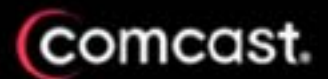


Charlie Thurston

President, Advertising Sales

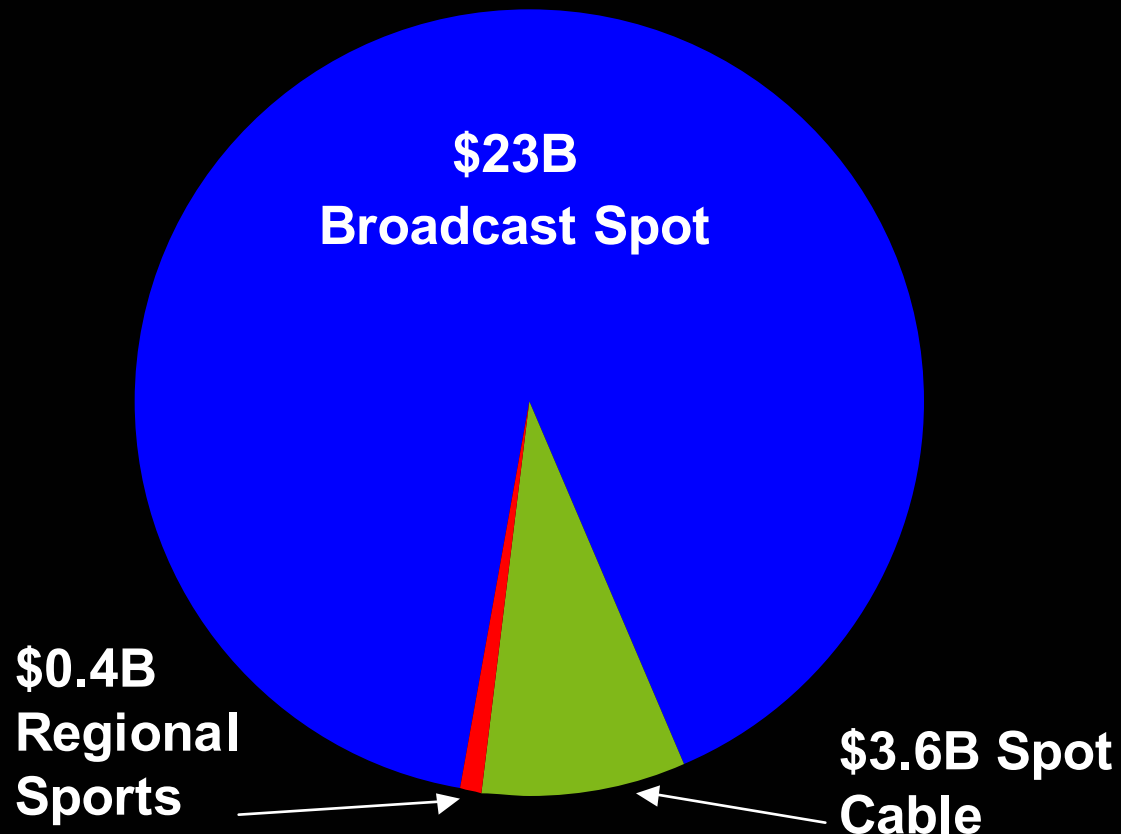


2001 Owned and Operated Television Groups

| Group | Revenue (billions) | Top 20 Mkts | Top 125 Mkts | %TV HH's | Viewing Share |
|--|--------------------|-------------|--------------|----------|---------------|
|  FOX | \$1.92 | 16 | 27 | 41% | 8 |
|  CBS (Viacom) | \$1.88 | 18 | 29 | 40% | 12 |
|  (GE) | \$1.65 | 7 | 13 | 27% | 11 |
|  (Disney) | \$1.29 | 6 | 10 | 24% | 11 |
|  comcast | \$0.90 | 18 | 63 | 25% | 34 |

