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Shreveport, LA Revenue Overview

TV Mkt Rank: 83

BIA Revenue Rank: 93

Demographic and Economic Overview

(000s, except Retail Sales and Total Pers. Inc. in \$000,000s)

	Growth			Growth		
	2012	2017	Rate	2017	2022	Rate
Population	1,022.3	1,024.0	0.0%	1,024.0	1,051.4	0.5%
Households	405.1	423.1	0.9%	423.1	439.2	0.7%
Retail Sales	13,275.3	14,191.1	1.3%	14,191.1	15,061.6	1.2%
Tot. Pers. Inc.	34,484.0	36,989.1	1.4%	36,989.1	41,205.0	2.2%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	502.7	85.6	44.5	44.5	68.3	60.3	61.1	138.5
Women (000)	521.3	82.2	39.6	42.2	67.6	61.9	63.8	163.9
Total	1,024.0	167.8	84.1	86.7	135.9	122.3	124.9	302.4
Percentage	100.0%	16.4%	8.2%	8.5%	13.3%	11.9%	12.2%	29.5%

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Pop Rank #	81
HH Rank #	82
RS Rank #	84
TPI Rank #	82

TV Households	360
TV Mkt Counties	25

White	59.2%
Black	30.8%
Asian	1.2%

Avg Household	\$ 87,410
Per Capita	\$ 36,117
Hispanic Origin	7.5%

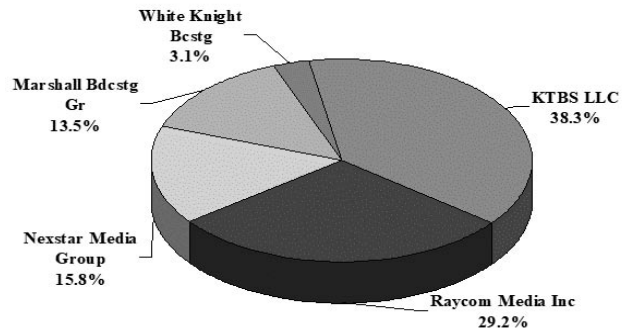
Estimated Breakouts	
% Network	0.0%
% Natl/Regl	30.5%
% Local	69.5%

Revenue/Retail Sales	2012	2017	2022
Revenue/Capita	\$3.65/1,000	\$3.38/1,000	\$3.41/1,000
	\$47.44	\$46.88	\$48.89



Group 2017 Estimated Revenue Share in Shreveport, LA Television Market

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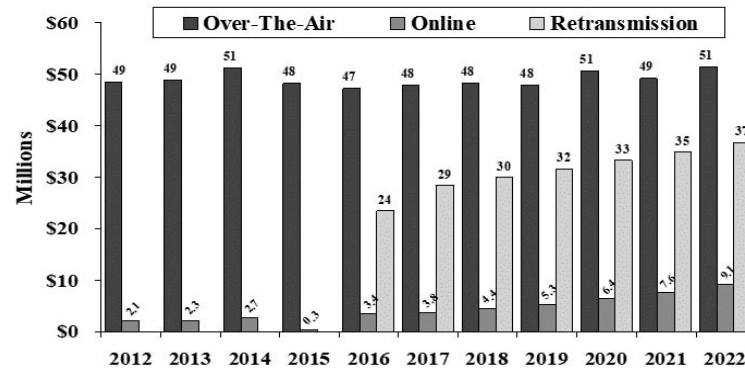


Group revenues include stations owned or operated under a Local Marketing Agreement in the market.



Estimated Market Revenues 2012-2022 Shreveport, LA Television Market

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Market Revenue Overview

1 Historic and Projected Market Indicators

This overview examines historical and projected growth trends for the following four indicators. The growth rate is the compound average annual rate for the periods indicated. For comparison of each market's growth rates with the entire country, see the tables on page 6. This information is licensed from Woods & Poole Economics, Inc. and is reprinted herein with their permission.

TV Market Population: Presented in thousands (000s) of people.

TV Market Households (HH): Presented in thousands (000s) of households.

TV Market Retail Sales (RS): Presented in hundreds of thousands (\$000,000s) of dollars.

