

TV BY THE NUMBERS

NETWORK ADVERTISING



General Motors Corp. once again topped the network advertisers list. Chevrolet led its fleet of brands on network TV (\$243.9 million), followed by Saturn (\$108.0 million) and Cadillac (\$83.0 million). Among its scene setters, GM broke overhauled Cadillac spots and got a response from baby boomers with the commercials' pounding Led Zeppelin beat.

TOP 50 NETWORK TV ADVERTISERS

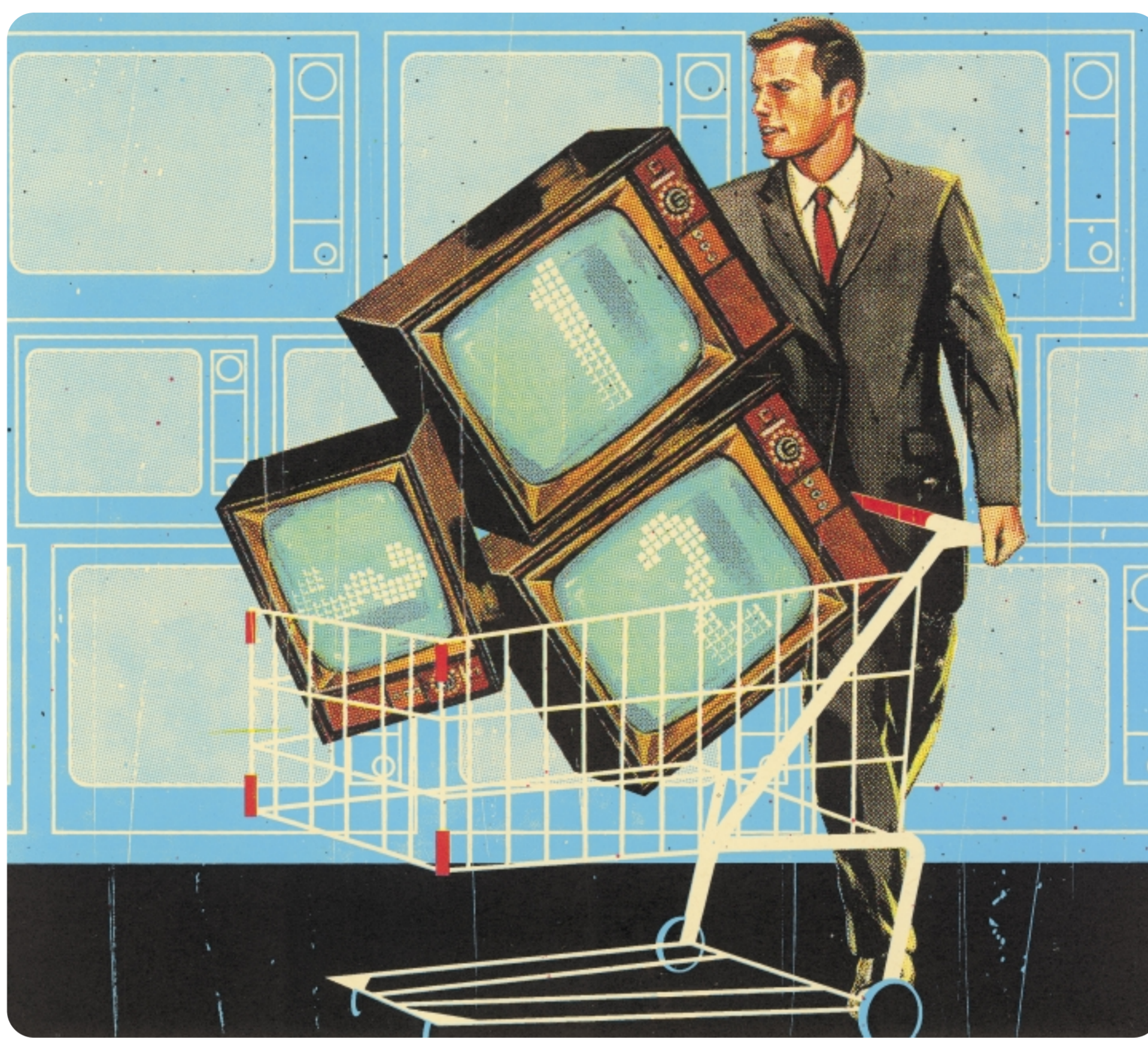
RANK	COMPANY	2002	2001	% CHG
1	General Motors Corp.	\$777.8	\$661.8	17.5
2	Procter & Gamble Co.	723.7	586.4	23.4
3	Johnson & Johnson	471.5	400.6	17.7
4	Ford Motor Co.	437.9	305.1	43.5
5	Pfizer	401.0	342.4	17.1
6	PepsiCo	369.3	336.1	9.9
7	AOL Time Warner	352.7	359.5	-1.9
8	Walt Disney Co.	345.8	311.4	11.1
9	GlaxoSmithKline	316.2	335.4	-5.7
10	Unilever	305.0	270.9	12.6
11	Sony Corp.	303.8	204.9	48.3
12	Yum! Brands	293.1	284.2	3.2
13	McDonald's Corp.	264.8	290.5	-8.8
14	Verizon Communications	257.2	138.3	86.0
15	Toyota Motor Sales USA	250.2	197.0	27.0
16	Anheuser-Busch Cos.	237.2	202.2	17.3
17	Sprint Corp.	229.2	237.0	-3.3
18	DaimlerChrysler	228.4	253.1	-9.8
