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# Lexington, KY Revenue Overview

TV Mkt Rank: 63

BIA Revenue Rank: 63

## Demographic and Economic Overview

(000s, except Retail Sales and Total Pers. Inc. in \$000,000s)

	2009	2014	Growth Rate	2014	2019	Growth Rate
Population	1,243.0	1,287.8	0.7%	1,287.8	1,351.6	1.0%
Households	500.6	532.6	1.2%	532.6	563.0	1.1%
Retail Sales	14,823.5	17,479.4	3.4%	17,479.4	19,143.0	1.8%
Tot. Pers. Inc.	34,311.8	41,134.9	3.7%	41,134.9	46,641.3	2.5%

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## Demographic Breakdown

	Total	Under 12	12 - 17	18 - 24	25 - 34	35 - 44	45 - 54	Over 55
Men (000)	633.4	97.5	49.2	70.1	82.5	84.1	87.8	162.1
Women (000)	654.4	92.7	46.9	70.0	80.8	83.5	89.8	190.6
<b>Total</b>	<b>1,287.8</b>	<b>190.2</b>	<b>96.1</b>	<b>140.1</b>	<b>163.3</b>	<b>167.6</b>	<b>177.6</b>	<b>352.8</b>
<b>Percentage</b>	<b>100.0%</b>	<b>14.8%</b>	<b>7.5%</b>	<b>10.9%</b>	<b>12.7%</b>	<b>13.0%</b>	<b>13.8%</b>	<b>27.4%</b>

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Pop Rank # 64  
 HH Rank # 63  
 RS Rank # 66  
 TPI Rank # 71

TV Households 473  
 TV Mkt Counties 40

White 88.6%  
 Black 6.3%  
 Asian 1.5%

Avg Household \$ 77,233  
 Per Capita \$ 31,943  
 Hispanic Origin 3.4%

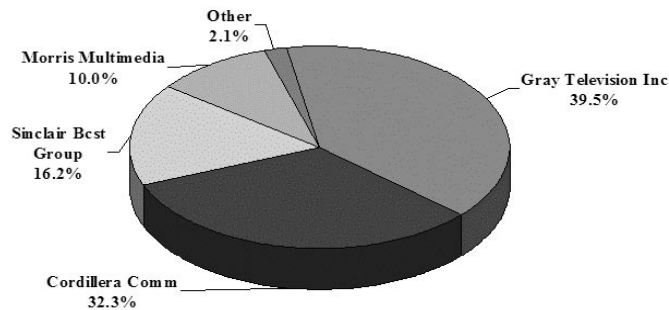
Estimated Breakouts  
 % Network 0.2%  
 % Natl/Regl 34.8%  
 % Local 65.0%

Revenue/Retail Sales Revenue/Capita	2009	2014	2019
	\$3.97/1,000	\$4.60/1,000	\$4.50/1,000
	\$47.39	\$62.43	\$63.78



## Group 2014 Estimated Revenue Share Lexington, KY Television Market

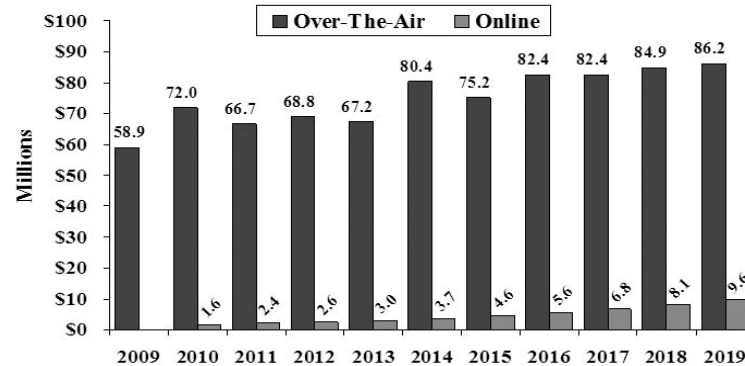
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Group revenues include stations owned or operated under a Local Marketing Agreement in the market.

## Estimated Market Revenues 2009-2019 Lexington, KY 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 Woods & Poole Economics, Inc. 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 Sales (RS):** Presented in hundreds of thousands (\$000,000s) of dollars.

**TV Market Total Personal Income (TPI):** Total 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 2014 population.

**HH Rank:** The market's ranking by total 2014 households.

**RS Rank:** The market's ranking by total 2014 retail sales.

**TPI Rank:** The market's ranking by total 2014 Total Personal 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.

**Hispanic Origin:** The percentage of Hispanic residents in the market. Hispanic is defined as being of Hispanic origin or descent.

