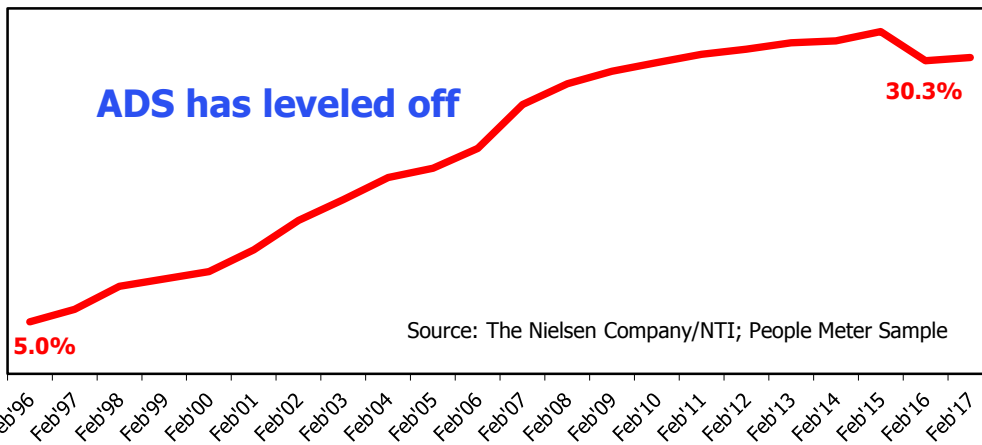


Political Research Bulletin

What is ADS? (Alternate Delivery Systems)

TV homes with unwired cable access are referred to as having Alternate Delivery Systems. The two components of ADS are:

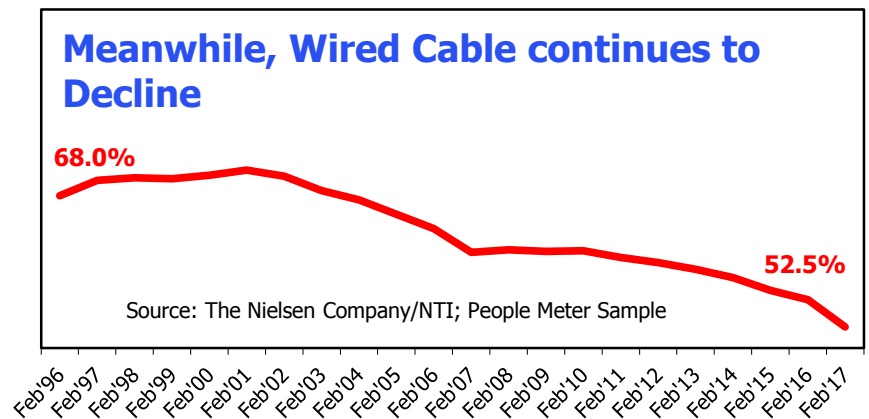
- **Direct Broadcast Satellite (DBS):** Programming delivered directly via household's own small (usually 18") dish; DBS is the largest component of ADS.
- **Satellite Master Antenna (SMATV):** Serves housing complexes and hotels; signals received via satellite and distributed by coaxial cable.



According to Nielsen, the latest figures show that 30.3% of U.S. TV Households get their television from non-cable sources, or Alternate Delivery Systems. **Many of these homes cannot receive local cable ads.**

What does all this mean for the local politician?

- Local cable spots **cannot be seen** in many satellite homes. DBS subscribers receive non-broadcast programming and national ads directly from the satellite; there are no locally inserted non-broadcast commercials.
- The higher the ADS penetration level, the more viewers who cannot see your local cable spot.
- Local broadcast channels are carried in full (programming **and** commercials). Only a television broadcast station can reach **all the viewers** in a particular market.



You can find all your state and DMA level information at TVB's **free** Political Data Bank: www.tvb.org/political