

## Appendix I

### TELEVISION, PRINT, AND ONLINE DEMOGRAPHICS

#### I. POPULAR TELEVISION SHOWS AMONG TEENAGERS

<b>Program</b>	<b>Network</b>	<b>Ranking (12 - 17)</b>	<b>% Audience (6 - 17)<sup>1</sup></b>
<b>NETWORK SHOWS</b>		<b>Network Ranking<sup>2</sup></b>	
Simpsons	FOX	3 / 2 / 2	24.8
WWF Smackdown	UPN	- / 10 / 3	36.5
X-Files	FOX	21 / 16 / 12	not available <sup>3</sup>
That '70s Show	FOX	17 / 7 / 16	not available
King Of The Hill	FOX	4 / 15 / 19	22.6
Dawson's Creek	WB	8 / 9 / 20	34.6
Buffy the Vampire Slayer	WB	38 / 26 / 23	30.0
Smart Guy	WB	32 / 35 / -	not available
South Park	COM	not available	21.2
Saved By The Bell	TBS	not available	34.1
Teen Summit	BET	not available	36.4
Total Request Live	MTV	not available	62.0

---

<sup>1</sup> This column shows what percent of a show's audience was between the ages of 6 and 17 during the time period between September 20, 1999 and June 4, 2000.

<sup>2</sup> Network broadcast shows are ranked separately from syndicated shows. The first number is for the time period 9/22/97 to 9/20/98, the second number is for the period 9/21/98 to 9/19/99, and the third number is for the period 9/20/99 to 4/30/00.

<sup>3</sup> The percentage of the teen and preteen audience for several of the shows listed in this table and the Nielsen ranking of the popularity with teens of the listed cable network shows were not available at the time this report was finalized.

<b>Program</b>	<b>Network</b>	<b>Ranking (12 - 17)</b>	<b>% Audience (6 - 17)</b>
<b>SYNDICATED SHOWS</b>		<b>Syndicated Ranking<sup>4</sup></b>	
Simpsons	syndicated	1 / 3 / 1	not available
WWF Wrestling	syndicated	2 / 1 / -	not available
WCW Wrestling	syndicated	3 / 2 / -	not available
Xena: Warrior Princess	syndicated	9 / 11 / 8	22.6
The Wayans Brothers	syndicated	- / 21 / 10	not available
Hercules: The Legendary Journeys	syndicated	12 / 16 / 12	22.2
Baywatch	syndicated	19 / 18 / 13	not available
X-Files	syndicated	16 / 19 / 20	not available
V.I.P.	syndicated	56 / 31 / 23	not available

*Compiled from NielsenTV National People Meter data (9/22/97 - 6/4/00).*

---

<sup>4</sup> The first number is for the time period 9/29/97 to 9/27/98, the second number is for the period 9/28/98 to 9/26/99, and the third number is for the period 8/30/99 to 4/23/00.

## II. MAGAZINE READERSHIP DEMOGRAPHICS

Magazine	% of Audience Under Age 18	Median / Average Age Of Audience
Jump	90%	15.7 / –
Teen People	77.4%	16 / –
Right On!	77%	16 / –
Metal Edge	76.2%	16 / 16.2
Thrasher	73.2%	17.5 / 16.3
Expert Gamer	68%	15 / 19
GamePro	62%	– / 18
YM	59.9%	17.1 / –
Electronic Gaming Monthly	59%	16 / 20
Unofficial PlayStation Magazine (PSM)	54% (18 or younger)	– / 21
Seventeen	50%	18 / –
Blaze	47.6%	18.5 / –
Vibe	43.6%	19.6 / –
WWF Magazine	43% (between ages 12 and 17)	– / –
Disney Adventures	(target ages 6 to 12)	– / –
Nickelodeon	(target ages 6 to 14)	– / –
DC Comics - Kids	–	8.3 / –
Marvel Comics - Junior	–	9.3 / –
Sports Illustrated for Kids	–	11.5 / –
Marvel Comics - Senior	–	13.9 / –
TransWorld Skateboarding	–	15.8 / 15.2
DC Comics - Teen	–	16.8 / –
Teen	–	17 / –
Heckler	–	17 / 19
Hit Parader	–	– / 17.6
Warp	89% (under 20)	– / 16
Tips and Tricks	77.1% (under 24)	– / 20

*Compiled from magazine media kits, company submissions, and company press releases. The Commission looked primarily at data showing the percentage of readers or subscribers under age 18, as well as the median and average age of the readers or subscribers.*

### III. WEB SITE VISITOR DEMOGRAPHICS (% SHARE OF CHILDREN AGES 12 TO 17)

Web Site	Mar 2000	Apr 2000	May 2000	June 2000
bolt.com	28.8%	44.9%	38.8%	37.8%
cdnow.com	23.6%	35.1%	34.9%	33.2%
eminem.com	41.9%	54.3%	44.6%	54.7%
farmclub.com	17.2%	35.1%	28.1%	29.2%
gamespot.com	32.4%	39.1%	38.4%	41.7%
happypuppy.com	27.6%	48.8%	35.0%	28.2%
ign.com	32.6%	43.1%	45.9%	44.0%
korn.com	34.8%	46.6%	49.9%	-
launch.com	18.1%	38.8%	30.8%	29.4%
limpbizkit.com	28.0%	45.4%	56.9%	-
mtv.com	24.4%	41.9%	39.6%	39.7%
peeps.com	19.8%	41.9%	39.5%	41.3%
sonicnet.com	20.0%	36.0%	26.1%	34.8%
sonymusic.com	27.1%	40.8%	29.8%	28.1%
ubl.com	30.7%	45.0%	43.4%	42.8%
wallofsound.com	23.9%	38.2%	28.1%	41.9%

*Compiled from PC Data Online Reports (March 2000-June 2000).*