



update

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CBS CORPORATION KEY NEWS: MARCH -- MAY 2015

MULTI-PLATFORM VIEWING DRIVES CBS TO HIGHER LEVEL THAN 2003-2004

CBS Show Ranks – 2014-15 vs. 2003-04

2014-15 (Multi-Platform)

BIG BANG THEORY, THE	21,167,325
NCIS	20,123,251
NCIS: NEW ORLEANS	19,108,646
MADAM SECRETARY	15,478,108
CRIMINAL MINDS	15,376,724
CSI: CYBER	15,129,385
SCORPION	14,801,289
ODD COUPLE, THE	14,622,667
BLUE BLOODS	14,446,640
GOOD WIFE, THE	13,849,896
PERSON OF INTEREST	13,253,546
60 MINUTES	13,068,966
HAWAII FIVE-0	13,030,276
NCIS: LOS ANGELES	12,685,899
MOM	12,438,973
TWO AND A HALF MEN	12,314,083
MENTALIST, THE	12,265,669
ELEMENTARY	12,188,340
SURVIVOR	12,056,253
CSI	11,714,725
STALKER	11,305,068
MIKE & MOLLY	10,930,664
BATTLE CREEK	10,904,136
2 BROKE GIRLS	10,091,449
UNDERCOVER BOSS	9,264,824
MILLERS, THE	8,380,933
AMAZING RACE	8,152,850
MCCARTHY, THE	8,052,172
48 HOURS	6,056,295
Average	13,294,643

2003-04 (Linear TV Only)

CSI	26,435,201
SURVIVOR: ALL-STARS	22,759,734
SURVIVOR: PEARL ISLANDS	20,718,995
CSI: MIAMI	17,981,972
EVERYBODY LOVES RAYMOND	17,838,185
WITHOUT A TRACE	16,844,640
TWO AND A HALF MEN	15,532,131
60 MINUTES	14,931,991
COLD CASE	14,338,506
NCIS	12,505,245
STILL STANDING	12,360,684
CBS SUNDAY MOVIE	12,317,079
KING OF QUEENS	11,915,771
JAG	11,680,519
YES, DEAR	11,243,966
JUDGING AMY	11,009,793
JOAN OF ARCADIA	10,869,351
GUARDIAN, THE	10,551,882
60 MINUTES II	10,329,613
BECKER	10,293,824
DISTRICT, THE	9,232,926
HACK	8,350,372
48 HOURS INVESTIGATES	8,190,182
HANDLER, THE	8,061,227
STAR SEARCH	7,719,078
BROTHERHOOD OF POLAND NH	6,934,779
Average	13,172,519

Source: Nielsen NPM, Per 2+; Rentrak ODE, CBSi Internal Data Warehouse; 9/22/14-3/8/15 vs. 9/22/03-3/7/04 – Includes both Original and Repeat telecasts



Reflecting the growth in multi-platform television viewing, during the 2014-2015 television season-to-date **CBS's** primetime lineup is delivering more viewers than over 10 years ago [see chart at left]. Programs across the entire schedule are seeing meaningful additional measured audience from delayed viewing on DVRs, VOD and online streaming this season. Impressive, given

"We knew the big shows would get a lot of time-shifted viewing, but now we're seeing meaningful gains across the entire schedule, which is very encouraging to us. We're delivering more viewers per program than we did back in 2003. And for the record, we're up from last year (2013-2014), too."

-- David Poltrack, Chief Research Officer, CBS Corporation and President of CBS VISION.

the fact that viewing totals exclude currently non-measured viewing on DVRs after seven days, VOD viewing after three days, as well as any viewing from **CBS All Access** on mobile devices. (Source: Nielsen NPM, Rentrak ODE and CBSi Internal Datawarehouse.)

CBS IS THE #1 NETWORK WITH CONSUMERS

"With this research, we can now show our clients we are #1 with consumers that buy and use their products. We are confident that this new data, along with our new Campaign Performance Audit offering, will enable our advertisers to buy CBS efficiently and effectively while delivering a solid return on investment." -- Jo Ann Ross, President, Network Sales, CBS Television Network

"This consumer viewing data shows that the CBS Television Network provides advertisers the most efficient way to reach their current and potential customers." -- David F. Poltrack, Chief Research Officer, CBS Corporation and President, CBS VISION

Leading into the annual upfront marketplace, recently released third-party, single-source data shows that consumers who go to movies, shop at electronic stores, are in the market for a luxury car or SUV, dine out, visit home improvement centers and purchase products across nearly every major product category are more likely to watch CBS than any other television network. In addition, CBS has more top 20 series than any other network in virtually every major consumer category, highlighting the dominance of CBS's #1 lineup

across both total viewers and consumers. The findings are based – in part – on Nielsen Buyer Insights and Rentrak Polk Automotive data. For more detail go to <http://bit.ly/1z11a8y>



And... the 2015 **Harris Poll** annual study of brand equity (**EquiTrend®** study) has

named the **CBS Television Network** the **2015 TV Network Brand of the Year**. The **EquiTrend Brand Equity Index** is comprised of three key factors – Familiarity, Quality and Consideration. Brands that rank in Equity receive the "Brand of the Year" award for their category.

ENTERTAINMENT



● In the 2014-2015 season **CBS** remains "America's Most-Watched" Network, placing first in viewers for the seventh straight year and 12th time in 13 years with growth of +5% over last year. CBS also wins the season in its target A25-54 demo, and is in a close battle for leadership among A18-49. ... In a sign of the network's broad reach and demographic strength across the schedule, CBS had more programs ranked among the top 30 in viewers, A18-49 and A25-54. In viewers CBS has the #1 drama (NCIS); the #1 comedy (THE BIG BANG THEORY); the #1 new comedy (THE ODD COUPLE) and the #1 news program (60

HULU ACQUIRES SVOD RIGHTS TO "CSI: CRIME SCENE INVESTIGATION"

"This agreement and previous deals with our partners at Hulu further validates how well CBS procedural dramas perform on subscription services. And, at a time when the CBS Television Network is getting ready to premiere the next generation of the CSI franchise with CSI: CYBER, it's very exciting to make available all 14 seasons of the show that started it all to Hulu subscribers and CSI's passionate fan base."

-- Scott Koondel, CBS's Chief Corporate Content Licensing Officer



Under a multi-year agreement that marks the first time

CSI has been licensed to a subscription video on demand (SVOD) service, **Hulu** (www.hulu.com) has acquired the exclusive SVOD rights to all previous seasons of CBS's award-winning, critically acclaimed crime drama. All episodes (more than 300) are now available for streaming on

Hulu with a Plus subscription. Hulu also will add full libraries of past CSI: seasons ahead of future series premieres.

CSI: joins more than 5,300 library episodes of popular CBS programming added to Hulu last year in an expanded licensing deal with the Network. In separate deals, Hulu has acquired non-exclusive subscription streaming rights to previous seasons of THE GOOD WIFE and BLUE BLOODS. Hulu will also soon become the exclusive SVOD home to all previous seasons of the CBS drama ELEMENTARY. For more information, go to <http://bit.ly/1vjNcgR>

MINUTES). The Network also has the most-watched new program (NCIS: NEW ORLEANS) and four of the top five with MADAM SECRETARY (#3), SCORPION (#4) and THE ODD COUPLE (#5). (Source: NTI)

● In season-to-date broadcast prime program L7 DVR Lift (week #30: 9/22/14 – 4/19/15) CBS remains #1 viewers, and tied for #1 in A18-49 and A25-54. CBS had five of the top 10 programs with most lift (+ number of additional viewers Live+7 vs. Live+SD), led by #3, THE BIG BANG THEORY (+ 4.4 Million). (Source: Nielsen)

● **CBS** announced on March 12 that the comedies MOM, MIKE & MOLLY and 2 BROKE GIRLS have been renewed for the 2015-2016 broadcast season. In its

(Continued on Page 3)

CBS REACHES CARRIAGE AGREEMENT WITH AFFILIATES FOR CBS ALL ACCESS



On April 9, CBS Corporation announced it had reached an agreement with the CBS Affiliate

Board for the CBS Television Network's digital subscription video on demand and Nielsen-measured live streaming service **CBS All Access**. Early deals have been secured with a number of affiliate partners, including **Dispatch, Graham Media, Gray, Hearst, Lilly Broadcasting, Meredith, Morgan Murphy, Morris Network, Neuhoff Media, Nexstar, Raycom** and **Withers**, with more to come. The addition of these affiliate partners (which collectively represent 56 markets nationwide) to the 14 owned-and-operated CBS stations that participated in CBS All Access's October launch, brings the live linear feed coverage of CBS All Access to 55% of U.S. households. The live linear feeds in many of the markets represented by these 12 affiliate groups began rolling out in April.

