



CABLE PROGRAMMERS / BROADCAST NETWORKS COMPENSATION SURVEY

SURVEY OVERVIEW

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CTHRA Cable Programmers / Broadcast Networks Compensation Survey

The *Cable Programmers / Broadcast Networks Compensation Survey* is a highly industry-specific survey conducted annually to provide cable programmers, broadcast networks, digital and other media companies with up-to-date, market competitive compensation data. In 2009, all 20 of the top 20 cable programming networks and all five national broadcast networks representing 20,000 employees, will use CTHRA survey data to establish rational market compensation levels in their organizations.

Key Features of the Survey

- Wholly confidential, participant-only survey - results only available to participating companies
- Relied on by the major players in the industry - large and small - to attract and retain key employees
- Covers a full range of industry-specific jobs at all levels, from CEO to Advertising Sales Assistant
- Reports industry-specific and regional data cuts when applicable
- Provides comprehensive data on affiliate and advertising sales
- Annual report on survey highlights and trends

Positions and Compensation Data Covered

The 2009 survey will include 200 positions. Job family grids of the survey positions are included. A sample of the survey report output for the position of Producer is included to illustrate the data cuts and report layout for a typical position.

Compensation Elements Surveyed for Each Position

- Base salary
- Total cash compensation (i.e., base salary plus bonus)
- Total direct compensation (i.e., total cash compensation plus annualized net present value of equity grants)

Compensation Practices

- Presents the full picture of compensation practices in the industry - merit budgets, bonuses, equity and more
- The 2009 survey will cover severance practices; shift differentials and on-call pay; and flexible work arrangements

2009 Survey Schedule

February	2009 survey questionnaires mailed to participants for completion Data effective March 1, 2009
March	Questionnaire completion webinar Completed questionnaires due at The Croner Company March 31, 2009
September	2009 report distributed, first in soft copy followed by hard copy
December	Planning meeting for the 2010 survey Quarterly web-based merit budget surveys will be conducted during 2009

CTHRA Cable Programmers / Broadcast Networks Compensation Survey

2009 Participants

A & E Television Networks	Major League Baseball Productions
Amazon.com	Microsoft Corporation
AOL LLC	MTV Networks
Ascent Media Group	NBC Universal - Broadcast
AT&T Services	NBC Universal - Cable New Frontier Media
Auction Network	Oprah Winfrey Network (OWN)
Cablevision reporting for Rainbow Media Holdings LLC	Outdoor Channel Holdings, Inc.
CBS Corporation	PGA Tour
Comcast Cable Communications	Premier Retail Networks, Inc.
Comcast Entertainment Group	Public Broadcasting Service
Cox Communications, Inc.	Qualcomm, Inc. on behalf of MediaFLO USA
Crown Media Holdings, Inc.	QVC, Inc.
C-SPAN	Retirement Living TV
DIRECTV, Inc.	Scripps Networks Interactive, Inc.
Discovery Communications, Inc.	Sirius XM Radio
Disney ABC Media Networks - Broadcast	Starz Entertainment Group LLC
Disney ABC Media Networks - Cable	The Inspiration Networks
ESPN, Inc.	The Weather Channel
Fox Broadcasting Company	Time Warner Cable Inc.
Fox Networks Group	Turner Broadcasting System, Inc.
Harpo Studios, Inc.	Warner Bros. Entertainment Inc.
Home Box Office, Inc.	Warner Bros. Entertainment reporting for The CW
HBO Latin America	TV Network
HSN, Inc.	World Wrestling Entertainment, Inc.
Lifetime Entertainment Services	Yahoo! Inc.
Live Nation, Inc.	YES Network, LLC

Participation Fees

The participation fee for the 2009 survey is \$5,300.

Participation entitles your company to receive one copy of the survey report and one soft copy of the survey data, and to participate in quarterly merit budget surveys.

Additional copies of the report **for internal use only** may be purchased for \$250.

By signing a Participation Agreement for the 2009 survey, a company may purchase the 2008 report for \$10,600.

CTHRA members benefit from exceptional educational, networking and industry resources. Companies who are not members of CTHRA are encouraged to join. To learn more, please visit the CTHRA website at www.cthra.com.

Confidentiality

Survey policies underscore the importance of strictly maintaining the confidentiality of each participant's source data. Only The Croner Company has access to the source information provided by participants. The Croner Company uses these data only to compile the results of the survey, and does not share or access the information for any other purpose. Statistical analyses are conducted on the source data and results are reported to the survey participants only in summarized form. The survey also uses reporting rules to ensure the full confidentiality of each participant's data. No attribution to pay levels or practices of individual participants is made.