TV Market Total Personal Income (TPI): Total income available in the market. Presented in hundreds of thousands (\$000,000s) of dollars.

2 Market Rankings and Statistics

Pop Rank: The market's ranking by total 2017 population.

HH Rank: The market's ranking by total 2017 households.

RS Rank: The market's ranking by total 2017 retail sales.

TPI Rank: The market's ranking by total 2017 Total Personal Income available in the market.

TV Households: The number of households in the market presented in thousands (000s).

TV MKT Counties: The number of counties covered by the TV Market.

White: The percentage of Caucasian population in the market.

Black: The percentage of African-American population in the market.

Asian: The percentage of Asian population in the market.

Hispanic Origin: The percentage of Hispanic residents in the market. Hispanic is defined as being of Hispanic origin or descent.

Avg Household: The average 2017 household income in the market.

Per Capita: The average 2017 income per person in the market.

Estimated Breakouts: Indicates source of market revenues by percentage of Network, National/Regional and Local Revenues.

3 Demographic Breakdown

This breakdown summarizes the population dispersion by age and gender. The data is presented in thousands for each category grouping and each age group is listed as a percentage of the total population.

4 Group Owner Revenue Shares

A pie chart shows the percentage of total estimated market revenues for each of the major owners in the market. The percentages include revenues from stations operated by these groups under a Local Marketing Agreement. These are listed under the Parent Company name.

5 Estimated Market Revenues

This is a graphic representation of the Estimates Historic and Projected Market Revenues. This gives a trend of revenues for the prior five years and an estimate for the next five years.

Shreveport, LA Market Overview

TV Mkt Rank: 83

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COMMERCIAL STATIONS

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Market Television Financials (all figures in 000's, except percentages and ratios)

Year	Mkt Rank	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# Multicast Signals	# PTV Stations
2016	82	0	11	6	5	7	1
2017	83	0	11	6	5	12	1

OVER-THE-AIR
ESTIMATED
GROSS
REVENUES

2012	2013	2014	2015	2016	2017	Δ 12 - 17
\$48,500	\$48,900	\$51,300	\$48,200	\$47,300	\$48,000	-0.2%
Δ 16 - 17	2018	2019	2020	2021	2022	Δ 17 - 22
1.5%	\$48,200	\$48,000	\$50,700	\$49,200	\$51,400	1.4%

Online/Interactive Gross Revenue

★★

Retransmission Consent Market Revenue

2017	2018	2019	2020	2021	2022	Δ 17 - 22
\$3,770	\$4,440	\$5,320	\$6,370	\$7,610	\$9,070	19.2%

2017	2018	2019	2020	2021	2022	Δ 17 - 22
\$28,500	\$30,000	\$31,600	\$33,300	\$35,000	\$36,800	5.2%

Shreveport, LA Competitive Overview

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Calls	City Of License	Ch	Visual Power (kW)	HAAT	L M A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '17 Revenue (000) 1/	'17 Adv Rev. Share	'16 Adv Rev. Share	'15 Adv Rev. Share	'14 Adv Rev. Share	'13 Adv Rev. Share	Est '17 Retran Rev.(000)
● KTAL-TV	Texarkana	15.0	1,000	cp	1,491	NBC	MIInm	Nexstar Media Group	53	0012	35,250	7,600	15.8%	15.6%	16.2%	17.7%	17.8%	7,800
KSLA	Shreveport	17.0	175	cp	1,700	CBS	TelRp	Raycom Media Inc	53	9610	g	14,000	29.2%	33.8%	36.5%	35.6%	34.6%	7,000
KPXJ	Minden	21.0	1,000	cp	1,644	CW	Contl	KTBS LLC	05	0908	10,310al	3,600	7.5%	6.8%	4.4%	4.5%	4.3%	600
● KTBS-TV	Shreveport	28.0	1,000	cp	1,847	ABC	Contl	KTBS LLC	55			14,000	29.2%	28.5%	26.1%	26.5%	27.0%	4,400
KMSS-TV	Shreveport	34.0	1,000	cp	1,808	1 FOX	MIInm	Marshall Bdcstg Gr	85	1501	58,500	6,500	13.5%	11.6%	13.7%	12.9%	14.1%	7,800
KSHV-TV	Shreveport	44.0	500	cp	1,657	1 My	MIInm	White Knight Bcstg	94	9504	3,800	1,200	2.5%	2.1%	2.1%	2.1%	2.2%	1,000
KLFI-CD	Texarkana	^35	1	cp	0	IND		Beech St Comm Corp	92									
● KBXS-CD	Shreveport	14.0	3	cp	348	IND		L4 Media Group	87	0119	g							
KADO-CD	Shreveport	40.0	15	cp	361	IND		Word of Life Min Inc	9	0213	na							
KJEP-LP	Nashville	^23	20	cp	279	IND		NVL V	94									
K41EQ-D	Texarkana	41.0	10	cp	495	ABC		Three Angels Bcstg	02									
*KLTS-TV	Shreveport	24.0	350	cp	1,000	FBS		Louisiana ETV	78									