Also in April, **CBS Corporation** expanded the availability of CBS All Access to the **Roku®** platform, offering **Roku Player** and **Roku TV** users thousands of episodes from the current season, previous seasons and classic shows on demand, as well as the ability to stream local CBS Television stations in select markets.

(ENTERTAINMENT, continued from Page 2)

second season, **MOM** is the fastest-growing returning series on television, up double-digit percentages in all key measures compared to a year ago. ... **MIKE & MOLLY**, currently in its fifth season, ranks #1 in its time period in viewers and A25-54 and second in A18-49. Compared to the year-ago time period, it is up +20% in viewers and +6% in A25-54. ... **2 BROKE GIRLS**, currently in its fourth season, is averaging 9.58 million viewers, up 3% in the time period last year. (Source: NTI)

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CBS OWNS LATE NIGHT PROGRAMMING FOR THE FIRST TIME



For the first time, **CBS** owns 100% of both of its late night franchises: **THE LATE LATE SHOW WITH JAMES CORDEN** and **LATE SHOW WITH STEPHEN COLBERT**. Corden, produced by **CBS Television Studios**, premiered to strong ratings, critical acclaim and big buzzy **YouTube** videos. Clips on the Internet are attracting millions of additional viewers -- a total of nearly 50 million as of April 27. A YouTube video of Corden and guest **Tom Hanks** acting out snippets from Hanks' illustrious film career (<http://tinyurl.com/prmhl7v>) has attracted more than 12.4 million views to date, and Corden's drive-through L.A. performing "Carpool Karaoke" with **Mariah Carey** and "**Katie Couric Pranks**" are each more than five million views.

In addition:

- **THE LATE LATE SHOW's** new YouTube channel (<http://tinyurl.com/pkb6okc>) currently has 200,000 subscribers, up triple-digit percentage since the show's premiere and racking up more than 50 million views.
- Corden is the most social late night talk show in his time period.
- **THE LATE LATE SHOW** section on CBS.com is up by more than 300% for both unique visitors and total visits versus the same period last year.
- Across CBS/CAN, **THE LATE LATE SHOW's** total streams are up by more than *quadruple-digit* percentage points versus the same period last year. 58% of Corden's total streams came from mobile devices.

(Source: NTI and Nielsen Social as of April 23).

CBS INTRODUCES STATE-OF-THE-ART RESEARCH TOOL FOR NETWORK ADVERTISERS

“Research shows that network television is the most powerful medium in building both brand awareness and equity for marketers. With CPA, we are offering clients a new way to analyze Nielsen’s performance-based data to achieve ideal reach, frequency, targeting and placement for clients looking to craft a campaign that delivers the optimal return on their television advertising investment.”

-- David Poltrack, Chief Research Officer, CBS Corporation and President of CBS VISION.

“CBS is again at the forefront of offering clients tangible and proven tools to ensure dollars spent on CBS are the most effective and powerful of their overall ad spend. We believe this approach, which arms marketers with solid data, will help them make informed media buys that deliver results.”

-- Jo Ann Ross, President of Network Sales, CBS Television Network



On March 17, CBS introduced a state-of-the-

art data-driven approach for analyzing and buying advertising time on broadcast television. Called “Campaign Performance Audit” (CPA), it is an analytical tool which CBS has been testing with select advertisers since last fall. CPA is now available to all CBS clients looking to use performance-based metrics to maximize the effectiveness of their network television buy and enhance return on investment.

Advertisers using CPA will have access to a growing range of analytics provided by CBS, Nielsen and

Rentrak, including, for key clients, access to CBS’s state-of-the-art research facility (“Television City”) located in Las Vegas’ MGM Grand hotel, where advertisers can test the effectiveness of messages. In addition, CPA employs a full complement of Nielsen and Rentrak analytics, including single-source data from Nielsen Catalina Solutions, Nielsen Buyer Insights and Rentrak Polk Automotive Reporting, as well as The Nielsen MRI Fusion, Nielsen MotorStats and Moviegoer Data, Nielsen Brand Effects and The Nielsen Cambridge Media Demand Landscape.

(ENTERTAINMENT, continued from Page 3)

And... CBS led all networks at the 42nd Annual Daytime and Creative Arts Emmy Awards with a combined 23 wins. Among the highlights: THE YOUNG AND THE RESTLESS, television’s #1 daytime drama, won its ninth Daytime Emmy for Outstanding Drama Series. ... THE BOLD AND THE BEAUTIFUL claimed eight creative arts Emmys, more than any other daytime drama. ...

LUCKY DOG, part of CBS Saturday Morning’s CBS DREAM TEAM, IT’S EPIC! lineup, received the show’s first Emmy: **Brandon McMillan** for Outstanding Lifestyle/Travel/Children’s Series Host.

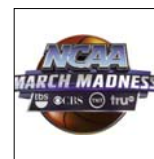
SPORTS



● For the second year, **CBS Sports** and **NFL Network** are partnering to broadcast THURSDAY NIGHT FOOTBALL, with a

slate of 16 regular-season games, kicking off Sept. 17 with Denver at Kansas City. The schedule features games from Weeks 2-8 and Week 13 broadcast on CBS, as well as simulcast on NFL Network. ... The **CBS Television Network** is marking its 56th year broadcasting the NFL, headlined by **Super Bowl 50** on Feb. 7, 2016. The 17-week regular-season game broadcast schedule will be followed by a post-season slate of AFC Playoff and Championship games.

● The NCCA Division I Men’s Basketball Championship across **CBS, TBS, TNT** and **truTV** was the most-watched in 22 years (since 1993). This year’s event averaged 11.3 million total viewers, up 8% from last year. ... **CBS’s** broadcast of the Championship game, which saw **Duke** defeat **Wisconsin**, was the most-watched NCAA title game in 18 years -- averaged 28.3 million total viewers, up 33% from last year. (Source: NTI)



And... CBS Sports’ final-round coverage of the **2015 Masters** on Sunday, April 12, delivered ratings and viewership increases of 28% over last year’s final. CBS’s coverage of the third round on Saturday, April 11, increased 48% in rating and 53% in viewership from 2014’s delivery. (Source: NTI)

NEWS



● **CBS News** broadcasts posted excellent first quarter 2015 results. Among the highlights, The CBS EVENING NEWS WITH SCOTT PELLELY scored the Network’s best first quarter viewer delivery in the time period in nearly a decade

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**CBS NEWS PRESIDENT DAVID RHODES
EXTENDS CONTRACT**



CBS News President **David Rhodes**, who has led the division since 2011, has extended his employment through February 2019. Among many accomplishments Rhodes was a catalyst behind the creation and launch of the CBS THIS

David Rhodes

MORNING program, helped to expand FACE THE NATION with BOB SCHIEFFER

to a full hour as the broadcast became the #1 Sunday public affairs show, and spearheaded the launch of CBSN, a joint effort between CBS News and CBS Interactive to create the first digital streaming news network.

