



Television YEARBOOK[®] 2018

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BIA's Television Yearbook® 2018

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BIA Advisory Services, LLC

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Special Notes for Puerto Rico Market

Some demographic information for Puerto Rico is provided by the Puerto Rico Planning Board. BIA has estimated some projected demographic figures using historic growth rates.

Questions about BIA's *Television Yearbook*® 2018 or other BIA publications or services should be directed to:

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United States Overview

Comparison of various market, owner and station factors with the entire country provides useful indicators of its potential. Below are several nationwide benchmarks:

National Totals

2017 Population ¹	327,131,000
2017 Retail Sales ¹	\$4,937,172,000,000
2017 BIA's Estimated Gross	
Television Advertising Revenues.....	\$17,168,700,000
Television Households as of Jan 1 2018	113,161,000
2017 Total Personal Income ¹	\$14,821,969,000,000

National Growth Rates

	'12-'17	'17-'22
Population (POP)	0.8%	0.9%
Households (HH)	1.2	1.1
Retail Sales (RS).....	2.0	1.6
Total Personal Income (TPI)	2.5	2.4

2017 National Ethnic Breakdown

White	61.8%
Black.....	13.0
Asian.....	6.2
Hispanic Origin.....	18.1

2017 National Income

Per Capita	\$45,309
Median Household.....	\$85,332
Average Household.....	\$116,017

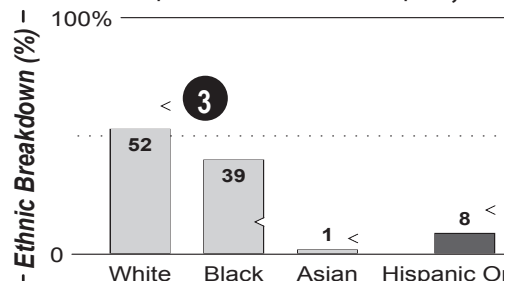
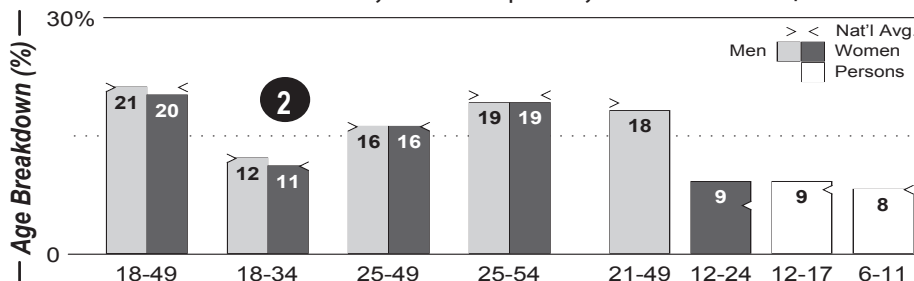
2017 National Demographic Averages

Ages	Men	Women	Persons
18-49	22%	21%	
18-34	12	11	
25-49	16	16	
25-54	20	20	
21-49	19		
12-24		6	
12-17			8%
6-11.....			8

¹ per Woods & Poole Economics, Inc.

Albany, GA

1 TV Mkt Rank: **154** TVHH: **139,000** Pop: **419,100** Retail: **\$5.167B** Gross Rev: **\$16.5M** HH Inc: **\$74,253**



Ch	p	Calls	City of License	PWR	HAAT	Polar	Latitude	Longitude	Rep	Affil	St	Owner	Acq	Pri
6	*	WABW-TV	Pelham	11	1,243	HOR	31-08-05	84-06-16		PBS	67	GA Public Bcstg		
7	*	WACS-TV	Dawson	5	1,093	HOR	31-56-16	84-33-15		PBS	67	GA Public Bcstg		
10		WALB	Albany	22	974	HOR	31-19-52	83-51-43	TelRp	NBC	54	Raycom Media Inc	0601	
12		WFXL	Albany	60	830	HOR	31-19-52	83-51-43	HRP	FOX	82	Sinclair Bcst Group	1311	
31		WSWG	Valdosta	1,000	846	ELI	31-10-19	83-21-57	InHse	CBS	80	Gray Television Inc	0511	3,7
34		WSST-TV	Cordele	66	361	HOR	31-56-30	83-48-18		IND	89	Sunbelt South Tcomm		
48		W48DU-D	Albany	15	430	HOR	31-19-52	84-07-53		IBN	14	Edge Spectrum Inc	1706	
6.2	*	WABW-D2	Pelham	11	1,243	HOR	31-08-05	84-06-16		CRT	09	GA Public Bcstg		
6.3	*	WABW-D3	Pelham	11	1,243	HOR	31-08-05	84-06-16		WLD	09	GA Public Bcstg		
6.4	*	WABW-D4	Pelham	11	1,243	HOR	31-08-05	84-06-16		KDS	16	GA Public Bcstg		
7.2	*	WACS-D2	Dawson	5	1,093	HOR	31-56-16	84-33-15		CRT	09	GA Public Bcstg		
7.3	*	WACS-D3	Dawson	5	1,093	HOR	31-56-16	84-33-15		WLD	09	GA Public Bcstg		
7.4	*	WACS-D4	Dawson	5	1,093	HOR	31-56-16	84-33-15		KDS	16	GA Public Bcstg		
10.2		WALB-D2	Albany	22	974	HOR	31-19-52	83-51-43	TelRp	ABC	09	Raycom Media Inc	0601	
10.3		WALB-D3	Albany	22	974	HOR	31-19-52	83-51-43	TelRp	BNC	11	Raycom Media Inc	0601	
12.2		WFXL-D2	Albany	60	830	HOR	31-19-52	83-51-43	HRP	TBD	03	Sinclair Bcst Group	1311	
12.3		WFXL-D3	Albany	60	830	HOR	31-19-52	83-51-43	HRP	Cmt	14	Sinclair Bcst Group	1311	
12.4		WFXL-D4	Albany	60	830	HOR	31-19-52	83-51-43	HRP	Chg	17	Sinclair Bcst Group	1311	
31.2		WSWG-D2	Valdosta	1,000	846	ELI	31-10-19	83-21-57	InHse	MMY	06	Gray Television Inc		
31.3		WSWG-D3	Valdosta	1,000	846	ELI	31-10-19	83-21-57	InHse	CW+	11	Gray Television Inc		