**Avg Household:** The average 2014 household income in the market.

**Per Capita:** The average 2014 income per person in the market.

**Estimated Breakouts:** Indicates source of market revenues by percentage of Network, National/Regional and Local Revenues.

## 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. These are listed under the Parent Company name.

## 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.

# Lexington, KY Market Overview

TV Mkt Rank: 63

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## COMMERCIAL STATIONS

Year	Mkt Rank	# VHF Stations	# UHF Stations	# Network Affiliates	# Ind Stations	# Multicast Signals	# PTV Stations
2013	63	3	5	5	3	19	4
2014	63	3	5	5	3	23	4

Online/Interactive Gross Revenue							
2014	2015	2016	2017	2018	2019	Δ 14 - 19	
\$3,690	\$4,580	\$5,600	\$6,750	\$8,070	\$9,580	21.0%	

OVER-THE-AIR  
ESTIMATED  
GROSS  
REVENUES  
★ ★

## Market Television Financials 7

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

	2009	2010	2011	2012	2013	2014	Δ 09 - 14
ESTIMATED GROSS REVENUES	\$58,900	\$72,000	\$66,700	\$68,800	\$67,200	\$80,400	6.4%
	2015	2016	2017	2018	2019	Δ 14 - 19	
★ ★	19.6%	\$75,200	\$82,400	\$82,400	\$84,900	\$86,200	1.4%

## Lexington, KY 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 '14 Revenue (000) 1/	'14 Rev.	Est. '14 Power Ratio	'13 Rev.	'12 Rev.	'11 Rev.	'10 Rev.
WLJC-TV	Beattyville	7	185	1,055	REL			Hour of Harvest Inc	82			475	0.6%	0.75	0.6%	0.6%	0.6%	0.3%
WYMT-TV	Hazard	12	50	1,305	CBS	HRP		Gray Television Inc	69	9409	c1	6,400	8.0%	2.58	8.3%	9.2%	9.4%	8.6%
WUPX-TV	Morehead	21	719	1,404	ION	InHse		ION Media Networks	98	0801	g	1,200	1.5%	0.68	1.6%	1.6%	1.6%	0.9%
● WDKY-TV	Danville	31	1,000	1,155	FOX	MInm		Sinclair Bcst Group	86	9606	g	13,000	16.2%	1.26	16.7%	16.9%	17.5%	17.0%
WKYT-TV	Lexington	36	1,000	980	CBS	HRP		Gray Television Inc	57	9409	38,000c1	24,000	29.9%	0.87	26.6%	26.7%	27.6%	29.2%
WLEX-TV	Lexington	39	475	938	NBC	TelRp		Cordillera Comms	55	9908	99,100	25,825	32.1%	1.1	33.6%	33.1%	34.2%	30.9%
WTVQ-DT	Lexington	40	635	932	ABC	TelRp		Morris Multimedia	68	0805	16,500	7,200	9.9%	0.65	9.8%	9.7%	10.0%	11.1%
WOBZ-LD	East Bernstadt	9	1	226	RTV			Kesler, Andrea Joy	93									
*WKSO-TV	Somerset	14	53	1,408	PBS			KY Authority Educ TV	68									
*WKMR	Morehead	15	51	948	PBS			KY Authority Educ TV	68									
*WKHA	Hazard	16	38	cp 1,263	PB			KY Authority Educ TV	60									
*WKLE	Lexington	42	46	845	PB			KY Authority Educ TV	68									

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### Market Trend Analysis

This section is a two-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.

Following is the Online/Interactive Gross Revenue estimates for the market. This includes 2014 estimates plus projections through 2019.

## 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 2009 to 2019. 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 (2009-2014); Last year (2013-2014); and projected for the next five years (2014-2019).

★★★ **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. Multicast signals in large markets are listed after the San Juan market near the end of the book.

# Keys and Codes

## General

<b>ADI</b>	<b>Aggregated Disposable Income</b>
<b>CA</b>	<b>Class A - an upgrade for Low Power Television</b>
<b>CD</b>	<b>Class A Digital</b>
<b>HAAT</b>	<b>Height Above Average Terrain (shown in feet)</b>
<b>LC</b>	<b>Local Cable Channel</b>
<b>LD</b>	<b>Low Power Digital</b>
<b>LMA</b>	<b>Operates under Local Marketing Agreement</b>
<b>LP</b>	<b>Low Power</b>
<b>RE</b>	<b>Retail Expenditures</b>
<b>TVHH</b>	<b>Estimated Television Households as of 1/1/2012</b>
<b>UHF</b>	<b>Very High Frequency - stations channel 13 and below</b>
<b>*</b>	<b>Denotes a non-commercial station</b>

