

KDKA



PITTSBURGH



UPMC

A MULTI-PLATFORM CONTENT AND DISTRIBUTION POWERHOUSE

TELEVISION	RADIO	INTERACTIVE	PLACE-BASED	MOBILE	PUBLISHING & LICENSING
					 SIMON & SCHUSTER
					
	 				
					
					
					

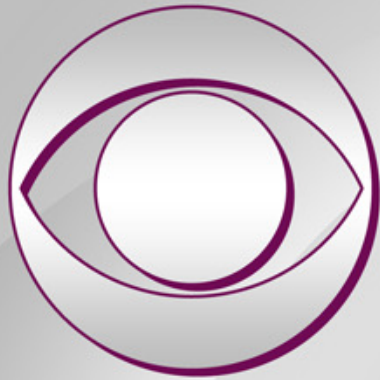
CBS LOCAL MARKET REACH

Footprint provides national and local activation capabilities across 29 markets



CBS Local (TV/Radio/Web/Mobile) reaches over 79 MILLION U.S. adults every week*

Source: Scarborough 2012 Release 2 A18+; TV = M-Su 5A-2A cume (7 days), Radio = M-S 6A-MID cume (7 days), Radio/TV websites = Media websites visited past 7 days; Palm Springs and Riverside not measured by Scarborough.
NOTE - CBS TELEVISION FOOTPRINT IS BASED ON 17 MARKETS, THE CBS RADIO FOOTPRINT IS BASED ON 25 MARKETS



CBS delivers a high-loyalty environment to reach smart, savvy and sophisticated top market consumers – the trendsetters that shape consumer behavior.

AMERICA'S MOST WATCHED NETWORK

TOP RATED PRIMETIME SHOWS

**SPORTS, SPECIALS AND FRANCHISE
PROPERTIES THAT RESONATE WITH
VALUABLE KEY DEMOS**

THE BEST IN PRIMETIME



AWARD-WINNING SPORTS AND SPECIALS

**CBS
SPORTS**



**CBS
NEWS**



**CBS
EVENING
NEWS**
with SCOTT PELLEY

48 forty eight hours

60
MINUTES

**CBS
SPECIALS**

VICTORIA'S
SECRET
FASHION SHOW



TONY
AWARDS®



CBS TELEVISION STATIONS



**The perfect vehicle to infuse
national brand awareness into a
local market message**

**LOCAL TV REACHES ALMOST 100%
OF VIEWERS IN \$75K+ HOUSEHOLDS**

**LOCAL TV IS THE FIRST SOURCE FOR
ESSENTIAL NEWS, WEATHER & TRAFFIC**

**VIEWERS OVERWHELMINGLY SEE LOCAL
TV AS PART OF THE COMMUNITY**

PENNSYLVANIA'S MOST HONORED NEWS TEAM



PENNSYLVANIA'S MOST HONORED NEWS TEAM

Edward R. Murrow Awards

- **OVERALL EXCELLENCE**
- **BEST NEWSCAST**

Associated Press Broadcast Awards

- **JOE SNYDER AWARD FOR OVERALL EXCELLENCE IN NEWS SERVICE**
- **BEST REGULARLY SCHEDULED NEWSCAST**
- **BEST SPOT NEWS**
- **BEST FEATURE**
- **BEST WEATHERCAST**
- **BEST NEWS PHOTOGRAPHY**
- **BEST SPORTS FEATURE**
- **BEST SPORTS PLAY-BY-PLAY**

