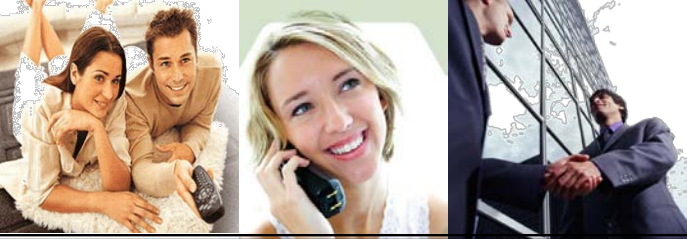


A smart partnership  
To reach a targeted audience



Political Landscape Miami-Ft. Lauderdale



Report: TARGET PROFILE REPORT  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 3,193,189

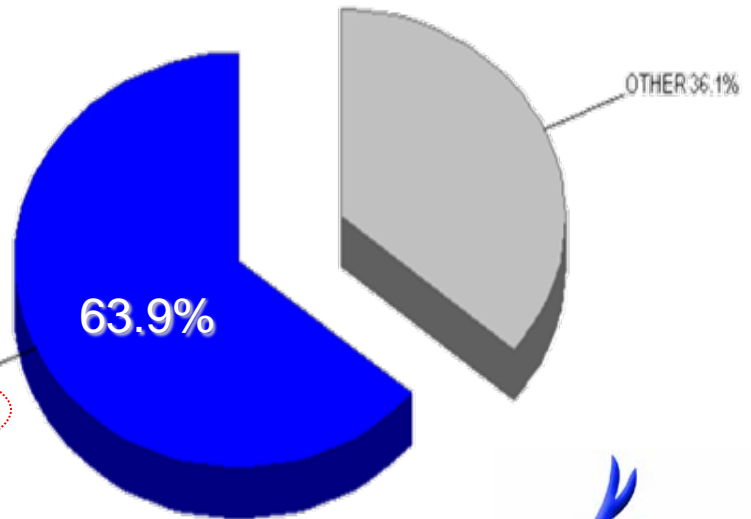
THE MEDIA AUDIT

Target Analysis

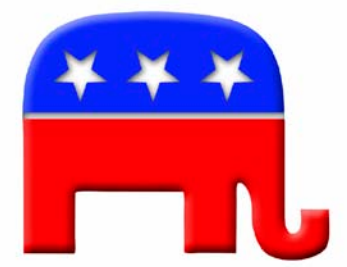
% In Target: 63.9%

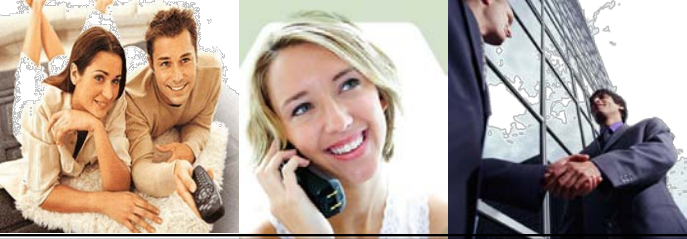
Target Persons: 2,041,376

63.9% of Miami/Ft Lauderdale Residents said they vote in Local, State, or National elections



PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION 63.9%





Report: TARGET QUICK PROFILE  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 3,193,190