2002 Spot TV Dollars

2002: \$27 Billion

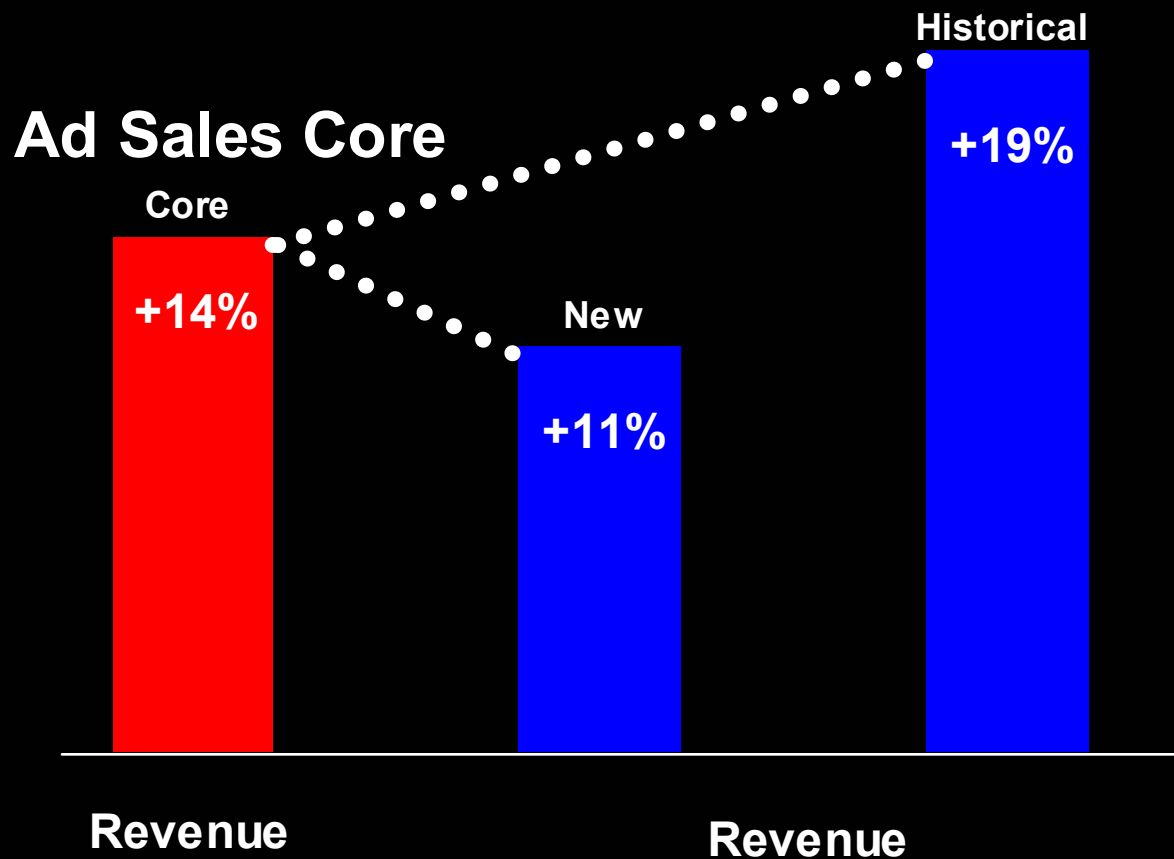


Ad Sales: 1Q03 vs. 1Q02

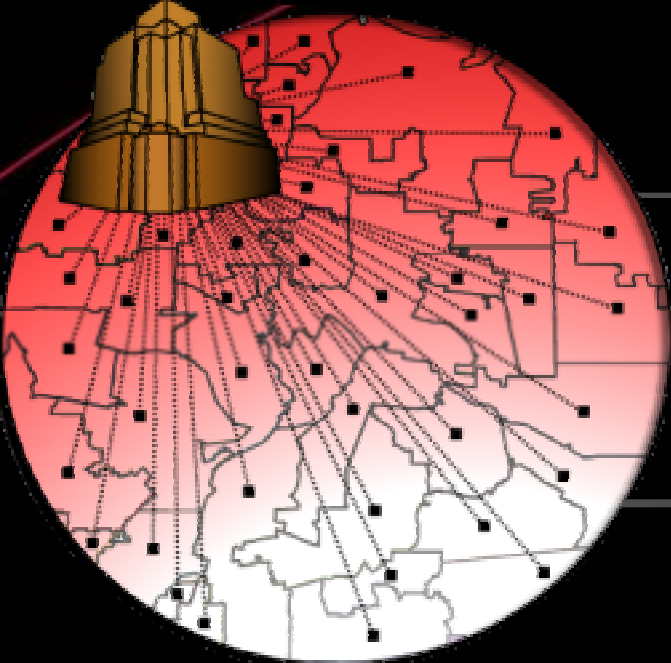
| | 1Q03 | 1Q02 | % Change |
|------------------------|--------------|--------------|------------|
| Local | \$112 | \$108 | +4% |
| Regional / National | \$ 95 | \$ 74 | +28% |
| Other | \$ 27 | \$ 34 | -21% |
| As Reported | \$234 | \$216 | +8% |

