



## Viewers Watch WBAL-TV 11 News More Than Any Other Station in Maryland!

### Advantage Summary: May 2009 AD25-54 Impressions

	M-SU 6A-2A	M-F 5-9AM	M-F 6-7AM	M-F 7-9AM	M-F Early Fringe	M-F 5-6PM	M-F 6PM	Network Evening News	M-F Prime Access	Late News	Late Fringe	Saturday AM*	Sunday AM*	Network Weekend AM Shows	Local Weekend PM Shows
<b>WBAL % over WJZ</b>	<b>6%</b>	<b>50%</b>	<b>44%</b>	<b>84%</b>	<b>64%</b>	<b>9%</b>	<b>26%</b>	<b>47%</b>	<b>6%</b>	<b>11%</b>	<b>12%</b>	<b>88%</b>	<b>67%</b>	<b>80%</b>	<b>49%</b>
<b>WBAL % over WBFF</b>	<b>88%</b>	<b>374%</b>	<b>691%</b>	<b>298%</b>	<b>228%</b>	<b>43%</b>	<b>85%</b>	<b>86%</b>	<b>70%</b>	<b>203%</b>	<b>100%</b>	<i>n/a</i>	<i>n/a</i>	<b>440%</b>	<i>n/a</i>
<b>WBAL Total Viewers</b>	<b>28,376</b>	<b>45,050</b>	<b>55,631</b>	<b>44,404</b>	<b>39,437</b> <small>Oprah</small>	<b>22,782</b>	<b>32,473</b>	<b>37,495</b>	<b>33,023</b>	<b>54,709</b>	<b>28,076</b> <small>Tonight Shw</small>	<b>33,959</b>	<b>32,766</b>	<b>39,300</b>	<b>17,228</b>
<b>WJZ Total Viewers</b>	26,798	30,060	38,577	24,153	24,052 <small>4P News</small>	20,806	25,702 <small>6-7P</small>	25,464 <small>7-7:30P</small>	31,106 <small>7:30-8P</small>	49,431	25,069 <small>Letterman</small>	18,030	19,673	21,828	11,532
<b>WBFF Total Viewers</b>	15,072	9,505	7,030 <small>530a</small>	11,148 <small>6-9A</small>	12,009 <small>Brown/Judy</small>	15,910 <small>530P News</small>	17,590 <small>Brown</small>	20,145 <small>King</small>	19,412	18,059	14,054 <small>L&amp;O CI</small>	N/A	N/A	7,284 <small>FOX News Sun</small>	N/A



WBALTV.com dominated local competitors with over a Million unique visitors!

Source: NSI Baltimore 4/23/09-5/20/09 (28 of 28 days), AD25-54 Impressions, Webtrends

\* % are based on 100th place for accuracy.

\*The Saturday Morning column compares WBAL-TV's 9-10AM newscast to WJZ's 7-8AM newscast.

\* The Sunday Morning column compares WBAL-TV's 7AM Newscast to WJZ's 8AM newscast.



Eagle Television

