

The Media Audit

NEWS RELEASE

FOR IMMEDIATE RELEASE
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TV Stations in San Francisco Bay Area, Portland, Oregon and Lexington, Kentucky Among Highest Ranked Public TV Web Sites with Adults 18+

(Houston, TX – September 26, 2007) The Media Audit has just released an analysis of Public Television viewers and Public Television web site visitors in conjunction with the upcoming PBS Development Conference which will be held in Palm Desert, California October 3 through 5. Included in the analysis is a ranking of the top markets for percentage of adults 18+ visiting a Public Television web site over a 30 day period. According to the web site analysis, visitors to KQED.org in San Jose, California top the list with 14.2% of adults 18+ who have visited the web site in the past 30 days. KOPB-TV in Portland, Oregon ranked second in the survey, with 12.6% of adults who have visited the station's web site in the past month, followed by WKLE-TV in Lexington, Kentucky (11.3% reach with adults 18+), KQED-TV in San Francisco, California (10.7% reach with adults 18+) and WJCT-TV in Jacksonville, Florida (10.5% reach with adults 18+).

A total of eight Public Television stations achieved a 10% or higher reach with adults 18+, according to the study. The remaining Public TV stations with a 10% or higher reach are KLRU-TV in Austin, Texas with 10.4% of adults 18+ who have visited the station's web site in the past 30 days, followed by WGBH-TV in Boston, Massachusetts (10.3% reach with adults 18+), and KEPB-TV in Eugene, Oregon (10.1% reach with adults 18+).

The surveys for this analysis were conducted between winter 2006 and spring 2007. In addition to collecting detailed demographic information about adults who visited a Public Television station web site in the past 30 days, The Media Audit also measures adults who visited a Public Television web site in the past week and yesterday. The Media Audit also collects information on past 7-day viewing for 86 Public Television stations measured across 88 markets. (See table below for a table of the top 20 Public Television web sites ranked on 18+ rating.)

Top 20 Public TV Web Sites Ranked on 18+ Rating				
Market	TV Station	Station Website	Persons	Rating
San Jose, CA	KQED-TV	KQED.ORG	182,298	14.2
Portland, OR	KOPB-TV	OPB.ORG	220,021	12.6
Lexington, KY	WKLE-TV	KET.ORG	45,300	11.3
San Francisco, CA	KQED-TV	KQED.ORG	569,570	10.7
Jacksonville, FL	WJCT-TV	WJCT.ORG	101,900	10.5
Austin, TX	KLRU-TV	KLRU.ORG	117,300	10.4
Boston, MA	WGBH-TV	WGBH.ORG	416,358	10.3
Eugene, OR	KEPB-TV	OPB.ORG	27,300	10.1
San Diego, CA	KPBS-TV	KPBS.ORG	210,009	9.4
Boise, ID	KAID-TV	IDAHOPTV.ORG	33,800	8.7
New York, NY	WNET-TV	THIRTEEN.ORG	1,120,050	7.9
Norfolk-V.Bch-NprtNws, VA	WHRO-TV	WHRO.ORG	92,318	7.9
Philadelphia, PA	WHYY-TV	WHYY.ORG	307,912	7.9
Pittsburgh, PA	WQED-TV	WQED.ORG	144,807	7.9
Los Angeles, CA	KCET-TV	KCET.ORG	725,900	7.5
Columbia, SC	WRLK-TV	SCETV.ORG	32,276	7.4
Grand Rapids, MI	WGVU-TV	WGVU.ORG	46,300	7.4
Hartford, CT	WEDH-TV	CPTV.ORG	66,000	7.2
Houston, TX	KUHT-TV	HOUSTONPBS.ORG	275,752	7.2
Kansas City, MO	KCPT-TV	KCPT.ORG	99,804	7.2

Source: The Media Audit, Winter 2006/Spring 2007 Surveys

Bob Jordan, President of International Demographics, the publishers of The Media Audit, comments, “The fact that Public Television station web sites appeal to as much as 14% of a local market speaks volumes about the growing popularity of Public Television programming and how these stations are successfully connecting with their audiences via the internet. For many of these stations, their web sites have become an integral component for growing an already highly desirable demographic audience – particularly in prime time. In most markets we measure, we have observed that those adults who are watching a PBS station during prime time represent the upper end of the income scale and have a significantly higher likelihood of having an advanced college degree. As a result, what the web site adds to a station’s total reach only improves their ability to effectively compete against local news and cable programs for ad dollars.”

By combining the total number of web site visitors in San Jose and San Francisco, two neighboring metro areas, top-ranked KQED-TV has more than three quarters of a million unique monthly web site visitors, second only in size to WNET-TV in New York which has more than 1.1 million unique monthly web site visitors. KCET-TV in Los Angeles ranks third in audience size with 725,900 unique monthly web site visitors, followed by WGBH-TV in Boston with 416,358 unique monthly web site visitors, and WHYY-TV in Philadelphia with 307,912 unique monthly web site visitors (see table below for a list of Top 10 TV Stations Ranked on Persons).

**Top 10 Public TV Station Web Sites
Ranked on Persons**

Market	TV Station	Station Website	Persons	Rating
New York, NY	WNET-TV	THIRTEEN.ORG	1,120,050	7.9
Los Angeles, CA	KCET-TV	KCET.ORG	725,900	7.5
San Francisco, CA	KQED-TV	KQED.ORG	569,570*	10.7
Boston, MA	WGBH-TV	WGBH.ORG	416,358	10.3
Philadelphia, PA	WHYY-TV	WHYY.ORG	307,912	7.9
Houston, TX	KUHT-TV	HOUSTONPBS.ORG	275,752	7.2
Dallas-Ft. Worth, TX	KERA-TV	KERA.ORG	268,159	6.4
Washington, DC	WETA-TV	WETA.ORG	242,202	6.5
Portland, OR	KOPB-TV	OPB.ORG	220,021	12.6
San Diego, CA	KPBS-TV	KPBS.ORG	210,009	9.4

Source: The Media Audit Winter 2006/Spring 2007 Surveys

*If combined with 182,298 web site visitors to KQED.org who live in in San Jose, the audience size for KQED.org would increase to 751,868 and would rank #2

The analysis further reveals the top ranked Public TV stations according to the total reach of the TV and web site audiences combined and how much the web site adds to a station's total reach. Chicago's WTTW-TV ranks number one in net reach, with the TV station and web site together reaching 56.4% of the market's 18+ population, followed by Philadelphia's WHYY-TV (TV/web combo reaches 54% of adults 18+), San Diego's KPBS-TV (52.5% reach), Portland's WOPB-TV (52% reach), and San Francisco's KQED-TV (50.7% reach).

The station achieving the greatest increase in total adults as a result of adding the web site audience to the TV audience was WNET-TV in New York. The station achieved an increase in audience size by more than 219,000 adults, more than any other station.

For a summary report of top-performing Public Television stations and Public Television web sites in the U.S., visit The Media Audit booth at the upcoming PBS Development Conference in Palm Desert, California October 3 through 5.

The Data Source

The Media Audit, a syndicated media ratings service, currently measures more than 88 metropolitan markets and provides product usage and lifestyle data for traditional media as well as for media websites.

Traditional media – print, broadcast and outdoor – have used The Media Audit data in sales, marketing and management for more than 36 years. In 1998, the survey began to measure local media websites. The surveys now contain more than 400 fields of qualitative information in addition to quantitative measurements of local media audiences.

For more information

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