

C-SPAN UPDATE

week of 7/29/90

Houston Viewers Chose C-SPAN for the Summit

C-SPAN has never worried much about ratings.

In fact, as a service of the cable television industry that does not depend on advertising revenue, the network has never tried to find out how many viewers are tuned in to any of the events it covers.

Still, when the network aired live coverage of the 1990 Economic Summit in Houston, it apparently grabbed a significant share of the local television audience.

An independent television station in that market contacted the A.C. Nielsen Co., the television ratings company, after noticing a significant ratings drop Tuesday, July 10, from 4:00-5:00 pm Central Time.

According to Gwen Anderson, who works in the Houston office of A.C. Nielsen, C-SPAN drew a 5 share with a 2 rating during that time period. A share represents the percentage of actual sets-in-use tuned to a particular program.

She said those numbers translate to about 30,000 homes, or one in 20 Houston households.

Ms. Anderson said the independent station that contacted her complained that its normal rating of "a 3, 4, or 5 rating had dropped to a .6" that hour.

C-SPAN's coverage during the hour included live briefings from Secretary of State James Baker and Secretary of Agriculture Clayton Yeutter, regarding progress on the summit.

C-SPAN is carried locally in Houston by Warner Cable TV. ■

—Mary Ann Barton



About 30,000 Houston households tuned in to C-SPAN during a news conference with Secretary of State **James Baker**, right.

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TELECOPIER TRANSMISSION

TO: Eric Gerber Houston Post

FROM: Kristin Wennberg

RE: Urgent News Release

DATE: 7/19/90

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NOTE:

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TELECOPIER TRANSMISSION

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NOTE:

C-SPAN WILL SHOW THIS EVENT IN ITS ENTIRETY