1st Quarter 2003

New vs. Historical



Commercial Distribution



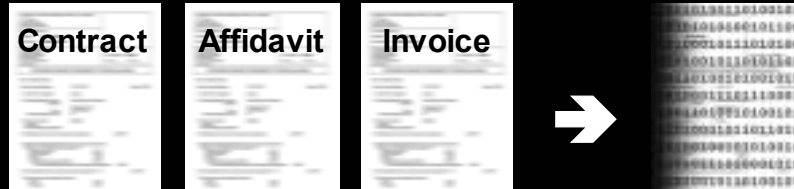
Affiliate Deals



DMA



Streamline Paper Electronically

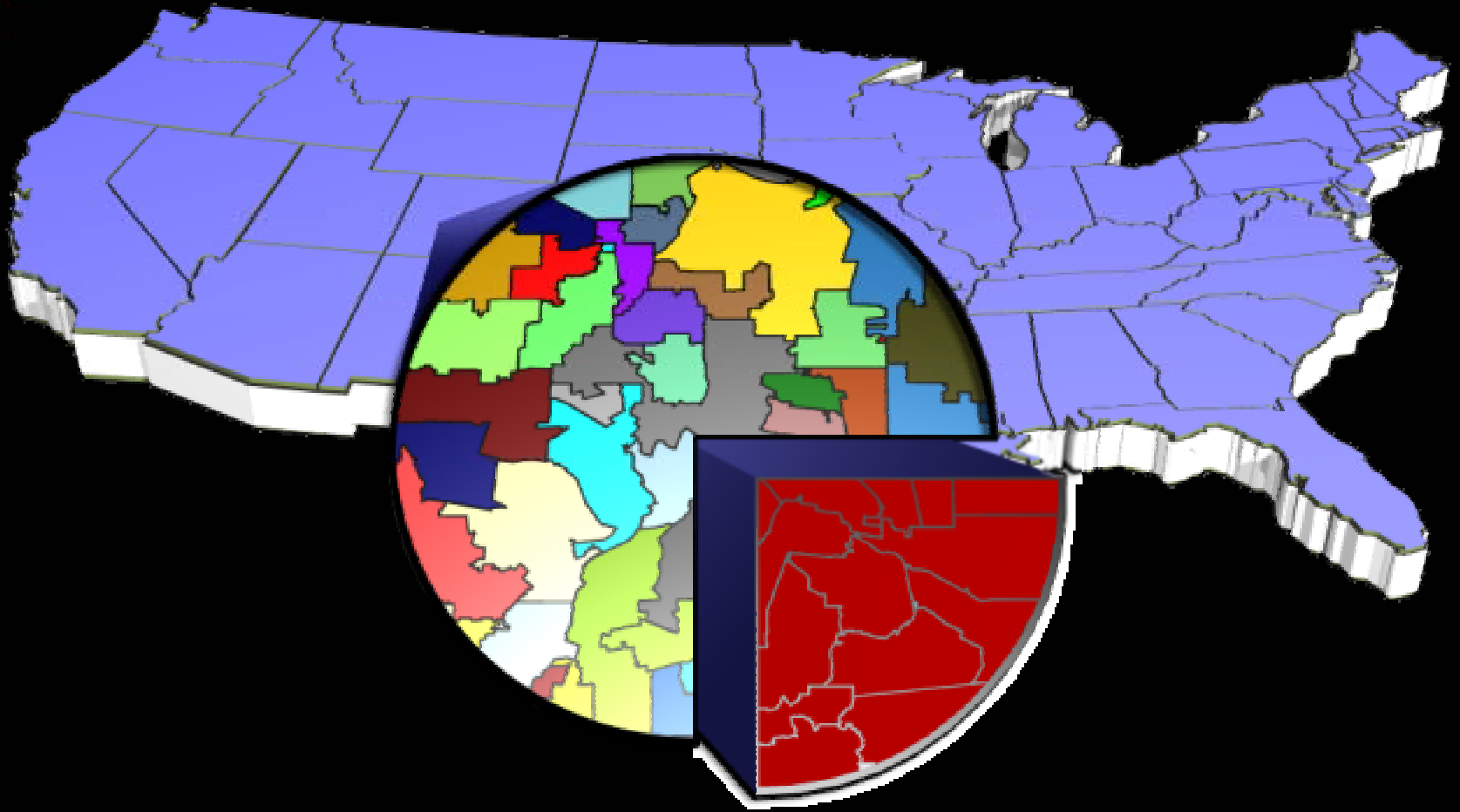


Add Common Networks



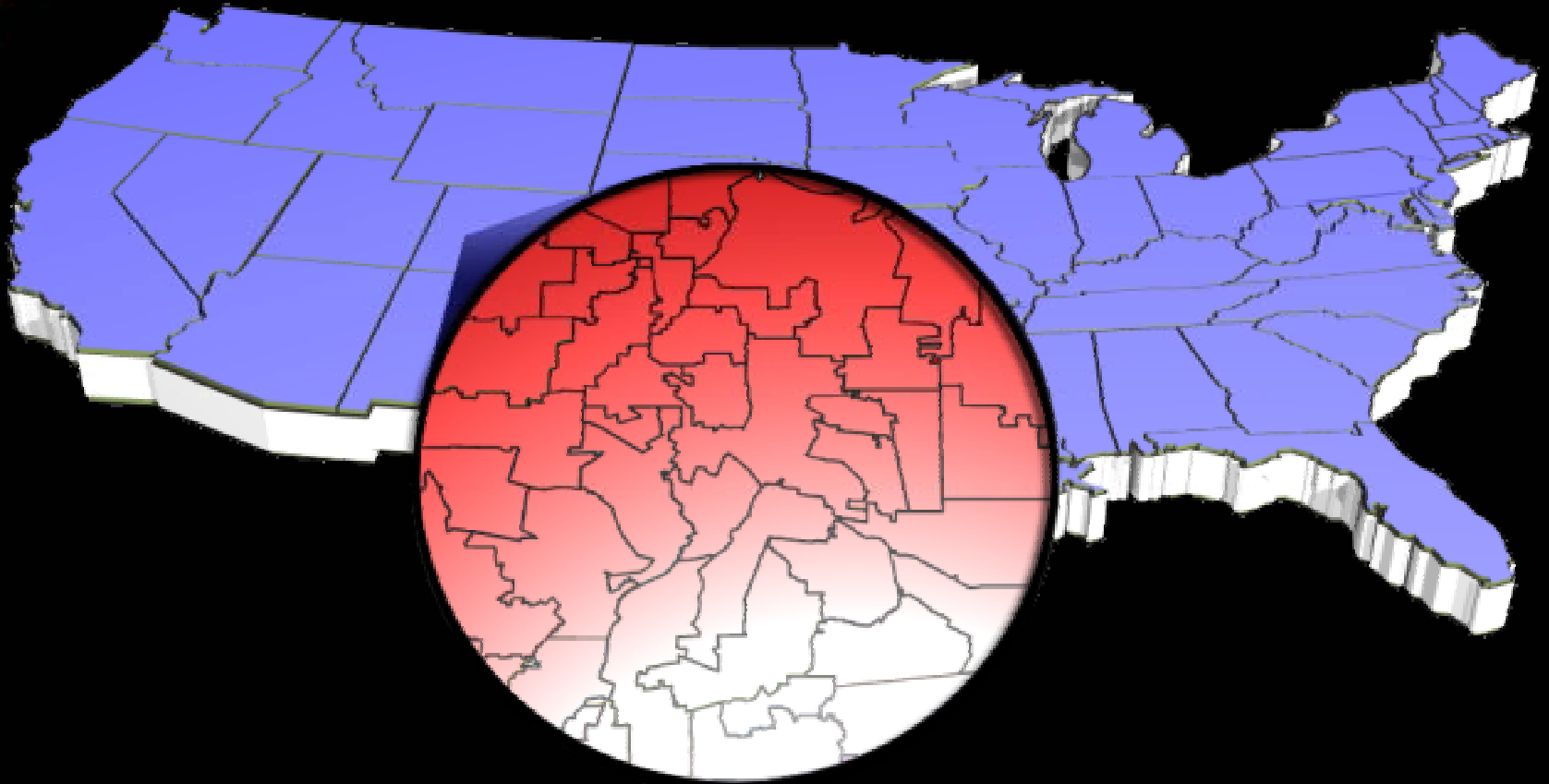
Local

(single Ford dealer)



