

## KRON 4 Gains in Every Daypart!

|                           | <u>Nov '03</u> | <u>Nov '02</u> | <u>% Increase</u> |
|---------------------------|----------------|----------------|-------------------|
| <b>Morning News</b>       |                |                |                   |
| KRON 4 Morning News, 7am  | 1.7/7          | 1.4/6          | +21%/+17%         |
| KRON 4 News Sat 8am       | 4.4/13         | 3.7/12         | +19%/+8%          |
| KRON 4 News Sun 8am       | 3.2/10         | 2.3/7          | +39%/+43%         |
| <b>Daytime</b>            |                |                |                   |
| Dr. Phil, M-F 9am         | 1.9/8          | 1.1/5          | +73%/+60%         |
| Henry's Garden, Sat 10am  | 3.0/9          | 2.0/7          | +50%/+29%         |
| Latin Eyes, Sun 10am      | 1.3/3          | 0.9/3          | +44%/flat         |
| <b>Afternoon</b>          |                |                |                   |
| Judge Joe 3pm             | 1.9/7          | 1.2/5          | +58%/+40%         |
| Judge Judy 3:30pm         | 3.0/10         | 2.3/8          | +30%/+25%         |
| <b>Early News</b>         |                |                |                   |
| KRON 4 News @ 5pm         | 4.3/10         | 4.0/10         | +8%/flat          |
| KRON 4 News @ 5:30pm      | 3.5/7          | 2.9/6          | +21%/+17%         |
| <b>Access</b>             |                |                |                   |
| Inside Edition 7pm        | 3.2/6          | 2.4/4          | +33%/+50%         |
| ET 7:30pm                 | 5.6/9          | 4.9/9          | +14%/flat         |
| <b>Prime</b>              |                |                |                   |
| M-F Prime                 | 4.9/8          | 4.1/7          | +20%/+14%         |
| M-Su Prime                | 4.0/7          | 3.2/6          | +25%/+17%         |
| Dr. Phil 8pm              | 7.1/11         | 5.6/9          | +27%/+22%         |
| KRON 4 News @ 9, M-F      | 5.1/8          | 4.4/7          | +16%/+14%         |
| KRON 4 News @ 9, Sun      | 2.9/4          | 1.2/2          | +142%/+100%       |
| Sat. Prime Movie          | 2.5/5          | 1.7/3          | +47%/+67%         |
| Inside Edition Sun 9:30pm | 2.4/4          | 1.2/2          | +100%/+100%       |
| <b>Late Fringe</b>        |                |                |                   |
| Elimidate 11:30pm         | 1.9/6          | 1.5/5          | +27%/+20%         |
| Elimidate 12m             | 1.7/6          | 1.3/6          | +31%/flat         |

Note: November '02 may reflect time period actuals

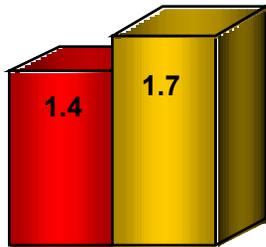
Source: Nielsen Media Research, November '03

For more information, call KRON 4 Sales at (415) 561-8601 Represented Nationally by Adam Young, Inc.

## KRON 4 Morning News Programs Post Steady Growth Year to Year

*Take a look at the success of KRON 4's morning news :*

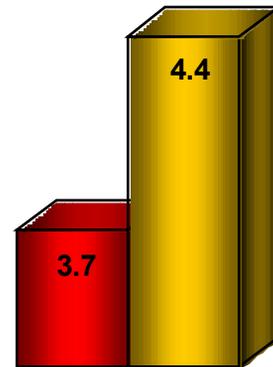
### KRON 4 Morning News, 7-9a:



■ Nov. '02   ■ Nov. '03

- ✓ Gained one share point book to book
- ✓ Increased 21% in rating and 17% in share year to year.

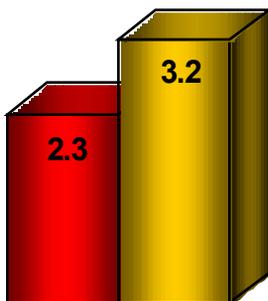
### KRON 4 Morning News Saturday :



■ Nov. '02   ■ Nov. '03

- ✓ #1 Saturday morning newscast
- ✓ Increased 19% in rating and 8% in share year to year.