## Codes After Sales Price

<b>+</b>	<b>Sales price is amount listed plus notes, stock, or debt.</b>
<b>al</b>	<b>Station sold for assumption of liabilities.</b>
<b>c#</b>	<b>Indicates parent and satellite stations in the market.</b>
<b>cp</b>	<b>Indicates sale of a station construction permit.</b>
<b>d</b>	<b>Distress sale.</b>
<b>dn</b>	<b>Donation.</b>
<b>e</b>	<b>Estimated sales price.</b>
<b>g</b>	<b>Group sale.</b>
<b>g#</b>	<b>Parent/satellite of a group sale.</b>
<b>na</b>	<b>Not available</b>
<b>nc</b>	<b>No cash consideration.</b>
<b>p</b>	<b>“p” after the date acquired (Date Acq’d) indicates a proposed sale.</b>
<b>st</b>	<b>Stock transfer.</b>
<b>sw</b>	<b>Station swap.</b>

## 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)

<b>ABC</b>	<b>ABC Television Sales</b>
<b>Asian</b>	<b>Asian Marketing &amp; Media Services</b>
<b>AZT</b>	<b>Azteca America TV Spot Sales</b>
<b>CBSTV</b>	<b>CBS Television Stations</b>
<b>Contl</b>	<b>Continental Television Sales</b>
<b>Eagle</b>	<b>Eagle TV Sales</b>
<b>FOX</b>	<b>Fox Station Sales</b>
<b>HRP</b>	<b>Harrington, Righter &amp; Parsons, Inc.</b>
<b>InHse</b>	<b>In House</b>
<b>KatzT</b>	<b>Katz Direct Television Sales</b>
<b>Libmn</b>	<b>Liberman Television Sales</b>
<b>MMT</b>	<b>MMT Sales, Inc.</b>
<b>Mllnm</b>	<b>Millenium Sales &amp; Marketing</b>
<b>NBC</b>	<b>NBC National Sales</b>
<b>NPM</b>	<b>National Public Media</b>
<b>PMC</b>	<b>Petry Media Corporation</b>
<b>Rosln</b>	<b>Roslin Television Sales</b>
<b>Telmn</b>	<b>Telemundo</b>
<b>TelRp</b>	<b>TeleRep</b>
<b>UNI</b>	<b>Univision</b>

