

**100 LEADING MEDIA COMPANIES 2009**

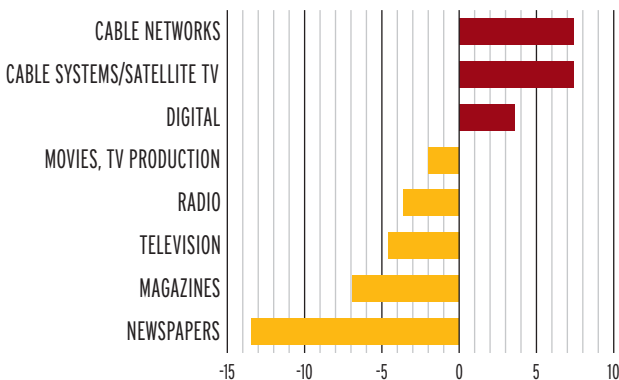
# Media 100 totals by sector: 2008

**NET U.S. REVENUE BY MEDIUM** The top 100 grew 0.8% in 2008

MEDIUM	TOTAL U.S. NET MEDIA REVENUE		
	2008	2007	% CHG
Newspapers	\$26,011	\$30,055	-13.5
Magazines	16,988	18,250	-6.9
Television	29,783	31,212	-4.6
Radio	10,504	10,899	-3.6
Cable networks	44,973	41,857	7.4
Cable, satellite TV	99,801	92,942	7.4
Digital <sup>1</sup>	24,758	23,897	3.6
Movies, TV production <sup>2</sup>	27,212	27,763	-2.0
Other media <sup>3</sup>	21,421	22,212	-3.6
<b>Total</b>	<b>301,451</b>	<b>299,087</b>	<b>0.8</b>

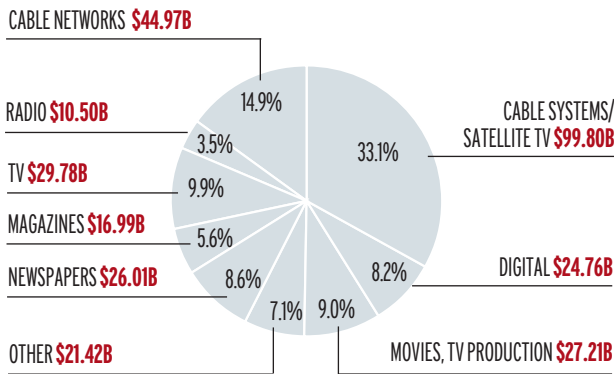
Dollars in millions. Source: Ad Age DataCenter. 1. Not all-inclusive; some digital revenue is included in medium with which digital property is associated. 2. Includes DVDs, TV licensing/syndication. 3. Includes yellow pages, out of home, FSIs.

**MEDIA 100: SECTOR GROWTH** Percent change in net media revenue, '08 vs. '07



Movies, TV production includes film, DVDs and TV production/licensing/syndication. Television is broadcast TV. Digital not all-inclusive; other sectors include some digital revenue related to those sectors. Source: Ad Age DataCenter.

**MEDIA 100: 2008 REVENUE BY SECTOR** Net U.S. media revenue



Dollars in billions. Numbers rounded. TV is broadcast television. Movies, TV production includes film, DVDs and TV production/licensing/syndication. Other includes yellow pages, out of home, FSIs. Digital not all-inclusive; other sectors include some digital revenue related to those sectors. See methodology at AdAge.com/100media09. Source: Ad Age DataCenter.

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