NATIONAL CABLE INFOMERCIAL DETAIL

SAMPLE REPORT - TOTAL AIRINGS BY MONTH BETWEEN JANUARY 2007 AND JANUARY 2008

YEAR	MONTH	GRID TITLE	TOTAL MEDIA	TOTAL AIRS
2007	January	SAMPLE REPORT	$1,222,585	318
2007	February	SAMPLE REPORT	$1,459,085	378
2007	March	SAMPLE REPORT	$2,081,120	524
		TOTAL	**$4,762,790**	**1,220**
2007	April	SAMPLE REPORT	$1,652,055	423
2007	May	SAMPLE REPORT	$1,938,210	432
2007	June	SAMPLE REPORT	$2,683,095	583
		TOTAL	**$6,273,360**	**1,438**
2007	July	SAMPLE REPORT	$2,081,085	482
2007	August	SAMPLE REPORT	$2,215,870	484
2007	September	SAMPLE REPORT	$2,513,315	536
		TOTAL	**$6,810,270**	**1,502**
2007	October	SAMPLE REPORT	$2,134,915	415
2007	November	SAMPLE REPORT	$1,919,755	415
2007	December	SAMPLE REPORT	$2,350,145	508
		TOTAL	**$6,404,815**	**1,338**
2008	January	SAMPLE REPORT	$1,924,915	340
		TOTAL	**$1,924,915**	**340**
		GRAND TOTAL	**$26,176,150**	**5,838**

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NATIONAL CABLE AIRINGS SCHEDULE

SAMPLE REPORT - FROM AUGUST 20, 2007 TO DECEMBER 21, 2007 - 52 AIRINGS DETECTED

AIR DATE	TIME / EST	NETWORK	GRID TITLE	MEDIA COST
Saturday 12/01/07	4:30 AM	Home & Garden Television	SAMPLE	$13,370.00
Saturday 12/01/07	4:30 AM	The Discovery Channel	SAMPLE	$6,700.00
Saturday 12/01/07	7:00 AM	Courtroom Television	SAMPLE	$13,000.00
Saturday 12/01/07	7:00 AM	SpikeTV	SAMPLE	$19,300.00
Sunday 12/02/07	6:00 AM	Versus	SAMPLE	$5,000.00
Monday 12/03/07	3:00 AM	FitTV	SAMPLE	$1,000.00
Monday 12/03/07	5:00 AM	TV Food Network	SAMPLE	$5,000.00
Monday 12/03/07	8:00 AM	ION Television	SAMPLE	$675.00
Tuesday 12/04/07	8:30 AM	G4techTV	SAMPLE	$5,000.00
Tuesday 12/04/07	5:00 PM	ION Television	SAMPLE	$500.00
Wednesday 12/05/07	4:30 AM	Style Network	SAMPLE	$2,000.00
Wednesday 12/05/07	4:30 AM	The Learning Channel	SAMPLE	$4,600.00
Wednesday 12/05/07	6:30 AM	Game Show Network	SAMPLE	$2,200.00
Thursday 12/06/07	1:00 PM	The Golf Channel	SAMPLE	$13,995.00
Friday 12/07/07	3:00 AM	FX Network	SAMPLE	$6,250.00
Friday 12/07/07	5:00 AM	YES Network	SAMPLE	$500.00
Friday 12/07/07	6:30 AM	Bravo	SAMPLE	$6,500.00
Saturday 12/08/07	4:00 AM	Hallmark Channel	SAMPLE	$5,500.00
Saturday 12/08/07	5:00 AM	The Learning Channel	SAMPLE	$4,300.00
Sunday 12/09/07	5:00 AM	FX Network	SAMPLE	$6,250.00
Sunday 12/09/07	5:00 AM	The Learning Channel	SAMPLE	$4,300.00
Sunday 12/09/07	6:30 AM	CNBC	SAMPLE	$8,000.00
Sunday 12/09/07	9:30 AM	Courtroom Television	SAMPLE	$28,000.00
Sunday 12/09/07	11:00 AM	CNBC	SAMPLE	$45,000.00
Monday 12/10/07	3:30 AM	Lifetime Television	SAMPLE	$7,000.00
Tuesday 12/11/07	5:00 AM	Style Network	SAMPLE	$1,800.00
Tuesday 12/11/07	5:00 AM	YES Network	SAMPLE	$500.00
Tuesday 12/11/07	6:30 AM	Game Show Network	SAMPLE	$2,200.00
Tuesday 12/11/07	8:00 AM	Versus	SAMPLE	$6,000.00
Tuesday 12/11/07	10:00 AM	ION Television	SAMPLE	$750.00
Wednesday 12/12/07	5:00 AM	YES Network	SAMPLE	$500.00
Thursday 12/13/07	3:30 AM	ION Television	SAMPLE	$675.00
Thursday 12/13/07	7:30 AM	Game Show Network	SAMPLE	$3,000.00
Saturday 12/15/07	4:00 AM	Hallmark Channel	SAMPLE	$5,500.00
Sunday 12/16/07	4:30 AM	The Learning Channel	SAMPLE	$5,000.00
Sunday 12/16/07	5:00 AM	YES Network	SAMPLE	$500.00
Sunday 12/16/07	6:00 AM	Versus	SAMPLE	$5,000.00
Sunday 12/16/07	9:00 AM	The Golf Channel	SAMPLE	$20,535.00
Sunday 12/16/07	10:00 AM	Courtroom Television	SAMPLE	$29,000.00
Monday 12/17/07	4:00 AM	Lifetime Television	SAMPLE	$6,000.00
Tuesday 12/18/07	2:30 AM	FX Network	SAMPLE	$6,250.00
Tuesday 12/18/07	4:30 AM	Game Show Network	SAMPLE	$1,500.00
Tuesday 12/18/07	4:30 AM	The Discovery Channel	SAMPLE	$5,400.00
Tuesday 12/18/07	7:00 AM	Comedy Central	SAMPLE	$11,600.00
Tuesday 12/18/07	12:00 PM	The Golf Channel	SAMPLE	$13,995.00
Wednesday 12/19/07	4:00 AM	Hallmark Channel	SAMPLE	$5,500.00
Wednesday 12/19/07	12:30 PM	The Golf Channel	SAMPLE	$13,995.00
Thursday 12/20/07	3:00 AM	The Discovery Channel	SAMPLE	$8,900.00
Thursday 12/20/07	6:00 AM	FOX Reality	SAMPLE	$850.00
Thursday 12/20/07	5:00 PM	The Golf Channel	SAMPLE	$14,415.00
Friday 12/21/07	4:00 AM	Lifetime Television	SAMPLE	$6,000.00
Friday 12/21/07	5:00 AM	TV Guide	SAMPLE	$3,500.00
			TOTAL MEDIA	**$392,805.00**