19	Sears Roebuck & Co.	224.2	210.5	6.5
20	Volkswagen of America	219.6	228.2	-3.8
21	Altria Group	208.3	292.7	-28.8
22	General Mills	206.0	195.6	5.3
23	Nissan Motor Corp. USA	196.9	137.1	43.5
24	Mitsubishi Motors N. America	191.8	117.4	63.3
25	Visa USA	185.0	165.7	11.6
26	L'Oreal	182.2	160.5	13.5
27	S.C. Johnson & Son	165.5	174.8	-5.3
28	Coca-Cola Co.	155.7	198.9	-21.7
29	Gap Inc.	155.7	104.5	48.9
30	News Corp.	155.1	158.9	-2.4
31	Clorox Co.	154.6	87.3	77.1
32	Nestle	151.9	184.7	-17.8
33	Wal-Mart Stores	150.7	121.6	23.9
34	Texas Pacific Group	144.1	146.2	-1.5
35	Vivendi Universal	143.3	147.5	-2.8
36	Home Depot	143.3	100.5	42.6
37	J.C. Penney Co.	143.1	117.2	22.1
38	Campbell Soup Co.	141.9	94.3	50.6
39	American Honda Motor Co.	141.9	157.9	-10.2
40	Gillette Co.	139.0	87.7	58.4
41	Adolph Coors Co.	134.5	138.9	-3.1
42	Wendy's International	134.0	105.1	27.6
43	Mastercard International	128.3	107.8	19.1
44	Eastman Kodak Co.	128.0	99.9	28.2
45	Merck & Co.	126.3	143.4	-11.9
46	Wyeth	125.6	127.8	-1.7
47	Capital One Financial Corp.	124.4	94.8	31.2
48	SABMiller	117.8	122.8	-4.0
49	Scherer-Plough Corp.	114.2	111.8	2.2
50	Target Corp.	113.1	91.4	23.8