Pennsylvania Association of Broadcasters Awards

- **BEST BREAKING NEWS REPORT**
- **BEST FEATURE STORY/REPORT/SERIES**

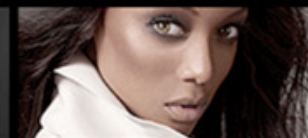


HOME OF PITTSBURGH'S
MOST POPULAR SPORTS TEAM



WPCW PROGRAMMING

2013 - 2014 PRIMETIME SCHEDULE



MONDAY

8P HART OF DIXIE

9P BEAUTY AND THE BEAST

TUESDAY

8P THE ORIGINALS

9P SUPERNATURAL

WEDNESDAY

8P ARROW

9P THE TOMORROW PEOPLE

THURSDAY

8P THE VAMPIRE DIARIES

9P REIGN

FRIDAY

8P THE CARRIE DIARIES

9P AMERICA'S NEXT TOP MODEL



KDKA-WPCW COVERAGE MAP

**Coverage represents
3 million adult consumers**

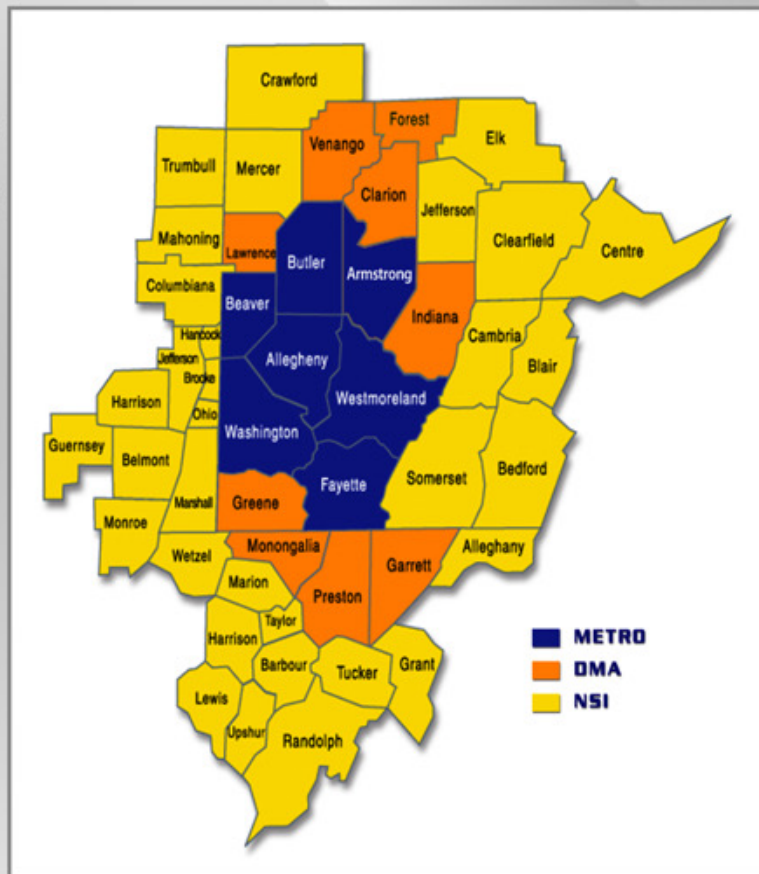
- **DMA Metro** **978,280 TV Households**
- **DMA Non-Metro** **187,460 TV Households**
- Total DMA** **1,165,740 TV Households**

Bonus Viewers (additional reach outside of market)

- **NSI** **458,340 TV Households**

Pittsburgh Internet Market

- ★ **76.5% Internet household penetration***
- ★ **891,791 total Internet households**



Source: 2012-13 Pittsburgh Nielsen

Bonus viewers – not included in pricing

***Internet – September 2012 Pittsburgh Nielsen**

PITTSBURGH MARKET BREAKDOWN

Total TV Households	1,165,740
KDKA % of Total TV HH's:	100%

Cable Subscribers (HH's)	835,240
Cable % of Total TV HH's	71.6%

ADS Subscribers (HH's)	268,440
ADS % of Total TV HH's	23.0%

Note: (ADS=Alternative Delivery Services- i.e. Satellite dish)

Commercials purchased locally on Cable DO NOT RUN in the homes that use satellite television (ADS).