(CBS NEWS, continued from Page 4)

(since first quarter 2006). ... 60 MINUTES made the Nielsen Top 10 seven times over 10 broadcasts during the quarter and experienced a 2% increase in viewers. ... FACE THE NATION was first in viewers (3.55m) with its largest first quarter audience since 1991. ... CBS SUNDAY MORNING WITH CHARLES OSGOOD delivered its largest first quarter audience since the 1987 advent of People Meters. ... CBS THIS MORNING posted its best delivery in viewers in 21 years, was the only network morning broadcast to post gains compared to first quarter 2014, and is now in its closest first quarter competitive position with NBC among viewers in 20 years and among A25-54 in 23 years. CBS THIS MORNING SATURDAY posted the Network's largest Saturday morning news first quarter audience to date. ... 48 HOURS was Saturday's top broadcast in viewers and A25-54.

And... CBS News broadcasts continue to deliver significant A25-54 audiences, the demographic that matters most to those who advertise in news. Overall, CBS News broadcasts were watched by 15.5 million adults in this demo for the week ending April 19. (Source: NTI) ... In April, **Bob Schieffer** announced plans to retire this summer as anchor from FACE THE NATION, the #1 Sunday morning public affairs program. Succeeding Schieffer is veteran Washington journalist **John Dickerson** who has been political director for CBS News since 2011. ...CBS SUNDAY MORNING has won its second *Daytime Emmy Award* for Outstanding Morning Program. Also recognized with *Emmy* honors were CBS

**DAN MASON TO RETIRE AS PRESIDENT/CEO,
CBS RADIO, AFTER 17 YEARS
WITH THE COMPANY**



Dan Mason, who has been with **CBS** for 17 years and led CBS RADIO for a total of 15 of those years, announced his retirement as President and CEO of the division at the end of April. Under Mason,

“Dan is a legendary leader in the radio business. His passion for the business is well-known, and is a major reason why he’s been able to turn around so many of our major market stations.” -- Leslie Moonves, CBS President and CEO

CBS RADIO initiated an aggressive growth strategy that included the launch of new

formats at dozens of stations across the country, the acquisition of FM stations in New York, Miami, Washington, D.C. and Philadelphia, and the creation of **CBS Sports Radio**, a 24/7 lineup of national programming from **CBS RADIO** and **CBS Sports**. He also diversified the division’s portfolio with station formats that cater to a variety of audiences, as well as greatly expanded its digital presence.



In April veteran media executive **Andre J. Fernandez** was named President of CBS RADIO, succeeding **Dan Mason** in overseeing the direction and management of the division, which includes 117 stations in 26 major markets, as well as a

“Andre is a terrific executive who brings a wealth of experience to this role - operations, financial management, programming and digital distribution, among many other attributes.” -- Leslie Moonves, CBS President and CEO

growing collection of digital assets. Fernandez came to CBS from **Journal Communications**, where as President and Chief Operating Officer he was responsible for the compa-

ny’s broadcasting and publishing assets. Prior to joining Journal, he held a variety of positions, including financial leadership roles at the **General Electric Company**. Following GE/NBC’s acquisition of the **Telemundo Communications Group** in 2001, he was named Senior Vice President and Chief Financial Officer of Telemundo, where he helped steer the company to its best financial performance in history. For more information on Andre’s career, go to: <http://bit.ly/1FGnBNb>.

THIS MORNING and THE HENRY FORD’S INNOVATION NATION.

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INTERACTIVE



- **Masters Live**, featuring live full-day video coverage from the Augusta National Golf Club, reached a record audience on CBSSports.com -- more than 2.1 million total unique viewers for live and on-demand video over the four days of the Masters tournament. The total minutes streamed surpassed 160 million, and the average time spent per unique viewer also surpassed 2 hours. (Source: Omniture.)

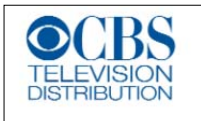
- During the 2015 NCAA Division I Men's Basketball Championship, **NCAA March Madness Live** -- in partnership between the **NCAA**, **Turner Sports** and **CBS Sports** -- set all-time records with 80.7 million live video streams and 17.8 million hours of live video consumption. This year's record-setting live video streams are up 17 percent over last year, with hours of live video consumption up 19 percent vs. 2014.

- **CBSN**, the first interactive streaming news network across all leading digital platforms, expanded to the CBS News app for Android in March. CBSN is also available on the CBS News apps for **iOS** and **Windows 8.1**, key connected TV devices including **Apple TV**, **Roku**, **Amazon Fire TV** and CBSNews.com on desktop and mobile devices. As previously reported, CBSN is an ad-supported network across all platforms. Inaugural sponsors included **Microsoft** and **Amazon**.

And... TV Guide Digital announced on August 24 the launch of a TV Guide App for the **Apple Watch**. The new app brings users' favorite TV Guide features to the Apple Watch, including access to their personalized Watchlist, an up-to-the-minute view of what's trending, a look at what's new on TV tonight, episode summaries, show alerts and more.

CBS TELEVISION DISTRIBUTION

- On March 2, **CBS Television Distribution** announced that **Judge Judy Sheindlin**, host of the #1-rated show in first-run syndication **JUDGE JUDY**, has extended her deal through 2020. Currently in its 19th season and averaging 10.3 million viewers, **JUDGE JUDY** has been the



highest-rated show in first-run syndication for the past five seasons. Sheindlin is also creator of the court program **HOT BENCH**, which debuted in Fall 2014 and is the #1 freshman show in syndication. (Source: NTI)



Judy Sheindlin

- On April 9, **CBS Television Distribution** announced that **WHEEL OF FORTUNE** and **JEOPARDY!**, television's top two game shows, have been renewed through the 2017-2018 season. Both shows were renewed for two more years beyond stations' current contracts in 80% of the country, including on the **ABC Owned Television Station Group**, **Sinclair**, **Media General**, **Gray Television**, **Hearst**, **Graham Media**, **Tribune**, **Cox**, **Meredith**, **Dispatch Broadcasting**, **NBC** and **Scripps**. The new deal will take **WHEEL** through its 35th season and **JEOPARDY!** through its 34th season. **JEOPARDY!** host **Alex Trebek** and **WHEEL OF FORTUNE** hosts **Pat Sajak** and **Vanna White** have all renewed their deals through the 2017-2018 season.

And... In March, **Deborah Norville** celebrated her 20th anniversary as anchor of **INSIDE EDITION**. She is the longest-sitting female anchor on a daily television news program.

CBS TELEVISION STUDIOS

- **CBS Television Studios** launched its first late night talk show, **THE LATE, LATE SHOW WITH JAMES CORDEN** on March 23.



- The Studio has more top 10 primetime series than any other studio, with six of the top 10 broadcast series in primetime (**NCIS**, **NCIS: NEW ORLEANS**, **SCORPION**, **MADAM SECRETARY**, **BLUE BLOODS** and **CRIMINAL MINDS**). In addition, the Studio has seven of the Top 10 dramas (**NCIS**, **NCIS: NEW ORLEANS**, **MADAM SECRETARY**, **CRIMINAL MINDS**, **BLUE BLOODS**, **SCORPION**).

