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# DMA LOCAL CABLE RANKINGS: TOTAL DR SPOTS

## DESIGNATED MARKET AREAS

| RANK | MARKET (DMA RANK) | DR SPOTS | LAST MONTH |
|---|---|---|---|
| 1 | New York (1) | 4,028 | 1 |
| 2 | Boston (7) | 3,865 | 2 |
| 3 | New Orleans (51) | 2,299 | 13 |
| 4 | Raleigh-Durham, N.C. (24) | 2,227 | 3 |
| 5 | Seattle-Tacoma (12) | 2,198 | 8 |
| 6 | Pittsburgh (23) | 2,167 | 4 |
| 7 | West Palm Beach, Fla. (38) | 1,952 | 5 |
| 8 | Chicago (3) | 1,826 | 6 |
| 9 | Washington (8) | 1,680 | 19 |
| 10 | Cleveland-Akron (18) | 1,656 | 12 |
| 11 | Mobile, Ala./Pensacola, Fla. (60) | 1,576 | 26 |
| 12 | Miami-Fort Lauderdale (16) | 1,524 | 11 |
| 13 | Kansas City (31) | 1,464 | 21 |
| 14 | Atlanta (9) | 1,323 | 15 |
| 15 | St. Louis (21) | 1,267 | 39 |
| 16 | Charlotte (25) | 1,149 | 20 |
| 17 | Greenville-Asheville, N.C. (37) | 1,146 | 50 |
| 18 | Milwaukee (34) | 1,141 | 33 |
| 19 | Sacramento (20) | 1,139 | 17 |
| 20 | Detroit (11) | 1,127 | 18 |
| 21 | Tampa-St. Petersburg (14) | 1,117 | 27 |
| 22 | Las Vegas (40) | 1,102 | 14 |
| 23 | Grand Rapids, Mich. (42) | 1,072 | 16 |
| 24 | Oklahoma City (44) | 936 | 35 |
| 25 | Greensboro, N.C. (46) | 925 | 9 |
| 26 | Phoenix (13) | 874 | 24 |
| 27 | Hartford-New Haven, Conn. (30) | 821 | 7 |
| 28 | Memphis (49) | 793 | 29 |
| 29 | San Diego (28) | 743 | 45t |
| 30 | Indianapolis (26) | 742 | 22 |
| 31 | Philadelphia (4) | 739 | 10 |
| 32 | Los Angeles (2) | 733 | 23 |
| 33 | Tulsa (59) | 720 | 37 |
| 34 | Cincinnati (35) | 689 | 28 |
| 35 | Denver (17) | 686 | 38 |
| 36 | Nashville (29) | 597 | 25 |
| 37 | Columbus, Ohio (32) | 576 | 30 |
| 38 | Little Rock-Pine Bluff, Ark. (56) | 543 | 41 |
| 39 | Austin (47) | 528 | 40 |
| 40 | San Francisco Bay Area (6) | 514 | 32 |
| 41 | Louisville (48) | 497 | 31 |
| 42 | Portland, Ore. (22) | 494 | 36 |
| 43 | Knoxville, Tenn. (61) | 448 | 44 |
| 44 | Minneapolis-St. Paul (15) | 368 | 34 |
| 45 | Orlando-Daytona Beach, Fla. (19) | 309 | 43 |
| 46 | Fresno-Visalia, Calif. (55) | 294 | 42 |
| 47 | Dallas-Fort Worth (5) | 236 | 49 |
| 48 | San Antonio (36) | 202 | 48 |
| 49 | Houston (10) | 201 | 47 |
| 50 | Jacksonville (50) | 196 | 45t |

Nielsen operates as an information and measurement company worldwide. It offers critical media and marketing information, analytics and industry expertise about what consumers buy and what consumers watch on a global and local basis. The above data is from Nielsen Monitor-Plus™, a provider of competitive advertising intelligence. **Rankings from March 2014.** Nielsen Monitor-Plus™ delivers timely and insightful data necessary to assess advertising effectiveness across 18 media, including television in all 210 DMAs and Spanish-Language measurement across a growing number of media. Monitor-Plus™ Local Spot Cable data includes 50 DMAs and 15 cable/regional networks in each DMA. For more information on Monitor-Plus™, please E-mail: *sigma@nielsen.com.*

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