Digital Multicast Signals

Calls	City Of License	Ch	Visual Power (kW)	HAAT	Aff	Rep	Owner	Est '17 Revenue (000) 1/	'17 Adv Rev. Share
● KTAL-D2	Texarkana	15.0	1,000	cp	Laf	MIInm	Nexstar Media Group		
KSLA-D2	Shreveport	17.2	175	cp	Grt	TelRp	Raycom Media Inc		
KSLA-D3	Shreveport	17.3	175	cp	BNC	TelRp	Raycom Media Inc		
KPXJ-D2	Minden	21.2	1,000	cp	Me	Contl	KTBS LLC	800	1.7%

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Market Trend Analysis

This section is a two-year historical overview highlighting technical factors that reflect trends in the specific market.

TV Market Rank: The rank is based on the number of television households in the market.

#VHF Stations: The number of stations, not including satellite operations, that broadcast from the Very High Frequency channel range (2-13).

#UHF Stations: The number of stations, not including satellite operations, that broadcast from the Ultra High Frequency channel range (14-69).

#Network Affiliates: The number of stations that operated in the market under an agreement to rebroadcast a significant portion (more than ten hours) of a national network's programming (ABC, CBS, FOX, NBC, CW, My).

#Ind Stations: The number of commercial television stations in the market that were not affiliated with one of the national network affiliates.

#PTV Stations: The number of public broadcast (non-commercial) television stations in the market.

Following is the Online/Interactive Gross Revenue estimates for the market. This includes 2017 estimates plus projections through 2022.

7 Market Television Financials

Estimated Historic, Present and Projected Revenues: These are BIA's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 2012 to 2022. The revenue estimates represent total time sales including local, regional and national spot sales, plus political and network compensation. The figures do not include trade and barter, production or promotional revenues.

Gross revenue estimates are based on several factors including retail sales growth, historical revenue trends, market development, new station entries and regional trends. BIA's direct consultation with and survey responses from station operators and group owners in most markets yield additional data.

Historic and Projected Growth Rates: We have also included the compound average annual rate for the periods indicated: Historically for the last five years (2012-2017); Last year (2016-2017); and projected for the next five years (2017-2022).

Following is the Retransmission consent revenue estimates for the market. This includes 2017 estimates plus projections through 2022.

★★★ **Confidence Rating:** These stars indicate BIA's confidence level for the estimated revenues. Three stars are awarded for a high level of confidence (several reliable outside sources); two stars for moderate confidence (limited outside sources); and one star for cautious confidence (estimated with our own resources).

Estimated Revenue Breakout: Percentage of the market's revenues that are derived from network compensation, and national/regional or local billing.

Ratios: Television market revenue to retail sales and revenue per capita are presented for three periods—historic, present and projected.

8 Station Technical Attributes

Technical information is secured from the FCC through Actions and filings for construction permits.

“•”: A bullet to the left of the station's listing indicates that there has been a change to this station since the last edition was printed. It could be any combination of new call sign, technical upgrade, new LMA or change in ownership or affiliation..

