



BLOOMBERG TV Viewers Have Highest Income and Net Worth

NEW YORK, October 14 /PRNewswire/ -- Viewers of the BLOOMBERG TELEVISION(R) network have the highest median household income and the highest median net worth among cable news networks in the U.S., according to the 2009 Mendelsohn Affluent Survey.

The BLOOMBERG TELEVISION viewer's median income of US\$156,290 was 12% higher than the survey average and 10% higher than the average of other cable news networks. The BLOOMBERG TELEVISION network is the only U.S. cable channel whose viewers earn a median annual income of more than US\$150,000.

In addition to delivering an extremely affluent audience, the BLOOMBERG TELEVISION network delivers the most highly concentrated group of viewers who have the titles Chairman, CEO or President, and the highest concentration of financial professionals.

The 2009 Mendelsohn Affluent Survey polled consumers with a household income of at least US\$100,000. According to the survey, the BLOOMBERG TELEVISION audience leads also in value of liquid assets, value of principal residence, value of total real estate owned, amount of total charitable donations made in the past year, expenditures on fine jewelry and watches in the past year and vacation travel in the past year.

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