with and learn from Leslie Moonves. Leslie has a magical sense for creating awesome content and providing great leadership and strategic direction which has taken CBS to an unprecedented position in the media world. Working with Leslie and his management team has been wonderful. You will not find a more dedicated, hard working and gifted group of executives."* Fred went on to say: *"(I am) so very pleased and proud that Joe has been named to succeed me as CFO of our company. I have worked with Joe since the day he joined CBS over 12 years ago. Over the last four years, Joe has been my partner in guiding the financial strategies and direction of the Company. It makes me very happy to know CBS is in Joe's good hands as the CFO. He is extremely bright and talented with great business savvy and a real passion for our business. Working 'shoulder to shoulder' with Joe over the past four years has been truly rewarding and I am very proud of what we were able to accomplish."*

As Deputy Chief Financial Officer, Joe has been responsible for the company's financial strategy across its operations, in addition to worldwide treasury, tax, information systems, technology, corporate development - including mergers & acquisitions - and risk management. *"Joe has been a key member of my senior management team for some time now, and his significant experience in the industry, as well as his 12 years in key financial positions at CBS, make him uniquely qualified for this new role,"* said CBS President and CEO **Leslie Moonves**. *"He's been involved in every major financial decision of this company, from the time that the new CBS Corporation was*

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## MORE TELEVISION NEWS



**STARRING ON CBS THIS FALL: Joining CBS's 2009-2010 top-rated schedule will be (clockwise from top left) the new dramas **NCIS: LOS ANGELES** starring **LL COOL J**; **THE GOOD WIFE** starring **Julianna Margulies** and **THREE RIVERS** starring **Katherine Moennig & Alex O'Loughlin**; and (bottom left) the comedy **ACCIDENTALLY ON PURPOSE** starring **Jenna Elfman**.**

### Entertainment

● In May, **CBS** held its Fall 2009 Programming Presentation to advertisers, the press, television station group owners and representatives from CBS Television Network affiliates nationwide, plus their national spot sales representatives. At the event, the Network announced that its top-rated schedule will serve as the springboard to introduce four series -- three dramas and one comedy -- all having the benefit of established franchises as lead-ins and all produced by **CBS Television Studios**. CBS's new shows for Fall 2009 are: **NCIS: LOS ANGELES** (Tuesdays at 9:00 PM, ET/PT) -- A spinoff from the hit drama NCIS; starring **Chris O'Donnell** ("Scent of a Woman") and rapper/actor **LL COOL J** ("The Deal"). The CBS hit NCIS serves as the lead-in; **THE GOOD WIFE** (Tuesdays at 10:00 PM, ET/PT) -- *Emmy Award* winner **Julianna Margulies** ("ER") stars as a wife and mother who returns to work as a lawyer when her husband is imprisoned for a high profile political scandal; **THREE RIVERS** (Sundays at 9:00 PM, ET/PT) -- A medical drama starring **Alex O'Loughlin** ("Moonlight"); and **ACCIDENTALLY ON PURPOSE** (Mondays at 8:30 PM, ET/PT) -- a comedy starring *Golden Globe Award* winner **Jenna Elfman** ("Dharma & Gregg") as a single woman who finds herself "accidentally" pregnant after a one-night stand with a much younger guy and who decides to keep the baby...and the guy. Returning to the CBS schedule this fall are the season's #1 drama/scripted program, **CSI**; the #1 comedy, **TWO AND A HALF MEN**; the #1 new series, **THE MENTALIST** (which is moving to Thursday at 10:00 PM, pairing TV's #1 new show with TV's #1 drama, **CSI**); and the #1

(Reynolds/Ianniello, continued from page 2)

*formed to the present day, and he's spent the last year working alongside Fred Reynolds, preparing for this transition. It's a luxury to have someone who's played at his level ready to step into this vitally important position. He is one of the hardest working, most disciplined financial executives in the business, and he has my complete trust. I look forward to the contribution he will make as we move forward to deliver on the great promise of this corporation."*

news magazine, **60 MINUTES**. Also returning are CBS's two franchise reality series -- **SURVIVOR** and the six-time *Emmy Award* winner **THE AMAZING RACE**, along with **THE BIG BANG THEORY** (which is moving to Mondays at 9:30 PM to form a comedy power hour with **TWO AND A HALF MEN**), **HOW I MET YOUR MOTHER**, **CSI: MIAMI**, **NCIS**, **THE NEW ADVENTURES OF OLD CHRISTINE**; **GARY UNMARRIED**, **CRIMINAL MINDS**, **CSI: NY**, **GHOST WHISPERER**, **NUMB3RS**, **48 HOURS MYSTERY** and **COLD CASE**. On Friday, CBS plans to add the popular drama series **MEDIUM** at 9:00 PM, starring *Emmy Award* winner **Patricia Arquette**, to form a hauntingly compatible two-hour block with **GHOST WHISPERER** at 8:00 PM.

**And.... CBS** won the **May sweep** in viewers. ... CBS has partnered with the multi-platinum, three-time *Grammy Award* winning group **The Black Eyed Peas** to feature the group's single "I Gotta Feeling" in the Network's summer-long on-air promotional campaign for the new fall schedule.



### Sports

● In a deal that significantly strengthens what is already a winning partnership with the **NFL**, in May **CBS** was awarded a rights extension to broadcast the **American Football Conference** (AFC) through the 2013-14 season. The agreement, which includes broadcasting **Super Bowl XLVII** in 2013, adds to CBS Sports' reputation as the undisputed industry leader in sports television with top franchises in all of television. CBS also successfully negotiated an extension of their carriage agreement with the entire affiliate body.

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**In other NFL News...** In July, **CBSSports.com** announced the creation of an innovative new way to cover the NFL – **RapidReports** is a network of 32 correspondents, one with each NFL team. These reporters will file multiple bite-sized updates per day from each team's practice facility or stadium that will appear at the top of the **CBSSports.com** homepage. CBS is the first media outlet to cover the NFL, or any sport, with an embedded reporter on every team working on an exclusive basis.

**Plus...**



● **CBS College Sports Network and the Army Athletic Association**

have reached an

exclusive five-year agreement guaranteeing live television coverage of every Army home football game and select neutral site games in which Army is the home team, beginning with the 2010 season and continuing through 2014. Additionally, a live web stream of all Army home broadcasts will be made available free of charge to soldiers and military personnel around the world via **CBS College Sports Network XXL**, the network's multi-media streaming platform. The agreement also permits for CBS College Sports Network to broadcast five of the Black Knights' home games for the 2009 season. Plus, at least three Army games will be played at Yankee Stadium over the next several years and be televised by CBS College Sports Network. With this new deal, CBS College Sports Network is now positioned as the home of U.S. Service Academy football, showcasing **Army, Navy and Air Force**.

