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Ft. Wayne, IN Revenue Overview

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TV Mkt Rank: 107

Demographic and Economic Overview

(000s, except Retail Expend. and ADI in \$000,000s)

	2004	2009	Growth Rate	2009	2014	Growth Rate
Population	701.3	706.7	0.2%	706.7	706.9	0.0%
Households	274.3	275.5	0.1%	275.5	282.3	0.5%
Retail Expend.	5,297.7	5,697.1	1.5%	5,697.1	6,003.4	1.1%
Agg. Disp. Inc.	12,887.9	13,967.9	1.6%	13,967.9	14,937.2	1.4%

Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	350.7	61.8	30.6	33.4	46.7	46.5	51.8	79.8
Women (000)	356.0	58.5	29.0	31.7	43.7	46.3	51.1	95.7
Total	706.7	120.3	59.6	65.1	90.4	92.8	102.9	175.5
Percentage	100.0%	17.0%	8.4%	9.2%	12.8%	13.1%	14.6%	24.8%

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Pop Rank # 112
HH Rank # 106
RE Rank # 107
ADI Rank # 103

TV Households 271
TV Mkt Counties 12

White 88.7%
Black 6.0%
Asian 0.9%

Avg Household \$3,105
Per Capita \$23,515
Hispanic Origin 4.7%

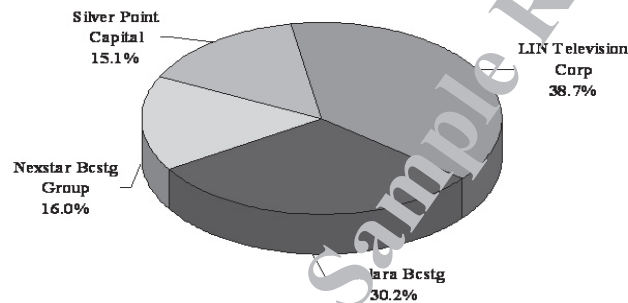
Estimated Breakouts
% Network 0.5%
% Natl/Regl 29.5%
% Local 70.0%

	2004	2009	2014
Revenue/Retail Expend.	\$7.44/1,000	\$5.53/1,000	\$6.00/1,000
Revenue/Capita	\$56.18	\$44.57	\$50.93



Group 2009 Estimated Revenue Shares Ft. Wayne, IN Television Market

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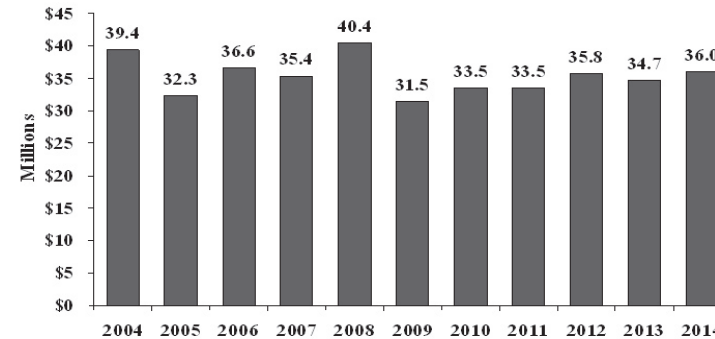


Group revenues include stations owned or operated under a Local Marketing Agreement in the market.



Estimated Market Revenues 2004-2014 Ft. Wayne, IN 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 Experian/Applied Geographic Solutions 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 Expenditures (RE): Presented in hundreds of thousands (\$000,000s) of dollars.

TV Market Aggregated Disposable Income (ADI): After tax disposable 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 2009 population.

HH Rank: The market's ranking by total 2009 households.

RE Rank: The market's ranking by total 2009 retail expenditures.

ADI Rank: The market's ranking by total 2009 Aggregated Disposable 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.

Avg Household: The average 2009 household income in the market.

Per Capita: The average 2009 income per person in the market.