### KRON 4 Morning News Sunday:



■ Nov. '02   ■ Nov. '03

- ✓ #1 Sunday morning newscast
- ✓ Increased 39% in rating and 43% in share year to year

### KRON 4's Morning News

- ✓ Mon-Fri
- ✓ Saturday
- ✓ Sunday



### The Growing Choice for Bay Area Viewers

# Bay Area Viewers Spend the Afternoon with KRON 4

*KRON 4 scores 3 out of the top 5 programs 3-5pm:*

|   |                                | <u>Nov. '03 HH Rtg</u> |
|---|--------------------------------|------------------------|
|   | KGO Oprah                      | 5.5                    |
| ➔ | <b>KRON Judge Judy (4:30p)</b> | <b>3.1</b>             |
| ➔ | <b>KRON Judge Judy (3:30p)</b> | <b>3.0</b>             |
| ➔ | <b>KRON KRON 4 News at 4</b>   | <b>2.9</b>             |
|   | KGO Wayne Brady                | 2.5                    |
|   | KGO Ellen                      | 2.5                    |
|   | KNTV Days of Our Lives         | 2.5                    |
|   | KPIX People's Court            | 2.2                    |
| ➔ | <b>KRON Judge Joe (3p)</b>     | <b>1.9</b>             |
|   | KTVU Montel Williams           | 1.4                    |
|   | KTVU Ricki Lake                | 1.3                    |
|   | KTVU Sharon Osbourne           | 1.1                    |
|   | KPIX Living with Ali & Jack    | 0.9                    |



Up 0.7 rating points and two share points year to year at 3:30pm!



Increased the 3-3:30p time period delivery by 2 share points year to year!

# KRON 4 News @ 5pm Ranks #2 in the Bay Area

*KRON 4 at 5p & 5:30p beats both KPIX and KNTV:*

| <u>M-F 5-6pm Local News averages</u> |                               | <u>Nov. '03 HH</u> |              |
|--------------------------------------|-------------------------------|--------------------|--------------|
|                                      |                               | <u>Rtg</u>         | <u>Share</u> |
|                                      | KGO ABC7 News 5p              | 6.5                | 16           |
| ➔                                    | <b>KRON KRON 4 News at 5p</b> | <b>4.3</b>         | <b>10</b>    |
|                                      | <b>KRON KRON 4 News 5:30p</b> | <b>3.5</b>         | <b>7</b>     |
| ➔                                    | KPIX CBS 5 Eye-News 5p        | 3.5                | 8            |
|                                      | KNTV NBC11 News at 5          | 2.7                | 7            |

*The station that brings viewers the most local early evening news is quickly becoming the one to beat!*

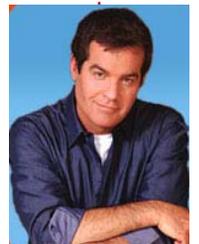
- KRON 4 News at 4: 2.9 rating -- **up 0.8 points** from Oct
- KRON 4 News at 5: 4.3 rating -- **up 1.1 points** from Oct
- KRON 4 News at 5:30: 3.5 rating – **up 1.0 points** from Oct
- KRON 4 News at 6: 2.8 rating – **up 0.6 points** from Oct



# “ET” beats KTVU, KPIX, KNTV, KBHK, KBWB and KICU in Access

*ET more than doubles the delivery of similarly-themed “Extra”*

|   | <u>M-F 6-8pm Program averages</u> | <u>Nov. '03<br/>HH Rating</u> |
|---|-----------------------------------|-------------------------------|
|  | <b>KRON ET</b>                    | <b>5.6</b>                    |
|   | KTVU Friends (7p)                 | 4.2                           |
|   | KTVU Seinfeld                     | 4.2                           |
|   | KPIX Hollywood Squares            | 3.8                           |
|   | KBHK Simpson's (7:30p)            | 3.5                           |
|   | KTVU Friends (6:30p)              | 3.3                           |
|   | <b>KRON Inside Edition</b>        | <b>3.2</b>                    |
|   | KPIX Evening Magazine             | 3.0                           |
|   | KNTV Access Hollywood             | 2.7                           |
|   | KICU That 70's Show (7:30p)       | 2.6                           |
|   | KBHK Raymond (7p)                 | 2.5                           |
|   | KNTV Extra                        | 2.4                           |
|   | KBHK Raymond (6p)                 | 2.0                           |
|   | KBHK King of Queens               | 1.8                           |
|   | KICU That 70's Show (7p)          | 1.7                           |
|   | KBWB King of the Hill (7p)        | 1.1                           |
|   | KICU Just Shoot Me (6-7p)         | 1.0                           |
|   | KBWB Dharma & Greg (7:30p)        | 0.8                           |
|   | KBWB Dharma & Greg (6p)           | 0.8                           |
|   | KBWB King of the Hill (6:30p)     | 0.7                           |



