

&gt;&gt; Fig. 5

**Fourth-Quarter 2009 Short-Form DRTV: Dollars Spent by Media Type**

Reported Time Period: Oct. 1- Dec. 31, 2009

Category	Total Dollars(000)	Network TV Dollars(000)	Spot TV Dollars(000)	Hispanic Network TV Dollars(000)	Cable TV Dollars(000)	Syndication Dollars(000)
Apparel	\$431,800	\$1,742,800	\$10,388,600	\$14,284,300	\$857,000	\$27,704,500
Audio supplies and equipment	\$256,900	\$759,800	\$15,544,100	\$27,633,600	\$503,200	\$44,697,600
Automotive and travel	\$96,000	\$810,400	\$255,800	\$7,164,100	\$237,000	\$8,563,300
Business	\$1,920,400	\$5,440,900	\$4,732,900	\$44,527,100	\$1,675,700	\$58,297,000
Collectibles and art	\$0	\$196,600	\$0	\$1,214,500	\$49,400	\$1,460,500
Computers, software and home office	\$61,000	\$759,800	\$1,313,600	\$32,816,500	\$1,191,100	\$36,142,000
Correspondence schools	\$58,300	\$100,400	\$0	\$520,100	\$114,000	\$792,800
Crafts, hobbies, sporting goods and toys	\$1,989,300	\$702,000	\$253,900	\$88,996,100	\$2,069,100	\$94,010,400
Drug and toiletry	\$14,397,000	\$20,166,000	\$32,719,700	\$226,242,700	\$42,188,700	\$335,714,100
Food and beverage	\$0	\$175,800	\$10,501,800	\$2,114,800	\$0	\$12,792,400
General	\$2,567,200	\$7,975,100	\$21,966,400	\$105,703,200	\$10,503,000	\$148,714,900
Home and building	\$323,400	\$287,400	\$0	\$15,385,600	\$210,800	\$16,207,200
Household, furniture and appliances	\$3,699,800	\$2,708,800	\$8,432,600	\$151,266,900	\$5,030,100	\$171,138,200
Lawn, garden, seeds and bulbs	\$0	\$292,100	\$0	\$998,400	\$98,800	\$1,389,300
Multiple category ad	\$64,000	\$243,700	\$1,680,000	\$1,677,600	\$95,800	\$3,761,100
Publishers and book clubs	\$83,200	\$2,508,000	\$10,846,400	\$25,915,400	\$1,233,100	\$40,586,100
Video supplies and equipment	\$791,000	\$1,516,900	\$17,759,700	\$25,164,100	\$844,500	\$46,076,200
<b>Grand Total</b>	<b>\$26,739,300</b>	<b>\$46,386,500</b>	<b>\$136,395,500</b>	<b>\$771,625,000</b>	<b>\$66,901,300</b>	<b>\$1,048,047,600</b>