● Through September, **CBS College Sports Network** is partnering with 17 video providers to deliver wide-ranging Video-On-Demand content dedicated to **THE ALT GAMES: COLLEGE ACTION SPORTS CHAMPIONSHIPS** -- an original network event showcasing numerous collegiate championships, including snowboarding, wakeboarding, flowboarding, beach volleyball, freeskiing and competitive eating. All the content is available for free to VOD customers of the participating providers, which include **Time Warner, Cox**

## CORPORATE POST NOTES



**CBS** is the first broadcast network to participate in **Comcast's** technical trial

of On Demand Online - a new Internet service that will significantly expand the number of top-rated TV shows available on the Web and across platforms at no additional charge to Comcast's cable customers, while delivering increased advertising value to content owners. During the course of the trial, which will begin with approximately 5,000 customers from across the U.S. in the coming weeks, CBS plans to test various types of current and library content. CBS's participation in Comcast's technical trial comes on the heels of last month's joint announcement between Time Warner Inc. and Comcast which introduced a set of principles called "TV Everywhere." Developed by the two companies, the principles are designed to serve as a framework to facilitate deployment of consumer friendly online television content.

**Communications, DIRECTV, DISH Network, Verizon FiOS TV, Insight Communications, Mediacom, Bresnan Communications, RCN, MetroCast, Advanced Broadband, HTC, Sunflower Broadband, Service Electric Cablevision, Click! Cable TV, Sky Angel** and select **Comcast** markets.

● In early July, **CBSSports.com** launched an enhanced version of their **College Fantasy Football Game** that includes free live scoring. **CBSSports.com** continues to be the only major fantasy sports service provider with a collegiate fantasy football game.

**And... CBS Sports'** June 7 (2:30-6:00 PM, ET) final round coverage of the PGA TOUR's MEMORIAL TOURNAMENT, which saw **Tiger Woods** become the event's first four-time winner, scored an overnight household rating/share of 3.6/9, +100% from last year in the metered markets. This tied with 2005 as the highest rating for the final round of the MEMORIAL TOURNAMENT since 2004. (Source: NSI--June)

### News

● In June, **CBS News** unveiled a significant redesign of its Web site **CBSNews.com**, building on the site's success bringing original content and breaking news to

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## SHOWTIME



- In the wake of one of **SHOWTIME's** most critically acclaimed original series debuts, the network has renewed its new dark comedy series **NURSE JACKIE** starring *Emmy & Golden Globe*-winner **Edie Falco** for a second season. ... Seven-time *Emmy*-winner **Tracey Ullman** will return in 2010 for a third season in her critically-acclaimed sketch comedy series **TRACEY ULLMAN'S STATE OF THE UNION**.

- **SHOWTIME** had three of the top 10 shows on iTunes Top TV Seasons list. On June 2nd, **WEEDS** Season 4 launched on iTunes and shot to #1, with **DEXTER** Season 3 at #3 and **CALIFORNICATION** Season 2 at #9.



**SHOWTIME's SUPER SIX (l-r): Mikkel Kessler, (Denmark), Carl Froch (England), Arthur Abraham (Germany), Andre Dirrell (USA), Jermain Taylor (USA), Andre Ward (USA).**

- In July, **SHOWTIME Sports** announced an unprecedented new Super Middleweight boxing tournament to be presented in the United States and throughout the world on various television networks starting in October and running through Spring 2011. The inaugural **Super Six World Boxing Classic** will be a round-robin, six-fighter tournament featuring the top fighters in the Super Middleweight division from home and abroad. In another unprecedented occurrence, five of the world's top boxing promoters have collaborated with **SHOWTIME Sports** to facilitate the tournament. **Lou DiBella** (DiBella Entertainment), **Dan Goossen** (Goossen Tutor Promotions), **Mick Hennessy** (Hennessy Sports), **Wilfried and Kalle Sauerland** (Sauerland Event), and **Gary Shaw** (Gary Shaw Productions, LLC).

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(Showtime, continued)

- **SHOWTIME** was in attendance at **Dish Network's** recent 2009 Team Summit held in Denver that brought together many of the industry's retailers to network and discuss upcoming technology. Among other highlights, the **SHOWTIME** booth promoted the upcoming original series **NURSE JACKIE**, starring **Edie Falco** that premiered June 8.

- Some of the biggest names in stand-up comedy – **Cedric “The Entertainer,” Margaret Cho** and **WEEDS** star **Kevin Nealon** – premiere their latest stand-up specials for the first time ever on **SHOWTIME**. The specials fall under the network's **LAUGH OUT LOUD** comedy initiative that has become a hub for diverse, no-holds-barred comedy for premium television audiences.

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**CBS News's** audiences, while adding depth and interaction to such on-air news broadcasts as the **CBS EVENING NEWS WITH KATIE COURIC**. Also in June, **CBS News** unveiled **48 HOURS CRIMESIDER** (<http://www.crimesider.com>), a provocative new crime blog that's part of the new **CBSNews.com**.

### **CBS Television Distribution...**



- **CBS Television Distribution** holds eight of the top 10

spots in the weekly first-run syndicated program rankings. In the Week of 7/20/09-7/26/09 **THE OPRAH WINFREY SHOW** was the #1 talk show in syndication for

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**WHEEL OF FORTUNE, the #1 show in syndication**

the 534th week in a row; ET topped the magazine genre for the 681st straight week; WHEEL OF FORTUNE remained the #1 show in syndication with JEOPARDY! #2; THE DOCTORS was the highest rated new show in first-run syndication for the 26th week in a row;

and CSI: NY was the #1 off-network weekly hour. (Source: NSS)

- **CBS Television Distribution** claimed the eight highest-rated first-run syndicated shows of the May Sweep. WHEEL OF FORTUNE was again the #1 show in syndication (and #1 game show), with JEOPARDY! the #2 show and #2 game show. CTD's new talk show, THE DOCTORS, was the #1 rated rookie in first-run syndication, beating its nearest freshman competitor by 20%. (Source: Nielsen Media Research, April 23, 2009-May 26, 2009, Live Plus Same Day US HH AA%)

#### **In addition...**

- In May, CTD sold STAR TREK: The Next Generation into broadcast syndication, clearing 93% of the country including top 50 markets. Also in May, CTD sold the cable rights to sitcom THE GAME to **BET**. ... CBS Television Distribution and **Katalyst Media**, a branded social content studio co-founded by **Ashton Kutcher** and **Jason Goldberg**, debuted on CTD's THE INSIDER the "Blah Girls" ([www.blahgirls.com](http://www.blahgirls.com)) a television series of one-minute interstitials built around hollywood/celebrity culture-obsessed teen characters created by David & Goliath, Inc. The episodes also appear on TheInsider.com, where viewers can watch, leave comments and interact with the "Girls."