Ch	General Manager	Address, City, State ZIP	Phone	FAX	Owner	Contact	Owner Phc
6	Teya Ryan	260 14th St NW, Atlanta, GA 30318	404-685-4788	685-2403	Teya Ryan		404-685-4
7	Teya Ryan	260 14th St NW, Atlanta, GA 30318	404-685-4788	685-2403	Teya Ryan		404-685-4
10	Jim Wilcox	PO Box 3130, Albany, GA 31706	229-446-1010	446-4000	Patrick LaPlatney		334-206-1
12	Deborah Gay	1201 Stuart Ave, Albany, GA 31707	229-435-3100	903-8240	Christopher Ripley		410-568-1
31	Heather Peeples	415 Pine Ave Ste 100, Albany, GA 31701	229-985-1340		Hilton Howell Jr		404-504-9
34	Phil Streetman	PO Box 917, Cordele, GA 31010	229-273-0001	273-8894	Phillip Streetman		229-273-0
48	Caleb Weiss	PO Box 54025, Hurst, TX 76054	972-293-2256		Randall Weiss		206-963-2

Market Overview Key

1 Market Statistics

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

TVHH: The number of television households in the market.

Pop: The 2017 population estimate of the market from Woods & Poole Economics, Inc. (see Copyrights).

Retail: The estimated 2017 total retail sales in the market from Woods & Poole Economics, Inc. (see Copyrights). **M** = millions and **B** = billions.

Gross Rev: This is BIA's estimate of the over-the-air gross advertising revenues for this market for 2017. **M** = millions and **B** = billions. 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.

HH Inc: The 2017 average household income from Woods & Poole Economics, Inc. (see Copyrights). The arrow to the right of the figure indicates whether the figure is higher or lower than the national average (see p. v)

2 Age Breakdown

This is a graphical presentation of the gender and age percentage breakdown in the market for 2017. For comparison purposes, the national averages for the various categories is indicated in the corresponding bar by a ">" or a "<."

3 Ethnic Breakdown

White Population: The percentage of Caucasian population in the market. The national average is indicated by a "<" mark.

Black Population: The percentage of African-American population in the market. The national average is indicated by a "<" mark.

Asian Population: The percentage of Asian population in the market. The national average is indicated by a "<" mark.

Hispanic Origin: The percentage of Hispanic residents in the market. Percentages for Hispanic origin should not be added to the other three percentages as Hispanic is included in all of the ethnic categories. The national average is indicated by a "<" mark.

4 Technical Attributes

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

Ch: The number of the over-the-air channel at which the station is located. Digital multicast signals are profiled at the bottom of the listing.

p: A "*" in this column indicates that this is a Public station.

Calls: Listed in order of channel position are the licensed call letters of the television stations.

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

PWR: The visual power in kilowatts at which the station transmits.

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

Polar: Indicates the station's antenna polarization: HOR = Horizontal; CIR = Circular; ELI = Elliptical.

Latitude: The station's latitudinal transmitter coordinate.

Longitude: The station's longitudinal transmitter coordinate.

5 Rep and Affiliation (Affil)

Rep: This is an abbreviation of the station's advertising representative according to a table found in "Keys & Codes."

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

6 Ownership

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

St: The year the station first went on the air.

Owner: The most recent owner or proposed purchaser of the station. A proposed purchaser is indicated by a "p" next to the Acquisition Date (Acq).

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

Price: Presented in thousands, this is the sales 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.

7 Contact Information

Listed numerically by Channel, the station's GM, mailing address, phone and fax number are listed as well as the owner contact name and phone number. See "TV Station Personnel" for other key contacts at the station and "Group Owners" for more detail on owners of more than two stations.

Keys & Codes

General

B	Billion
CA	Class A-an upgrade for low power television
DT	Digital Television
HAAT	Height Above Average Terrain (shown in feet)
LP	Low power
M	Million
TVHH	Estimated Television Households as of 1/1/2012
*	Denotes a non-commercial station
HOR	Horizontal antenna polarization
CIR	Circular antenna polarization
ELI	Elliptical antenna polarization

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.

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