# Year-to-Year, KRON 4 shows the strongest growth in Prime

*Take a look at this primetime success story:*

## Monday - Sunday

|   | Nov. '03   |          | Nov. '02   |          | % Difference |             |
|---|------------|----------|------------|----------|--------------|-------------|
|   | Rtg        | Shr      | Rtg        | Shr      | Rtg          | Shr         |
|  <b>KRON</b> | <b>4.0</b> | <b>7</b> | <b>3.2</b> | <b>6</b> | <b>+25%</b>  | <b>+17%</b> |
| KPIX  | 9.0        | 15       | 7.6        | 13       | +18%         | +15%        |
| KNTV  | 6.9        | 11       | 6.4        | 11       | +8%          | 0%          |
| KGO   | 6.3        | 10       | 6.7        | 11       | -6%          | -9%         |
| KTVU  | 4.5        | 7        | 5.5        | 9        | -18%         | -22%        |
| KBWB  | 2.0        | 3        | 2.4        | 4        | -17%         | -25%        |
| KBHK  | 1.6        | 3        | 2.3        | 4        | -30%         | -25%        |

Primetime: KRON, KGO, KNTV, KPIX M-Sa 8-11p, Sun 7-11p  
KBHK, KTVU, KBWB M-Sa 8-10p, Sun 7-10p

## Monday - Friday

|   | Nov. '03   |          | Nov. '02   |          | % Difference |             |
|---|------------|----------|------------|----------|--------------|-------------|
|   | Rtg        | Shr      | Rtg        | Shr      | Rtg          | Shr         |
|  <b>KRON</b> | <b>4.9</b> | <b>8</b> | <b>4.1</b> | <b>7</b> | <b>+20%</b>  | <b>+14%</b> |
| KPIX  | 9.2        | 15       | 7.8        | 13       | +18%         | +15%        |
| KNTV  | 7.6        | 12       | 7.2        | 12       | +6%          | 0%          |
| KGO   | 7.3        | 12       | 7.3        | 12       | 0%           | 0%          |
| KTVU  | 4.1        | 6        | 4.7        | 8        | -13%         | -25%        |
| KBWB  | 2.3        | 4        | 2.7        | 4        | -15%         | 0%          |
| KBHK  | 1.9        | 3        | 2.6        | 4        | -27%         | -25%        |

Primetime: KRON, KGO, KNTV, KPIX MF 8-11p & KBHK, KTVU, KBWB MF 8-10pm

## Dr. Phil Beats Many Network Prime Programs

*Including everything on KBHK, KBWB and KICU!*



**KRON Dr. Phil M-F 8-9pm**

**7.1**

### Monday

|      |                   |     |
|------|-------------------|-----|
| KGO  | Monday Night Live | 6.8 |
| KNTV | Average Joe       | 6.1 |
| KTVU | Joe Millionaire   | 5.5 |
| KGO  | Primetime         | 5.4 |
| KNTV | Fear Factor       | 5.4 |
| KPIX | Still Standing    | 5.2 |
| KPIX | Yes Dear          | 4.1 |

### Tuesday

|      |                    |     |
|------|--------------------|-----|
| KPIX | Judging Amy        | 6.8 |
| KGO  | NYPD Blue          | 6.6 |
| KGO  | Less than Perfect  | 5.2 |
| KGO  | According to Jim   | 5.1 |
| KNTV | Whoopi             | 4.6 |
| KGO  | I'm with Her       | 4.4 |
| KNTV | Happy Family       | 4.2 |
| KNTV | Good Morning Miami | 3.6 |

### Wednesday

|      |                   |     |
|------|-------------------|-----|
| KPIX | King of Queens    | 7.0 |
| KNTV | Ed                | 5.2 |
| KGO  | Karen Sisco       | 5.1 |
| KTVU | That 70's Show    | 5.1 |
| KPIX | Becker            | 4.7 |
| KGO  | My Wife & Kids    | 4.4 |
| KGO  | It's All Relative | 4.1 |
| KTVU | The O.C.          | 4.1 |

### Thursday

|      |                  |     |
|------|------------------|-----|
| KGO  | Extreme Makeover | 6.6 |
| KGO  | Primetime        | 6.0 |
| KGO  | Threat Matrix    | 4.4 |
| KTVU | Tru Calling      | 1.7 |