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## **EYE ON CBS STUDIOS INTERNATIONAL**



**At the Los Angeles Screenings, CBS Studios International President Armando Nuñez (center) with stars Katie Cassidy of MELROSE PLACE and LL COOL J of NCIS: LOS ANGELES.**

- At the May Los Angeles Screenings, **CBS Studios International** introduced eight new series to approximately 1000 executives representing international broadcasters from both linear and non-linear media platforms. This strong lineup of programming from the various divisions of CBS included the most recent addition to the worldwide hit NCIS franchise, NCIS: LOS ANGELES starring **Chris O'Donnell** and **LL COOL J**; MELROSE PLACE, featuring a dynamic ensemble of up-and-coming stars, along with two original cast members: **Laura Leighton & Thomas Calabro**; THE GOOD WIFE starring *Emmy Award* winner **Julianna Margulies**; THREE RIVERS, a medical drama starring **Alex O'Loughlin**; THE BEAUTIFUL LIFE:TBL, featuring **Sara Paxton, Mischa Barton** and supermodel **Elle Macpherson**; ACCIDENTALLY ON PURPOSE, starring *Golden Globe Award* winner **Jenna Elfman**; and SHOWTIME's dark comedy NURSE JACKIE, starring *Emmy and Golden Globe Award* winner **Edie Falco**; and LIFE UNEXPECTED, the story of a young girl who finds her biological parents and how that discovery changes all their lives.
- The June 30 launch of the seventh season of CSI: MIAMI attracted almost 4 million viewers to UK's **Channel Five**, making it the show's highest ratings ever in the UK. The season premiere beat out all other networks and won its 9:00 PM timeslot.
- In July, "Australia's Next Top Model" 5th cycle finale, broadcast live from Sydney, delivered its broadcaster's highest rating show ever. The show has been the highest rating television series ever on subscription television Down Under. Licensed by **CBS Studios International** and produced by **Granada Productions**, the show is an Australian format of the **THE CW** hit AMERICA'S NEXT TOP MODEL.



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● In June, **CBS Television Distribution** garnered 16 *Daytime Emmy* nominations (up from nine nominations last year). Freshman strip **THE DOCTORS** and **DR. PHIL** were nominated for Outstanding Talk Show/Informative. **RACHAEL RAY** was nominated for Outstanding Talk Show/Entertainment as well as Outstanding Talk Show Host. **JUDGE JUDY** was nominated for Outstanding Legal/Courtroom Program. And **JEOPARDY!** was nominated for Outstanding Game/Audience Participation Show And Outstanding Game Show Host (**Alex Trebek**).

### **On The Television Station's Front....**

**SWEEPING UP IN MAY:** The following CBS owned Television Stations reported impressive results in the May sweep:



In New York, **WCBS-TV** finished a strong second in HHs in virtually every local news time period, Monday through Friday. In addition, CBS 2 showed the

most year-to-year growth in the market with its morning, noon and nighttime newscasts in the key A25-54 demographic, with increases of 50% at 6:00 AM, 75% at Noon, 13% at 5:00 PM, 29% at 6:00 PM. and 6% at 11:00 PM (the only station in New York with growth in late news). (Source: NSI)



In Los Angeles, coinciding with the addition of new anchor Rick Garcia and the station's coverage of the Los Angeles Lakers' playoff run through

the NBA Playoffs, **KCAL 9's** nightly three-hour primetime block of local news delivered year-to-year growth of 19% in A25-54 and 39% in W25-54. (Source: NSI)



In Philadelphia, **CBS 3's** Eyewitness News remained a strong number two in HH rating/share at 11:00 PM, increasing its

lead over its competitors year-to-year among late news viewers. At 6:00 PM the station's News broadcast moved into second place in HHs, up from third a year ago. It was the only newscast to grow in its timeslot: up across the board in key demographics, including a 10% increase in A25-54 and a 25% increase in W25-54. CBS 3's expan-

### **CBS CONSUMER PRODUCTS and CBS HOME ENTERTAINMENT**



In May, **CBS Consumer Products** launched a wide ranging merchandising campaign to coincide with the new **Star Trek** movie's debut. It included movie-

themed products from licensees, such as **Playmates** toys action figures, **Mattel** Barbie dolls, and a **Simon & Schuster** Pocketbooks novel based on the movie. Other Star Trek-franchise products available to consumers from CBS Consumer Products include gift items, apparel, home décor, a trio of fragrances, video games, jewelry and games such as the "Star Trek Scene It?" DVD, "Star Trek Uno," and "Star Trek Monopoly." Plus, **CBS Home Entertainment** released "The Best of Star Trek: The Original Series" and "The Best of Star Trek: The Next Generation" featuring popular episodes such as "The Trouble With Tribbles" and highlighting the four most sensational episodes of each series.

In July, CCP announced that the popular **CSI: The Experience** interactive exhibit will open this summer at **MGM Grand Hotel & Casino** on the Las Vegas Strip - the setting of the original CSI television series - for the first time. EMS Exhibits, Inc., under a license from CBS Consumer Products, will produce the attraction at MGM Grand.

Also this summer, CCP and **RWS & Associates Entertainment** teamed up to create a live, interactive stage show inspired by the hit CBS reality series, **SURVIVOR**. "Survivor: Live" the stage show is mounted at three U.S. theme parks this Summer: **Elitch Gardens** in Denver and **Frontier City** in Oklahoma City and **Darien Lake Theme Park Resort** in Darien Center, N.Y.

sion of its news brand in February to include a 10:00 PM newscast on CBS sister station The CW Philly 57 gave the Eyewitness News franchise its greatest number of viewers since the introduction of People Meters in May, 2005 -- a combined total audience of 238,000 HHs on an average evening. (Source: NSI)

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## THE CW



**UPFRONT STRATEGY:** During its May Upfront Presentation **The CW** Network unveiled its strategy and new Fall 2009 schedule for advertis-

ers, affiliates and national media in the Theater at Madison Square Garden. Following its strongest development season yet, The CW further strengthened its brand identity as a prime destination for the young women by assembling its most cohesive schedule ever. The CW's new Fall line-up features the return of the network's top programs GOSSIP GIRL, ONE TREE HILL, 90210, AMERICA'S NEXT TOP MODE; SUPERNATURAL and SMALLVILLE, as well as the addition of the much-anticipated return to MELROSE PLACE, the high-fashion, high drama of new scripted series THE BEAUTIFUL LIFE: TBL from executive producer **Ashton Kutcher**, and THE VAMPIRE DIARIES from **Kevin Williamson** ("Dawson's Creek"). The CW also showcased its new midseason series LIFE UNEXPECTED. ... Capturing its status as TV's most buzz-worthy network, The CW also unveiled its new slogan, "TV To Talk About," at its upfront presentation. The CW has also developed different variations on the slogan, including "TV to Text About," "TV to Blog About," to reflect the myriad of ways that the network's young, tech-savvy audience communicate with each other.

### THE CW BUILDS MOMENTUM DURING 2008-2009

**SEASON:** This May, The CW wrapped up its third season on the air by adding several key building blocks to the schedule and generating tremendous momentum for the future. This past season, The CW began honing its brand identity to specifically target young women and focused its programming efforts on strengthening its Monday through Friday primetime block. As a result, The CW saw its overall Monday-Friday ratings improved by 26% compared to the previous season in its W18-34 demo. key highlights from The CW's individual nights include:

- The CW created a signature night by moving sophomore sensation GOSSIP GIRL and veteran hit ONE TREE HILL to Monday and scored impressive +85% in women 18-34 and +71% in adults 18-34 year to year gains on the night.
- With the addition of freshman hit 90210, The CW's Tuesday delivered year-to-year gains of 25% in the network's target demographic of W18-34.

