



Gray Television's WIBW-TV Dominates Competition

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ATLANTA, Jan 12, 2010 /PRNewswire via COMTEX/ -- Gray Television, Inc. (NYSE: GTN) announced that WIBW-TV, its CBS affiliated station in Topeka, Kansas, reaches significantly more viewers than its competitors in terms of both on-air viewership and online traffic.

The Topeka Capital-Journal recently reported, "more than twice as many people watch WIBW-TV's '13 News at 10' than do the other two local newscasts combined." "In terms of people, the Nielsen Company estimated during the November 2009 sweeps period, WIBW-TV's '13 News at 10' drew an average audience of 44,000 viewers -- more than twice as many as the 19,000 combined watching the other two local late-night newscasts," according to the newspaper.

It also noted that WIBW-TV's newscasts "dominated the competition" in all time periods. "WIBW-TV's other newscast were strong, too, including '13 News at Six' which had more than twice as many viewers as KSNT's 6 p.m. news and more than six times as many as 'KTKA's 49 News at Six,'" according to The Topeka Capital-Journal. It also pointed out that WIBW-TV "dominated the early morning news periods" and WIBW-TV's News at Noon "drew substantially more viewers than the programming on the other four local television stations."

WIBW-TV also dominated "Prime Time" as The Topeka Capital-Journal reported it had "more than twice as many viewers as any other Topeka station."

The on-air numbers match WIBW-TV's performance online. According to Alexa, which provides Internet traffic numbers, wibw.com has a similar lead against Topeka's online competitors.

Gray Television, Inc. is a television broadcast company headquartered in Atlanta, GA. We currently operate 36 television stations serving 30 markets. Each of the stations are affiliated with either CBS (17 stations), NBC (10 stations), ABC (8 stations) or FOX (1 station). In addition, we currently operate 39 digital second channels including 1 ABC, 4 Fox, 7 CW, 18 MyNetworkTV and 2 Universal Sports Network affiliates plus 7 local news/weather channels in certain of our existing markets.

SOURCE Gray Television, Inc.