



Des Moines-Ames, IA Market Overview

TV Mkt Rank: 72

COMMERCIAL STATIONS

Mkt	# VHF	# UHF	# Network	# Ind	# Multicast	# PTV
Year	Rank	Stations	Stations	Affiliates	Stations	Stations

2011	73	3	6	5	4	10
2012	72	3	6	5	4	13

Online/Interactive Gross Revenue

2012	2013	2014	2015	2016	2017	Δ 12 - 17
\$2,700	\$2,920	\$3,450	\$4,060	\$4,550	\$5,200	14.0%

Market Television Financials

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

OVER-THE-AIR ESTIMATED GROSS REVENUES ★ ★ ★	2007	2008	2009	2010	2011	2012	Δ 07 - 12
	\$67,600	\$62,500	\$52,500	\$63,000	\$61,800	\$86,900	5.1%
Δ	11 - 12	2013	2014	2015	2016	2017	Δ 12 - 17
	40.7%	\$84,700	\$88,500	\$86,300	\$96,700	\$93,800	1.5%

Des Moines-Ames, IA Competitive Overview

Calls	City Of License	Ch	Visual Power (kW)	HAAT	Aff	Rep	Owner	Year Std	Date Acq'd	Sales Price (000)	Est '12 Revenue (000) 1/	'12 Rev.	Est '12 Power Ratio	'11 Rev.	'10 Rev.	'09 Rev.	'08 Rev.
WOI-DT	Ames	5	14	1,857	ABC	Contl	Nexstar Bcstg Group	50	1309 p	35,500	10,000	11.5%	0.74	11.5%	12.9%	12.4%	12.4%
KCCI	Des Moines	8	28	1,959	CBS	HRP	Hearst Television	55	9811	g	34,600	39.8%	1.02	39.1%	38.5%	38.1%	35.9%
• WHO-DT	Des Moines	13	37	1,969	NBC	Millm	Tribune Company	54	1307 p		25,375	29.2%	0.99	28.6%	28.1%	26.9%	30.3%
KDSM-TV	Des Moines	16	1,000	2,008	FOX	Millm	Sinclair Bcst Group	83	9608	g	10,325	11.9%	1.21	14.2%	14.1%	15.8%	14.7%
KDMI	Des Moines	19	839	2,001	This	TelRp	Pappas Telecasting	06	0512	1,000	325	0.4%	0.38	0.5%	0.3%	0.3%	0.2%
KCWI-TV	Ames	23	246	2,001	CW	TelRp	Pappas Telecasting	01			2,625	3.0%	1.69	4.9%	5.4%	5.9%	6.1%
KFPX-TV	Newton	39	116	505	ION	InHse	ION Media Networks	99	0801	g	325	0.4%	0.47	0.4%	0.4%	0.4%	0.4%
WBXF-CA	Des Moines	^4	1	409			L4 Media Group	88	0509	g							
KDAO-LP	Marshalltown	^45	3	32	RTV		MTN Broadcasting Inc	12									
*KDIN-TV	Des Moines	11	23	1,969	PBS		Iowa Public Bcstg Bd	59									
*KTIN	Fort Dodge	25	600	1,165	PBS		Iowa Public Bcstg Bd	77									
*KEFB	Ames	34	37	505	TBN		Family Educ Bcstg	08									

Digital Multicast Signals

Calls	City Of License	Ch	Visual Power (kW)	HAAT	Aff	Rep	Owner	Est '12 Revenue (000) 1/	'12 Rev.
WOI-D2	Ames	5.2	14	1,857	LWN	Contl	Nexstar Bcstg Group	75	0.1%
KCCI-D2	Des Moines	8.2	28	1,959	Me	HRP	Hearst Television	1,200	1.4%
KDIN-D2	Des Moines	11.2	23	1,969	CRT		Iowa Public Bcstg Bd		
KDIN-D3	Des Moines	11.3	23	1,969	WLD		Iowa Public Bcstg Bd		
• WHO-D2	Des Moines	13.2	37	1,969	Wx	Millm	Tribune Company		
• WHO-D3	Des Moines	13.3	37	1,969	Ant	Millm	Tribune Company		
KDSM-D2	Des Moines	16.2	1,000	2,008	DRK	Millm	Sinclair Bcst Group		
KDSM-D3	Des Moines	16.3	1,000	2,008	ZUS	Millm	Sinclair Bcst Group		
KTIN-D2	Fort Dodge	25.2	600	1,165	CRT		Iowa Public Bcstg Bd		
KTIN-D3	Fort Dodge	25.3	600	1,165	WLD		Iowa Public Bcstg Bd		
KFPX-D2	Newton	39.2	116	505	qbo	InHse	ION Media Networks		
KFPX-D3	Newton	39.3	116	505	ILF	InHse	ION Media Networks		
KFPX-D4	Newton	39.4	116	505	SHP	InHse	ION Media Networks		

Allocations: DTV Ch 26, Des Moines

● Indicates a change since last edition

1/ See introduction section for interpretation of revenue estimates.

^ Indicates Analog Channel

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