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(THE CW, Continued)

- On Wednesday, The CW's reality franchise AMERICA'S NEXT TOP MODEL continued its winning ways with two cycles each season, which regularly ranked #1 in its time period. (Source: NTI, Live+7 ratings, 2008-2009 premiere to date broadcast season averages).

### THE CW ANNOUNCES PREMIERE DATES FOR ITS

**FALL 09 SCHEDULE:** The CW will once again get a head start on the competition by slating its fall series to officially begin Tuesday, Sept. 8, with the season premiere of 90210 followed by the debut of Melrose Place (9:00-10:00 PM, ET). The next night, Wednesday, Sept. 9, **Tyra Banks** returns with a two-hour premiere of the new season of AMERICA'S NEXT TOP MODEL. The new series THE BEAUTIFUL LIFE: TBL makes its time period debut after TOP MODEL on the following Wednesday (Sept. 16). The new Thursday lineup of new drama THE VAMPIRE DIARIES and returning favorite SUPERNATURAL debut on Sept. 10. On Monday, September 14, the hits, ONE TREE HILL and GOSSIP GIRL, make their season premieres on the network's signature night. SMALLVILLE relocates to its new night on Friday, September 25, followed by encore episodes of AMERICA'S NEXT TOP MODEL.

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In San Jose-Oakland-San Francisco **CBS 5 (KPIX-TV)** news broadcasts at Noon, 5:00 PM, 6:00 PM and 11:00 PM all showed rating increases over last year, as did the "Eye on the Bay" broadcast, which was up over 30% at 7:00 PM. CBS 5's Eyewitness News was #1 at Noon and 11:00 PM Monday through Friday and Monday through Sunday in HHs. Monday through Friday, the broadcast has consistently ranked as the #1 newscast in either HHs or the key A25-54 demographic since February 2003, winning 14 out of the last 17 major sweep periods and 11 out of the last 12 non-Olympic impacted sweep periods. (Source: NSI)

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In Dallas/Fort Worth, **KTVT CBS 11 News** at 10:00 PM (M-F) is closer to first place in

a major sweep in the station's history -- less than 19,000 viewers behind its closest competitor versus 69,000 viewers in May 2008. In early morning news, CBS 11 continues to make significant gains: up 83% year-to-year among A25-54. ... **KTXA's** weekday 7-9:00 PM newscast posted year-to-year double-digit percentage ratings increases in numerous key demographics. (Source: NSI)

#### And...

- In July, **KCBS-TV** (CBS 2) and **KCAL-TV** (KCAL 9) Los Angeles, the largest duopoly in



the country, announced plans to introduce this Fall a new shared brand for the two stations' combined 64-plus hours of live, local newscasts each week. The new brands will be "CBS 2 NewsCentral" and "KCAL 9 NewsCentral." Noted CBS 2 and KCAL 9 President & General Manager **Patrick McClenahan**: "No local broadcast operation in Southern California can offer the combined newsgathering resources that we have at CBS 2 and KCAL 9. While our anchor teams will remain attached to their current newscasts, viewers will be able to count on the combined forces of both stations for an improved and more consistent focus on local news coverage -- 11 hours each weekday, beginning at 5:00 AM and continuing to 11:35 PM."

- In June, **CBS Television Stations** successfully made a smooth transition to digital broadcasting. Twenty-seven of the company's local stations participated in numerous educational efforts, including frequent news stories, half-hour specials, phone banks and soft analog shutoff tests to help viewers prepare for the end of analog broadcasting.
- In May, **WWJ-TV Detroit** launched "First Forecast Mornings," a live, local program weekdays from 5:00-7:00 AM that targets the growing and highly mobile early morning viewing audience in the Motor City, delivers an ongoing report of



current and forecasted weather, as well as the most current conditions on area roads. In addition to the weather and traffic components, the program also features news headlines supplied by the biggest news-gathering organization in Michigan, the **Detroit Free Press**.

#### INTERACTIVE



#### RATINGS UPDATE:

According to the latest **comScore Video Metrix Report** (May 2009), CBS

Interactive holds its position in the top five largest video properties for the third consecutive month in terms of video viewers, driven by the growth of [CBS.com](#) and its other leading Web properties. CBS Interactive has a total of 40.29 million unique users who watch 839 million minutes -- more than 210 million streams.

Results from the June 2009 comScore U.S. report show that a number of CBS Interactive sites showed impressive monthly growth, including [Gamespot](#), [TheInsider.com](#), and [Metacritic](#). Year-over-year, [CBS.com](#), [CNET](#), [CBSSports.com](#), [CHOW](#) and [MaxPreps](#) all recorded double digit percentage increases in unique users. (Source Nielsen NetRatings)

#### In other Interactive rating news...

In May, [TV.com](#) reported record highs in video streams and user engagement. This was the sixth consecutive month that TV.com has posted significant year-over-year growth including a 2855% increase in unique viewers, 2036% increase in video streams, and 1624% increase in minutes. The site posted triple and double digit month-over-month increases in unique viewers (153%), minutes (45%) and streams (34%). (Source: comScore Video Metrix/May 2009).

Just one year after its official launch, [TheInsider.com](#), is the 5th largest entertainment news Web site in the world. TheInsider.com is operated jointly with "THE INSIDER," a CBS-owned syndicated daily entertainment news show from the same producers as "ENTERTAINMENT TONIGHT." (Source: according to comScore Worldwide -- May 2009)

(Continued on page 10)

(INTERACTIVE, continued from page 9)

## More News From The Quarter...

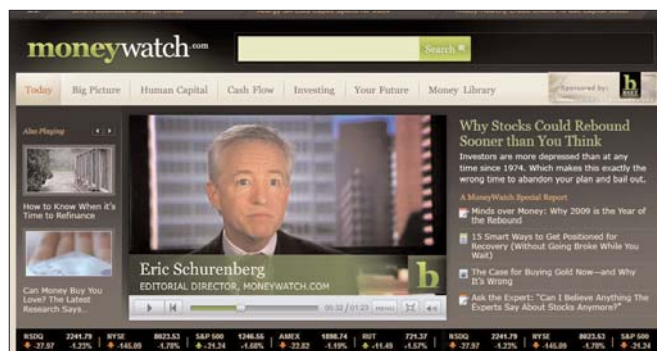
- In May, CBS announced the establishment of the **CBS Interactive Music Group**, a new business unit within CBS Interactive that brings together the Company's industry-leading digital music assets, including all of CBS RADIO's music Web sites and online audio streams, and its various mobile applications, as well as Last.fm, a leading music discovery site. At launch, the combined assets of the newly formed CBS Interactive Music Group reach almost 40 million unique monthly users worldwide.



- In May, [Last.fm](#) launched a Personalized Visual Music player that combines tailored streaming radio stations with media visuals,

that creates a multisensory experience way beyond any traditional online music streaming service. At the center of this new listening experience is a unique next-generation player that offers users a continuous stream of artist images, music videos and other types of media.

Additionally, users can create multi-genre stations by mixing music tags to fine-tune their music channel. Multi-artist radio enables users to launch stations based on combinations of their favorite bands and performers. The new music player provides advertisers and sponsors with unique visual branding opportunities to efficiently reach Last.fm's highly engaged audience.