THE MEDIA AUDIT

Target Profile  
TOTAL

Target Persons: 2,041,377

# Quick Local Profile of Voters

## Target Profile

**Total Income: \$145,629,776,750**

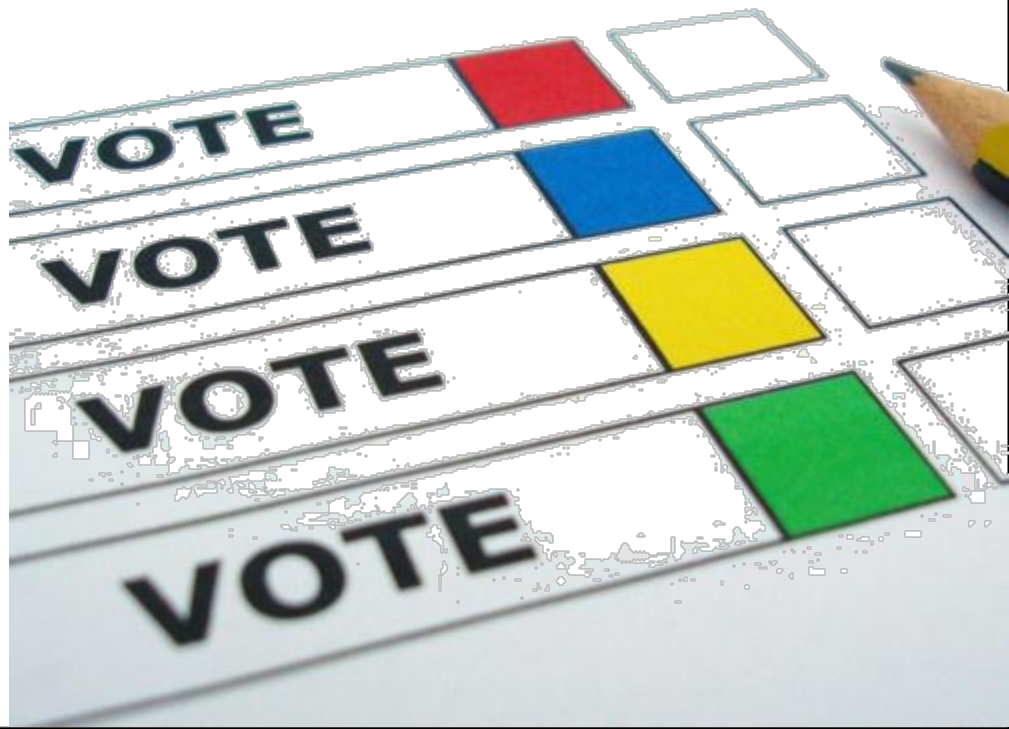
**Mean Income: \$71,339**

**Mean Age: 50**

**Home Owners: 82%**

**Mean Home Value: \$388,437**

**Mean Miles Past Week: 175**





Report: TARGET QUICK PROFILE  
 Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
 Bases: ADULTS AGE 18+  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

THE MEDIA AUDIT

All Groups  
 TOTAL

Base Population: 3,193,190

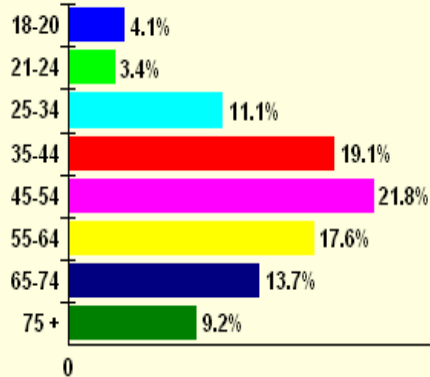
Target Persons: 2,041,377

# Quick Local Profile of Voters

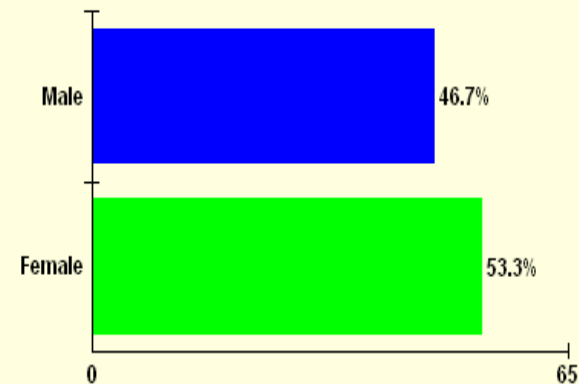
**Target Profile**

Total Income: \$145,629,776,750  
 Mean Income: \$71,339  
 Mean Age: 50  
 Home Owners: 82%  
 Mean Home Value: \$388,437  
 Mean Miles Past Week: 175

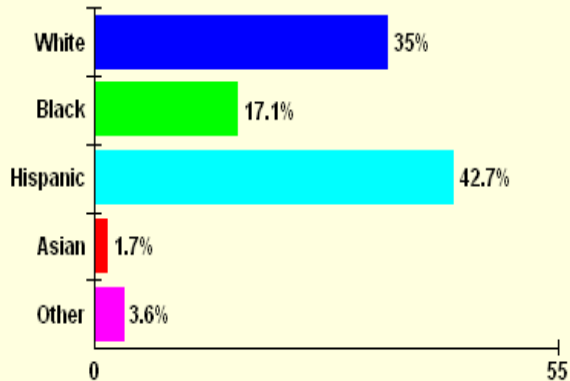
**Age Analysis**



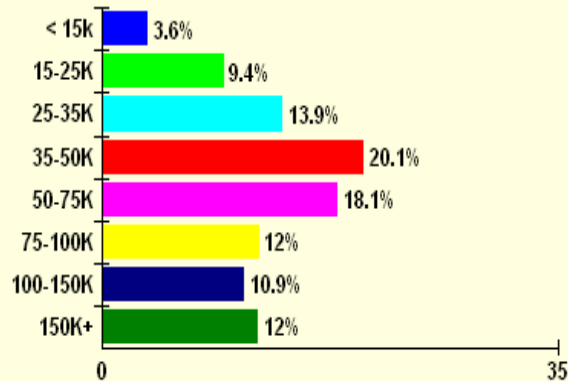
**Gender Profile**



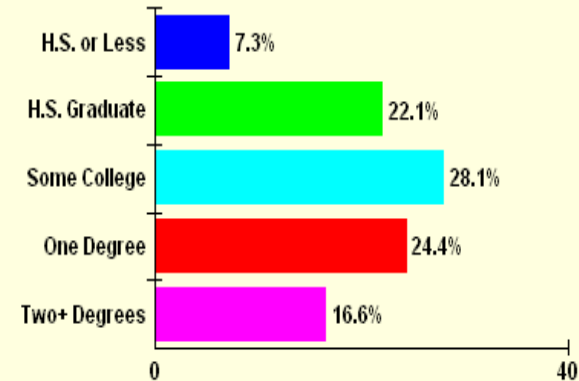
**Ethnicity Profile**

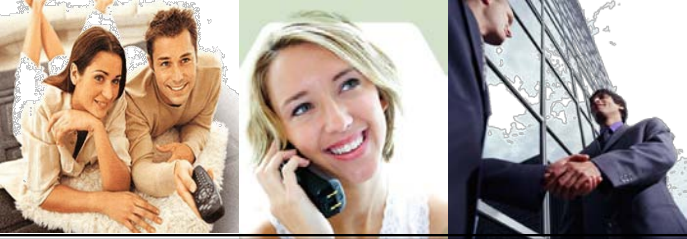


**Annual Income**



**Education Profile**





Report: TARGET PROFILE REPORT  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Target: HAVE LOCAL CABLE ONLY (NO SATELLITE)