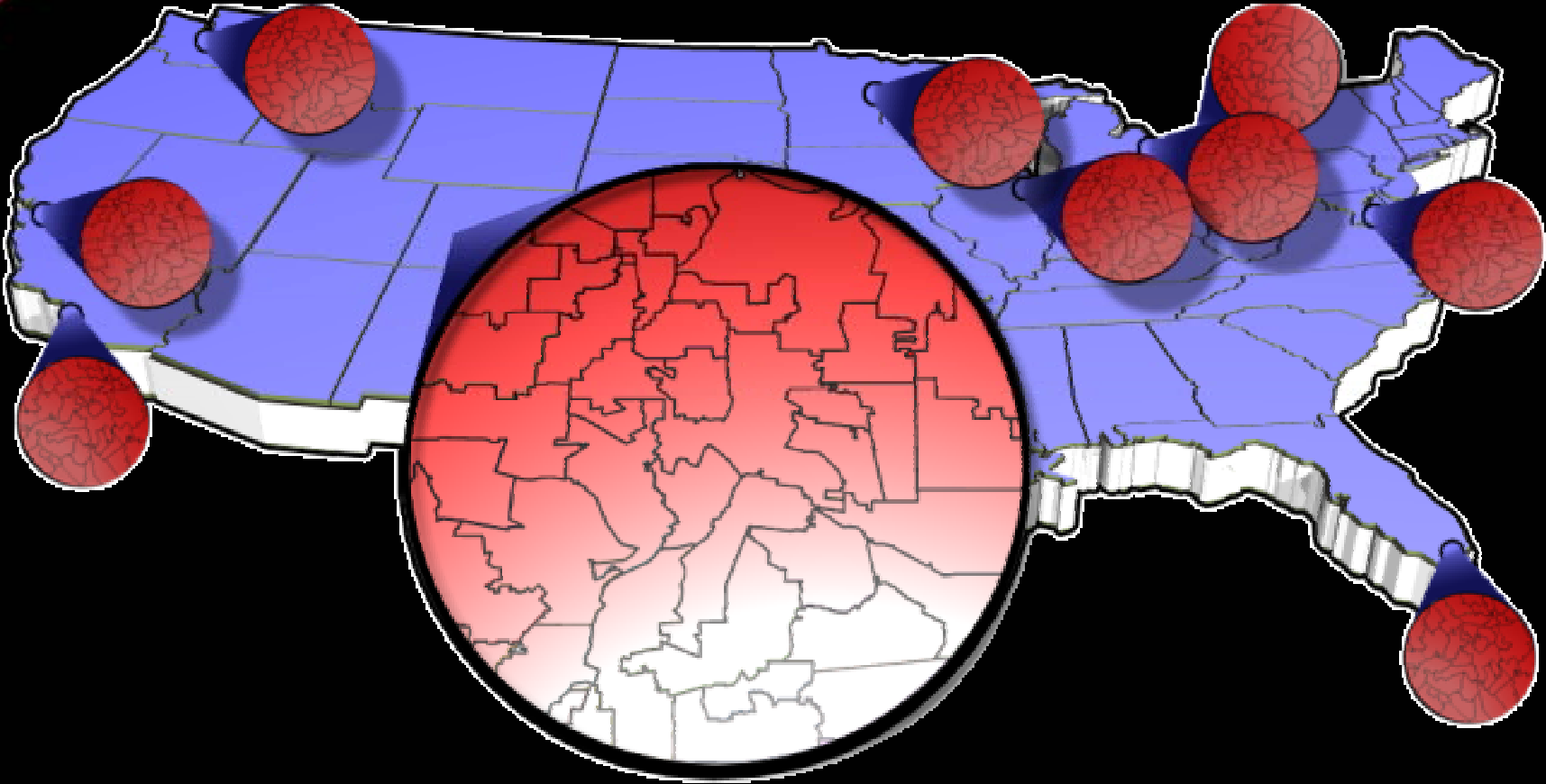
Regional

(Ford dealer group of Denver)



