

# Television's top 20

These are the top 20 companies in TV group ownership (ranked by their penetration of the total U.S., including 50% UHF discounts). The number in parentheses after each city is the Arbitron ADI market rank. The percentages reflect Arbitron's 1988-89 market and ADI household figures released in November. The UHF stations are computed with a 50% reduction in coverage, according to FCC rules.

## 1. Capital Cities/ABC (24.345%)

- Ch 30 KFSN-TV Fresno, CA (62) (.23)
- Ch 7 KABC-TV Los Angeles (2) (5.34)
- Ch 7 KGO-TV San Francisco (5) (2.40)
- Ch 7 WLS-TV Chicago (3) (3.4)
- Ch 7 WABC-TV New York (1) (7.715)
- Ch 11 WTVJ-TV Miami (14) (1.39)
- Ch 6 WPVI-TV Philadelphia (4) (2.93)
- Ch 13 KTRK-TV Houston (10) (1.6)

## 2. NBC (22.381%)

- Ch 4 WNBC-TV New York (1) (7.715)
- Ch 5 WMAQ-TV Chicago (3) (3.4)
- Ch 3 WKYC-TV Cleveland (11) (1.57)
- Ch 4 KCNC-TV Denver (19) (1.146)
- Ch 4 KNBC-TV Los Angeles (2) (5.34)
- Ch 4 WTVJ-TV Miami (14) (1.39)
- Ch 4 WRC-TV Washington (9) (1.82)

## 3. CBS (20.775%)

- Ch 2 KCBS-TV Los Angeles (2) (5.34)
- Ch 6 WCIX-TV Miami (14) (1.39)
- Ch 2 WBBM-TV Chicago (3) (3.4)
- Ch 2 WCBS-TV New York (1) (7.715)
- Ch 10 WCAU-TV Philadelphia (4) (2.93)

## 4. Fox (19.44%)

- Ch 11 KTTV-TV Los Angeles (2) (5.34)
- Ch 5 WTTG-TV Washington (9) (1.82)
- Ch 32 WFLD-TV Chicago (3) (1.7)
- Ch 25 WFXT-TV Boston (6) (1.135)
- Ch 5 WNYW-TV New York (1) (7.715)
- Ch 33 KDAF-TV Dallas (8) (.93)
- Ch 26 KRIV-TV Houston (10) (.8)

## 5. \*HSN Silver King (19.05%)

- Ch 46 KHSC-TV Ontario, CA (2) (2.67)
- Ch 69 WYHS-TV Hollywood, FL (14) (.695)
- Ch 50 WBHS-TV Tampa, FL (17) (.645)
- Ch 60 WEHS-TV Aurora, IL (3) (1.7)
- Ch 24 WHSW-TV Baltimore (22) (.509)
- Ch 66 WSHH-TV Marlborough, MA (6) (1.135)
- Ch 68 WHSE-TV Newark, NJ (1) (3.858)
- Ch 65 WHSP-TV Vineland, NJ (4) (1.465)
- Ch 67 WHSI-TV Smithtown, NY (1) (3.858)
- Ch 61 WQHS-TV Cleveland (11) (.785)
- Ch 67 KHSH-TV Alvin, TX (10) (.8)
- Ch 49 KHSH-TV Irving, TX (8) (.93)

## 6. Tribune Broadcasting (18.688%)

- Ch 5 KTLA-TV Los Angeles (2) (5.34)
- Ch 2 KWGN-TV Denver (19) (1.146)
- Ch 46 WGNX-TV Atlanta (12) (.73)
- Ch 9 WGN-TV Chicago (3) (3.4)
- Ch 26 WGNO-TV New Orleans (35) (.357)
- Ch 11 WPIX-TV New York (1) (7.715)

## 7. Gillett Holdings (11.048%)

- Ch 8 KSBW-TV Salinas, CA (111) (.228)

- Ch 6 KSBY-TV San Luis Obispo, CA (112) (.224)
- Ch 13 WTVT-TV Tampa, FL (17) (1.29)
- Ch 2 WMAR-TV Baltimore (22) (1.018)
- Ch 13 WOKR-TV Rochester, NY (147) (.158)
- \*\*Ch 4 WSMV-TV Nashville (32) (.77)
- Ch 39 KNSD-TV San Diego (24) (.465)
- Ch 5 WAGA-TV Atlanta (12) (1.46)
- Ch 38 WSBK-TV Boston (6) (1.135)
- Ch 2 WJBK-TV Detroit (7) (1.9)
- Ch 8 WJW-TV Cleveland (11) (1.57)
- Ch 6 WITI-TV Milwaukee (28) (.83)

## 8. Univision Station Group (10.672%)

- Ch 21 KFTV-TV Hanford, CA (62) (.23)
- Ch 34 KMEX-TV Los Angeles (2) (2.67)
- Ch 14 KDTV-TV San Francisco (5) (1.2)
- Ch 23 WLTW-TV Miami (14) (.695)
- Ch 41 WXTV-TV Paterson, NJ (1) (3.858)
- Ch 41 KLUZ-TV Albuquerque, NM (56) (.251)
- Ch 23 KUVN-TV Garland, TX (8) (.93)
- Ch 41 KWEX-TV San Antonio, TX (43) (.308)
- Ch 33 KTVW-TV Phoenix (20) (.53)

## 9. Chris Craft Industries (10.665%)

- Ch 45 KUTP-TV Phoenix (20) (.53)
- Ch 13 KCOP-TV Los Angeles (2) (5.34)
- Ch 44 KBHK-TV San Francisco (5) (1.2)
- Ch 9 KMSP-TV Minneapolis (13) (1.45)
- Ch 12 KPTV-TV Portland, OR (27) (.88)
- Ch 4 KMOL-TV San Antonio, TX (43) (.615)
- Ch 4 KTVX-TV Salt Lake City (40) (.65)