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THE CW



- **The CW** is up this season year to year on four out of five nights among total viewers, A18-34, and A18-49. ... Through April 17, The CW is having its most watched (2.14m) season since 2007-2008, and the network's best prime time performance with men since 2007-2008. The CW is up +12% in total viewers over last season, more than any other broadcast network, and is the only broadcast network to gain year-to-year in M18-34 (+24%) and in M18-49 (+23%). (Source: NTI)

- The **CBS Television Studios** produced *JANE THE VIRGIN* has received The CW's first-ever *Peabody Award* in entertainment, with the Peabody Board calling it, "*Immaculately conceived, it's a smart, self-aware telenovela that knows when and how to wink at itself. Its Latina lead, Gina Rodriguez, is incandescent.*"

- The CW has announced the pickup of the comedy *SIGNIFICANT MOTHER* to series; the show was originally developed as a digital series for The CW's digital studio **CW Seed**, before being picked up by the broadcast network. *SIGNIFICANT MOTHER* will premiere Monday, August 3 (9:30-10:00 PM). The CW also announced premiere dates for the rest of its summer schedule, with *PENN & TELLER: FOOL US* returning for a second cycle Monday, July 6 (8:00-9:00 PM), followed by *WHOSE LINE IS IT ANYWAY?* on a new night (9:00-9:30 PM and 9:30-10:00 PM). In addition, the British series *DATES* debuts Thursday, July 9 (9:00-9:30 PM and 9:30-10:00 PM); a second cycle of *MASTERS OF ILLUSION* bows Friday, July 10 (8:00-8:30 PM); and Wednesday, August 5, the cycle premiere of *AMERICA'S NEXT TOP MODEL* (8:00-9:00 PM) will be followed by the series debut of *A WICKED OFFER* (9:00-10:00 PM).

And... As part of its ongoing partnership with **iHeartMedia**, The CW will once again broadcast the **IHEARTRADIO SUMMER POOL PARTY** as a one-hour special, Thursday June 11 (9:00-10:00 PM). Artists scheduled to appear include **Nick Jonas, Chris Brown, Kelly Clarkson, Nicki Minaj, Shaggy** and **Echosmith**.

PEOPLE



Brad Schwartz



Coming off the successful completion of TVGN's rebranding as

Pop, CBS Corporation and Lionsgate announced that **Brad Schwartz** has been promoted to President of Pop. In his expanded role, Schwartz, who has served as Pop's President of Entertainment and Media since joining the network in April 2013, will assume oversight of a broad range of business, legal, advertising and affiliate sales functions, while continuing to head the network's programming and creative operations. He continues to report to Pop's Board of Directors.

(CBS TELEVISION STUDIOS, continued from Page 6)

Plus, the Studios has five of the top seven freshman series (*NCIS: NEW ORLEANS*, *MADAM SECRETARY*, *SCORPION*, *THE ODD COUPLE*, *CSI: CYBER*).

- One of the Studios' largest global franchises, *CSI* shattered the *Guinness World Record* for "Largest TV Drama Simulcast" on March 4, 2015 World CSI Day, when 171 countries participated in a worldwide simulcast of an episode of *CSI*. The global event celebrated 15 years of the *CSI* television franchise and the U.S. premiere of *CSI: CYBER*. The episode was also streamed on CBS.com.

- CBS Television Studios will have a full slate of summer programming: *ZOO*, a new drama based on **James Patterson's** #1 Bestselling novel, debuts June 30, *UNDER THE DOME* (June 25) and *EXTANT* (July 1).

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CBS ECOMEDIA LAUNCHES "VIEWERS TO VOLUNTEERS"



CBS EcoMedia announced on March 9 the launch of "**Viewers to Volunteers**" (V2V), a first-of-its-kind multi-screen initiative that empowers people to give to a charity of their

choice without spending their own money. V2V offers viewers an online destination to watch videos and read articles that further a good cause. When viewers watch or share these advertiser-sponsored videos via their smartphones, tablets or computers, they help direct real-life financial contributions to the nation's most

effective nonprofit organizations.

"We are excited about all that V2V can do to benefit the nation's leading charities, our advertisers and our viewers." - **Leslie Moonves, President and Chief Executive Officer of CBS Corporation.**

"The launch of Viewers to Volunteers builds on the core mission of CBS EcoMedia, which is to improve the quality of people's lives. I'm confident that V2V will have a profound impact not only in how people support causes, but also in how some of our nation's most effective and marquee nonprofits are funded." -- **Paul Polizzotto, President and Founder, CBS EcoMedia**

Toyota is serving as the inaugural advertiser funding projects in four major markets: Los Angeles, Dallas, Minneapolis and Philadelphia. Later this spring, as CBS EcoMedia partners with additional advertisers, an app for smartphones, tablets and other devices will be rolled out, allowing V2V to support nonprofits and projects in communities nationally. Eleven of the country's leading charities are serving as launch partners. For a list of these charities, go to <http://bit.ly/1BYJk05>.

V2V is the latest program of CBS EcoMedia to allow advertisers to leverage their media spending to make tangible, positive impacts in communities throughout the country. Previously launched CBS EcoMedia programs include **EducationAd**, **WellnessAd** and the **EcoAd**.

- For the Viewers to Volunteers Platform, please visit: <https://www.viewerstovolunteers.com>

... For details on V2V, visit: <http://tinyurl.com/mq3pxax> ... For additional information on CBS EcoMedia, visit <http://ecomedia.cbs.com/>

CBS STUDIOS INTERNATIONAL



- **CBS Studios International** has licensed a local format of AMERICA'S NEXT TOP MODEL to **Bulldog Media**

& **Entertainment** in India. INDIA'S NEXT TOP MODEL will air on MTV India in mid-2015. ... German subscription VOD service **Watchever** and CBSSI have renewed their licensing agreement, which will now include STAR TREK: VOYAGER, DEXTER, ELEMENTARY, NCIS and THE GOOD WIFE. ... MADAM SECRETARY and NCIS: NEW ORLEANS have been licensed to **Series+** for French-Canada to air next fall. ...**Fox International Channels** has acquired the broadcast rights in Spain for CSI: CYBER, NCIS: NEW ORLEANS and SCORPION. ...**HBO Nordic** (Scandinavia) has licensed SHOWTIME's new series HAPPYISH. ...**Sky Atlantic** (UK) has licensed SHOWTIME's THE AFFAIR, to premiere in May.

CABLE

- On March 3, **SHOWTIME Networks** and **DISH Network L.L.C.** announced that SHOW-



TIME ANYTIME would be available to DISH customers who subscribe to SHOWTIME. In addition to unlimited On Demand access to hundreds of hours of SHOWTIME programming, the live broadcast of the network's East and West Coast feeds will be available. For more information, go to:

<http://tinyurl.com/nh4dxn6>

- **SHOWTIME Sports** and **HBO Sports** partnered with NASA to release the welterweight title unification **Mayweather/Pacquiao** bout to the United States astronaut crew on the International Space Station to watch at their leisure.

(Continued on Page 9)

(CABLE, continued from Page 8)

And... Smithsonian Channel, co-owned by **Showtime Networks** and **The Smithsonian Institution**, premiered its one-hour special, **THE SPY IN THE HANOI HILTON**, to a crowd of more than 500 midshipmen at the U.S. Naval Academy in Annapolis on April 22. The program told the previously unknown story of Vietnam War POWs who created a high-level espionage operation that reached all the way to the CIA and the White House.

- On May 1, **CBS Sports Network** joined the **Sports Channel Pack** on the **FiOS Custom TV**. Noted Verizon VP Content Acquisition and Strategy **Terry Denson**: *"...when customers make their choices we want them to have the best experience and the most robust package possible. ... The addition of CBS Sports Network does just that..."*



- **CBS Sports Network** featured in-depth studio programming throughout the NCAA Division I Men's

Basketball Tournament, as well as exclusive encore showings of the best games from the 2015 Tournament that aired on **CBS**, **TBS**, **TNT** and **truTV**. In addition to the coverage on CBS, the Network teed up each day's coverage with **MASTERS ON THE RANGE**, a live show originating from the Tournament Practice Range of Augusta National Golf Club in Augusta, GA.