Call Letters: Listed in order of commercial, satellite, low power, local cable channel and then by public broadcast stations in order of channel, these are the licensed call letters of the television stations licensed to the market.

City of License: The city from which the television station is licensed to operate as designated by the FCC.

Ch: The number of the digital channel for all full power stations. Analog channels for some Class A and Low Power stations are indicated by a preceding ^.

Visual Power (kW): The power in kilowatts at which the station transmits its signal. A “cp” indicated next to the station's power signifies that a construction permit has been granted by the FCC to change some aspect of the station's technical operations. The technical information shown is the licensed operation information.

HAAT: Height above average terrain of the station's center of radiation (antenna) with respect to its surrounding terrain in feet.

LMA: Local Marketing Agreement. The letter indicated in this column coincides with the other stations in the market that operate with this one under such an agreement.

9 Affiliation and Representation

Aff: The national network with which the station has an agreement to rebroadcast a significant portion (ten-plus hours) of the network's programming (see Keys & Codes).

Rep: The abbreviated name for the firm that represents the station for the national sales of its advertising. See Keys & Codes for an explanation of all abbreviations.

10 Ownership

Ownership changes and information are gleaned from announcements in the trade publications, press releases, market contacts, FCC filings and other sources.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a “p” following the Date Acq'd.

Year Std: The year the station first went on the air.

Date Acq'd: The date (Year Month) the station was acquired by the most recent or proposed purchaser.

Sales Price: Presented in thousands, this is the price paid for the station. To the right of the price you may encounter a code that signifies the type of transaction (See Keys & Codes).

NOTE: Because the actual sales price of a station or group may vary from the reported price, caution should be exercised with respect to the use of these data.

11 Estimated Station Revenues

BIA estimates gross revenues for the leading stations in most markets. BIA's revenue estimates do not include trade/barter, production or promotion revenues. We utilize direct mail surveys, telemarketing, market contacts and computer modeling to generate these estimates. Despite this effort, we must reiterate that these are just estimates. We view these estimates, however, as an important element to the book and encourage station operators and owners to participate in our surveys.

12 Estimated Market Revenue Share

Estimated station revenues shown as a percentage of total market revenues for the most recent year profiled.

13 Historic Revenue Trends

Estimated station revenues shown as percentage of total market revenues over the previous four years.

14 Estimated Station Retransmission Consent Revenues

BIA estimates retransmission consent revenues for the leading stations in all markets.

Digital Multicast Signals

15 multicast signals of digital commercial stations. Multicast signals in large markets are listed after the San Juan market near the end of the book.

Keys and Codes

General

ADI	Aggregated Disposable Income
CA	Class A - an upgrade for Low Power Television
CD	Class A Digital
HAAT	Height Above Average Terrain (shown in feet)
LC	Local Cable Channel
LD	Low Power Digital
LMA	Operates under Local Marketing Agreement
LP	Low Power
RE	Retail Expenditures
TVHH	Estimated Television Households as of 1/1/2016
UHF	Very High Frequency - stations channel 13 and below
*	Denotes a non-commercial station

Codes After Sales Price

+	Sales price is amount listed plus notes, stock, or debt.
al	Station sold for assumption of liabilities.
c#	Indicates parent and satellite stations in the market.
cp	Indicates sale of a station construction permit.
d	Distress sale.
dn	Donation.
e	Estimated sales price.
g	Group sale.
g#	Parent/satellite of a group sale.
na	Not available
nc	No cash consideration.
p	“p” after the date acquired (Date Acq’d) indicates a proposed sale.
st	Stock transfer.
sw	Station swap.

Construction Permit

cp A “cp” following the Power column indicates that the station has a construction permit to change channel, power, or its antenna height to upgrade its technical facilities. The station is also authorized to operate at the indicated power or height for testing purposes.