THE MEDIA AUDIT

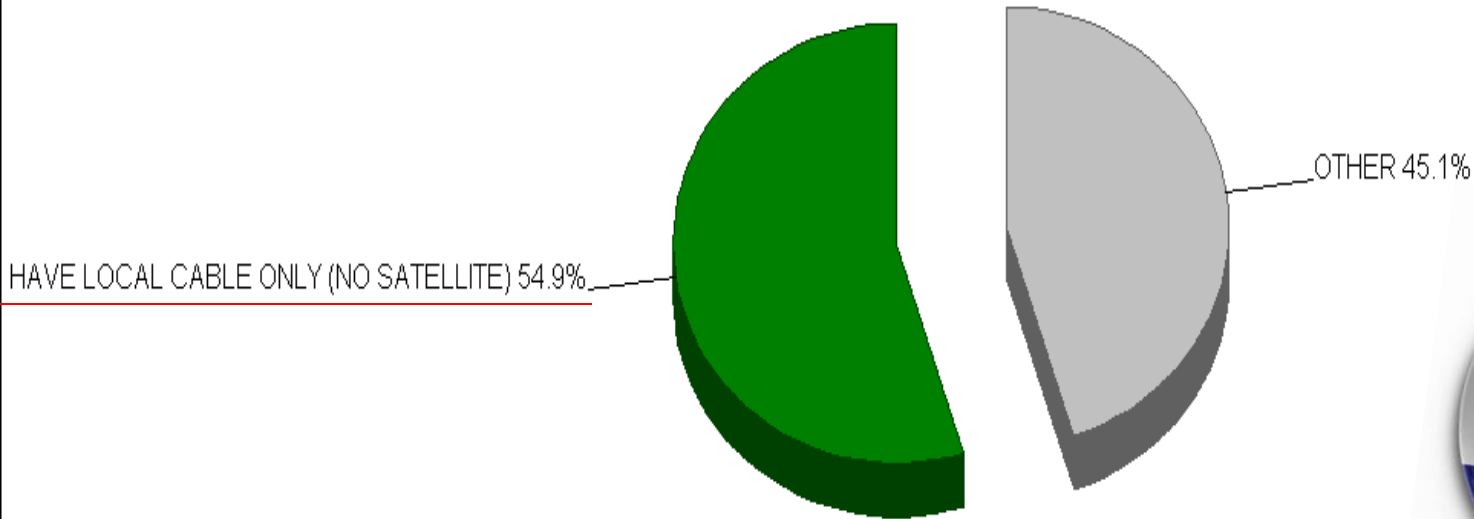
Target Analysis

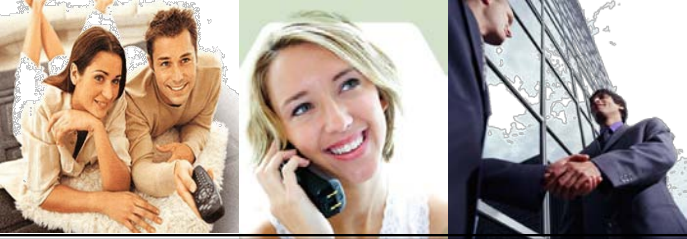
Base Population: 2,041,376

% In Target: 54.9%

Target Persons: 1,120,742

Out of the people who vote 54.9% of them  
Have local cable only (no satellite)