# Station Affiliation

<b>3AB</b>	<b>Three Angels Broadcasting Netwk</b>	<b>FNt</b>	<b>FamilyNet</b>	<b>PBJ</b>	<b>PBJ Network</b>
<b>ABC</b>	<b>ABC</b>	<b>FNX</b>	<b>First Nations Experience</b>	<b>PBS</b>	<b>Public Broadcasting System</b>
<b>AcW</b>	<b>AccuWeather</b>	<b>FOR</b>	<b>Foreign Language</b>	<b>PCH</b>	<b>Punch TV</b>
<b>AMG</b>	<b>Access Media Group</b>	<b>FOX</b>	<b>FOX</b>	<b>PUB</b>	<b>Public Television</b>
<b>AMy</b>	<b>Antenna and My Network</b>	<b>get</b>	<b>getTV</b>	<b>qbo</b>	<b>ION Qubo Network</b>
<b>Ant</b>	<b>Antenna TV</b>	<b>Grt</b>	<b>Grit TV</b>	<b>QVC</b>	<b>QVC Shopping Network</b>
<b>AZT</b>	<b>Azteca America</b>	<b>H&amp;I</b>	<b>Heroes &amp; Icons</b>	<b>REL</b>	<b>Religious</b>
<b>Biz</b>	<b>BizTV Network</b>	<b>HSN</b>	<b>Home Shopping Network</b>	<b>RT1</b>	<b>RTV, TUFF, America One</b>
<b>BNC</b>	<b>Bounce TV</b>	<b>HTN</b>	<b>Heartland TV Network</b>	<b>RTV</b>	<b>Retro Television Network</b>
<b>Bzr</b>	<b>Buzzr</b>	<b>ICN</b>	<b>ICN TV Network</b>	<b>Rvn</b>	<b>Rev'n TV</b>
<b>CBC</b>	<b>CBC Television</b>	<b>ILF</b>	<b>ION Life Network</b>	<b>Sal</b>	<b>TBN Salsa</b>
<b>CBS</b>	<b>CBS</b>	<b>INA</b>	<b>Independent-Asian</b>	<b>SBN</b>	<b>SonLife Broadcasting Network</b>
<b>CCT</b>	<b>CCTV News</b>	<b>IND</b>	<b>Independent</b>	<b>SCH</b>	<b>SCHOLAR - Educ Programming</b>
<b>CGN</b>	<b>Church Global Network TV</b>	<b>INS</b>	<b>Independent-Spanish</b>	<b>SHP</b>	<b>Shopping Networks</b>
<b>CHC</b>	<b>The Church Channel</b>	<b>ION</b>	<b>ION Media Network</b>	<b>SMJ</b>	<b>Smile of a Child and JUCE TV</b>
<b>Cmt</b>	<b>Comet TV</b>	<b>Jst</b>	<b>Justice Network TV</b>	<b>SML</b>	<b>Smile of a Child</b>
<b>CNA</b>	<b>CBS, NBC, ABC, FOX. Any combi nation of the first letters of these net works means dual affiliation; i.e. C&amp;A would mean CBS and ABC.</b>	<b>JTV</b>	<b>Jewelry TV</b>	<b>SSN</b>	<b>Soul of the South Network</b>
<b>Col</b>	<b>The Cool TV Network</b>	<b>JUC</b>	<b>JUCE TV</b>	<b>SWx</b>	<b>Sports &amp; Weather</b>
<b>Coz</b>	<b>Cozi TV</b>	<b>KDS</b>	<b>PBS Kids</b>	<b>TBN</b>	<b>Trinity Broadcasting Network</b>
<b>CRT</b>	<b>Create</b>	<b>KOR</b>	<b>Korean Programming</b>	<b>TBS</b>	<b>Turner Broadcasting System</b>
<b>CTN</b>	<b>Christian Television Network</b>	<b>Laf</b>	<b>Laff</b>	<b>TCT</b>	<b>Total Christian Television</b>
<b>CTV</b>	<b>Cornerstone Television Network</b>	<b>LAT</b>	<b>LATV - Bilingual Spanish/English Network</b>	<b>TEL</b>	<b>Telemundo</b>
<b>CW</b>	<b>CW Television Network</b>	<b>LIF</b>	<b>Lifestyle</b>	<b>TEX</b>	<b>Telemundo Exitos TV</b>
<b>CW+</b>	<b>CW Plus</b>	<b>LWN</b>	<b>Live Well Network</b>	<b>TEV</b>	<b>Televisa</b>
<b>CMe</b>	<b>CW and Me TV</b>	<b>MdM</b>	<b>MundoMax</b>	<b>Ths</b>	<b>This TV</b>
<b>CMy</b>	<b>CW and My Network</b>	<b>Me</b>	<b>Me TV</b>	<b>TUF</b>	<b>TUFF TV Network</b>
<b>Dec</b>	<b>Decades TV Network</b>	<b>MMy</b>	<b>Me TV and My Network</b>	<b>UNI</b>	<b>Univision</b>
<b>DrT</b>	<b>Doctor TV</b>	<b>MTL</b>	<b>Me TV and Telemundo</b>	<b>UnM</b>	<b>UniMas</b>
<b>DRK</b>	<b>Dark</b>	<b>MGA</b>	<b>Mega TV - Spanish</b>	<b>USP</b>	<b>Untamed Sports</b>
<b>Dst</b>	<b>Daystar TV Network</b>	<b>Mov</b>	<b>Movies! TV Network</b>	<b>VME</b>	<b>V-me/Viva</b>
<b>EDU</b>	<b>Educational</b>	<b>MR1</b>	<b>My, Retro, America One</b>	<b>VTM</b>	<b>Vietnamese Programming</b>
<b>ENL</b>	<b>Enlace Spanish</b>	<b>MRT</b>	<b>My and Retro Television Network</b>	<b>WDV</b>	<b>WorldView Network</b>
<b>Esc</b>	<b>Escape TV</b>	<b>MTh</b>	<b>My and This TV</b>	<b>WLD</b>	<b>World</b>
<b>EST</b>	<b>Estrella TV</b>	<b>MXC</b>	<b>Mexicanal Network</b>	<b>WNt</b>	<b>WeatherNation TV</b>
<b>EXP</b>	<b>PBS Explorer</b>	<b>My</b>	<b>My Network TV</b>	<b>Wrk</b>	<b>The Works</b>
<b>F&amp;M</b>	<b>FOX and My Network</b>	<b>NBC</b>	<b>NBC</b>	<b>Wx</b>	<b>Weather</b>
<b>F24</b>	<b>France 24</b>	<b>NOA</b>	<b>Not On Air — Station under con struction</b>	<b>WxN</b>	<b>Weather &amp; News</b>
<b>FMC</b>	<b>The Family Channel</b>	<b>NTD</b>	<b>New Tang Dynasty</b>	<b>Yto</b>	<b>Youtoo America TV</b>
		<b>Nws</b>	<b>All News</b>	<b>ZUS</b>	<b>ZUUS Country</b>