Station Representatives (Rep)

ABC	ABC Television Sales
Asian	Asian Marketing & Media Services
AZT	Azteca America TV Spot Sales
CBSTV	CBS Television Stations
Contl	Continental Television Sales
Eagle	Eagle TV Sales
FOX	Fox Station Sales
HRP	Harrington, Righter & Parsons, Inc.
InHse	In House
KatzT	Katz Direct Television Sales
Libmn	Liberman Television Sales
Millnm	Millenium Sales & Marketing
NBC	NBC National Sales
NPM	National Public Media
Rosln	Roslin Television Sales
Telmn	Telemundo
TelRp	TeleRep
UNI	Univision

Station Affiliation

3AB	Three Angels Broadcasting Netwk	FNt	FamilyNet	NTD	New Tang Dynasty
ABC	ABC	FNX	First Nations Experience	Nws	All News
Act	The Action Channel	FOR	Foreign Language	PBS	Public Broadcasting System
AcW	AccuWeather	FOX	FOX	PUB	Public Television
AMG	Access Media Group	get	getTV	qbo	ION Qubo Network
AMy	Antenna and My Network	Grt	Grit TV	Qst	Quest TV
Ant	Antenna TV	H&I	Heroes & Icons	QVC	QVC Shopping Network
AZT	Azteca America	HMy	Heroes & Icons and My Network	QV2	QVC 2
Biz	BizTV Network	HsC	The Hillsong Channel	REL	Religious
BNC	Bounce TV	HSN	Home Shopping Network	RT1	RTV, TUFF, America One
Bzr	Buzzr	HS2	Home Shopping Network 2	RTV	Retro Television Network
CBC	CBC Television	HTN	Heartland TV Network	Rvn	Rev'n TV
CBS	CBS	IBN	International Broadcasting Network	Sal	TBN Salsa
CCT	CCTV News	ICN	ICN TV Network	SBN	SonLife Broadcasting Network
CGN	Church Global Network TV	ILF	ION Life Network	SCH	SCHOLAR - Educ Programming
Chg	Charge!	INA	Independent-Asian	SHP	Shopping Networks
Cmt	Comet TV	IND	Independent	SLC	Shop LC
CNA	CBS, NBC, ABC, FOX. Any combi nation of the first letters of these net works means dual affiliation; i.e. C&A would mean CBS and ABC.	INS	Independent-Spanish	SMJ	Smile of a Child and JUCE TV
		ION	ION Media Network	SML	Smile of a Child
		Jst	Justice Network TV	SSN	Soul of the South Network
		JTV	Jewelry TV	Stm	Stadium
Col	The Cool TV Network	JUC	JUCE TV	SWx	Sports & Weather
Coz	Cozi TV	KDS	PBS Kids	TBD	TBD TV Network
CRT	Create	KOR	Korean Programming	TBN	Trinity Broadcasting Network
CRW	Create and World	Laf	Laff	TBS	Turner Broadcasting System
CTN	Christian Television Network	LAT	LATV - Bilingual Spanish/English Network	TCN	The Country Network
CTV	Cornerstone Television Network	Lgt	Light TV	TCT	Total Christian Television
CW	CW Television Network	LIF	Lifestyle	TEL	Telemundo
CW+	CW Plus	LWN	Live Well Network	TEX	Telemundo Exitos TV
CMe	CW and Me TV	Me	Me TV	TEV	Televisa
CMy	CW and My Network	MMy	Me TV and My Network	Ths	This TV
Dec	Decades TV Network	MTL	Me TV and Telemundo	TUF	TUFF TV Network
DMy	Decades and My Network	MGA	Mega TV - Spanish	UNI	Univision
DrT	Doctor TV	Mov	Movies! TV Network	UnM	UniMas
DRK	Dark	MR1	My, Retro, America One	USP	Untamed Sports
Dst	Daystar TV Network	MCW	My and CW	VTM	Vietnamese Programming
EDU	Educational	MCz	My and Cozi TV	WDV	WorldView Network
ENL	Enlace Spanish	MTh	My and This TV	WLD	World
Esc	Escape TV	My	My Network TV	Wlk	The Walk TV
EST	Estrella TV	NBC	NBC	WNt	WeatherNation TV
EXP	PBS Explorer	NCP	NBC, CBS and PBS	Wx	Weather
F&M	FOX and My Network	NHK	NHK World	WxN	Weather & News
F24	France 24	NMx	NewsMax TV	Yto	Youtoo America TV
FMC	The Family Channel				