Source: Nielsen Media Research and Nielsen Monitor-Plus. Dollars in millions.

TOP 25 RATED NETWORK SHOWS IN 2002 (18-49)

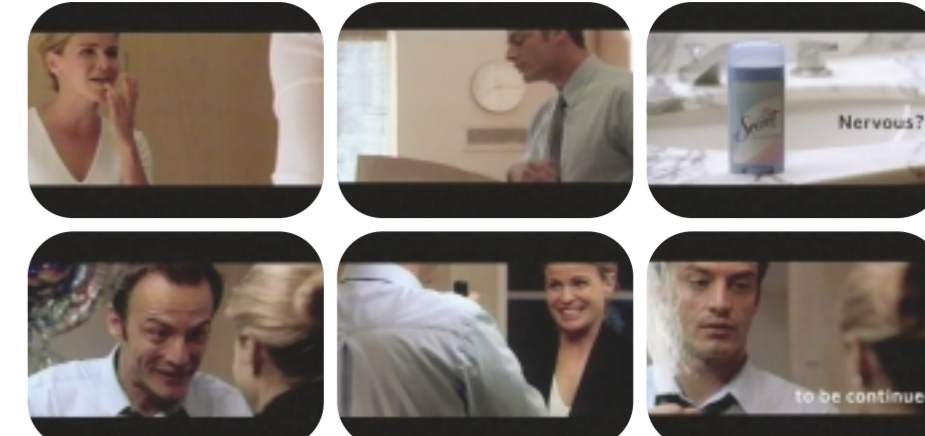
RANK	PROGRAM	NETWORK	RATING	SHARE	AD EXPEND.
1	"Survivor: Africa"	CBS	10.5	24	\$19.2
2	"Friends"	NBC	9.2	26	213.8
3	"Friends" 8:30 p.m.	NBC	9.0	23	12.5
4	"Survivor: Thailand"	CBS	8.5	22	111.9
5	"Survivor: Marquesas"	CBS	8.3	22	87.5
6	"CBS NFL National Postgame"	CBS	8.1	22	1.7
7	"E.R."	NBC	8.1	22	304.0
8	"CSI"	CBS	7.9	20	214.0
9	"Leap of Faith"	NBC	7.9	20	10.4
10	"Will & Grace"	NBC	7.4	19	170.1
11	"NFL Monday Night Football"	ABC	7.2	20	357.2
12	"Good Morning Miami"	NBC	7.1	17	30.6
13	"The Bachelor"	ABC	6.6	16	35.1
14	"American Idol" Wednesday	Fox	6.5	18	43.2
15	"CSI: Miami"	CBS	6.3	16	64.0
16	"American Idol" Tuesday	Fox	6.1	17	47.0
17	"Everybody Loves Raymond"	CBS	6.0	15	158.2
18	"Law & Order"	NBC	6.0	16	221.8
19	"Scrubs"	NBC	5.6	14	94.9
20	"Fox NFL Sunday Bonus"	Fox	5.5	17	0.6
21	"Still Standing"	CBS	5.5	13	27.6
22	"Just Shoot Me"	NBC	5.4	14	62.1
23	"Inside Schwartz"	NBC	5.4	12	1.6
24	"Meet My Folks"	NBC	5.2	14	8.9
25	"Simpsons"	Fox	5.2	14	95.0

Source: Nielsen Media Research and Nielsen Monitor-Plus. Note: Excludes specials, breakouts and programs less than 5 minutes. Dollars in millions.



TAVIS COBBURN

CABLE ADVERTISING



Procter & Gamble Co. knocked AOL Time Warner from the top cable ad spot last year, spending \$386.3 million, up 44.6%. Meanwhile AOL dropped to No. 3 and axed its spending 17.2% to \$243.6 million. P&G's biggest brand on cable continued to be Crest (\$30.0 million). Creatively, this campaign for Secret scored points with its soap-opera humor.

