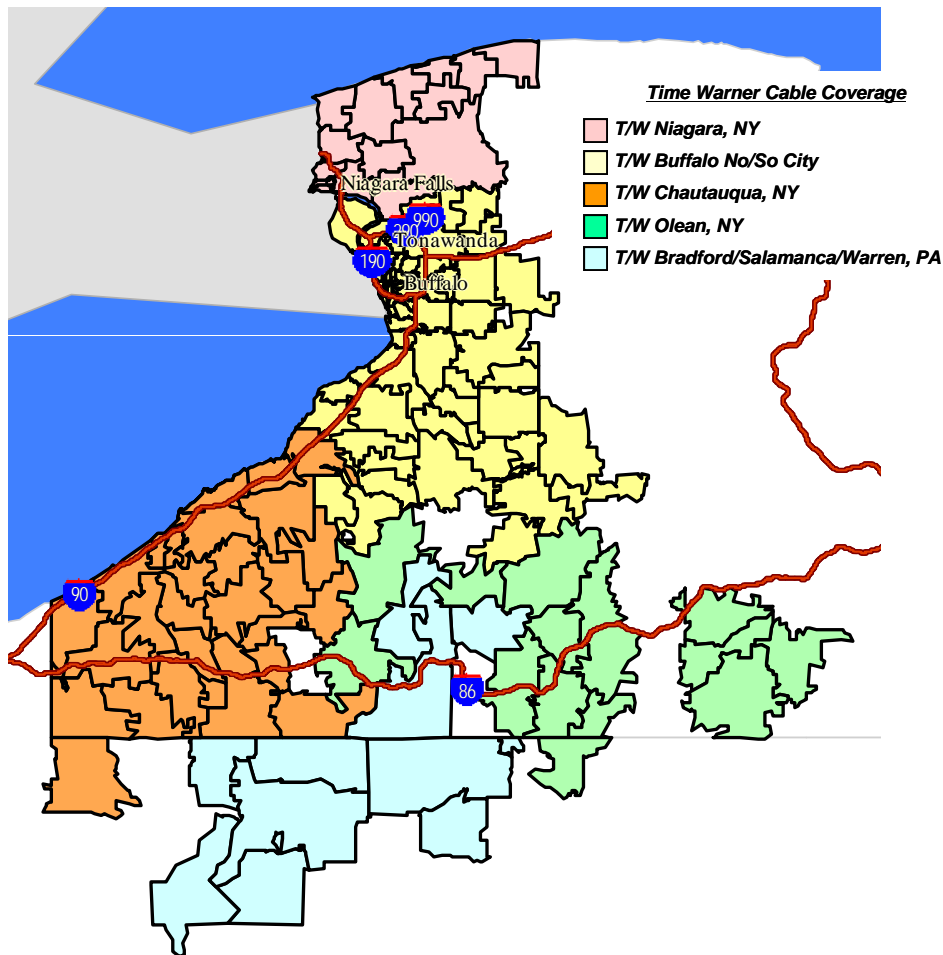


TIME WARNER IN THE BUFFALO DMA

Reaching Your Target



- **Nielsen Market (DMA) rank:**
51 out of 210
- **631,120 total television households**
- **Almost 400,000 cable households**
(63% of the market)

TIME WARNER COVERAGE:

- Buffalo No/SO City: 225,230 cable HH's
- Niagara: 50,780 cable HH's
- Chautauqua: 35,090 cable HH's
- Olean: 14,150 cable HH's
- Bradford/Salamanca/Warren: 12,280 cable HH's
- Genesee Valley: 53,680 cable HH's
(not pictured on map)

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