- After two months of field testing, in June, CBS fully launched [MoneyWatch.com](#), the company's first cross-platform personal finance Web site, designed to help people make smarter decisions about managing and investing their money. The site is an extension of CBS Interactive's Top 10 business site [BNET](#).

- In June, **CNET** launched CNET Live, <http://www.cnet.com/live> -- an online destination that streams videos of CNET's popular podcasts. In addition to live streaming, the content is also available on-demand as a video and an audio podcast. ... [TV.com](#) now offers **Facebook Connect** support allowing TV fans to quickly and easily log into the site using their Facebook account and interact with their friends, and share their TV.com experiences. In addition, TV.com and **TiVo Inc.** have announced an agreement that lets the TV.com community find and schedule TV shows to record on their TiVo DVR directly through TV.com. ... [CBS.com](#) has begun offering full streaming episodes of THE BOLD AND THE BEAUTIFUL in Spanish ([CBS.com/bold](#)). The Spanish feed is also available across the **CBS Audience Network**.

## RADIO



### GAME ON IN BOSTON AND WASHINGTON, DC:

Capitalizing on the nation's enthusiastic appetite for sports -- evidenced by a 20% yearly increase in audience for CBS RADIO's leading all-sports stations -- CBS is launching two all-sports formatted stations -- one in Washington, D.C. (**106.7 The Fan**) and one in Boston (**98.5 The Sports Hub**). 106.7 The Fan debuted on air and online on Monday, July 20, while 98.5 The Sports Hub will launch on Thursday, August 13. Both stations will be available online and via numerous mobile smartphones devices, including the **iPhone** and **Blackberry**, and they launch with exclusive content partnerships with CBSsports.com and its more than 12 million unique visitors a month. Advertisers on both stations will have an array of opportunities to brand themselves on the Web sites using text, audio, and video, along with the capability to target consumers down to a specific zip code. CBS RADIO owns and operates all-sports stations in 12 markets, including eight of the Top 15. Noted **Dan Mason**, President and Chief Executive Officer, CBS RADIO: *"We're seeing impressive ratings growth at a number of our stations and clients continue to make big investments in sports marketing. Captive audiences, association with revered names in sports, and the ability to speak directly to the consumer in-game, on-site, online and on-the-go 24/7 are sponsorship benefits exclusive to radio advertisers, producing incredible return on investment."*

(Continued on page 11)

(RADIO, continued from page 10)



**ON THE MSPOT:** Over 100 live CBS RADIO stations across the U.S. and the CBS Interactive Music Group's Last.fm personalized radio service have been

added to **mSpot's** expansive mobile radio lineup. The new offering gives **AT&T Wireless** customers access to one of the most customized listening and entertainment experience in the market -- combining personalized radio, with local music, sports, news and talk radio stations plus commercial-free music choices. In addition, through Last.fm, users can listen to recommended music, create their own stations and access artist bios.

**Also in the 2nd Quarter..**

**Live 105 (KITS-FM)**, CBS RADIO's San Francisco Alt-Rock station, debuted the first completely user-controlled, on-air radio program using **Jelli**, a new web-based, community powered, real time voting service to determine the night's playlist (June). ... CBS RADIO launched "**Hair Radio**" ([www.HairBroadway.com](http://www.HairBroadway.com)) -- a new custom streaming Internet station exclusively devoted to the smash Broadway revival of the musical "Hair: The American Tribal Love-Rock Musical" (May) ... CBS RADIO's **Alice @ 97.3 (KLLC-FM)** San Francisco announced a collaboration to provide live feeds on Ustream.com's live interactive video broadcast platform of the station's "The Sarah and Vinnie Morning Show," as well as other station content (June)... **KCBS All News Radio 740 AM** and **106.9 FM** San Francisco celebrated 100 years of news, information, and innovation as the world's first broadcasting station (June).

**OUTDOOR**



**DIGITAL UPDATE:** In Q2 **CBS Outdoor** continued its strategic deployment of digital billboards in high demand/ high traffic locations

in key markets.

- Two dominant 14x48 LED displays have been installed on the **NJ Turnpike (I-95)**, the most heavily traveled artery in the Northeast. One faces southbound

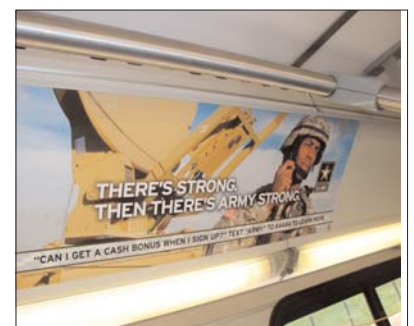


**CBS Outdoor digital signage on the New Jersey Turnpike.**

traffic from the **George Washington Bridge** and **Lincoln Tunnel** and is just north of the **Meadowlands Sports Complex** and just south of the **Newark Liberty Airport** and the **Secaucus Junction** rail connector major transportation hubs. The second unit faces northbound traffic on the NJ Turnpike (I-95) just south of Newark Liberty Airport, and interchanges for the major river crossings to New York City -- the most heavily traveled highway in the Northeast. Both units have been positioned for optimal viewing exposure and will command attention both night and day. These units are the first of a NJ network of LED displays we have planned that will provide market coverage for clients.

**In addition....**

- **CBS OUTDOOR's** recently launched **txt2go** program is now up and running and providing ongoing communication between brands/businesses and consumers using test messages. Popular applications include promotions, contests, coupons and "alerts." The text component can be applied not just to the "outdoor" advertising, but across all the media components of a campaign including print, online, radio and television. A major benefit is an engagement with interested



**OUTDOOR txt2go display on Washington DC train.**

(Continued on page 12)



(OUTDOOR, continued from page 11)

consumers that can continue long after the initial ad impression is made. The **U.S. Army** is using txt2go as part of their recruiting campaign and **Foot Locker** is running a national sweepstakes using txt2go as the way consumers can enter.

- CBS Outdoor's latest additions in Detroit are two brand-new digital units located on the high traffic M-59 in the upscale area of Northern Macomb County. Each unit has the ability to reach a coveted local upscale audience, including consumers heading into two of Detroit's most active shopping centers. Digital signage has also been installed in such key markets as Atlanta (1 unit) and Phoenix (1 unit).

- Two Mall Networks of screens have been installed in Hawaii -- a total of 12 screens with a total month circulation of 2.4 million consumers. Plus, an eight - screen network has been installed in the Tempe Mall in Phoenix which has a monthly circulation of over 1.5 million consumers.



**CBS Outdoor Digital Mall Screen in Hawaii captivates consumers while they shop.**

#### And...

- In May, CBS Outdoor teamed with the **Carnegie Hall** Marketing Team to create the world famous musical performance venue's first-ever outdoor and underground presence. The program includes a combination of subway shelter dioramas, platform posters and urban panels targeted to key areas throughout Manhattan and Brooklyn. CBS Outdoor was the only outdoor company included in this campaign.

