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When The Advertising Business Changed Forever

JULY 24, 2002 -

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Magna Global USA:

Primetime: The Network Age Gap Narrows

Primetime Regular Series Median Age Trends (October - May) (Base = Persons 2+)

	<u>1997/98</u>	<u>1998/99</u>	<u>1999/00</u>	<u>2000/01</u>	<u>2001/02</u>
ABC					
CBS					
NBC					
FOX					
UPN					
WB					
6-Net Average					
U.S. Pop in TV HH					

Source:

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Advertising Business

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Pete Sealey's Marketing Megatrends

"While the Internet ad market is not as robust as it was, it still represents five to six billion dollars. This market will grow again.

"As the Internet re-directs itself into a viable organizational structure, new companies are going to succeed.

"We are now beginning to have addressability across all media advertising.