Source: Nov'12 Pittsburgh NSI. Pittsburgh is NOT a designated market for NCC I+

THE POWER OF BROADCAST

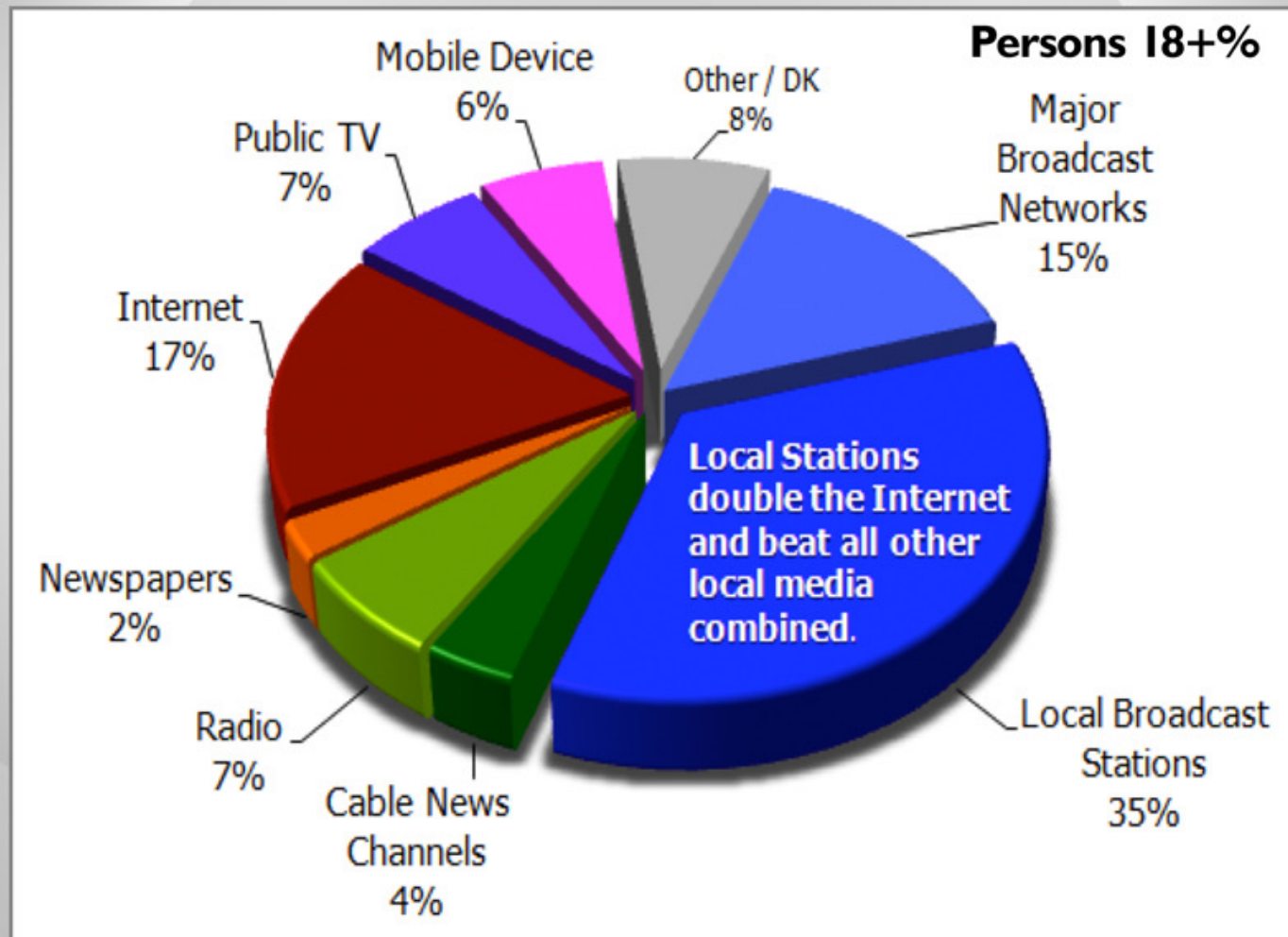
Broadcast television is still the **most effective** way to cover the market! Nothing else can compete with broadcast's superior reach and coverage!

Local broadcast television offers greater sales and market share potential along with a community connection.

In terms of audience delivered and CPM achieved, local broadcast television is unrivaled in measurement and accountability.

ADULTS TURN TO LOCAL TELEVISION FIRST

Local Broadcast Stations are the Top Source for Local Weather, Traffic and Sports



Source: TVB Media Comparisons Study 2012. Knowledge Networks Inc. Custom Survey

CBSPITTSBURGH.COM

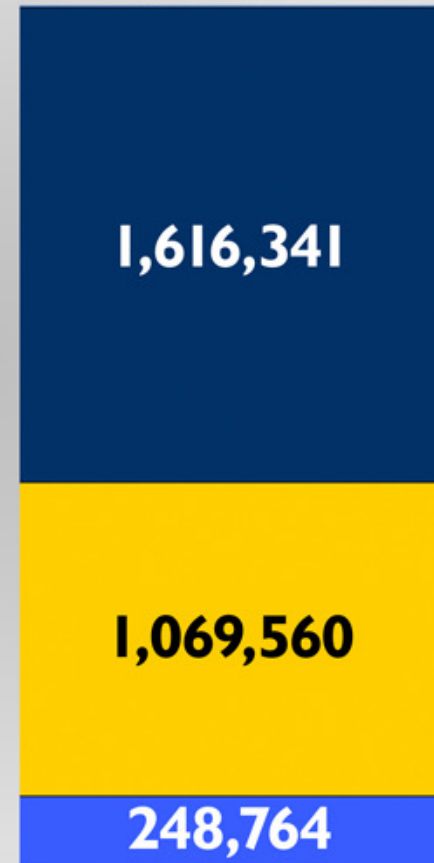


MEDIA WEBSITE (3 Mo. Avg.)	UNIQUES
CBSPittsburgh.com A18+	939,000
A25-54	511,000
A18-49	499,000
WTAE.com (ABC) A18+	504,000
WPXI.com (NBC) A18+	480,000

Source: comScore May 2013, Key Measures, 3-mo Average. (March 2013-May 2013).