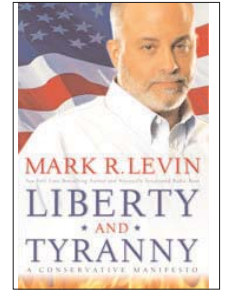
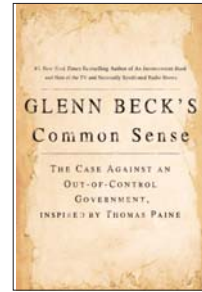
## PUBLISHING



### ● BEST SELLERS:

Through August 2,

**Simon & Schuster** has had 110 New York Times best-sellers, with 15 titles reaching the #1 position. Among the highlights, Threshold Editions "GLENN BECK'S COMMON SENSE: The Case Against an Out-of-Control Government," released in June 2009, is already in its 11th printing, with nearly 1.6 million copies in print. **Mark Levin's** "Liberty & Tyranny: A Conservative Manifesto," also published by Threshold Editions has reached 1.2 million copies in print after 24 printings. The book debuted at #1 on the April 12th New York Times best-seller list in its first week on sale, and has been a #1 bestseller for 12 weeks. ... For the week of August 2, S&S had three #1 best sellers on The New York Times lists: "Best Friends Forever" by **Jennifer Weiner** (hardcover fiction), "Unmasked" by **Ian Halperin** (hardcover nonfiction) and GLENN BECK'S COMMON SENSE (paperback nonfiction).



**MORE "SECRET"™:** In July **Simon & Schuster Children's Publishing** announced plans to publish in Fall 2009 "The Secret to Teen Power," written especially for the teenage audience by **Paul Harrington**, producer of "The Secret" film. The book will be released with a first print of 500,000, and will also be published by Simon & Schuster's international companies in the United Kingdom, Canada, and Australia. There will also be a Spanish language edition for U.S. distribution and a French edition for Canadian distribution, which will be published through **Atria Books**. "The Secret to Teen Power" will also be available as an **eBook** in English, Spanish, and French. Since Atria Books/Beyond Words released **Rhonda Byrne's** "The Secret" in November 2006, it quickly became an international bestselling phenomenon with more than ten million copies currently in print.

(Continued on page 13)

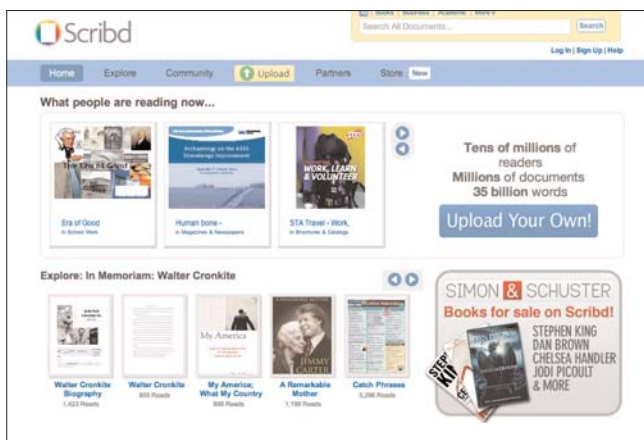
**In More Teen-Related News...** Simon & Schuster's "Pulse It" social networking and online reading site for teens, which launched on June 18, already has thousands of members. The free site allows members to read entire books online (one book from two titles offered each month) and then comment, review, blog, join message boards and discussion groups, rank books, post photos, watch author videos, Real Simple Syndication (RSS) feeds, and win free books.



● In July, **Simon & Schuster** entered into a sales and distribution agreement with **BOOM! Studios**

which publishes both periodical comic books and graphic novels. Under the agreement, S&S will handle sales, distribution and fulfillment for all new and backlist titles to trade and specialty accounts in the United States.

BOOM! Studios represents such well known brands as **Pixar** and **Muppets** comic books, as well as Farscape, Philip K. Dick's science fiction classic "Do Androids Dream of Electric Sheep" and upcoming blockbusters like "Die Hard."



● In an initiative that received wide media attention, Simon & Schuster in June became the first major publishing house to sell eBooks at **Scribd**, an e-commerce destination and publishing marketplace that has been described as a "You Tube for documents," and which has 60 million monthly visitors.

● In May, just in time for the the highly-anticipated movie, Simon & Schuster released the **Star Trek**

**Klingon Language Suite** application for **iPhone®** and **iPod touch®**. The suite combines three S&S products; "The Klingon Dictionary" (**Pocket Books**), "Conversational Klingon" (**S&S Audio**), and the new "Klingon Phrasebook" (**S&S Audio/Digital**) specifically designed for this project, making it available for a new audience of mobile **Star Trek** fans. ... In another example of moving rapidly to capitalize on public interest, on July 14 Simon Spotlight Entertainment, published "UNMASKED: The Final Years of **Michael Jackson**" by veteran journalist and New York Times bestselling author **Ian Halperin**. The hardcover book reached the marketplace less than three weeks after Jackson's death.

**And...** Threshold Editions has acquired all world, serial, and electronic rights to Former **Vice President Dick Cheney's** memoir. The book will also be published as an audio book from Simon & Schuster Audio. Publication of the yet-to-be-titled work is expected in Spring 2011. .... S&S **Free Press** imprint has announced plans to publish "Last Words," the memoir of legendary comedian **George Carlin** on November 17. ... **Lance Armstrong**, seven-time Tour de France winner and New York Times best-selling author, has signed with S&S's Touchstone division to write "Comeback 2.0: Up Close and Personal," a first-person photo-journal account of his 2009 comeback season. The book will be published on December 1, 2009.

### CBS FILMS



● **CBS Films** completed principal photography on **THE UNTITLED CROWLEY PROJECT** starring **Harrison Ford**, **Brendan Fraser** and **Keri Russell** in Portland, Oregon on June 15. The film is currently set to debut on April 2, 2010.

**Harrison Ford and Brendan Fraser star in CBS Films' UNTITLED CROWLEY PROJECT, set to debut in theatres April 2, 2010.**

(Continued on page 14)



**Jennifer Lopez and Alex O'Loughlin star in CBS Films' THE BACK-UP PLAN, set to debut in theaters January 22, 2010.**

● **THE BACK-UP PLAN** starring **Jennifer Lopez** and **Alex O'Loughlin** completed principal photography on July 25 in New York City. The romantic comedy is currently set to debut on January 22, 2010.



**Vanessa Hudgens and Alex Pettyfer star in CBS Films' BEASTLY, set to debut in theaters in July 2010.**

● **BEASTLY**, an edgy teen romance, starring **Alex Pettyfer, Vanessa Hudgens, Mary-Kate Olsen, Neil Patrick Harris** and **Peter Krause** commenced production in Montreal on June 13. Principal photography is expected to conclude on August 10. The film is currently set to debut on July 30, 2010.

