

# Research Backchannelmedia's DRTV Snapshots

## Largest Change in Paid Programming Hours — Broadcast Stations (from August to September 2006)

	CALL SIGNS	DMA	AFFILIATION	CHANGE IN HOURS
<b>Best</b>	WSAV-DT2	Savannah (Ga.)	MyNetworkTV	252
<b>Worst</b>	KOLN-DT2	Lincoln/Hastings (Neb.)	MyNetworkTV	-211

## Most Paid Programming Hours — Broadcast Stations by Daypart (September 2006)

DAY PART	STATION CALL SIGNS	DMA	AFFILIATION	HOURS
<b>6-9 a.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	90
	WPXV-DT2	Norfolk/Portsmouth/ Newport News (Va.)	Ind.	90
<b>9 a.m.-Noon</b>	WSBS	Miami/Fort Lauderdale	Ind.	90
	KLDT	Dallas/Fort Worth	Ind.	90
	KBFD	Honolulu	Ind.	90
<b>Noon-4 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	120
	WVPX	Cleveland/Akron	Ind.	120
	WPXD	Detroit	Ind.	120
	KBCB	Seattle/Tacoma	Ind.	120
<b>4-6 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	60
	WPXD	Detroit	Ind.	60
	WJYS	Chicago	Ind.	60
	KLDT	Dallas/Fort Worth	Ind.	60
<b>6-7 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	30
	KLDT	Dallas/Fort Worth	Ind.	30
	WTVE	Philadelphia	Ind.	30
<b>7-8 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	30
	WTVE	Philadelphia	Ind.	30
	WLS-DT2	Chicago	Ind.	30
<b>8-11 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	90
<b>11-11:30 p.m.</b>	WBIH	Montgomery/Selma (Ala.)	Ind.	15
	WTVE	Philadelphia	Ind.	15
	KLDT	Dallas/Fort Worth	Ind.	15
<b>11:30 p.m.-1 a.m.</b>	KUPX	Salt Lake City	Ind.	45
<b>1-6 a.m.</b>	KLDT	Dallas/Fort Worth	Ind.	150
	WSBS	Miami/Fort Lauderdale	Ind.	150

## Largest Change in Paid Programming Hours — Cable Networks (from August to September 2006)

	CALL SIGNS	DMA	AFFILIATION	CHANGE IN HOURS
<b>Best</b>	Mountain West Sports Network	Multiple	Sports Satellite	125.5
<b>Worst</b>	i (Independent TV) Satellite Feed East (ISATE)	Multiple	Satellite Feed	-29

## Most Paid Programming Hours — Broadcast Stations (September 2006)

RANK	CALL SIGNS	DMA	AFFILIATION	HOURS
1	KLDT	Dallas/Fort Worth	Ind.	656
2	WKPT-DT3	Tennessee-Virginia Tri-Cities	Ind.	592
3	WBIH	Montgomery/Selma (Ala.)	Ind.	540
4	WVPX	Cleveland/Akron	Ind.	537
5	KDMD	Anchorage	Ind.	522
6	WMCN-DT	Philadelphia	Ind.	503.5
7	KVMD-DT	Los Angeles	Ind.	503
8	WSBS	Miami/Fort Lauderdale	Ind.	496
9	KUPX	Salt Lake City	Ind.	492.5
10	WPXV-DT2	Norfolk/Portsmouth/ Newport News (Va.)	Ind.	492

## Most Paid Programming Hours — Cable Networks (September 2006)

RANK	NAME	CALL SIGN	HOURS
1t	Access Television Network	ATN	720
1t	Guthy-Renker TV - GRTV	GRTV	720
1t	Guthy-Renker TV - GRTV2	GRTV2	720
1t	TV Superstore	TVSS	720
1t	TV Warehouse	WAREHSE	720
6	Product Information Network	PIN	600
7	Worldwide Shopping Source	WSS	510
8	i (Independent TV) Satellite Feed East	ISATE	460
9	AmericanLife TV Network	ALN	247
10	TV Games Network	TVG	241
11t	Fox Sports enEspañol	FSE	236
11t	Fox Sports World Español for Dish	FSED	236
13	Fox Sports Ohio Satellite Feed	FSNOHNR	192.5
14t	Food HD	FOODHD	180
14t	The Travel Channel	TRAV	180
14t	HGTV HD	HGTVD	180
17	Telehit USA Feed	THITUS	171
18	De Pelicula US Feed	DEPELUS	168
19	CNBC	CNBC	164.5
20	The Discovery Channel	DSC	164.3

DT = digital TV channel; Ind. = Independent



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Commission (FCC) and Axiom. Research time period: September 2006. Backchannelmedia Inc. is a strategic television media services firm providing comprehensive campaign management, ancillary production consulting, media research and acquisition, and direct-to-customer analysis. Through the use of DRTVResearch and S.T.A.R.S., Backchannelmedia Inc. delivers detailed research, analytics and intuitive reporting unmatched in the industry.