### Friday

|      |                       |     |
|------|-----------------------|-----|
| KNTV | 3rd Watch             | 5.8 |
| KNTV | Dateline              | 5.5 |
| KGO  | Hope and Faith        | 5.4 |
| KGO  | George Lopez          | 4.6 |
| KGO  | Life with Bonnie      | 4.3 |
| KPIX | Handler               | 4.3 |
| KTVU | Boston Public         | 4.1 |
| KNTV | Miss Match            | 4.0 |
| KGO  | Married to the Kellys | 3.2 |
| KTVU | Wanda at Large        | 1.9 |

### Saturday

|      |                       |     |
|------|-----------------------|-----|
| KPIX | Hack                  | 5.7 |
| KPIX | District              | 5.6 |
| KPIX | 48 Hours Investigates | 5.3 |
| KTVU | America's Most Want   | 4.5 |
| KTVU | Cops 8:30p            | 3.9 |
| KGO  | Disney Movie          | 3.1 |
| KGO  | L.A. Dragnet          | 3.0 |

### Sunday

|      |                       |     |
|------|-----------------------|-----|
| KTVU | Malcolm in the Middle | 6.6 |
| KGO  | Alias                 | 6.4 |
| KTVU | Arrested Development  | 5.9 |
| KGO  | Practice              | 5.7 |
| KGO  | Amer Funniest Videos  | 4.2 |
| KNTV | American Dreams       | 4.0 |
| KTVU | King of the Hill      | 4.0 |
| KNTV | Dateline              | 3.8 |
| KGO  | 10-8                  | 3.7 |

### Specials

|      |                     |     |
|------|---------------------|-----|
| KGO  | American Music Awds | 6.8 |
| KTVU | Amer Idol Xmas      | 6.8 |
| KPX  | CMA Awards          | 5.7 |
| KPIX | Victoria's Secret   | 5.5 |
| KGO  | Brittany Spears     | 3.9 |
| KNTV | Shania Twain        | 3.8 |

# KRON

The Bay Area's News Station



# research

## KRON 4 News at 9pm and 11pm A Powerful Late News Combo

*With minimal duplication, KRON's 9pm and 11pm newscasts can maximize your Late News reach.*

### Monday - Friday

### HH Rtg



|             |                                    |            |
|-------------|------------------------------------|------------|
| <b>KRON</b> | <b>KRON 4 News at 9p &amp; 11p</b> | <b>7.2</b> |
| KTVU        | 10 O'clock News                    | 6.3        |
| KGO         | ABC7 News at 11pm                  | 5.4        |
| KPIX        | CH5 Eyewitness News - 11pm         | 5.4        |
| KNTV        | NBC11 News Bay - 11pm              | 5.2        |



On an average night:

- ✓ KRON 4's Late News Combo reaches 37% of the late News market.
- ✓ 22% of the Late News viewing households in the market **only** watch KRON 4 News at 9pm or 11pm.

Source: Nielsen, Meter Only-Only-Both Study  
Monday - Friday Avg, 3/10/03 - 3/14/03