## 10. Gannett Broadcasting (9.987%)

- Ch 12 KPNX-TV Mesa, AZ (20) (1.06)
- Ch 9 KUSA-TV Denver (19) (1.146)
- Ch 9 WUSA-TV Washington (9) (1.82)
- Ch 12 WTLV-TV Jacksonville, FL (57) (.49)
- Ch 11 WXIA-TV Atlanta (12) (1.46)
- Ch 56 WLVI-TV Cambridge, MA (6) (1.135)
- Ch 11 KARE-TV Minneapolis (13) (1.45)
- Ch 2 WFMY-TV Greensboro, NC (48) (.56)
- Ch 5 KOOC-TV Oklahoma City (39) (.67)
- Ch 24 KVUE-TV Austin (69) (.196)

## 11. Westinghouse Broadcasting (9.928%)

- Ch 13 WJZ-TV Baltimore (22) (1.018)
- Ch 4 WBZ-TV Boston (6) (2.27)
- Ch 3 KYW-TV Philadelphia (4) (2.93)
- Ch 2 KDKA-TV Pittsburgh (16) (1.31)
- Ch 5 KPIX-TV San Francisco (5) (2.4)

## 12. Telemundo Group (9.223%)

- Ch 52 KVEA-TV Corona, CA (2) (2.67)
- Ch 48 KSTS-TV San Jose, CA (5) (1.2)
- Ch 51 WSCV-TV Fort Lauderdale, FL (14) (.695)
- Ch 47 WNUJ-TV Linden, NJ (1) (3.858)
- Ch 48 KTMD-TV Galveston, TX (10) (.8)

## 13. Cox Enterprises (8.975%)

- Ch 2 WSB-TV Atlanta (12) (1.46)
- Ch 9 WSOC-TV Charlotte, NC (31) (.78)
- Ch 7 WHIO-TV Dayton, OH (49) (.546)

- Ch 50 WKBD-TV Detroit (7) (.95)
- Ch 2 KTVU-TV Oakland, CA (5) (2.4)
- Ch 9 WFTV-TV Orlando, FL (25) (.919)
- Ch 11 WPXI-TV Pittsburgh (16) (1.31)
- Ch 30 KDNL-TV St. Louis (18) (.61)

## 14. MCA (7.715%)

- Ch 9 WWOR-TV New York (1) (7.715)

## 15. Scripps Howard (7.569%)

- Ch 15 KNXV-TV Phoenix (20) (.53)
- Ch 28 WFTS-TV Tampa, FL (17) (.645)
- Ch 5 WPTV-TV West Palm Beach, FL (50) (.54)
- Ch 7 WXYZ-TV Detroit (7) (1.9)
- Ch 41 KSHB-TV Kansas City, MO (30) (.405)
- Ch 9 WCPO-TV Cincinnati (29) (.819)
- Ch 5 WEWS-TV Cleveland (11) (1.57)
- Ch 2 KJRH-TV Tulsa, OK (54) (.51)
- Ch 5 WMC-TV Memphis (41) (.65)

## 16. Hearst Broadcasting Group (6.784%)

- Ch 11 WBAL-TV Baltimore (22) (1.018)
- Ch 5 WCVB-TV Boston (6) (2.27)
- Ch 2 WDTN-TV Dayton, OH (49) (.546)
- Ch 9 KMBC-TV Kansas City, MO (30) (.81)
- Ch 12 WISN-TV Milwaukee (28) (.83)
- Ch 4 WTAE-TV Pittsburgh (16) (1.31)

## 17. A.H. Belo (5.648%)

- Ch 10 KXTV-TV Sacramento, CA (21) (1.06)
- Ch 6 KOTV-TV Tulsa, OK (54) (.51)
- Ch 8 WFAA-TV Dallas (8) (1.86)
- Ch 11 KHOU-TV Houston (10) (1.6)
- Ch 13 WVEC-TV Hampton, VA (42) (.618)

## 18. TVX Broadcast Group (5.444%)

- Ch 20 WDCATV Washington (9) (.91)
- Ch 38 WNOL-TV New Orleans (35) (.357)
- Ch 22 \*\*WFL-TV Raleigh, NC (34) (.365)
- Ch 29 WTXF-TV Philadelphia (4) (1.465)
- Ch 21 KTXA-TV Fort Worth (8) (.93)
- Ch 20 KTXH-TV Houston (10) (.8)
- Ch 35 KRRT-TV Kerrville, TX (43) (.308)
- Ch 33 \*\*WTVZ-TV Norfolk, VA (42) (.309)

## 19. Walt Disney (5.34%)

- Ch 9 KHJ-TV Los Angeles (2) (5.34)

## 20. Gaylord Broadcasting (5.25%)

- Ch 43 WUAB-TV Lorain, OH (11) (.785)
- Ch 11 KTVT-TV Fort Worth, TX (8) (1.86)
- Ch 39 KHTV-TV Houston (10) (.8)
- Ch 11 KSTW-TV Tacoma, WA (15) (1.39)
- Ch 18 WVTM-TV Milwaukee (28) (.415)

\*HSN is purchasing ch. 69 WVEU-TV Atlanta (12) (.73), pending FCC approval. Once acquisition is completed, HSN's total will be 19.778, moving it to number 4 on the list, ahead of Fox Television.

\*\* Station is in process of being sold.