

Attention News Editors:

Nanos Poll - Seven of ten TV consumers misinformed on cable/satellite bill

Only 12% understand that none of the proceeds of the monthly cable/satellite TV bill goes to local TV stations

OTTAWA, April 8 /CNW Telbec/ - A study of cable/satellite TV subscribers shows that while a large majority value local news programs more than any other Canadian programming and services, few know that none of the proceeds of the monthly cable/satellite TV bill directly supports local TV stations.

In the survey, conducted by Nanos Research, 68% of subscribers assumed that part of their basic monthly cable/satellite TV bill went to local TV stations - when in fact local stations do not get any money directly from cable or satellite distributors.

"People truly believe that when they pay their monthly cable/satellite TV bill it supports local TV news and local programming. In fact only a little over one of every ten people (12%) knew that no part of the cable/satellite TV bill goes to local TV stations," said Nik Nanos, President of Nanos Research.

The same study showed that 77% of consumers placed a very high or high value on local TV news. "It's quite ironic that the thing consumers value most - local TV news, is something they think they are already paying for, but broadcasters do not get a portion of the basic TV bill. The research demonstrates that there is an opportunity for consumers to better understand their cable/satellite TV bill and what they are directly financially supporting," says Nanos.

Between December 15th and 22nd, 2007 a total of 1,024 random telephone interviews were conducted by Nanos Research among English speaking cable/satellite subscribers across Canada and submitted to the Canadian Radio-television and Telecommunications Commission (CRTC). The survey is accurate +/-3.1%, 19 times out of 20 and was commissioned by CTVglobemedia and CanWest MediaWorks.

For the detailed statistical tables please visit the Nanos website at www.nanosresearch.com.