



KING-TV 5

King5 News has shown dramatic growth year to year. {Adults 25-54}

<u>Book</u>	<u>% Increase</u>
Nov '03-04	+75%
Feb '03-04	+33%
May '03-'04	+20%
July '03-04	+17%
	+50%

Source: Nielsen Share growth analysis yr-yr



Click to see Quicktime News Sample

KING Late News is the #2 coming Late News in Seattle (000's)

<u>Station</u>	Unduplicated Weekly Cume (000's)	Avg. Daily HH (000's)	% Unduplicated Nightly	% Duplicated Nightly
KING5	400	88	91%	9%
KOMO	614	235	52%	48%
KIRO	368	110	67%	33%
KSTW	349	91	77%	23%

Source: Nielsen May '99 Cume Study

KING News is the most Upscale Late News in the Seattle Market

<u>Criteria</u>	<u>Index</u>	<u>Rank</u>	<u>Criteria</u>	<u>Index</u>	<u>Rank</u>	<u>Criteria</u>	<u>Index</u>	<u>Rank</u>
College Grad	115	#1	HH Uses Am Ex	115	#1	Owens Computer	105	#1 tie
Post Grad	134	#1	Home Value \$350k	131	#1	Owens Cell Phone	122	#1
Executive	119	#1	HH has Investment	131	#2	Owens 2+ Vehicles	123	#1

Source: Scarborough