**KRON**

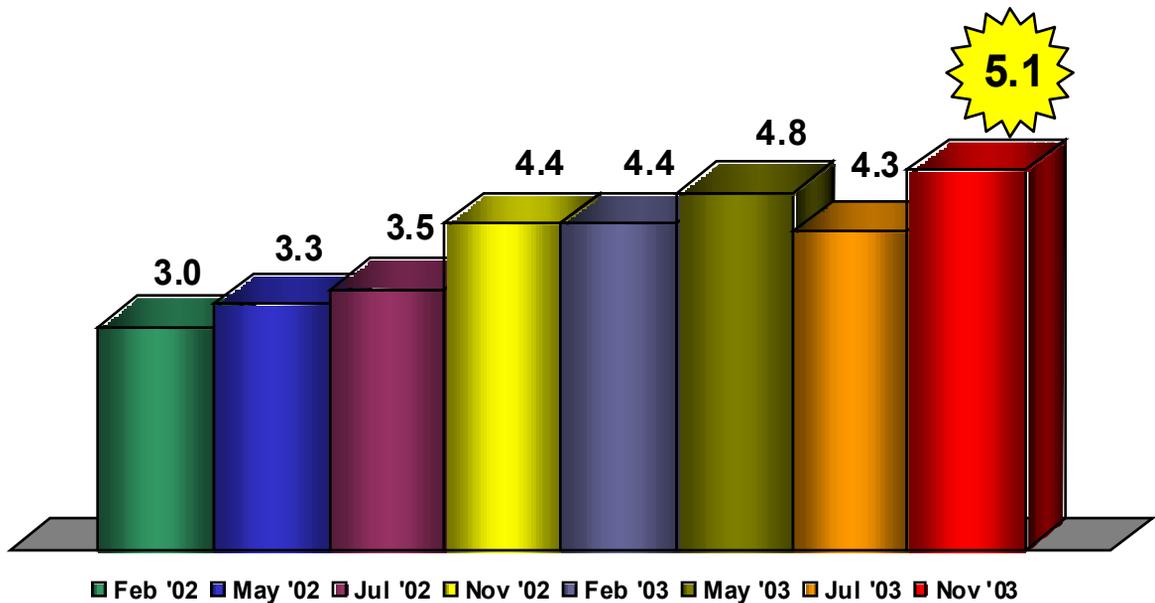
The Bay Area's News Station



*research*

# KRON 4 News at 9pm Delivers its Highest Ratings Yet!

*The November sweep proved to be the strongest since  
KRON 4 News at 9 launched in January 2002*



**Look for KRON 4's 9pm News to continue to be the  
growing choice for Bay Area viewers!**

Source: Nielsen Media Research, November '03

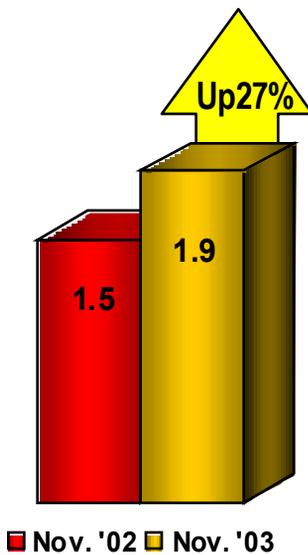
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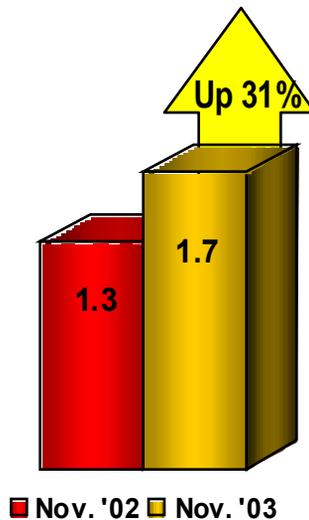
## The Bay Area Stays Up Late with KRON 4

*KRON 4's late fringe programming is up or holding year to year, showing significant time period increases*

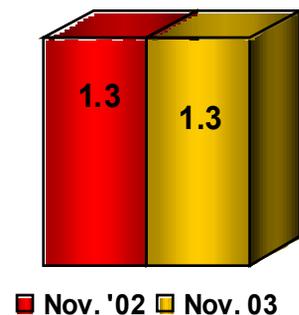
Elimidate, 11:30p:



Elimidate, 12 Mid:



ET Repeat, 12:30a:



### KRON 4

## The late night choice for Bay Area Viewers

**KRON**

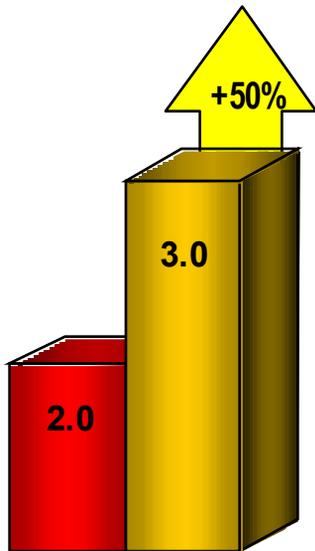
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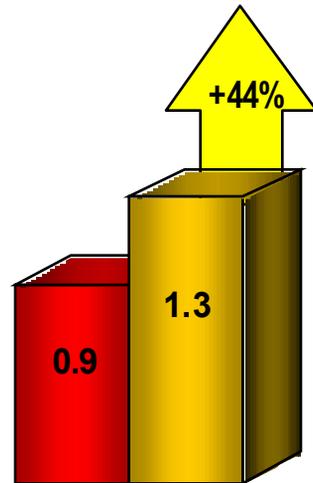
research

# The Bay Area Chooses KRON 4's Local Programs

*Henry's Garden and Latin Eyes show significant year to year growth among households:*



■ Nov. '02 ■ Nov. '03



■ Nov. '02 ■ Nov. '03

**For quality local programs that are a hit with viewers, choose KRON 4**

Source: Nielsen Media Research, November '03

For more information, call KRON 4 Sales at (415) 561-8601 Represented Nationally by Adam Young, Inc.