

Local Television Market Universe Estimates

Comparisons of 2006-07 and 2007-08 Market Ranks

06-07 Rank	07-08 Rank	Difference	DMA Name	2007 TV Homes	2008 TV Homes
1	1		New York	7,366,950	7,391,940
2	2		Los Angeles	5,611,110	5,647,440
3	3		Chicago	3,455,020	3,469,110
4	4		Philadelphia	2,941,450	2,939,950
6	5	+1	Dallas-Ft. Worth	2,378,660	2,435,600
5	6	-1	San Francisco-Oak-San Jose	2,383,570	2,419,440
7	7		Boston (Manchester)	2,372,030	2,393,960
9	8	+1	Atlanta	2,205,510	2,310,490
8	9	-1	Washington, DC (Hagrstwn)	2,272,120	2,308,290
10	10		Houston	1,982,120	2,050,550
11	11		Detroit	1,938,320	1,925,460
13	12	+1	Phoenix (Prescott)	1,725,000	1,802,550
12	13	-1	Tampa-St. Pete (Sarasota)	1,755,750	1,783,910
14	14		Seattle-Tacoma	1,724,450	1,782,040
15	15		Minneapolis-St. Paul	1,678,430	1,706,740
16	16		Miami-Ft. Lauderdale	1,538,620	1,536,020
17	17		Cleveland-Akron (Canton)	1,537,500	1,533,710
18	18		Denver	1,431,910	1,477,280
19	19		Orlando-Daytona Bch-Melbrn	1,395,830	1,434,050
20	20		Sacramnto-Stkton-Modesto	1,368,680	1,391,790
21	21		St. Louis	1,228,980	1,244,370
22	22		Pittsburgh	1,163,150	1,158,210
23	23		Portland, OR	1,117,990	1,150,320
24	24		Baltimore	1,097,290	1,095,490
26	25	+1	Charlotte	1,045,240	1,085,640
25	26	-1	Indianapolis	1,060,550	1,072,090
27	27		San Diego	1,030,020	1,051,210
29	28	+1	Raleigh-Durham (Fayetvll)	1,006,330	1,039,890
28	29	-1	Hartford & New Haven	1,014,630	1,007,490
30	30		Nashville	944,100	966,170
31	31		Kansas City	913,280	927,060
32	32		Columbus, OH	898,030	905,690
33	33		Cincinnati	886,910	904,340
34	34				10
35	35				50
36	36				70
37	37				40
38	38		West Palm Beach-Ft. Pierce	772,140	775,340
39	39		Grand Rapids-Kalmzoo-B.Crk	734,670	739,640
40	40		Birmingham (Ann, Tusc)	723,210	730,430

**Charlotte is now the nation's
25th largest DMA!**