- The critically-acclaimed **WE NEED TO TALK**, the first-ever nationally televised all-female, weekly sports show, returned to **CBS Sports Network** on Tuesday, April 28 (10:00 PM, ET), for its spring season. The show is comprised of members of CBS Sports' deep roster of talented female journalists, including **Lesley Visser**, **Amy Trask**, **Tracy Wolfson**, **Dana Jacobson** and **Allie LaForce**, in addition to some of the most prominent women in the sports world.

CBS TELEVISION STATIONS

- **Brien Kennedy** has been named President and General Manager of the CBS-owned Philadelphia stations **KYW-TV (CBS 3)** and **WPSG-TV (The CW Philly)**.

He had served as Vice President and General Manager of **WCCO-TV**, the CBS-owned station in Minneapolis-St. Paul, since June 2010. Prior to



joining **WCCO-TV**, Kennedy spent three years as Executive Vice President of **Freedom Broadcasting's** portfolio of eight local television stations and General Manager of Freedom's largest station, **WPEC-TV**, the CBS affiliate in West Palm Beach. He first joined the CBS Television Stations group in 2003 and served as President and General Manager of **WFOR-TV** and **WBFS-TV** in Miami and **WTVX-TV** in West Palm Beach.

- **Tim Bennett** has been promoted to Vice President and Station Manager at **WUPA-TV**, the CBS-owned Atlanta affiliate of **The CW Network**. In addition, Bennett has been appointed Director of Sales at the CBS Television Stations' national spot sales office in Atlanta, which serves clients in Georgia, North Carolina, South Carolina, Tennessee, Alabama, Mississippi, Kentucky and Florida. Bennett had been Sales Manager of the Atlanta National Sales Office since November 2004. Before joining the CBS Television Stations group 11 years ago, Bennett spent 10 years as SVP, Group Sales Manager with **Petry Television** in Atlanta.

And... The CBS Television Stations group received a total of four *Regional Murrow Awards*. **KCNC-TV** Denver won in the best newscast and breaking news categories. **KDKA-TV** Pittsburgh was honored in the hard news category. **KPIX-TV** and Bay Area sister station **KCBS Radio** won the best website category.

RADIO

- On April 19, 1010 **WINS(AM)** New York, whose slogan is *"All News All The Time,"* marked its 50th anniversary as one of the nation's first, and today the most listened to, 24/7 all-news radio stations. The station, which was recently honored with a **National Association of Broadcasters Crystal Radio Award**, is now heard

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(RADIO, continued from Page 9)



on-air (1010AM, 102.7FM-HD3), online at 1010wins.com and through the Radio.com app for mobile devices. To honor the station's milestone, **New York's Empire State Building** lit up the city skyline blue, white, and gold.

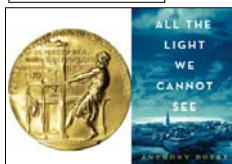
- On March 31, **SportsRadio 94WIP (WIP-FM)** and **The Philadelphia Eagles** announced a multi-year broadcast partnership for play-by-play coverage of all Eagles pre-season, regular season and post-season games. The agreement also includes new elements such as an HD Radio station devoted exclusively to the Eagles 24/7 with year-round programming. CBS RADIO Philadelphia stations have carried play-by-play coverage of the Eagles for 23 years since 1992. ... On April 10, Philadelphia's **New 96.5 Amp Radio (WZMP-FM)** launched, targeting the market's young adult listeners with a new destination for the best new pop, pop-rhythmic and dance music.

- **Awards...** Ten CBS RADIO stations received a total of 21 esteemed **Radio Television Digital News Association Regional Edward R. Murrow Awards**. The honors included Overall Excellence recognition to **WCBS-AM New York, WBBM-AM Chicago, WBZ-AM Boston, WCCO-FM Minneapolis and WNEW-FM Washington, DC**. (For more information <http://bit.ly/1Jlct9y> ... The **Academy of Country Music** honored **US99.5 (WUSN-FM Chicago)** with the *Major Market Station of the Year Award* and the station's the **Lisa Dent & Ramblin' Ray** show with the *Major Market Personality of the Year Award*. ... CBS RADIO's **Kevin Weatherly** (Senior Vice President, Programming, CBS RADIO and Vice President, Programming, CBS RADIO Los Angeles), **Michael Martin** (Senior Vice President, Programming and Music Initiatives, CBS RADIO and Program Director, KLLC-FM and KMVQ-FM San Francisco), and **Todd Cavanah** (Program Director, WBBM-FM, Chicago) have made **Billboard's** inaugural Top 10 list of *Pop Radio's Most Powerful Programmers*. ... Among many other awards won recently: Five CBS RADIO Program Directors were named to **Radio Ink's** annual list of the Best Program Directors in Country Radio, with US99.5's **Jeff Kapugi** leading all honorees; Radio Ink also honored **Armando "El Chiquilin" Ulloa**

of La Grande 107.5 (KMVK-FM Dallas), with a 2015 *Medallas de Cortez Award* for "Local Personality of the Year." ... **WWJ Newsradio 950 (WWJ-AM Detroit)** received the *Michigan Association of Broadcasters Market #1 Station of the Year* honor. ... And, KROQ (KROQ-FM Los Angeles) morning show hosts, **Kevin & Bean** were inducted into the *National Association of Broadcasters' Hall Of Fame* at a special luncheon in Las Vegas.

People... Tony Mennuto is named Vice President, Branded Content Solutions, charged with developing unique audio and video marketing opportunities helping Fortune 500 brands connect with consumers via the assets of CBS RADIO, CBS Television Stations, and including CBS Local Digital Media. Prior to joining CBS RADIO, Mennuto served as CCO and Founder of MisterFace, which created recognized campaigns for top brands including **Burger King, FIAT, Virgin America, Coca Cola, Ad Council, Geico** and more.

PUBLISHING



- ALL THE LIGHT WE CANNOT SEE by **Anthony Doerr** (Scribner) has won the prestigious *Pulitzer Prize for Fiction*. On May , the novel will mark a full year on the New York Times hardcover bestseller list. There are more than 1.7 million print and electronic copies in circulation. In

addition, **Simon & Schuster Audio** published the audiobook (cd and download) of the nonfiction winner, THE SIXTH EXTINCTION by **Elizabeth Kolbert**. ... S&S had two winners in the 35th annual *Los Angeles Times Book Prize* competition. THE SHORT AND TRAGIC LIFE OF ROBERT PEACE by **Jeff Hobbs** (Scribner -- "Current Interest") and THE BLAZING WORLD by **Siri Hustvedt** ("Fiction").... **Stephen King's** MR. MERCEDES (Scribner) won the *Mystery Writers of America 2015 Edgar Award* for Best Novel.

(Continued on Page 11)

(PUBLISHING, continued from Page 10)

- As part of **President Obama's** "ConnectED" initiative, S&S is teaming up with the White House to make ebooks available to students from low-income families. S&S is pledging up to 1.5 million downloads from its 3000 title catalog of books appropriate for readers ages 4-14.
- In July, S&S will publish **A FULL LIFE: REFLECTIONS AT NINETY**, a memoir by 39th U.S. President and Nobel Peace Prize winner **Jimmy Carter**; and **Jeter Publishing** will release **IT'S GOOD TO BE THE GRONK** by freewheeling New England Patriots superstar **Rob Gronkowski**. In September, Threshold Editions will publish **EXCEPTIONAL: WHY THE WORLD NEEDS A POWERFUL AMERICA** by former Vice President **Dick Cheney** and daughter **Liz Cheney**.Atria has signed up internationally bestselling and acclaimed novelist **Isabel Allende**. In addition to her new novel, **THE JAPANESE LOVER**, Atria will also release four of Allende's most well-known previously published works, including **THE HOUSE OF THE SPIRITS**. ...Touchstone will publish a collection of humorous autobiographical essays by celebrated actress **Anna Kendrick**, and **Taraji P. Henson**, best-known for her role on "Empire" will publish a memoir with **37 Ink** in 2016.