## IN MEMORIAM: LEGENDARY CBS NEWSMAN WALTER CRONKITE



**Walter Cronkite**, the CBS newsman so revered by Americans that they considered him the "Most Trusted Man in America," and the reporter for whom the term "anchor-man" was coined, died July 17, at age 92. Said CBS President and Chief Executive Officer **Leslie Moonves**: *"It is with enormous sadness that we mark the death of Walter Cronkite. His passing is, of course, a major loss for journalism. He was a great broadcaster and a gentleman whose experience, honesty, professionalism and style defined the role of anchor and commentator. For almost two exciting and turbulent decades during the 1960s and 1970s he helped inform our nation, and bring us together. In so doing, he transcended his field to become the most trusted man in America. The legacy he left us all will endure. It was one of the great honors of my career to have had the opportunity to know him."* Added **Sean McManus**, President, CBS News and Sports: *"Walter's influence and presence really does permeate the halls of CBS News, and I suspect in some way every news room in America also. He will forever be part of the very fiber of this place, in more ways than we can ever count."*

## CAUTIONARY STATEMENT REGARDING FORWARD-LOOKING STATEMENTS

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

For more information about CBS Corporation, see the Company's news releases and filings with the Securities and Exchange Commission which can be found on the CBS Corporation website, [www.cbscorporation.com](http://www.cbscorporation.com), in the News and Investor Relations sections, respectively.



# STATISTICAL INFORMATION

June 2009

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

<i>Big Brother - Thursday</i>	<i>Ghost Whisperer</i>
<i>Big Brother - Sunday</i>	<i>The Mentalist</i>
<i>Cold Case</i>	<i>NCIS</i>
<i>CSI</i>	<i>60 Minutes</i>
<i>CSI: Miami</i>	<i>Two And A Half Men</i>
<i>CSI: New York</i>	<i>Without A Trace</i>
<i>48 Hours Mystery</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 05/25/09-08/03/09.

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

<i>America's Next Top Model (CW)</i>	<i>NCIS (CBS)</i>
<i>Big Brother (CBS)</i>	<i>90210 (CW)</i>
<i>The Bridge (CBS)</i>	<i>Numb3rs (CBS)</i>
<i>The Cleaner (A&amp;E)</i>	<i>Rules of Engagement (CBS)</i>
<i>Cold Case (CBS)</i>	<i>Survivor (CBS)</i>
<i>Criminal Minds (CBS)</i>	<b><i>Accidentally on Purpose (CBS)</i></b>
<i>CSI (CBS)</i>	<b><i>The Beautiful Life (CW)</i></b>
<i>CSI: Miami (CBS)</i>	<b><i>Good Wife (CBS)</i></b>
<i>CSI: NY (CBS)</i>	<b><i>Melrose Place (CW)</i></b>
<i>Flashpoint (CBS)</i>	<b><i>NCIS: Los Angeles (CBS)</i></b>
<i>Gary Unmarried (CBS)</i>	<b><i>Three Rivers (CBS)</i></b>
<i>Ghost Whisperer (CBS)</i>	<b><i>Vampire Diaries (CW)</i></b>
<i>Gossip Girl (CW)</i>	<b><i>Life UneXpected (CW - mid-season)</i></b>
<i>Medium (CBS)</i>	

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in and/or distribute as of 08/06/09. New shows in bold.

## First-Run Syndication Programs

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

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

(in millions)	2Q '08	2Q '09
<b>Showtime Networks</b>	56.4	61.5

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

## 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. 2
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 June 2009, per Miller, Kaplan, Arase & Co., LLP.

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

Title	Author	Rank	Weeks on List
<b>Hardcover Fiction:</b>			
<i>Best Friends Forever</i>	Jennifer Weiner	1	1
<i>Rain Gods</i>	James Lee Burke	6	1
<i>The Devil's Punchbowl</i>	Greg Iles	8	2
<i>The Apostle</i>	Brad Thor	9	3
<b>Hardcover Nonfiction:</b>			
<i>Unmasked</i>	Ian Halperin	1	1
<i>Liberty and Tyranny</i>	Mark R. Levin	3	17
<i>Horse Soldiers</i>	Doug Stanton	6	10
<i>Bobby and Jackie</i>	C. David Heymann	8	1
<i>Mommywood</i>	Tori Spelling	10	6
<b>Paperback Trade Fiction:</b>			
<i>My Sister's Keeper</i>	Jodi Picoult	7	43
<i>The Other Queen</i>	Philippa Gregory	16	1
<b>Paperback Mass-Market Fiction:</b>			
<i>My Sister's Keeper</i>	Jodi Picoult	2	9
<i>Tsar</i>	Ted Bell	8	3
<i>The Last Patriot</i>	Brad Thor	17	9
<i>Devil Bones</i>	Kathy Reichs	19	4
<b>Paperback Nonfiction:</b>			
<i>Glenn Beck's Common Sense</i>	Glenn Beck	1	6
<b>Advice, How-To and Miscellaneous Hardcover:</b>			
<i>The Secret</i>	Rhonda Byrne	4	132
<b>Children's Chapter:</b>			
<i>Dork Diaries</i>	Rachel Renée Russell	10	6
<b>Children's Series:</b>			
<i>The Mortal Instruments</i>	Cassandra Clare	7	17
<i>Night World</i>	L.J. Smith	9	31
<i>Wicked</i>	Nancy Holder and Debbie Viquié	10	2

(5) *The New York Times*, 08/02/09

# STATISTICAL INFORMATION

June 2009 - Continued

## CBS Corporation Major-Market Media Presence in the Top 25 U.S. Radio Markets as of August 6, 2009

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 (“Fresh”) 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 KAMP KNX KROQ KRTH KTWV	FM AM FM AM FM FM FM	Adult Hits (“Jack”) News 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 (“Fresh”) Adult Hits (“Jack”) 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 (“Jack”) 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	KHMX KKHH KIKK KILT KILT KLOL	FM FM AM FM AM FM	Hot Adult Contemporary Contemporary Hit Radio News Country Sports Spanish				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

# STATISTICAL INFORMATION

June 2009 - Continued

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
Philadelphia, PA #8—Radio #4—Television	KYW WIP WOGL WPHT WYSP	AM AM FM AM FM	News Sports Classic Hits News/Talk Classic Rock	KYW-TV WPSG-TV	UHF UHF	CBS The CW	Commuter Rail, Bulletins, Malls, Street Furniture, Digital In-Store Networks
Washington, D.C. #9—Radio	WTGB  WLZL WJFK WPGC WHFS	FM  FM FM FM AM	Adult Contemporary ("Fresh") Spanish-Tropical Sports Urban News/Talk				Bus, Commuter Rail, Walls, Bulletins, Malls, Digital In-Store Networks
Boston, MA #10—Radio #7—Television	WBCN WBMX WBZ WODS WZLX	FM FM AM FM FM	Active/Alternative Rock 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 Smooth Jazz 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 #16—Television				WFOR-TV WBFS-TV	VHF UHF	CBS MyNetworkTV	Bulletins, Bus, Commuter Rail, Malls, Street Furniture, Digital In-Store Networks
Seattle-Tacoma, WA #13—Radio #14—Television	KMPS KPTK KJAQ KZOK	FM AM FM FM	Country News/Talk Adult Hits ("Jack") 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 ("Jack")	WCCO-TV KCCO-TV KCCW-TV	UHF Satellite Satellite	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
Tampa-St. Petersburg, FL #18—Radio #13—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
Nassau-Suffolk, NY <sup>(2)</sup> #19—Radio							Bulletins, Digital In-Store Networks