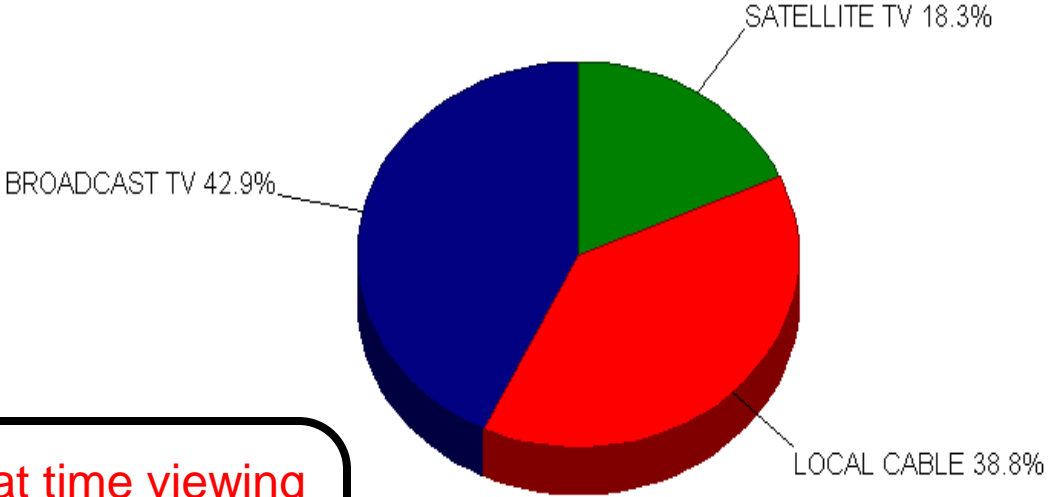





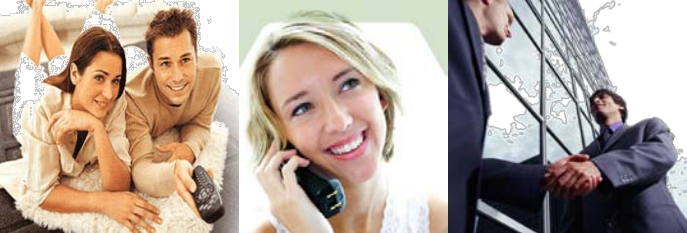
Report: MEDIA DAY ANALYSIS, TV ONLY BREAKOUT  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 3,193,189

People who vote spend 233 minutes per day watching television

Daily television viewing for people who have voted in a recent election

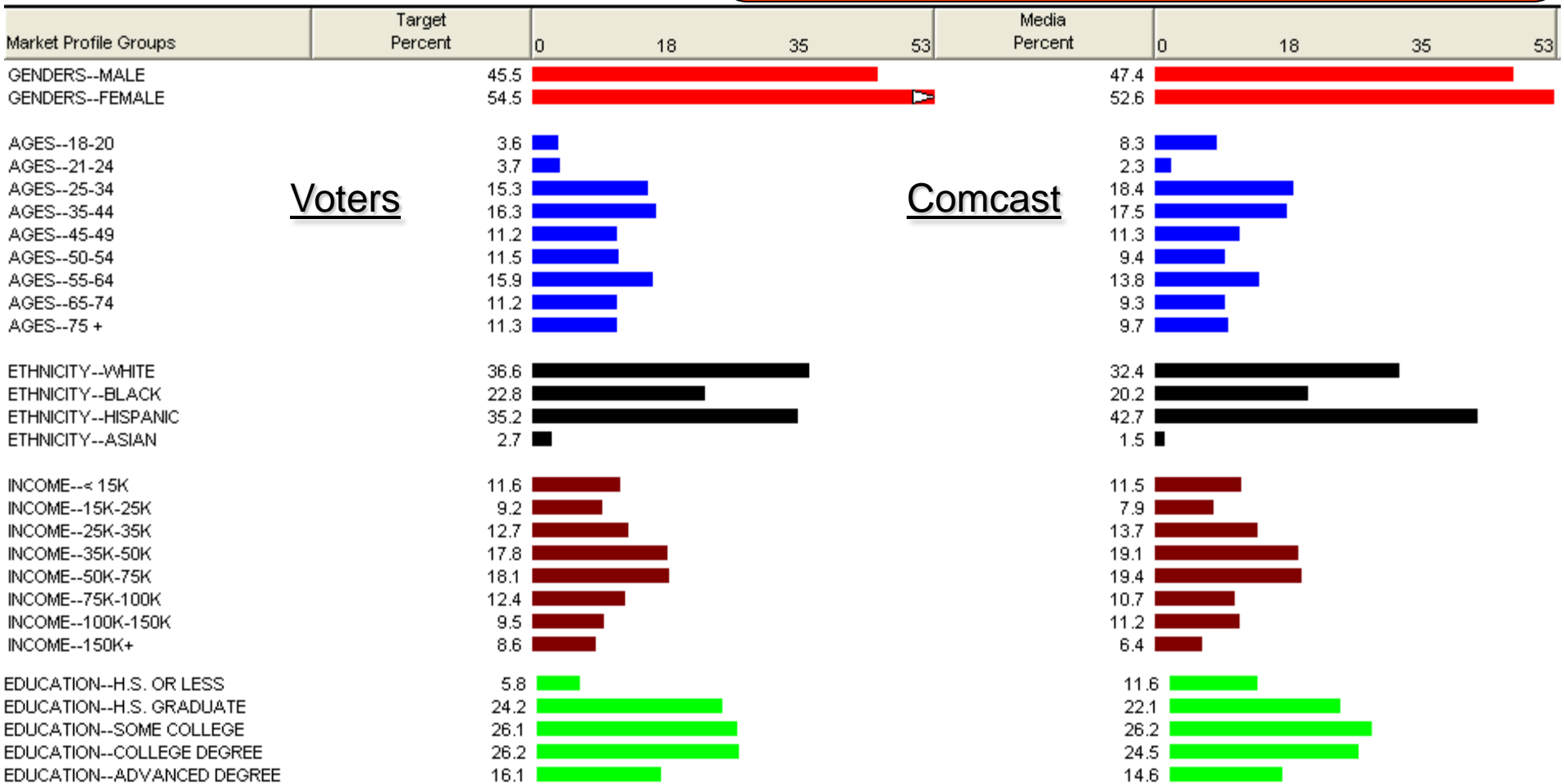


**38.8%** of that time viewing  
Is spent watching  
programming on  
local cable 



A side by side demographic comparison Shows that Comcast's Customer Profile Is a near perfect match to reach voters

Report: TARGET VS. MEDIA PROFILE REPORT  
 Market: MIAMI/FT. LAUDERDALE, FL for APR-MAY 2009  
 Bases: ADULTS AGE 18+  
 Media: CABLE--COMCAST  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
 Target Persons: 2,096,291

