

Quality Content:

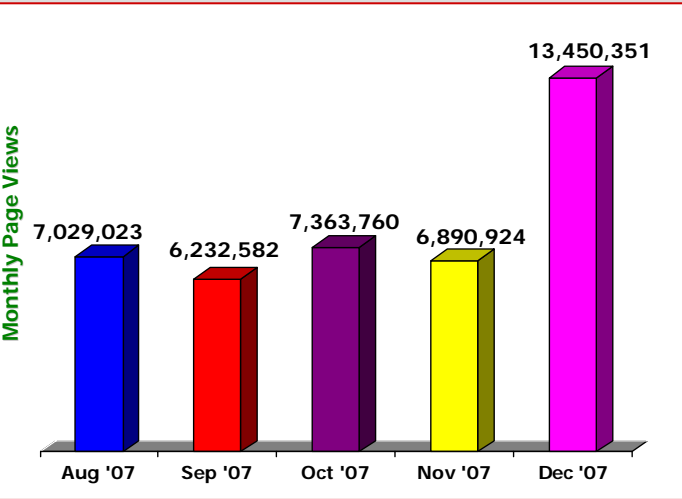
The dependable local News, Weather and Traffic viewers trust from KETV-TV, online, 24 hours a day! Plus, a full range of feature content - from Automotive to Money to Real Estate - for managing your busy life!



Monthly Site Audience Totals—December 2007:

13,450,351 Page Views **1,684,239** Viewers
3,180,610 Visits

Source: WebTrends, 2008



KETV.com Audience	%
Age 25 - 54	74%
\$75K + Income	42%
College Grads	35%
White Collar, Mgr/Professionals	55%

Source: Marshall Marketing, 2007

Targeting Viewers Throughout The Day KETV-TV Combined With KETV.com



5a-8a



8a-5p



5p-12a

Sources: WebTrends, 2007

Definitions:

- Unique viewers – the number of individual people who visited the Web site during the month.
- Page views – the number of pages of information these viewers looked at during the month.
- Visits – the number of visits of these viewers during the month.
- "Hits" – a terms referring to the amount of data transferred to a Web site. The term is frequently misused or misunderstood to mean viewers or page views.
- NetGenesis – Industry-standard software used to track number of viewers and page views (Cookie-based reporting).
- Marshall Marketing Research – Third party market research service. Phone surveys conducted annually to measure demos, shopping habits, sociodynamics and media usage.
- Nielsen—Third party research service measures local television audience and market rankings.