Hispanic Origin: The percentage of Hispanic residents in the market. Hispanic is defined as being of Hispanic origin or descent. Percentages for Hispanic should not be added to the other three percentages as Hispanic is included in all of the ethnic categories.

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.

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.

Ft. Wayne, IN Market Overview

TV Mkt Rank: 107

BIA Revenue Rank: 102

COMMERCIAL STATIONS

Year	Rank	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# Multicast Signals	# PTV Stations
2005	104	0	6	4	2	0	1
2006	106	0	6	4	5	6	1
2007	106	0	6	4	5	6	1
2008	107	0	6	4	4	5	1
2009	107	2	4	4	6	7	1

ESTIMATED
GROSS
REVENUES
★★★

Market Television Financials

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

2004	2005	2006	2007	2008	2009	Δ 04 - 09
\$39,400	\$32,300	\$36,600	\$35,400	\$40,400	\$31,500	-4.4%
Δ 08 - 09	2010	2011	2012	2013	2014	Δ 09 - 14
-22.1%	\$33,500	\$33,500	\$35,800	\$34,700	\$36,000	2.8%

Ft. Wayne, IN Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	L M A	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '09 Revenue (000) 1/	'09 Rev.	Est.'09 Power Ratio	'08 Rev.	'07 Rev.	'06 Rev.	'05 Rev.
WINM	Angola	12	17	433		REL		TCT Ministries Inc	83	9101	400							
WISE-TV	Fort Wayne	18	320	cp 736		NBC	Blair	Granite Bcstg	53	0706	g	4,600	14.6%	0.86	16.0%	18.5%	19.9%	20.0%
WPTA	Fort Wayne	24	335	736		ABC	Mlmm	Malara Bcstg	57	0503	45,900	9,225	29.3%	0.96	32.3%	33.6%	33.8%	31.6%
WANE-TV	Fort Wayne	31	1,000	cp 761		CBS	Petry	LIN Television Corp	54	9802	g	12,150	38.6%	0.97	34.3%	33.0%	30.8%	30.5%
WFFT-TV	Fort Wayne	36	1,000	cp 719		FOX	Blair	Nexstar Bcstg Group	77	0312	na	5,025	16.0%	1.78	16.3%	14.8%	15.4%	17.8%
●WFWC-CA	Fort Wayne	45	6	373		IND		Tran Star LLC	90	1001 p	dn							
*WFWA	Fort Wayne	40	90	725		PBS		Ft Wayne Public TV	87									

Digital Multicast Signals

Calls	City Of License	Ch	Visual Power (kW)	HAAT	Aff	Rep	Owner	Est '09 Revenue (000) 1/	'09 Rev.
WINM-D2	Angola	12.2	17	433	TCT		TCT Ministries Inc		
WISE-D2	Fort Wayne	18.2	320	cp 736	My	Blair	Granite Bcstg	150	0.5%
WISE-D3	Fort Wayne	18.3	320	cp 736	WxN	Blair	Granite Bcstg		
WPTA-D2	Fort Wayne	24.2	335	736	CW	Mlmm	Malara Bcstg	275	0.9%
WPTA-D3	Fort Wayne	24.3	335	736	Wx	Mlmm	Malara Bcstg		
WFWA-D2	Fort Wayne	40.2	90	725	KDS		Ft Wayne Public TV		
WFWA-D3	Fort Wayne	40.3	90	725	CRT		Ft Wayne Public TV		

Market Trend Analysis

This section is a six-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.

7 Market Television Financials

Estimated Historic, Present and Projected Revenues: These are BIA/Kelsey's estimates of the gross advertising revenues (presented in thousands [\$000s]) for this market for the period 2004 to 2014. 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/Kelsey'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 (2004-2009); Last year (2008-2009); and projected for the next five years (2009-2014).

★★★ **Confidence Rating:** These stars indicate BIA/Kelsey'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.

