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KTSF Sees Rise in Nielsen Primetime Ratings

SAN FRANCISCO — KTSF Television, the nation's largest Asian language broadcaster, announced recently that Nielsen Media Research ratings show a significant increase in viewing households during the first three quarters of 2007 over the same period last year. KTSF audience

numbers, based on data in the San Francisco Bay Area, reveal that viewers are consuming Asian programming at a rapid



pace. The average number of households that watched KTSF prime-time dramas increased 30% over the same period last year, while the average number of households watching KTSF prime-time programs increased 18%. The average number of adult female viewers watching KTSF prime-time dramas increased 19% over the same period.

KTSF has outperformed some mainstream and Hispanic stations with its popular weekday, prime-time dramas and news programs.

KTSF is the only U.S. television station to broadcast nightly, live news programming in Cantonese and Mandarin.