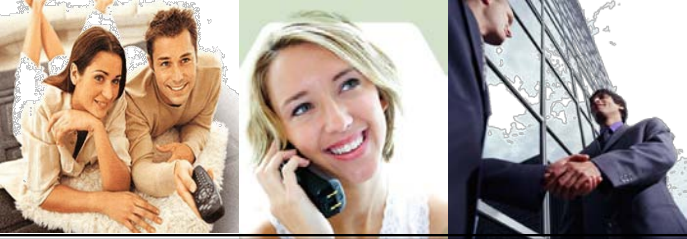


Voters

Comcast







Report: RANKER REPORT  
Market: MIAMI/FT. LAUDERDALE, FL for APR-MAY 2009  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
Base Population: 3,225,192

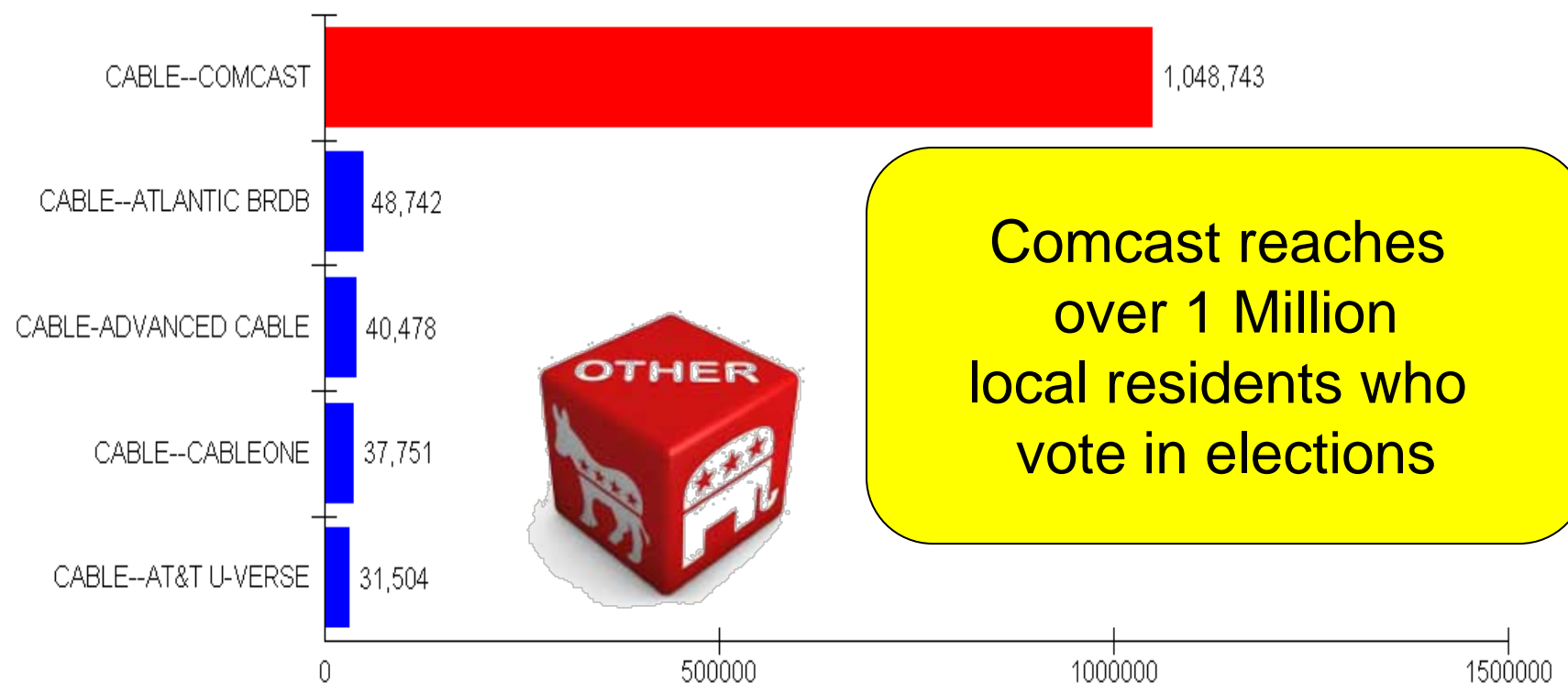
THE MEDIA AUDIT

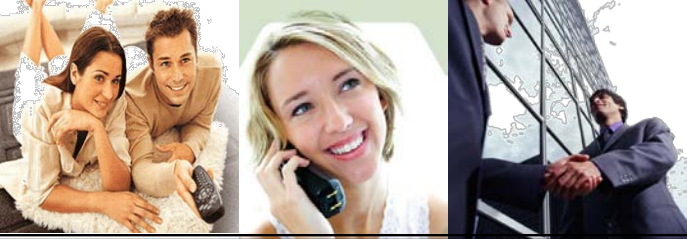
Cume Ratings

% In Target: 65.0%

Target Persons: 2,096,291

### Past Year Voted in Local, State, National Election





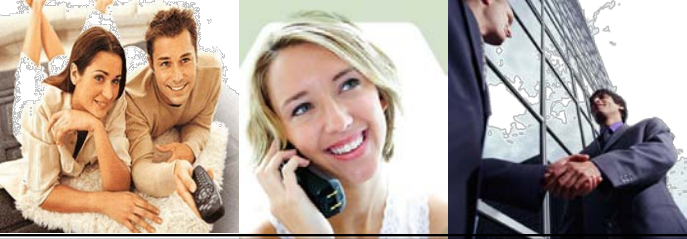
Report: RANKER REPORT  
 Market: MIAMI/FT. LAUDERDALE, FL for APR-MAY 2009  
 Bases: CABLE PROVIDER--COMCAST  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
 Base Population: 1,464,225