CBS FILMS



To view the 60 MINUTES Boston Marathon Bombing segment, go to <http://tinyurl.com/ndaes7n>

- On March 31, **CBS Films** announced the production of **PATRIOTS' DAY**, a motion picture chronicling the events surrounding the 2013 Boston Marathon bombing. The film, based on the first-hand account of Boston Police

Commissioner **Ed Davis**, marks the first project from CBS Films with 60 MINUTES Senior Producer **Michael Radutzky**, who leads the broadcast's creative development unit, **60 MINUTES Productions**. **Matt Charman** (writer of the upcoming **Tom Hanks/Steven Spielberg** thriller "Bridge of Spies," formerly known as "St. James Place") is writing the screenplay. Among the producers are actor **Mark Wahlberg** and **Scott Stuber** ("Ted").

CBS CONSUMER PRODUCTS ... CBS HOME ENTERTAINMENT

CineConcerts, CBS Consumer Products and **Paramount Pictures** will launch **STAR TREK: THE ULTIMATE VOYAGE**, a North American concert tour playing at performing arts centers in more than 100 cities. The tour launches in Florida in January 2016 and will travel throughout the U.S. and Canada through the end of April 2016.

CBS Home Entertainment released the **I LOVE LUCY: I ♥ MOM EDITION** on April 28 which includes four classic episodes featuring the special moments of Lucy's journey as a Mom...**RAY DONOVAN: THE SECOND SEASON** arrives on Blu-ray and DVD May 26.

- On Feb. 20, **CBS Films'** new teen comedy **THE DUFF** opened impressively with a weekend gross of nearly \$11 million, and has since grossed more than \$33 million at the North American box office. The well-reviewed film was produced and marketed by CBS Films and distributed in partnership with **Lionsgate**. To view a trailer for the film, go to: <http://tinyurl.com/kwrx43x>
- **CBS Films** has acquired U.S. rights to the action heist thriller **COMANCHERIA** starring Academy Award® winner **Jeff Bridges** (Crazy Heart), **Chris Pine** ("Star Trek") and **Ben Foster** ("The Mechanic"). **David Mackenzie** ("Starred Up") is set to direct the film from a screenplay by **Taylor Sheridan** ("Sicario"). The division will distribute the film in partnership with **Lionsgate**.

#####

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 results to differ materially from the forward-looking statements, including, without limitation, capital market risks and the impact of general economic or industry conditions. 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.cbcorporation.com, in the "News" and "Investors" sections, respectively.

STATISTICAL INFORMATION

First Quarter 2015

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

CBS Network Time-Period-Winning Programs ⁽¹⁾

<i>48 Hours</i>	<i>Mike & Molly</i>
<i>60 Minutes</i>	<i>Mom</i>
<i>Battle Creek</i>	<i>NCIS</i>
<i>The Big Bang Theory</i>	<i>NCIS: Los Angeles</i>
<i>Blue Bloods</i>	<i>NCIS: New Orleans</i>
<i>CBS+NFLN Thursday Night Football</i>	<i>The Odd Couple</i>
<i>Criminal Minds</i>	<i>Person of Interest</i>
<i>CSI: Cyber</i>	<i>Stalker</i>
<i>Elementary</i>	<i>Survivor</i>
<i>The Good Wife</i>	<i>Undercover Boss</i>
<i>Hawaii Five-0</i>	

(1) Source: NTI, Nielsen Media Research. Average audience, "Live+Same Day" ratings. Mon-Sat 8-11p, Sun 7-11p, Persons 2+. Time-period-winning programs defined as programs with a plurality of weekly wins in their respective time periods. Most current time period only. Excludes canceled, moved or limited run (i.e., six weeks or less) programs. 2014/2015 season to date, 9/22/14-5/3/15.

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

<i>Young and Hungry (ABC Family)</i>	<i>NCIS: New Orleans (CBS)</i>
<i>The Game (BET)</i>	<i>Odd Couple (CBS)</i>
<i>The Amazing Race (CBS)</i>	<i>Scorpion (CBS)</i>
<i>Battle Creek (CBS)</i>	<i>Survivor (CBS)</i>
<i>Big Brother (CBS)</i>	<i>The Talk (CBS)</i>
<i>Blue Bloods (CBS)</i>	<i>Under the Dome (CBS)</i>
<i>Criminal Minds (CBS)</i>	<i>Zoo (CBS)</i>
<i>CSI (CBS)</i>	<i>The 100 (CW)</i>
<i>CSI: Cyber (CBS)</i>	<i>America's Next Top Model (CW)</i>
<i>Dovekeepers (CBS)</i>	<i>Beauty and the Beast (CW)</i>
<i>Elementary (CBS)</i>	<i>Hart of Dixie (CW)</i>
<i>Extant (CBS)</i>	<i>Jane the Virgin (CW)</i>
<i>The Good Wife (CBS)</i>	<i>The Messengers (CW)</i>
<i>Hawaii Five-0 (CBS)</i>	<i>The Originals (CW)</i>
<i>Madam Secretary (CBS)</i>	<i>Reign (CW)</i>
<i>The McCarthys (CBS)</i>	<i>Tomorrow People (CW)</i>
<i>NCIS (CBS)</i>	<i>The Vampire Diaries (CW)</i>
<i>NCIS: Los Angeles (CBS)</i>	<i>Power (Starz)</i>

(2) Represents current shows CBS Corporation or its subsidiaries produce, own an equity stake in, and/or distribute as of 3/31/15. New shows are in bold.

First-Run Syndication Programs

Dr. Phil	The Insider Weekend
The Doctors	Jeopardy!
Entertainment Tonight	Jeopardy! Weekend
Entertainment Tonight Weekend	Judge Judy
Hot Bench	Mr. Food
Inside Edition	Rachael Ray
Inside Edition Weekend	Wheel of Fortune
The Insider	Wheel of Fortune Weekend

Showtime Networks Subscriptions ⁽³⁾

(In Millions)	1Q '15	1Q '14
Showtime Networks	77.2	76.2

(3) Source: Company data. Showtime Networks includes Showtime, The Movie Channel and FLIX. Data as of 3/31/15.

CBS Radio Revenue Ranking in Top 10 Markets ⁽⁴⁾

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

(4) Source: "Year-To-Date Market Total Revenue Performance Summary" for year-to-date March 2015, per Miller Kaplan Arase LLP.

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

Title	Author	Rank	Weeks on List
Hardcover Fiction:			
<i>All the Light We Cannot See</i>	Anthony Doerr	3	50
<i>The Fifth Gospel</i>	Ian Caldwell	15	6
<i>Inside the O'Briens</i>	Lisa Genova	16	2
Hardcover Nonfiction:			
<i>A Curious Mind</i>	Brian Grazer and Charles Fishman	7	2
<i>A Fine Romance</i>	Candace Bergen	12	2
Mass-Market Fiction:			
<i>I've Got You Under My Skin</i>	Mary Higgins Clark	3	4
Advice, How-To and Miscellaneous:			
<i>Get What's Yours</i>	Laurence J. Kotlikoff, Philip Moeller, and Paul Solman	2	7
<i>10-Day Green Smoothie Cleanse</i>	JJ Smith	3	30
Children's Series:			
<i>The Mortal Instruments</i>	Cassandra Claire	8	165
Children's Middle Grade:			
<i>Out of My Mind</i>	Sharon M. Draper	8	68
E-Book Fiction:			
<i>Beautiful Secret</i>	Christina Lauren	4	1
<i>All the Light We Cannot See</i>	Anthony Doerr	10	36
Combined Print & E-Book Fiction			
<i>All the Light We Cannot See</i>	Anthony Doerr	6	31
<i>Beautiful Secret</i>	Christina Lauren	7	1
Combined Print & E-Book Nonfiction:			
<i>A Curious Mind</i>	Brian Grazer and Charles Fishman	12	2
<i>A Fine Romance</i>	Candice Bergen	15	2

(5) Source: *The New York Times*. Data as of 5/3/15.

