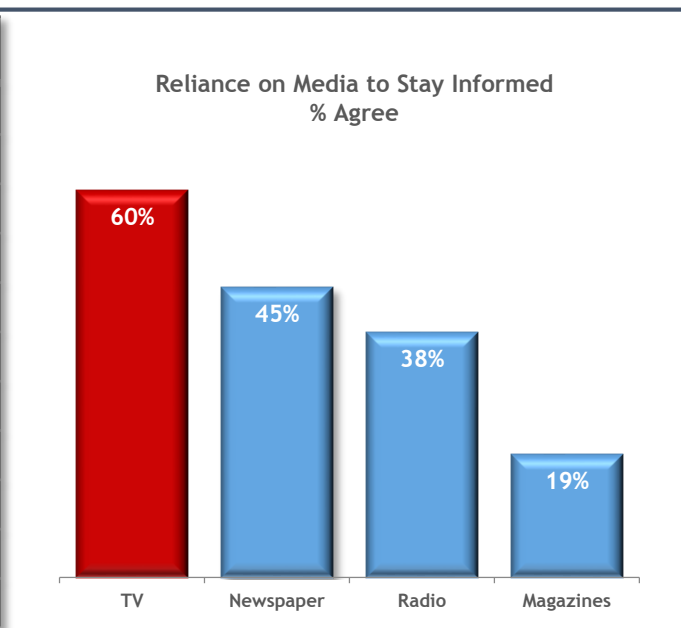


Metered Market Close-Up: Birmingham (Anniston and Tuscaloosa), AL (DMA Rank #43)

Birmingham has experienced a major economic turnaround, and while not quite as far along as noted Southern stars like Charlotte, Raleigh Durham and Atlanta, the area has come a long way. Birmingham's economy was transformed by investments in bio-technology and medical research at the University of Alabama at Birmingham (UAB) and its adjacent hospital. The UAB Hospital is a Level I trauma center providing health care and breakthrough medical research. UAB is now the area's largest employer and the second largest in Alabama with a workforce of about 23,000 as of 2016. Birmingham is also a leading banking center, serving as home to two major banks: Regions Financial Corporation and BBVA Compass. The insurance companies Blue Cross and Blue Shield of Alabama, Protective Life, Infinity Property & Casualty, ProAssurance, and Liberty National have their headquarters in Birmingham, and these employ a large number of people in Greater Birmingham.

Median Income	SRDS Total Retail Sales (\$000)
\$46,834	\$3,859,339

TV stations serving the area of Birmingham (Anniston and Tuscaloosa), AL:	
WABM	MyNetworkTV, ABC
WBMA	ABC, Stadium, Charge!
WBRC	FOX, Bounce TV, Grit, Laff
WDBB	CW, Antenna TV, Comet, TBD
WIAT	CBS, Escape, Justice, Court TV
WPXH	Ion, Qubo, Ion Life, Ion Shop, QVC, HSN
WSES	Heroes & Icons, Decades, Start TV
WTJP	TBN, Hillson, JUCE TV/Smile, TBN Salsa
WTTO	CW, Antenna TV, Comet, TBD
WVTM	NBC, MeTV
WVUA	This TV, Light TV



Birmingham (Anniston and Tuscaloosa), AL Interesting Facts

- Birmingham is a national leader in urban green spaces. Thousands of wooded acres for biking and hiking are within minutes of downtown in area parks.
- In 1995, Mercedes Benz chose a site just west of Birmingham to build its first assembly plant outside Germany. Their visitors center indoctrinates guests on the automaker's history.
- Vulcan, the mythical god of metalworking, is the largest cast iron statue in the world and is second in size only to the Statue of Liberty. The statue sits high atop Red Mountain as a symbol of Birmingham's birth in the iron and steel industry.