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/Kelsey estimates gross revenues for the leading stations in most markets. BIA/Kelsey'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 Estimated Power Ratio

In addition to station revenue estimates, we have also calculated power ratios — the ratio of revenue share to audience share. This was calculated by determining the estimated revenue share for the station (station revenues divided by market revenues) and dividing this by BIA/Kelsey's estimated local commercial share. A power ratio greater than 1 means that a station is receiving a percentage share of the market revenues greater than its local commercial share of the viewing audience.

14 Historic Revenue Trends

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

15 Digital Multicast Signals

The multicast signals of digital commercial stations.

Keys and Codes

General

ADI	Aggregated Disposable Income
CA	Class A - an upgrade for Low Power Television
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 1/1/2010
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)

28:30	28:30 Media
ABC	Cap Cities/ABC Spot Sales
AmMed	American Media Sales
Asian	Asian Television Sales
AZT	Azteca America TV Spot Sales
Blair	Blair Television
Cabal	Caballero TV & Cable Sales
CBSTV	CBS Television Stations
Cntmp	Contemporary Media
Contl	Continental Television Sales
Eagle	Eagle TV Sales
HRP	Harrington, Righter & Parsons, Inc.
Indep	Independent Television Sales
Inter	Interep
KatzT	Katz Television Group
Landn	Landin Media Sales
MMT	MMT Sales, Inc.
Mllnm	Millenium Sales & Marketing
NBC	NBC Spot Television Sales
Petry	Petry National Television
Rosln	Roslin TV Sales
Svali	Savalli Broadcast Sales
TBN	TBN Media Representatives
Telmn	Telemundo
TelRp	TeleRep
Turnr	Turner Broadcasting Sales, Inc.
UNI	Univision
Wallc	Hugh Wallace, Inc.
Young	Adam Young, Inc.

Station Affiliation

A&R	ABC and Retro Television Network	My	My Network TV
ABC	ABC	NBC	NBC
AcW	AccuWeather	NOA	Not On Air — Station under construction
ATs	ABC & This TV	Nws	All News
AZT	Azteca America	PBS	Public Broadcasting System
CBS	CBS	PUB	Public Television
CGN	Church Global Network TV	qbo	ION Qubo Network
CHC	The Church Channel	REL	Religious
CNA	CBS, NBC, ABC, FOX. Any combination of the first letters of these networks means dual affiliation; i.e. C&A would mean CBS and ABC.	RTV	Retro Television Network
CNI	Christian Network, Inc.	SCH	SCHOLAR - Education Programming
Col	The Cool TV Network	SHP	Shopping Networks
CRT	Create	SML	Smile of a Child
CW	CW Television Network	SPT	Universal Sports
CW+	The CW Plus Network	TBN	Trinity Broadcasting Network
CWM	CW and My Network	TBS	Turner Broadcasting System
DRK	Dark	TCT	Total Christian Television
EDU	Educational	TEL	Telemundo
ENL	Enlace Spanish	TEV	Televisa
EST	Estrella TV	Ths	This TV
EXP	PBS Explorer	TLF	TeleFutura
F&M	FOX and My Network	tr3	MTV tr3s
FCW	FOX and CW Network	TUF	TUFF TV Network
FOX	FOX	TuV	TuVision
FRT	FOX and Retro Television Network	UNI	Univision
HSN	Home Shopping Network	USP	Untamed Sports
HTV	Hispanic Television Network	VME	V-me/Viva
ILF	ION Life Network	VOZ	Voz Y Vision
IND	Independent	VTM	Vietnamese Programming
INS	Independent-Spanish	WDV	WorldView Network
i	Ion Media Network	WLD	World
JCT	JCTV Network	WSP	ION Worship Channel
KDS	PBS Kids	Wx	Weather
KOR	Korean Programming	WxN	Weather & News
LAT	LATV - Bilingual Spanish/English Network		
MRT	My and Retro Television Network		
MXC	Mexicanal Network		