## STATISTICAL INFORMATION

June 2009 - Continued

Market and Market Rank <sup>(1)</sup>	Radio			Television			Outdoor
	Stations	AM/FM	Format	Stations	Type	Network Affiliation	Display Type
St. Louis, MO #20—Radio	KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary				Bulletins, Posters, Malls, Digital In-Store Networks
Denver, CO #21—Radio #18—Television				KCNC-TV	UHF	CBS	Street Furniture, Bulletins, Posters, Malls, Digital In-Store Networks
Baltimore, MD #22—Radio #26—Television	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	WJZ-TV	VHF	CBS	Bulletins, Subways, Commuter Rail, Street Furniture, Malls, Digital In-Store Networks
Portland, OR #23—Radio	KINK KUFO KUPL KCMD	FM FM FM AM	Adult Album Alternative Active Alternative Rock Country News/Talk				Bulletins, Malls, Digital In-Store Networks
Pittsburgh, PA #24—Radio #23—Television	KDKA WBZW WDSY WZPT	AM FM FM FM	News/Talk Contemporary Hit Radio Country Hot Adult Contemporary	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	Bulletins, Malls, Digital In-Store Networks
Charlotte, NC #25—Radio	WSOC WKQC WFNZ WNKS WPEG WBAV WFNA	FM FM AM FM FM FM AM	Country Adult Contemporary Sports Contemporary Hit Radio Urban Urban Adult Sports				Malls, Digital In-Store Networks

(1) Radio market rank based on Spring 2009 Radio Market Ranking as provided by Arbitron Inc. Television market rank based on Nielsen Media Research Local Market Universe Estimate, September 2008.

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

## STATISTICAL INFORMATION

June 2009 - Continued

### 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 <sup>(1)</sup>	Global Reach <sup>(2)</sup>	Global Rank <sup>(3)</sup>
<b>CBS Interactive Web Sites</b>	230 Million	16.7%	#8

(1) Monthly average of global unique users for April/May 2009. Source: CBS Interactive internal data.

(2) Monthly average of global unique users of Q2 2009. Source: comScore Media Metrix WW Monthly Q2 2009.

(3) Ranking based on the comScore Media Metrix figure for CBS Interactive unique monthly visitors of 185.7 million in June 2009.

#### CBS Interactive Web Sites

BNET  
 CBS.com  
 CBS MoneyWatch.com  
 CBS News.com  
 CBS Sports.com  
 CBS CollegeSports/Sportsline.com  
 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  
 IMDb  
 iWidgets  
 Joost  
 Metacafe  
 MSN  
 Slide  
 Sling Media  
 Sony Bravia  
 Tidal TV  
 TVGuide.com  
 Veoh  
 Windows Media Center  
 YouTube  
 Yahoo

# STATISTICAL INFORMATION

June 2009 - Continued

## THE CBS COLLEGE SPORTS NETWORK Online Partners as of May 7, 2009

### Colleges/Universities

Adelphi • aupanthers.com  
Adrian • adrianbulldogs.com  
Air Force • goairforcefalcons.com  
UAB • uabsports.com  
Alabama • rolltide.com  
Arizona • arizonaathletics.com  
Arizona State • theundevils.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 • ucsbguchos.com  
Cal State Fullerton • fullertontitans.com  
Cal State Northridge • gomataadors.com  
UCF • ucfaletics.com  
Charlotte • charlotte49ers.com  
Cincinnati • gobearcats.com  
Clarion • clariongoldeneagles.com  
Clemson • clemsontigers.com  
Cleveland State • csuvikings.com  
Colorado State • csurams.com  
Connecticut • uconnhuskies.com  
Davenport • dupanthers.com  
Dayton • daytonflyers.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 • seminole.com  
Fordham • fordhamsports.com  
Fresno State • gobulldogs.com  
Furman • furmanpaladins.com  
George Mason • gmusports.com  
George Washington • gwsports.com  
Georgetown • guhoyas.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  
Indiana (PA) • iupathletics.com  
IPFW • gomastodons.com  
Iowa • hawkkeyesports.com  
Jackson State • jsutigers.com  
Johns Hopkins • hopkinssports.com  
Johnson C. Smith • goldenbullsports.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  
Memphis • gotigersgo.com

Miami (FL) • hurricanesports.com  
Miami (OH) • muredhawks.com  
Michigan State • msuspartans.com  
Michigan • coming soon  
Mid-America Christian • macuathletics.com  
Missouri • mutigers.com  
Navy • navysports.com  
UNLV • unlvrebels.com  
New Mexico • golobos.com  
Nicholls State • geauxcolonels.com  
North Carolina • tarheelblue.com  
North Carolina Central • nccueaglepride.com  
Northern Illinois • niuhuskies.com  
Northern Iowa • niupanthers.com  
Northwestern • nusports.com  
Northwestern Ohio • unohracers.com  
Notre Dame • und.com  
Oakland University (MI) • ougrizzlies.com  
Ohio • ohioobcats.com  
Oklahoma • soonersports.com  
Oklahoma State • okstate.com  
Old Dominion • odusports.com  
Oregon State • osubeavers.com  
Pacific • pacifictigers.com  
Penn State • gopsusports.com  
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 • goshorterrhawks.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 • usctrojans.com  
Southern Illinois • siusalukis.com  
SMU • smumustangs.com  
Southern Miss • southernmiss.com  
Stanford • gostanford.com  
Stephen F. Austin • sfajacks.com  
Stony Brook • goseawolves.org  
Tennessee • utsports.com & utladyvols.com  
Texas • texassports.com  
Texas-Arlington • utamavs.com  
UTEP • utepathletics.com  
Texas-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 • vucommodores.com  
Villanova • villanova.com  
Wake Forest • wakeforestsports.com  
Washington • gohuskies.com  
Washington State • wsucougars.com  
Wayne State (MI) • wsuathletics.com  
West Texas A&M • gobuffsgo.com  
Western Carolina • catamountsports.com  
Western Washington • wuvikings.com  
Winston-Salem State • wssurams.com  
Wisconsin-Milwaukee • uwmpanthers.com  
Wisconsin • coming soon  
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  
Naismith Basketball Hall of Fame • hoopball.com  
National Association of Basketball Coaches • nabc.com  
NACDA • nacda.com  
NAIA • naia.org  
NCAA • ncaa.com  
NIT • nit.org  
Pacfic-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  
Wooden Award • woodenaward.com

### Affiliates

Alaska Goldpanners • goldpanners.com  
American Legion • baseball.legion.org  
ASA Softball • asafootball.com  
BYU • byucougars.com  
Cal Poly • gopoly.com  
Carleton • carleton.edu/athletics  
Creighton • gocreighton.com  
East Tennessee State • gametracker.com  
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 • usasoftware.com  
UT Tyler • uttyler.edu/athletics  
Valparaiso • valpo.edu/athletics  
Vermont • uvm.edu/athletics  
West Virginia • msnsportsnet.com  
Youngstown State • ysu.edu/sports/