STATISTICAL INFORMATION

First Quarter 2015 – Continued

CBS Corporation Major-Market Media Presence in the Top U.S. Television and Radio Markets as of March 31, 2015

Market and Market Rank ⁽²⁾	Television			Radio			CBS Local Digital Media ⁽¹⁾
	Stations	Type	Network Affiliation	Stations	AM/FM	Format	Websites
New York, NY #1—Television #1—Radio	WCBS-TV WLNY-TV	UHF UHF	CBS Independent	WBMP WCBS WCBS WFAN WFAN WINS WWFS	FM AM FM AM FM AM FM	Top 40 News Classic Hits Sports Sports News Hot Adult Contemporary	newyork.cbslocal.com
Los Angeles, CA ⁽³⁾ #2—Television #2—Radio	KCAL-TV KCBS-TV	VHF UHF	Independent CBS	KAMP KCBS KNX KROQ KRTH KTWV	FM FM AM FM FM FM	Top 40 Adult Hits News Alternative Classic Hits Smooth Adult Contemporary	losangeles.cbslocal.com
Chicago, IL #3—Television #3—Radio	WBBM-TV	VHF	CBS	WBBM WBBM WCFS WJMK WSCR WUSN WXRT	AM FM FM FM AM FM FM	News Top 40 News Classic Hits Sports Country Adult Alternative	chicago.cbslocal.com
Philadelphia, PA #4—Television #8—Radio	KYW-TV WPSG-TV	UHF UHF	CBS The CW	KYW WIP WOGL WPHT WXTU WZMP	AM FM FM AM FM FM	News Sports Classic Hits News/Talk Country Top 40	philadelphia.cbslocal.com
Dallas-Fort Worth, TX #5—Television #5—Radio	KTVT-TV KTXA-TV	UHF UHF	CBS Independent	KJKK KLUV KMVK KRLD KRLD KVIL	FM FM FM AM FM FM	Adult Hits Classic Hits Spanish News Sports Hot Adult Contemporary	dfw.cbslocal.com
San Francisco, CA #6—Television #4—Radio	KPIX-TV KBCW-TV	UHF UHF	CBS The CW	KCBS KFRC KITS KLLC KMQV KZDG ⁽⁴⁾	AM FM FM FM FM AM	News News Alternative Hot Adult Contemporary Top 40 Indian Talk/Music	sanfrancisco.cbslocal.com
Boston, MA #7—Television #10—Radio	WBZ-TV WSBK-TV	UHF UHF	CBS MyNetworkTV	WBMX WBZ WBZ WODS WZLX	FM AM FM FM FM	Hot Adult Contemporary News Sports Top 40 Classic Rock	boston.cbslocal.com
Washington, D.C. #7—Radio				WIAD WJFK WJFK WLZL WNEW WPGC	FM AM FM FM FM FM	Hot Adult Contemporary Sports Sports Spanish News Rhythmic Top 40	washington.cbslocal.com
Atlanta, GA #9—Television #9—Radio	WUPA-TV	UHF	The CW	WAOK WVEE WZGC	AM FM FM	News/Talk Urban Sports	atlanta.cbslocal.com

STATISTICAL INFORMATION

First Quarter 2015 – Continued

Market and Market Rank ⁽²⁾	Television			Radio			CBS Local Digital Media ⁽¹⁾
	Stations	Type	Network Affiliation	Stations	AM/FM	Format	Websites
Houston, TX #6—Radio				KHMX KIKK KILT KILT KKHH KLOL	FM AM AM FM FM FM	Hot Adult Contemporary Sports Sports Country Top 40 Spanish	houston.cbslocal.com
Phoenix, AZ #14—Radio				KMLE KOOL KZON	FM FM FM	Country Classic Hits Top 40	
Detroit, MI #12—Television #12—Radio	WKBD-TV WWJ-TV	UHF UHF	The CW CBS	WDZH WOMC WWJ WXYT WXYT WYCD	FM FM AM AM FM FM	Top 40 Classic Hits News Sports Sports Country	detroit.cbslocal.com
Tampa-St. Petersburg, FL #13—Television	WTOG-TV	UHF	The CW				tampa.cbslocal.com
Seattle-Tacoma, WA #14—Television #13—Radio	KSTW-TV	VHF	The CW	KFNQ KJAQ KMPS KZOK	AM FM FM FM	Sports Adult Hits Country Classic Rock	seattle.cbslocal.com
Minneapolis, MN #15—Television #16—Radio	WCCO-TV KCCO-TV ⁽⁵⁾ KCCW-TV ⁽⁶⁾	UHF VHF VHF	CBS CBS CBS	KMNB KZJK WCCO	FM FM AM	Country Adult Hits News/Talk	minnesota.cbslocal.com
Miami-Ft. Lauderdale, FL #16—Television #11—Radio	WFOR-TV WBFS-TV	UHF UHF	CBS MyNetworkTV	WKIS WPOW WQAM	FM FM AM	Country Top 40 Sports	miami.cbslocal.com
Denver, CO #17—Television	KCNC-TV	UHF	CBS				denver.cbslocal.com
Orlando, FL #33—Radio				WJHM WOCL WOMX	FM FM FM	Top 40 Classic Hits Hot Adult Contemporary	
Cleveland, OH #31—Radio				WDOK WKRK WNCX WQAL	FM FM FM FM	Adult Contemporary Sports Classic Rock Hot Adult Contemporary	cleveland.cbslocal.com
Sacramento, CA #20—Television #28—Radio	KOVR-TV KMAX-TV	UHF UHF	CBS The CW	KHTK KNCI KSFM KYMX KZZO	AM FM FM FM FM	Sports Country Rhythmic Top 40 Adult Contemporary Hot Adult Contemporary	sacramento.cbslocal.com
St. Louis, MO #22 Radio				KEZK KMOX KYKY	FM AM FM	Adult Contemporary News/Talk Hot Adult Contemporary	stlouis.cbslocal.com
Pittsburgh, PA #22—Television #26—Radio	KDKA-TV WPCW-TV	UHF VHF	CBS The CW	KDKA KDKA WBZZ WDSY	AM FM FM FM	News/Talk Sports Hot Adult Contemporary Country	pittsburgh.cbslocal.com

STATISTICAL INFORMATION

First Quarter 2015 – Continued

Market and Market Rank ⁽²⁾	Television			Radio			CBS Local Digital Media ⁽¹⁾
	Stations	Type	Network Affiliation	Stations	AM/FM	Format	Websites
Baltimore, MD #26—Television #21—Radio	WJZ-TV	VHF	CBS	WJZ WJZ WLIF WWMX	AM FM FM FM	Sports Sports Adult Contemporary Hot Adult Contemporary	baltimore.cbslocal.com
Indianapolis, IN #27—Television	WBXI-CA ⁽⁷⁾	UHF	Independent				
San Diego, CA #17—Radio				KEGY KYXY	FM FM	Top 40 Adult Contemporary	
Riverside-San Bernardino, CA #25—Radio				KFRG KRAK KVFG KXFG	FM AM FM FM	Country Sports Classic Hits Country	

- (1) The CBS Local Digital Media group operates the websites of the Company's television stations and radio stations. Many of these websites are combined for the television stations and non-music radio stations in co-located markets and provide news, information, entertainment, as well as other services, and promote stations' programming.
- (2) Television market rankings based on Nielsen Media Research Local Market Universe Estimate, September 2014. Radio market rankings based on Nielsen Audio Market Survey, Spring 2015.
- (3) As required by the FCC, the Company assigned KFWB-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.
- (4) KZDG-AM in San Francisco, California, is programmed by a third party through a time brokerage agreement.
- (5) KCCO-TV is operated as a satellite station of WCCO-TV
- (6) KCCW-TV is operated as a satellite station of WCCO-TV
- (7) WBXI-CA is a Class A low-power television station. Class A low power television stations do not implicate the FCC's ownership rules.