CTHRA Cable Programmers / Broadcast Networks Compensation Survey
Positions by Job Family and Management Level
— Grid I —

Level	Family	GENERAL MANAGEMENT		NEW PRODUCTS / LINES OF BUSINESS	PROGRAMMING							
		Multiple Network Company (MN) or National Broadcast Network (NBN)	Single Network (SN) Companies	Digital Media	Program Acquisitions	Original Programming	Program Development	Current Programming	On-Air Promotions	Program Scheduling	Talent Relations	
Mgmt	Top	2 CEO, MN or NBN 11 Ntwk Group Pres, MN 12 Ntwk Pres/GM, MN 13 Intl Ntwk Pres/GM	14 CEO, SN 16 Pres, SN	18 Top Digital Media Executive	20 Top Programming Executive							
	EVP	17 COO			21010 EVP, Prgm Acq	22010 EVP, Original Prgm				25010 EVP, Prgm Scheduling	26010 EVP, Talent Relations	
	SVP			10011 SVP, Digital Media	21011 SVP, Prgm Acq	22011 SVP, Original Prgm	23011 SVP, Prgm Dev	23511 SVP, Current Prgm	24011 SVP, On-Air Promos	25011 SVP, Prgm Scheduling	26011 SVP, Talent Relations	
	VP			10012 VP, Digital Media	21012 VP, Prgm Acq	22012 VP, Original Prgm	23012 VP, Prgm Dev	23512 VP, Current Prgm	24012 VP, On-Air Promos	25012 VP, Prgm Scheduling	26012 VP, Talent Relations	
	Director			10014 Dir, Digital Media	21014 Dir, Prgm Acq	22014 Dir, Original Prgm	23014 Dir, Prgm Dev	23514 Dir, Current Prgm	24014 Dir, On-Air Promos	25014 Dir, Prgm Scheduling	26014 Dir, Talent Relations	
	Manager				21016 Mgr, Prgm Acq	22016 Mgr, Original Prgm	23016 Mgr, Prgm Dev	23516 Mgr, Current Prgm	24016 Mgr, On-Air Promos	25016 Mgr, Prgm Scheduling	26016 Mgr, Talent Relations	
	Supervisor											
	Lead											
Exempt	Senior											
	Journey				21025 Prgm Acq Spec						26025 Show Booker	
	Assoc											
Non-Exempt	Lead Opr											
	Sr Opr									25044 Sr Prgm Schedr		
	Operator									25045 Prgm Schedl.r		
	Coord	20027 Programming Coordinator (Any Area of Programming)										
	Assistant											

CTHRA Cable Programmers / Broadcast Networks Compensation Survey Positions by Job Family and Management Level

— Grid 2 —

Family Level		PRODUCTION - CREATIVE				PRODUCTION MANAGEMENT	RESOURCE SCHEDULING	
		Producing	Digital Video Producing	Prediting	Coordinating Producing			Content or News Editing
Mgmt	Top	21 Top Production Executive						
	EVP							
	SVP							
	VP	30012 Executive Producer					34012 VP, Production	
	Director				32014 Sr Coordinating Producer		34014 Dir, Production	35014 Dir, Resource Scheduling
	Manager				32016 Coordinating Producer			35016 Mgr, Resource Scheduling
	Supervisor							
	Lead							
Exempt	Senior	30024 Sr Producer		31024 Sr Preditor			34024 Sr Production Mgr	
	Journey	30025 Producer	30525 Digital Video Producer	31025 Preditor		33025 News Assignment Editor	34025 Production Mgr	
	Assoc	30026 Associate Producer						
Non- Exempt	Lead Opr							
	Sr Opr					33044 Content or News Sr Editor	35044 Sr Resource Scheduler	
	Operator					33045 Content or News Editor	35045 Resource Scheduler	
	Coord						34027 Production Coordinator	
	Assistant	34028 Production Assistant (Any Area of Production)						

CTHRA Cable Programmers / Broadcast Networks Compensation Survey Positions by Job Family and Management Level

— Grid 3 —

Family Level		PRODUCTION - TECHNICAL													
		Technical Operations	Studio / Remote Production					Broadcast Operations	Master Control	Tape Operations	Closed Captioning	Transmission Engineering	Satellite System Engineering	Encoding	
			Show Direction	Technical Direction	Camera Operations	Audio Technology	Lighting								
Mgmt	Top														
	EVP														
	SVP							37011 SVP, Brdcst Ops							
	VP	36012 VP, Tech Ops						37012 VP, Brdcst Ops				38012 VP, Trans Engrg			
	Director	36014 Dir, Tech Ops	36114 Show Dir	36214 Dir, Tech Dir				37014 Dir, Brdcst Ops				38014 Dir, Trans Engrg			
	Manager	36016 Mgr, Tech Ops						37016 Mgr, Brdcst Ops	37116 Mgr, Mstr Cntrl Operations				38016 Mgr, Trans Engrg		
	Supervisor	36017 Supv, Tech Ops						37017 Supv, Brdcst Ops	37117 Supv, Mstr Cntrl Operations						
	Lead														
Exempt	Senior														
	Journey														
	Assoc														
Non-Exempt	Lead Opr	36037 Lead Technical Operator						37037 Lead Broadcast Operator	37137 Lead Mstr Cntrl Operator						
	Sr Opr			36244 Tech Director					37144 Sr Mstr Cntrl Operator				39044 Sr Satellite Uplink Tech		
	Operator			36245 Studio/ Remote Technician	36345 Camera Operator	36445 Audio Technician	36645 Lighting Grip	37045 Brdcst Engineer	37145 Ntwk / Mstr Cntrl Operator	37245 Tape Operator	37345 Closed Captioning Coord	38045 Trans Engr	39045 Satellite Uplink Tech	38145 Encoding Coord	
	Coord														
	Assistant														