THE MEDIA AUDIT

% In Target: 71.6%

Rank	Media	Cume Rating	0	19	39	58
1	LOCAL*CNN	57.4	[Bar]			
2	LOCAL*DISCOVERY CH.	56.2	[Bar]			
3	LOCAL*THE HISTORY CH	54.3	[Bar]			
4	LOCAL*FOX NEWS CH.	53.4	[Bar]			
5	LOCAL*MSNBC	47.7	[Bar]			
6	LOCAL*THE WEATHER CH	46.0	[Bar]			
7	LOCAL*TBS	41.9	[Bar]			
8	LOCAL*USA NETWORK	38.9	[Bar]			
9	LOCAL*TNT	38.9	[Bar]			
10	LOCAL*ANIMAL PLANET	38.0	[Bar]			
11	LOCAL*ESPN	36.0	[Bar]			
12	LOCAL*FOOD NETWORK	35.5	[Bar]			
13	LOCAL*CNBC	35.0	[Bar]			
14	LOCAL*FX	33.6	[Bar]			
15	LOCAL*HEADLINE NEWS	32.1	[Bar]			
16	LOCAL*HGTV	30.9	[Bar]			
17	LOCAL*ESPN 2	29.9	[Bar]			
18	LOCAL*ABC FAMILY	29.5	[Bar]			
19	LOCAL*THE TRAVEL CH.	29.0	[Bar]			
20	LOCAL*E!	28.3	[Bar]			
21	LOCAL*A&E	28.1	[Bar]			
22	LOCAL*LIFETIME	26.6	[Bar]			
23	LOCAL*BRAVO	26.3	[Bar]			
24	LOCAL*TLC	26.2	[Bar]			
25	LOCAL*SUN SPORTS	24.6	[Bar]			
26	LOCAL*COMEDY CENTRAL	24.0	[Bar]			
27	LOCAL*MTV	21.8	[Bar]			

**Top Reaching Comcast Networks To reach local Voters**



Report: RANKER REPORT  
 Market: MIAMI/FT. LAUDERDALE, FL for APR-MAY 2009  
 Bases: CABLE PROVIDER--COMCAST  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

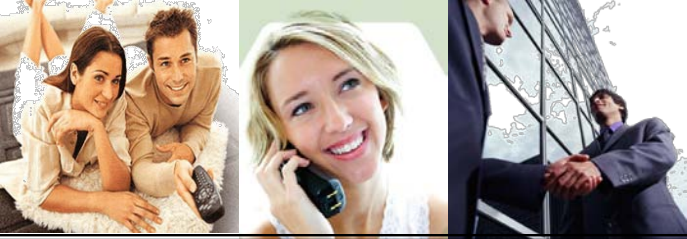
THE MEDIA AUDIT

Base Population: 1,464,225

% In Target: 71.6%

Rank	Media	Cume Index	0	100	200
1	LOCAL*MSNBC	117	[Bar]		
2	LOCAL*HEADLINE NEWS	117	[Bar]		
3	LOCAL*A&E	117	[Bar]		
4	LOCAL*HGTV	116	[Bar]		
5	LOCAL*CNBC	113	[Bar]		
6	LOCAL*USA NETWORK	112	[Bar]		
7	LOCAL*FOX NEWS CH.	112	[Bar]		
8	LOCAL*SYFY	110	[Bar]		
9	LOCAL*THE TRAVEL CH.	109	[Bar]		
10	LOCAL*THE WEATHER CH	109	[Bar]		
11	LOCAL*TBS	109	[Bar]		
12	LOCAL*CNN	109	[Bar]		
13	LOCAL*BRAVO	109	[Bar]		
14	LOCAL*THE HISTORY CH	107	[Bar]		
15	LOCAL*TLC	107	[Bar]		
16	LOCAL*FOOD NETWORK	107	[Bar]		
17	LOCAL*FX	105	[Bar]		
18	LOCAL*TRU TV	105	[Bar]		
19	LOCAL*ABC FAMILY	104	[Bar]		
20	LOCAL*DISCOVERY CH.	103	[Bar]		
21	LOCAL*NICKELODEON	103	[Bar]		
22	LOCAL*BET	102	[Bar]		
23	LOCAL*ESPN	102	[Bar]		
24	LOCAL*LIFETIME	102	[Bar]		
25	LOCAL*ESPN 2	101	[Bar]		
26	LOCAL*VH-1	101	[Bar]		
27	LOCAL*TNT	101	[Bar]		

**Top Indexing  
 Comcast Networks  
 To reach local Voters**



**In 2008 local cable viewers made \$100,160,760 in cash contributions  
To political organizations with an average donation of over \$2000**