STATISTICAL INFORMATION

First Quarter 2015 – 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	JAG	Sabrina the Teenage Witch
60 Minutes	Diagnosis Murder	The L Word	Seven Days
The 4400	The Division	Laverne & Shirley	Seventh Heaven
The Andy Griffith Show	Elementary	Little House on the Prairie	Showtime Championship Boxing
The Amazing Race	Everybody Loves Raymond	The Love Boat	Sister Sister
America's Next Top Model	Everybody Hates Chris	MacGyver	Sleeper Cell
Any Day Now	Family Ties	Matlock	Soul Food
Barnaby Jones	Frasier	Medium	Star Trek: Deep Space Nine
Becker	The Game	Melrose Place	Star Trek: Enterprise
The Beverly Hillbillies	Get Smart	Mission Impossible	Star Trek: Next Generation
Beverly Hills 90210	Ghost Whisperer	Moesha	Star Trek: Original
Blue Bloods	Girlfriends	Mork & Mindy	Star Trek: Voyager
Bonanza	Gomer Pyle, USMC	My Three Sons	Survivor
Brady Bunch	The Good Wife	Nash Bridges	Taxi
Brotherhood	The Guardian	NCIS	This American Life
Caroline in the City	Gunsmoke	NCIS Los Angeles	Touched by an Angel
Charmed	Half & Half	Numb3rs	The Tudors
Cheers	Happy Days	The Odd Couple	The Twilight Zone
Clueless	Hawaii Five-O	One On One	The Wild Wild West
Combat!	Highlander	The Parkers	Wings
Criminal Minds	Hogan's Heroes	Penn & Teller	Undercover Boss
CSI: Crime Scene Investigation	The Honeymooners	Perry Mason	
CSI: Miami	Hot in Cleveland	Queer as Folk	
CSI: New York	I Love Lucy	Rawhide	

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

CBS Interactive

	Global Unique Monthly Visitors ⁽¹⁾	Global Reach ⁽²⁾	Global Rank ⁽³⁾
CBS Interactive Web Sites	296 Million	16%	#12

(1) Source: comScore Media Metrix. Monthly average of global unique visitors for the first quarter of 2015.

(2) Source: comScore Media Metrix. Monthly average of global reach for the first quarter of 2015.

(3) Ranking based on the comScore Media Metrix worldwide figure for CBS Interactive web sites' unique monthly visitors of 298.4 million for March 2015.

CBS Interactive Web Sites

CBS.com
 CBSNews.com
 CBSSports.com
 CBS College Sports Network
 CHOW
 CNET
 ComicVine
 Download
 GameFAQs
 GameSpot
 Giant Bomb
 Last.fm
 MaxPreps

Metacritic
 mySimon
 onGamers
 OnlyLady
 SmartPlanet
 Tech Republic
 TV.com
 TVGuide.com
 UrbanBaby
 XCar
 ZDNet
 Zol.com

CBS Audience Network Distribution Partners

Comcast Xfinity
 AT&T
 Dish
 YouTube
 DirecTV
 Yahoo
 TV Guide
 Roku
 Mefedia
 Dailymotion

STATISTICAL INFORMATION

First Quarter 2015 – Continued

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

CBS SPORTS NETWORK Online Partners as of April 16, 2015

Colleges/Universities

Air Force • goairforcefalcons.com
UAB • uabsports.com
Alabama • rolltide.com
Auburn • auburntigers.com
Ballup • ballup.com
Baylor • bayorbears.com
Boise State • broncosports.com
Boston College • bceagles.com
Boston University • goterriers.com
Central Michigan • cmuchippewas.com
Cincinnati • gobearcats.com
Coastal Carolina • gooccusports.com
Colorado State • csurams.com
Connecticut • uconnhuskies.com
DePaul • depaulbluedemons.com
Denver • denverpioneers.com
Duquesne • goduquesne.com
East Carolina • ecupirates.com
Elizabeth City • ecsuvikings.com
Fayetteville State • fsuBroncos.com
Florida Atlantic • fausports.com
Fresno State • gobulldogs.com
George Washington • gwsports.com
Georgetown • guhoyas.com
Georgia • georgiadogs.com
Georgia Tech • ramblinwreck.com
Houston • uhcougars.com
IUC • uicflames.com
Iowa • hawkeyesports.com
Johns Hopkins • hopkinssports.com
Kansas State • kstatesports.com
Kentucky • ukathletics.com
Lafayette • goleopards.com
Lamar • lamarcardinals.com
Long Beach State • longbeachstate.com
Louisiana Tech • latechsports.com
Louisville • gocards.com
Loyola (MD) • loyolagreyhounds.com
Loyola Marymount • lmulions.com
Loyola Chicago • loyolaramblers.com
Marquette • gomarquette.com
Marshall • herdzone.com
Maryland-Eastern Shore • umeshawks.com
Massachusetts • umassathletics.com
Miami OH • muredhawks.com
Michigan State • msuspartans.com
Michigan • mgoblue.com
Minnesota • gophersports.com
Mississippi • olemisssports.com
Missouri • mutigers.com

Missouri State • missouristatebears.com
Montana • gogrizz.com
Navy • navysports.com
UNLV • unlvrebels.com
Nevada • nevadawolfpack.com
Northern Illinois • niuhuskies.com
North Texas • meangreensports.com
Notre Dame • und.com
Oakland (MI) • ougrizzlies.com
Ohio • ohioBobcats.com
Ohio State • ohioStateBuckeyes.com
Penn State • gopsusports.com
Pepperdine • pepperdinesports.com
Pittsburgh • pittsburghpanthers.com
Providence • friars.com
Purdue • purduesports.com
Rice • riceowls.com
Rutgers • scarletknights.com
St. John's • redstormsports.com
San Diego • usdtoreros.com
San Diego State • goaztecs.com
San Jose State • sjsuspartans.com
Seton Hall • shupirates.com
Siena • sienasaints.com
South Carolina • gamecocksonline.com
Southern California • usctrojans.com
Southern Illinois • siusalukis.com
SMU • smumustangs.com
Southern Miss • southernmiss.com
Stephen F. Austin • sfajacks.com
Stony Brook • goseawolves.org
Tennessee – utsports.com & utladyvols.com
UC Davis • ucdavisaggies.com
UCF • ucathletics.com
USC • usctrojans.com
UT Arlington • utamavs.com
UTEP • utepathletics.com
TCU • gofrogs.com
Texas Tech • texastech.com
Tulane • tulaneGreenwave.com
Utah • utahutes.com
Vanderbilt • vucommoadores.com
Villanova • villanova.com
Virginia • virginiasports.com
Wake Forest • wakeforestsports.com
Western Carolina • catamountsports.com
Western Kentucky • wkusports.com
Western Washington • wwwvikings.com
Wyoming • wyomingathletics.com
Xavier • goxavier.com

Conferences/Associations

Big Ten Conference • bigten.org
Conference USA • conferenceusa.com
Mountain Pacific Sports Federation • mpsfsports.com
NACDA • nacda.com
Patriot League • patriotleague.com
USA Water Polo • usawaterpolo.org
West Coast Conference • wccsports.com
Western Wrestling Conference • westernwrestlingconference.com

Affiliates

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