CBS PITTSBURGH LOCAL FOOTPRINT

DMA Reach: Adults 18+
1,933,511



Adults 18+

CBS Media Properties (TV + Radio + Web) reach 1.9 million Adults 18+, or 85% of the Pittsburgh DMA

Source: Scarborough 2012 Release 2 A18+; TV = M-Su 5A-2A cume (7 days), Radio = M-S 6A-MID cume (7 days), Radio/TV websites = Media websites visited past 7 days

OPPORTUNITIES

UPMC **LIFE
CHANGING
MEDICINE**

CAMPAIGN CONCEPTS

Pittsburgh Today Live Weekly Segment

- Platform to tie-in with current UPMC initiatives

Assorted Commercial Formats and Lengths

- Targeting commercial breaks in specific time periods while utilizing assorted creative lengths

Example: Target seniors by airing a :120 in the fixed position of the first break of the Noon News

Example: Target younger adults by airing creative in the fixed position of the break lead-in to WPCW-TV prime programming

- Two minute mini-show

Paid Programming

- Shows to air quarterly on KDKA-TV and re-broadcast on WPCW-TV

CAMPAIGN CONCEPTS

CBS Health Solutions

- Custom, multi-media strategies designed to address the most important health wellness issues of today, inspire change, and build strong awareness for your brand
- Leverage broadcast television's most recognized brand in health news, CBS HEALTHWATCH

CREATIVE CONCEPTS

UPMC **LIFE
CHANGING
MEDICINE**

- A DAY IN THE
LIFE OF UPMC
- UPMC FAMILIES
- THE FACES
OF UPMC
- UPMC IMPACT

A DAY IN THE LIFE OF UPMC

SUNRISE



WORK DAY BEGINS



MIDDAY



WORK DAY ENDS



SUNSET



OVERNIGHT



A DAY IN THE LIFE OF UPMC

- **A SPECIFIC FACILITY**
- **A STAFF MEMBER**
- **A SPECIALTY AREA**
- **A NARROWER DAYPART**

UPMC FAMILIES



UPMC **LIFE
CHANGING
MEDICINE**



UPMC FAMILIES



AGE - 78
LIVES IN CRANBERRY



AGE - 77
LIVES IN CRANBERRY



AGE - 52
LIVES IN ROBINSON



AGE - 55
LIVES IN ROBINSON



AGE - 32
LIVES IN MONROEVILLE



AGE - 29
LIVES IN MONROEVILLE



AGE - 22
LIVES IN OAKLAND



AGE - 4
LIVES IN MONROEVILLE



AGE - 3 MONTHS
LIVES IN MONROEVILLE

UPMC LIFE
CHANGING
MEDICINE

UPMC FAMILIIES



AGE - 52
LIVES IN ROBINSON

FACILITIES

Magee-Womens Hospital of UPMC
UPMC Center for Rehab Services - Robinson
UPMC Mercy Greentree
UPMC/HVHS Cancer Center - Moon Twp.
UPMC Urgent Care - Robinson

SERVICES

Mammogram
Colonoscopy
Flu Shot
Routine OB-GYN Exam
Breast Cancer Surgery and Rehab

FACES OF UPMC

EXCELLENCE



INNOVATION



CARING



HOPE



PREVENTION



DETERMINATION



EDUCATION



UPMC LIFE
CHANGING
MEDICINE

IMPACT OF UPMC

OR
WHAT IF THERE WAS NO UPMC?

IMPACT ON:

- **QUALITY OF HEALTH CARE DELIVERY**
- **NATIONAL QUALITY OF LIFE RANKINGS**
- **INTERNATIONAL REPUTATION**
- **RESEARCH FUNDING/UNIVERSITY COMMUNITY**
- **LONG-TERM REGIONAL BUSINESS GROWTH**
- **COMMERCIAL REAL ESTATE MARKET**
- **LOCALIZED RESIDENTIAL REAL ESTATE MARKET AND RETAIL DEVELOPMENT**
- **PITTSBURGH PUBLIC SCHOOLS**
- **REGIONAL ARTS COMMUNITY**
- **CHARITABLE ORGANIZATIONS**



UPMC

THANK YOU