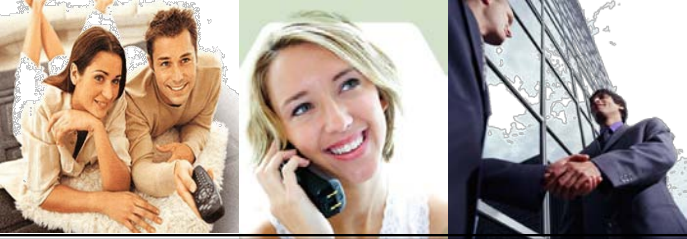
Report: ANNUAL CONSUMER BUYING POWER REPORT  
 Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
 Bases: ADULTS AGE 18+  
 Media: LOCAL\*HAVE CABLE TV  
 Base Population: 3,193,189

THE MEDIA AUDIT

% In Media Audience: 57.5%

Targets	Media Persons	Media \$'s	Average \$'s
CASH CONTRIBUTIONS TO POLITICAL ORGANISATIONS	45,802	100,160,760	2,187



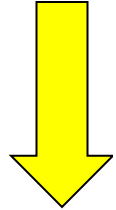


**Comcast has extensive coverage of all the political parties**

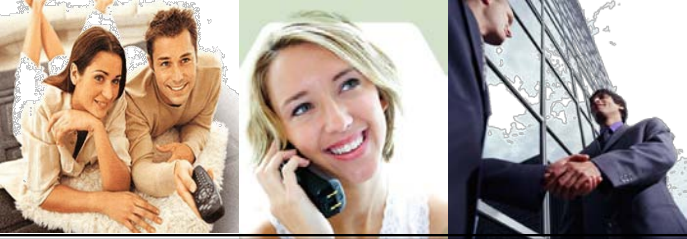
- Reaching 53.8% of Democrat Voters
- Reaching 54.3% of Republican Voters
- Reaching 38.3% of Independent Voters

Report: COMPOSITION REPORTS  
 Market: MIAMI/FT. LAUDERDALE, FL for APR-MAY 2009  
 Bases: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION  
 Media: CABLE--COMCAST  
 Base Population: 2,096,291

THE MEDIA AUDIT



Target	Market Persons	Media Persons	Media Rating
POLITICAL PARTY AFFILIATION--DEMOCRAT	1,044,393	561,714	53.8
POLITICAL PARTY AFFILIATION--REPUBLICAN	471,452	255,908	54.3
POLITICAL PARTY AFFILIATION--INDEPENDENT	484,390	185,439	38.3