National

(Ford Corporate \$)



Consolidate Markets

Comcast 15 Interconnects

| | <u>JAN 2001</u> | <u>DEC 2002</u> |
|---------------------|-------------------|---------------------|
| Comcast Subs | 5,895 | 6,011 |
| Other MSOs | <u>380</u> | <u>2,102</u> |
| TOTAL | 6,275 | 8,113 |
| % Comcast | 94% | 74% |

Comcast Interconnects 2002

| # | DMA | Rev/Sub | Increase |
|-----|--------------|-----------------|------------|
| 8 | Washington | \$ 33.12 | 29% |
| 4 | Philadelphia | \$ 26.27 | 27% |
| 10 | Detroit | \$ 25.05 | 5% |
| 76 | Ft. Myers | \$ 21.63 | -7% |
| 24 | Baltimore | \$ 19.10 | 50% |
| 25 | Indianapolis | \$ 18.68 | 16% |
| 30 | Nashville | \$ 16.34 | 25% |
| 108 | Charleston | \$ 13.94 | 69% |
| 83 | Huntsville | \$ 12.74 | 50% |
| 48 | Albuquerque | \$ 12.60 | 72% |
| 99 | Savannah | \$ 11.98 | 25% |
| 86 | Chattanooga | \$ 10.44 | 60% |
| 46 | Harrisburg | \$ 10.06 | 33% |
| 62 | *Knoxville | \$ 6.78 | 55% |
| 64 | *Flint | \$ 4.32 | 87% |
| | Total | \$ 21.53 | 24% |

* National Interconnects only

Consolidate Markets

| DMA | Interconnect | Subs | | % of Subs |
|---|-------------------|------------------|---------------|----------------|
| | | Missing | Total | |
| 3 Chicago | 1,650 | 175 | 1,825 | 10% |
| 4 Philadelphia | 1,973 | 220 | 2,193 | 10% |
| 5 San Francisco | 1,516 | 68 | 1,584 | 4% |
| 6 Boston | 1,782 | 94 | 1,876 | 5% |
| 7 Dallas | 669 | 157 | 826 | 19% |
| 8 Washington | 1,240 | 98 | 1,338 | 7% |
| 9 Atlanta | 1,100 | 115 | 1,215 | 9% |
| 10 Detroit | 1,039 | 176 | 1,215 | 14% |
| 12 Seattle | 1,000 | 120 | 1,120 | 11% |
| 13 Minneapolis | 698 | 120 | 818 | 15% |
| 15 Miami | 1,044 | 95 | 1,139 | 8% |
| 18 Denver | 754 | 10 | 764 | 1% |
| 19 Sacramento | 639 | 121 | 760 | 16% |
| 21 Pittsburgh | 825 | 45 | 870 | 5% |
| 23 Portland | 478 | 38 | 516 | 7% |
| 24 Baltimore | 696 | 49 | 745 | 7% |
| 25 Indianapolis | 558 | 12 | 570 | 2% |
| 28 Hartford | 420 | 482 | 902 | 53% |
| 30 Nashville | 464 | 45 | 509 | 9% |
| 35 Salt Lake City | 275 | 53 | 328 | 16% |
| 38 Grand Rapids | 299 | 109 | 408 | 27% |
| 46 Harrisburg | 455 | 37 | 492 | 8% |
| 48 Albuquerque | 243 | 76 | 319 | 24% |
| 50 Louisville | 301 | 46 | 347 | 13% |
| 53 Jacksonville | 250 | 107 | 357 | 30% |
| 55 Fresno | 194 | 31 | 225 | 14% |
| TOTAL | 20,562 | 2,699 | 23,261 | 12% |
| MSO subs added since November 2002 | 21,556 | 1,705 | | 7% |

