



PUBLIC SERVICE ANNOUNCEMENTS

Analysis of 2009 TV & Radio PSA Airings by Market Rank

Television

An analysis of 526,696 television airings reported in 2009 revealed the following:

National	6%
Markets 1-10	11%
Markets 11-25	10%
Markets 26-50	13%
Markets 51-75	11%
Markets 76-100	8%
Markets 101-150	20%
Markets 151-210+	21%

Radio

An analysis of 842,738 radio airings reported in 2009 revealed the following:

National	1%
Markets 1-10	20%
Markets 11-25	17%
Markets 26-50	14%
Markets 51-75	15%
Markets 76-100	9%
Markets 101-150	13%
Markets 151-210+	11%

Executive Summary

- Nationals: Television had a more robust number of national hits primarily because there are more network opportunities, given all of the cable networks.
- High concentration in top 50 markets: Radio had more than half -- 50% -- of all airings concentrated in the top 50 markets; television had one-third (34%) of airings in the top 50 markets. **PSAs play strongly in the top 50 markets.**
- Comparison of 2008-2009:

There was a slight increase (5%) in usage in markets 51-75 in radio and a 3% increase in television. Ironically, there was a 7% decrease in usage in the bottom 100 markets in radio. There was a slight dip in usage by the television networks.