TOP 50 CABLE TV ADVERTISERS

RANK	COMPANY	2002	2001	% CHG
1	Procter & Gamble Co.	\$386.3	\$267.1	44.6
2	General Motors Corp.	342.0	249.2	37.2
3	AOL Time Warner	243.6	294.2	-17.2
4	Altria Group	161.0	169.2	-4.8
5	Johnson & Johnson	138.5	121.9	13.6
6	Walt Disney Co.	129.8	123.2	5.4
7	Pfizer	128.6	144.7	-11.1
8	AT&T Corp.	121.9	148.6	-18.0
9	General Mills	120.9	149.6	-19.2
10	GlaxoSmithKline	118.1	124.3	-5.0
11	Sony Corp.	116.7	107.6	8.5
12	U.S. Government	108.8	80.4	35.4
13	PepsiCo	108.8	84.2	29.3
14	Ford Motor Co.	106.8	113.6	-6.0
15	Dell Computer Corp.	104.9	29.7	253.6
16	Sears, Roebuck & Co.	100.3	67.9	47.8
17	WorldCom	97.6	121.9	-20.0
18	Unilever	92.4	81.1	13.9
19	DaimlerChrysler	89.8	96.6	-7.0
20	Toyota Motor Sales USA	86.5	85.0	1.8
21	Clorox Co.	85.3	67.6	26.1
22	Yum! Brands	84.1	71.0	18.5
23	American Honda Motor Co.	74.0	66.9	10.6
24	Mattel	73.9	98.1	-24.6
25	Nestle	70.7	83.6	-15.4
26	Vivendi Universal	69.4	66.5	4.4
27	Wal-Mart Stores	68.5	61.2	11.9
28	Progressive Corp.	64.0	89.9	-28.8
29	Kellogg Co.	63.5	68.0	-6.7
30	Verizon Communications	59.5	29.3	102.9
31	Ameritrade Holding Corp.	58.7	42.7	37.4
32	Mars Inc.	57.6	49.9	15.3
33	Castalian Music	57.4	60.2	-4.6
34	American Express Co.	57.3	39.5	45.3
35	News Corp.	56.9	48.4	17.5
36	Texas Pacific Group	56.0	48.5	15.3
37	Petmeds Express	55.8	14.1	295.0
38	Microsoft Corp.	54.5	31.4	73.5
39	Gateway	53.6	37.9	41.2
40	L'Oreal	53.0	42.7	23.9
41	Reckitt Benckiser	51.9	45.4	14.3
42	IBM Corp.	51.7	37.1	39.2
43	Campbell Soup Co.	51.3	45.5	12.7
44	Wyeth	50.8	69.5	-27.0
45	Cendant Corp.	48.8	32.5	50.0
46	Bowflex	48.6	32.3	50.4
47	S.C. Johnson & Son	47.9	38.7	23.7
48	McDonald's Corp.	47.2	54.3	-13.0
49	Home Depot	45.8	30.9	48.2
50	Hasbro	45.5	61.5	-26.1

Source: Nielsen Media Research and Nielsen Monitor-Plus. Dollars in millions.

SPOT ADVERTISING



Even though it cut spending 0.4% to spend \$557.3 million on spot TV, **DaimlerChrysler** still came out as the No. 1 advertiser in the spot market. Mercedes-Benz of North America (\$46.6 million) injected surprising humor into its spots, like this spot from Omnicom Group's Merklely Newman Harty in which a Mercedes ruins schoolboys' hope for a snow day.

TOP 25 SPOT TV ADVERTISERS

RANK	COMPANY	2002	2001	% CHG
1	DaimlerChrysler	\$557.3	\$559.5	-0.4
2	General Motors Corp.	518.6	475.4	9.1
3	Ford Motor Co.	326.8	250.1	30.7
4	American Honda Motor Co.	295.5	275.9	7.1
5	Nissan Motor Corp. USA	235.6	172.1	36.9
6	Toyota Motor Sales USA	211.0	201.6	4.6
7	Yum! Brands	209.7	186.5	12.4
8	Verizon Communications	207.3	226.2	-8.3
9	General Mills	200.9	163.6	22.8
10	AOL Time Warner	174.7	141.4	23.5
11	McDonald's Corp.	166.2	179.5	-7.4
12	SBC Communications	150.0	119.1	26.0
13	Walt Disney Co.	145.1	131.1	10.7
14	PepsiCo	107.8	97.2	10.9
15	Wal-Mart Stores	103.2	99.6	3.6
16	Sony Corp.	100.8	68.6	46.9
17	Kohls Corp.	86.4	64.0	35.0
18	Procter & Gamble Co.	85.8	58.0	48.1
19	Target Corp.	85.1	72.3	17.8
20	AT&T Wireless Services	83.2	88.3	-5.7
21	Doctors Associates	80.3	60.6	32.5
22	Albertsons	79.6	68.3	16.6
23	Volkswagen of America	79.5	86.7	-8.3
24	Triarc Cos.	72.5	60.3	20.1
25	Foodmaker	69.7	65.0	7.2

Source: Nielsen Media Research/Nielsen Monitor-Plus. Dollars in millions.