Top 25 DMAs

New Interconnects by July ✓

- 1.) New York (Cablevision)
- 2.) Los Angeles (Adelphia) ✓
- 3.) Chicago ✓
- 4.) Philadelphia ✓
- 5.) San Francisco ✓
- 6.) Boston ✓
- 7.) Dallas ✓
- 8.) Washington ✓
- 9.) Atlanta ✓
- 10.) Detroit ✓
- 12.) Seattle ✓
- 13.) Tampa (Brighthouse)
- 14.) Minneapolis ✓
- 15.) Cleveland (TimeWarner) ✓
- 17.) Miami ✓
- 18.) Denver ✓
- 19.) Sacramento ✓
- 20.) Orlando (Brighthouse) ✓
- 21.) Pittsburgh ✓
- 23.) Portland ✓
- 24.) Baltimore ✓
- 25.) Indianapolis ✓

✓ = Interconnected

DMA#s #26- #210

New Interconnects by July ✓

27.) Hartford ✓

30.) Nashville ✓

32.) Cincinnati (Time Warner)

33.) Kansas City (Time Warner)

36.) Salt Lake City ✓

38.) Grand Rapids ✓

39.) W. Palm Beach (Adelphia) ✓

40.) Birmingham (Charter) ✓

47.) Harrisburg ✓

48.) Providence (Cox)

49.) Albuquerque ✓

50.) Louisville ✓

51.) Jacksonville ✓

56.) Little Rock

57.) Fresno ✓

59.) Richmond ✓

62.) Mobile (Cox) ✓

63.) Knoxville ✓

64.) Flint ✓

65.) Lexington ✓

70.) Ft. Myers ✓

74.) Tucson (Cox)

75.) Paducah (Charter) ✓

79.) Spokane ✓

83.) Huntsville ✓

85.) Chattanooga ✓

87.) South Bend ✓

94.) Colorado Springs (Adelphia)

98.) Savannah ✓

100.) Youngstown (Time Warner)

101.) El Paso (Time Warner)

104.) Ft. Wayne ✓

105.) Charleston ✓

106.) Springfield ✓

107.) Tallahassee

111.) Lansing ✓

115.) Augusta

119.) Santa Barbara (Cox)

120.) Monterey ✓

121.) Eugene ✓

131.) Tupelo

132.) Chico/Redding

150.) Wheeling ✓

151.) Salisbury ✓

159.) Panama City (Cox)