Report: RANKER REPORT  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

THE MEDIA AUDIT

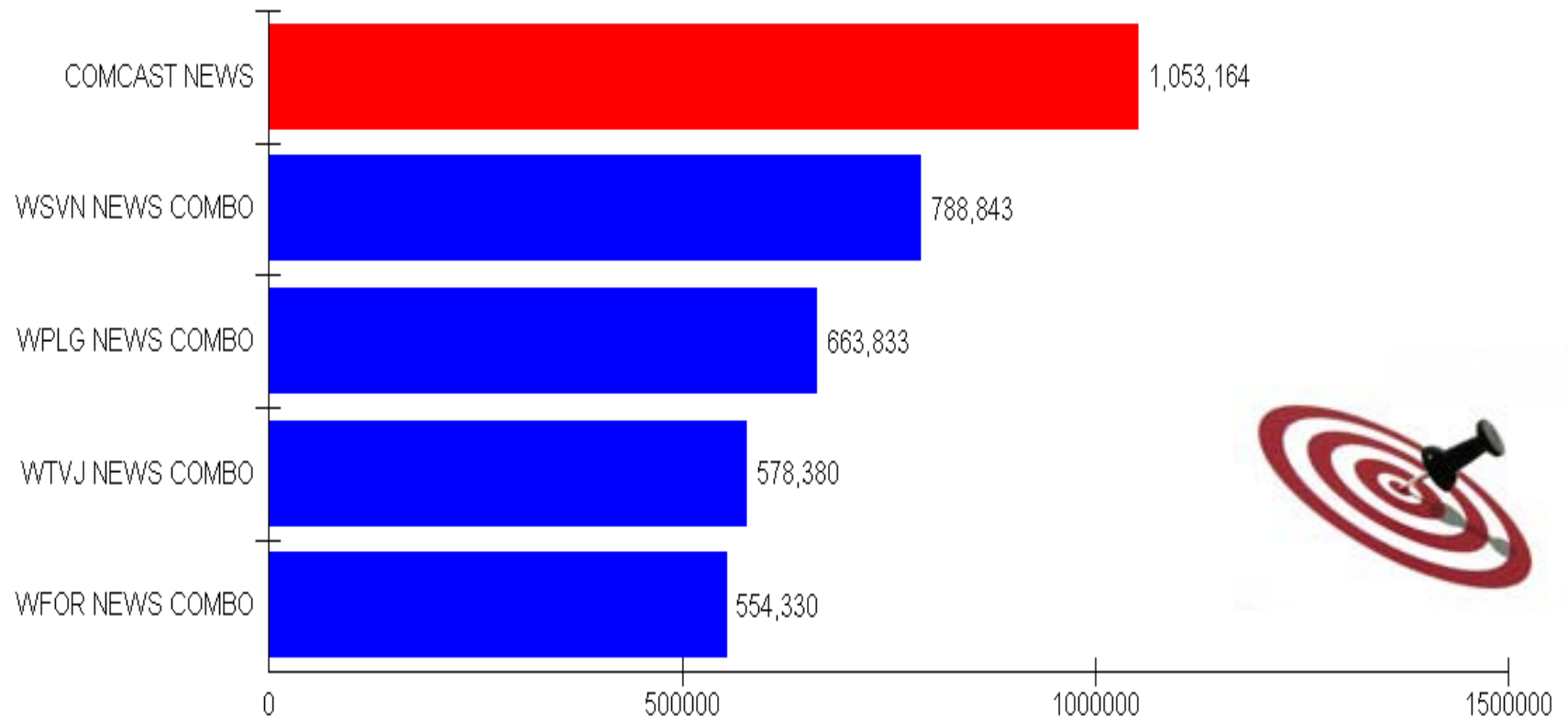
Cume Ratings

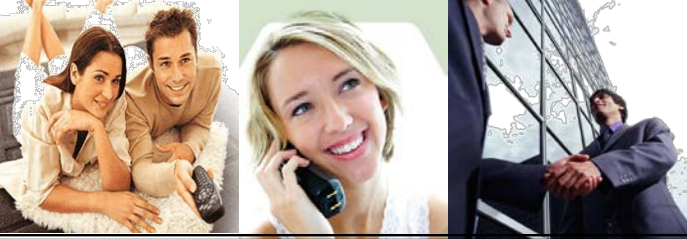
Base Population: 3,193,189

% In Target: 63.9%

Target Persons: 2,041,376

### Past Year Voted in Local, State, National Election





Report: DUPLICATE REACH REPORT  
Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
Bases: ADULTS AGE 18+  
Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

THE MEDIA AUDIT

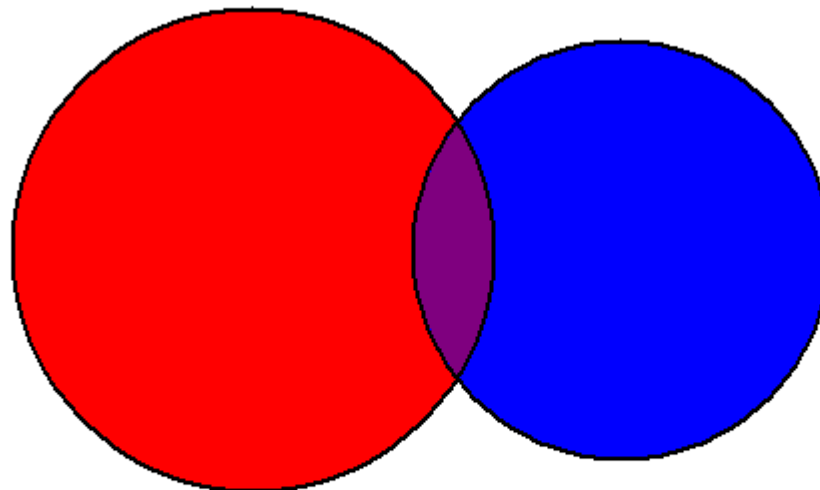
Venn Diagram

UNDUPLICATED  
COMCAST NEWS: 968,175

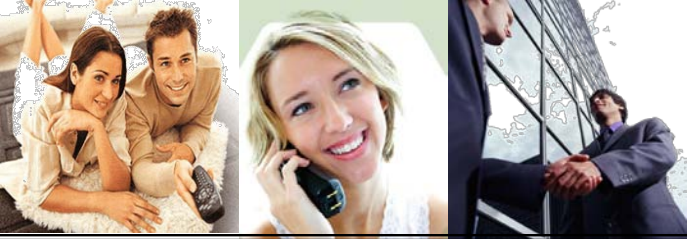
NET UNDUPLICATED REACH: 1,757,019  
DUPLICATED: 84,989

UNDUPLICATED  
WSVN NEWS COMBO: 703,855

## Duplication- Past Year Voted in Local, State, National Election



- COMCAST NEWS: 55.1% Unduplicated Reach**
- 4.8% Duplication**
- WSVN NEWS COMBO: 40.1% Unduplicated Reach**



Adding Comcast's News Networks to your WSVN campaign will reach  
 An additional 621,191 different voters. Together we have 67.2% penetration!

Report: COMBO BUILDER -- NET MEDIA REACH REPORT  
 Market: MIAMI/FT. LAUDERDALE, FL for MAY-JUL/NOV-DEC 2008  
 Bases: ADULTS AGE 18+  
 Target: PAST YEAR VOTED IN LOCAL, STATE, NATIONAL ELECTION

THE MEDIA AUDIT

Base Population: 3,193,189

% In Target: 63.9%

Media	Cume Persons	Cume Rating	0	23	45	68
MORN NEWS*WSVN C 7	324,910	15.9				
EARLY NEWS*WSVN C 7	684,187	33.5				
LATE NEWS*WSVN C 7	416,610	20.4				
NET UNDUPLICATED MEDIA REACH 1	750,766	36.8				
MORN NEWS*WSVN C 7	324,910	15.9				
EARLY NEWS*WSVN C 7	684,187	33.5				
LATE NEWS*WSVN C 7	416,610	20.4				
COMCAST NEWS	1,053,164	51.6				
NET UNDUPLICATED MEDIA REACH 2	1,371,957	67.2				