SYNDICATED ADVERTISING



Syndication had a rocky 2002, with 12 of top 25 syndie advertisers cutting spending. **GlaxoSmithKline** (No. 2 behind P&G) spent \$100.2 million, down 21.9%. Its Rx roster dominated its advertising arsenal, with Valtrex herpes Rx (\$19.4 million). Meanwhile, its Nicoderm brand spent \$10.7 million on its smoking cessation patch and Nicorette gum featured in this spot.

TOP 25 SYNDICATED TV ADVERTISERS

RANK	COMPANY	2002	2001	% CHG
1	Procter & Gamble Co.	\$217.8	\$188.5	15.57
2	GlaxoSmithKline	100.2	127.7	-21.54
3	Pfizer	77.5	74.7	3.75
4	AOL Time Warner	60.1	97.8	-38.53
5	Johnson & Johnson	59.8	56.9	5.16
6	Unilever	58.9	65.7	-10.25
7	Clorox Co.	57.2	23.9	139.83
8	Nestle	56.3	38.8	44.96
9	Texas Pacific Group	55.1	53.1	3.69
10	PepsiCo	53.8	54.7	-1.56
11	Walt Disney Co.	50.6	53.1	-4.56
12	Mars Inc.	50.6	50.5	0.04
13	Wyeth	44.6	56.9	-21.59
14	WorldCom	43.7	61.1	-28.48
15	Kellogg Co.	43.1	35.2	22.54
16	Sony Corp.	42.6	43.1	-1.15
17	S.C. Johnson & Son	42.1	41.9	0.46
18	Sears, Roebuck & Co.	40.1	61.4	-34.67
19	Sara Lee Corp.	37.4	30.6	22.26
20	Gap Inc.	37.2	15.7	137.40
21	Altria Group	36.7	61.4	-40.24
22	L'Oreal	35.1	24.3	44.43
23	Bayer Group	34.3	39.3	-12.75
24	Capital One Financial Corp.	33.6	20.5	63.63
25	McDonald's Corp.	32.2	66.4	-51.49

Source: Nielsen Media Research/Nielsen Monitor-Plus. Dollars in millions.

TOP 25 RATED CABLE SHOWS IN 2002

RANK	PROGRAM	NETWORK	RATING	SHARE	AD EXPEND.
1	NFL Regular Season	ESPN	6.0	10	\$139.4
2	WWF/WWE Entertainment	TNN	3.2	5	7.0
3	Winston Cup Racing	Fox	2.9	7	20.2
4	NFL Prime Time	ESPN	2.6	4	7.9
5	Sportscenter	ESPN	2.2	6	6.3
6	Sunday Movie I	Lifetime	2.1	5	44.9
7	Sunday Movie II	Lifetime	2.1	4	60.0
8	NBA Playoffs	TBS	2.1	4	15.1
9	NBA Playoffs	TNT	2.0	4	48.4
10	"SpongeBob Squarepants"	NICK	2.0	5	100.5
11	"The Santa Clause"	Disney	2.0	4	NA
12	Nascar Prerace	TNT	2.0	5	1.9
13	Sunday Movie	Lifetime	1.9	5	41.9
14	"Wild Wild West"	TBS	1.9	4	6.5
15	"Rocket Power" movie	NICK	1.9	4	2.2
16	MLB - Playoffs	ABC Family	1.9	5	3.9
17	"Jimmy Neutron"	NICK	1.9	5	15.7
18	"Austin Powers: Spy Shagged"	TBS	1.9	4	9.3
19	"College Football-Thur Night	ESPN	1.8	3	8.6
20	"Cadet Kelly"	Disney	1.8	3	NA
21	"Fairly Odd Parents"	NICK	1.8	4	31.6
22	College Football-Sat Primetime	ESPN	1.8	3	13.2
23	Superstation Sunday Showcase	TBS	1.8	3	29.6
24	Saturday Movie	Lifetime	1.7	5	41.5
25	Primetime Movie	Lifetime	1.7	3	176.0

Source: Nielsen Monitor-Plus/Nielsen Media Research. Note: WWE and WWF Entertainment have been combined. Basic cable only. Dollars in millions.

like crazy
Our audience sticks to your commercials more than any other network's.



RETENTION

Court TV retains 95% of its audience through commercial breaks. #2 in basic cable.¹