168.) Hattiesburg

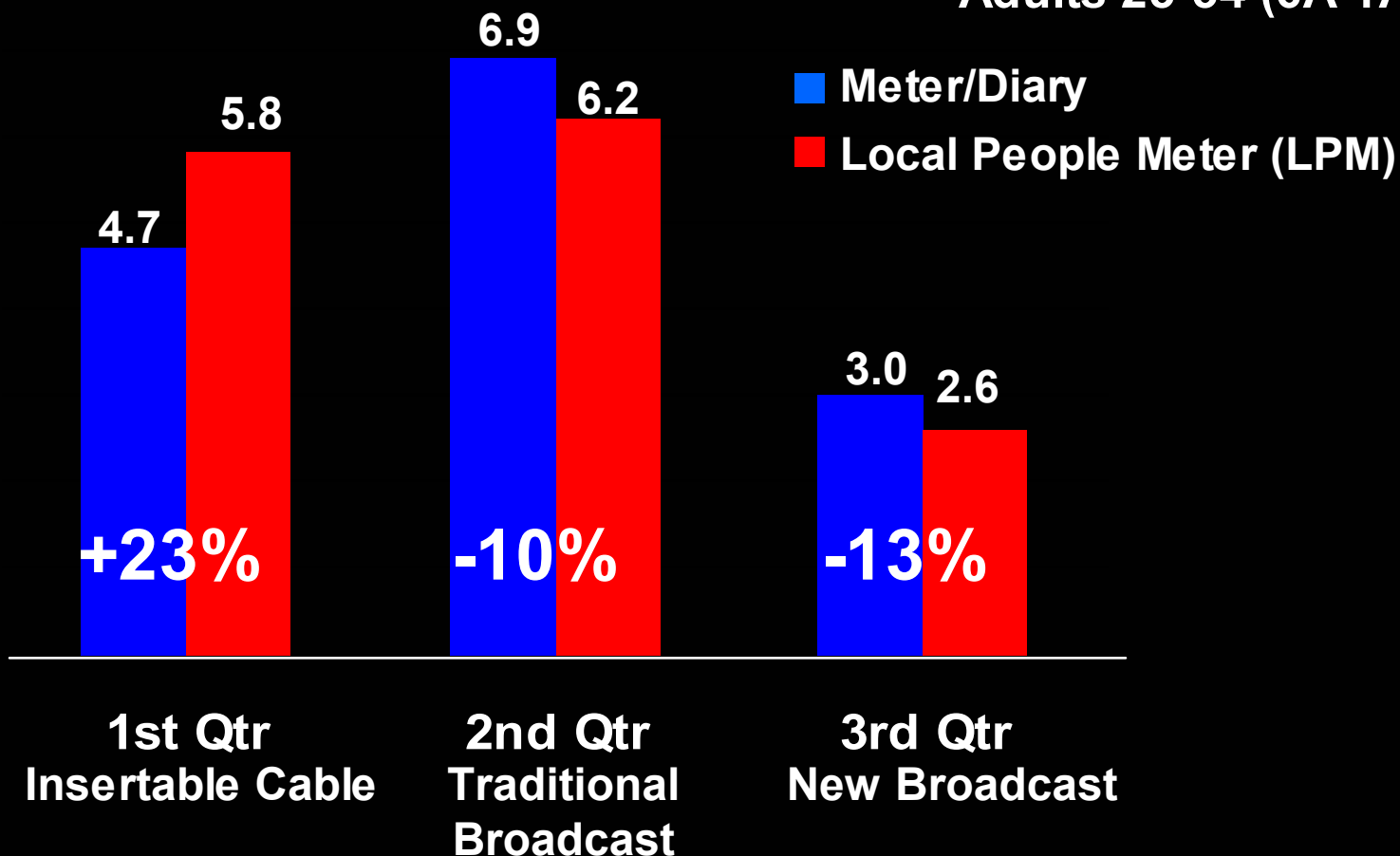
171.) Dothan ✓

180.) Bowling Green

185.) Meridian

Boston Local People Meter

May '01-Feb '02
Adults 25-54 (6A-1A)



Source: NMR LPM Demonstration and NSI QH data, May '01, Jul'01, Nov '01, Feb '02, Boston DMA

Adcopy

Polk Automotive

Sales By Zipcode
Riverside, CA

Index

Silverado **175**

S10 Pickup **143**

Tahoe **105**

Suburban **90**

Trailblazer **74**

Adcopy General Motors Mapping



Buick Adcopy™ Scenario



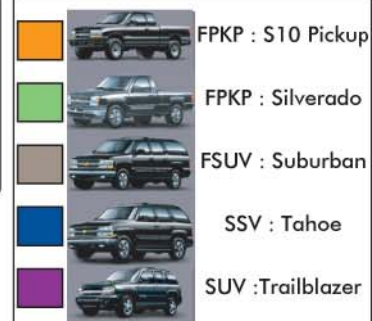
Cadillac Adcopy™ Scenario



Chevrolet Adcopy™ Scenario



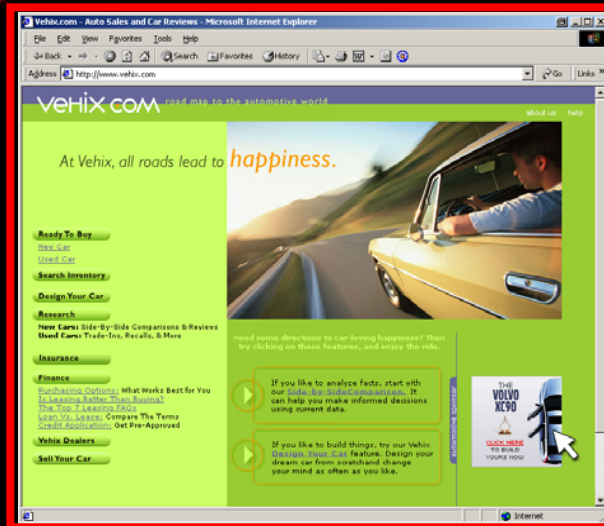
Chevrolet Trucks



Pontiac Adcopy™ Scenario



Interactive Media



2002 Total Media \$227 Billion