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NATIONAL CABLE AIRINGS DETAIL - SAMPLE - MARCH 1, 2007 AND JANUARY 20, 2008

IMS	12:00 AM	12:30 AM	1:00 AM	1:30 AM	2:00 AM	2:30 AM	3:00 AM	3:30 AM	4:00 AM	4:30 AM	5:00 AM	5:30 AM	6:00 AM	6:30 AM	7:00 AM	7:30 AM	8:00 AM	8:30 AM	9:00 AM	9:30 AM	10:00 AM	10:30 AM	11:00 AM	11:30 AM	12:00 PM	12:30 PM	1:00 PM	1:30 PM	2:00 PM	2:30 PM	3:00 PM	3:30 PM	4:00 PM	4:30 PM	5:00 PM	5:30 PM	6:00 PM	6:30 PM	7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM	11:00 PM	11:30 PM	TOTAL
ACC	21	18	20	18	15	10	23	23	15	13	10	17	9	15	14	15	26	20	10	13	17	18	19	15	15	19	18	18	14	10	30	14	22	14	19	12	13	26	13	18	26	14	11	15	17	18	21	16	807
PIN	10	2	8	2	1		4	2	11	6	5	3	44	5	56	41	2	44	4	8	8	39	9	7	39	4	4	41	4	39	7	2	3	42	5	4	44	6	1	43		12	37	2	5	38	9	37	749
LIFE					24	31			5	14	42	54	24	25			30	38	2	1																													290
TVG					4	11	3	14	1	2	67	37	1	11	27	12	11	22	2	10	19	5																											259
CRT										19	6	72	25	44	8	9	4	6	37	1	1			2																									234
i		2	15		2					1	11	1	2	3	1	11			4	5	27	40	8	4	1	1	35	24	11	1	1	3	2		8													1	225
INSP		16	13		9	3	2	41		5	9		2												1	28		1	11	36	13	1		1				4											196
GSN									40	35	6	5	30	18	27	5	16	3																															185
HALL							4	20	45	70		7	12	9		3																																	170
WE											1	31	15	47	2	21	11	9	1	10																													148
CNBC					4	3	2	28											1		26	5				48			1	1																			119
FAM						3	8	8	30	4	45		6	13																																			117
B&F														2	3	7	1			35	9	12	16	1		6				2	7			2	1			1		4	1	5							115
WGN							4	3				64	1			2	3	4		1	1	3	9	15	2																								112
SCI									1	18	10	2	36	12	8	5																																	92
STYLE							1	11	21	15	4	29																																					81
OXY							14	2	23	27	2	1	5		4																																		78
G4TECH											8	10	4	17	7	14	7	8																															75
A&E											10	29	22	3	1																																		65
TFN											3	14	24	18	4		1	1																															65
FIT					9	2	2		9	16	11	15																																					64
HGTV									23		4	2	4	22																																			55
GEO										19		1	12	22																																			54
FUSE														2	8	18	5	6	4	1	1	1																											46
TRV							4	15	2		3		4	6	6	1																																	41
DIY							2	1		1	3		23	8																																			38
HIS									3	7	16	11																																					37
USA									1	10	7	17																																					35
COM									3		1	1	21	1																																			27
BRV											1		1		7		1	1	6	2	3	4																											26
CMT									1	16	6	3																																					26
TDC								7	8				5		4	1																																	25
TLC							5	3	9		4																																						21
OUT									2	3	3	4														1			2			2																		17
VS													3	4	4				2		1			3																										17
SPIKE												10			3		2																																	15
FX										1	2		1																																					4
E!										2	1																																							3
YES												1																																						1
TOTAL	31	38	56	20	68	63	78	178	253	304	301	441	336	307	194	165	120	162	73	87	113	127	61	47	58	107	57	84	43	89	58	22	27	59	33	16	57	37	14	65	27	31	48	17	22	56	30	54	4,734

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