

**WB2 News at Nine is the fastest growing News in Denver and is a great foundation for the launch of WB2day.**



**WB2 News has shown dramatic growth year to year. {Adults 25-54}**

<u>Book</u>	<u>Book</u>	<u>% Increase</u>
Oct '97	Oct '98	+75%
Nov '97	Nov '98	+33%
Feb '98	Feb '99	+20%
May '98	May '99	+17%
July '98	July '99	+50%

Source: Nielsen Share growth analysis year to year

**WB2 Late News is the #2 coming Late News in Denver (000's)**

<u>Station</u>	Unduplicated Weekly Cume (000's)	Avg. Daily HH (000's)	% Unduplicated Nightly	% Duplicated Nightly
<b>KWGN</b>	<b>400</b>	<b>88</b>	<b>91%</b>	<b>9%</b>
KUSA	614	235	52%	48%
KCNC	368	110	67%	33%
KMGH	349	91	77%	23%

Source: Nielsen May '99 Cume Study

**WB2 News is the most Upscale Late News in the Denver 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	Owns Computer	105	#1 tie
Post Grad	134	#1	Home Value \$350k	131	#1	Owns Cell Phone	122	#1
Executive	119	#1	HH has Investment	131	#2	Owns 2+ Vehicles	123	#1

Source: Scarborough