**CTHRA Cable Programmers / Broadcast Networks Compensation Survey
Positions by Job Family and Management Level**

— Grid 4 —

Level	Family	POST PRODUCTION					MULTIPLE UNITS			
		Post Production	Audio Editing	Character Generation	Quality Control	Library	Digital Assets	Writing / Producing	Creative Design	Creative Services
Mgmt	Top									
	EVP									
	SVP	40011 SVP, Post Prdn								
	VP	40012 VP, Post Prdn							47012 VP, Creative Design	48012 VP, Creative Services
	Director	40014 Dir, Post Prdn				43014 Dir, Library & Digital Assests			47014 Dir, Creative Design	48014 Dir, Creative Services
	Manager	40016 Mgr, Post Prdn				43016 Mgr, Library	44016 Mgr, Dgtl Assets		47016 Art Director	48016 Mgr, Creative Services
	Supervisor	40017 Supv, Post Prdn								
	Lead								47018 Lead Designer	
Exempt	Senior							46024 Sr Writer/Prdr	47024 Sr Designer	
	Journey							46025 Writer/Prdr	47025 Designer	48025 Creative Svcs Traffic Mgr
	Assoc							46026 Assoc Writer/Prdr	47026 Assoc Designer	
Non-Exempt	Lead Opr									
	Sr Opr	40044 Sr Editor								
	Operator	40045 Editor	40145 Audio Editor	40245 Char Gen Eqpmt / Chyron Operator	42045 QC Tech	43045 Librarian	44045 Dgtl Assets Spec			
	Coord									
	Assistant	40028 Editing Asst								

**CTHRA Cable Programmers / Broadcast Networks Compensation Survey
Positions by Job Family and Management Level**

— Grid 5 —

Level \ Family		MARKETING				BROADCASTER AFFILIATE RELATIONS	MEDIA RELATIONS	MARKET AND/OR AUDIENCE RESEARCH
		Consumer Marketing	Events Marketing	Advertising Sales Marketing	Affiliate Marketing			
Mgmt	Top	22 Top Marketing Executive					23 Top Comm Executive	
	EVP							
	SVP	51011 SVP, Consumer Mktg		53011 SVP, Ad Sales Mktg	54011 SVP, Affiliate Mkg		61011 SVP, Media Relations	62011 SVP, Research
	VP	51012 VP, Consumer Mktg	52012 VP, Events Marketing	53012 VP, Ad Sales Mktg	54012 VP, Affiliate Mktg	60012 VP, Broadcaster Affiliate Relations	61012 VP, Media Relations	62012 VP, Research
	Director	51014 Dir, Consumer Mktg	52014 Dir, Events Marketing	53014 Dir, Ad Sales Mktg	54014 Dir, Affiliate Mktg	60014 Dir, Broadcaster Affiliate Relations	61014 Dir, Media Relations	62014 Dir, Research
	Manager	51016 Mgr, Consumer Mktg	52016 Mgr, Events Marketing	53016 Mgr, Ad Sales Mktg	54016 Mgr, Affiliate Mktg		61016 Mgr, Media Relations	62016 Mgr, Research
	Supervisor							
	Lead							
Exempt	Senior			53024 Ad Sales Mktg IC			61024 Sr Publicist	62024 Sr Research Analyst
	Journey	51025 Consumer Mktg IC	52025 Events Marketing IC				61025 Publicist	62025 Research Analyst
	Assoc							
Non-Exempt	Lead Opr							
	Sr Opr							
	Operator							
	Coord	50027 Marketing Coordinator (Any Area of Marketing)						
	Assistant							

**CTHRA Cable Programmers / Broadcast Networks Compensation Survey
Positions by Job Family and Management Level**

— Grid 6 —

Family		ADVERTISING SALES			AFFILIATE SALES	SALES OPERATIONS		
		Advertising Sales	Sales Planning	Integrated Sales & Marketing		Sales Operations	Advertisement Inventory	Advertisement Traffic
Level								
Mgmt	Top	70002 Top Ad Sales Exec			73002 Top Aff Sales Exec			
	EVP	70010 EVP, Ad Sales						
	SVP	70011 SVP, Ad Sales			73011 SVP, Aff Sales	74011 SVP, Sales Ops		
	VP	70012 VP, Ad Sales	71012 VP, Sales Planning	71512 VP, Integrated Sales & Mktg	73012 VP, Aff Sales	74012 VP, Sales Ops		76012 VP, Traffic
	Director	70014 Dir, Ad Sales	71014 Dir, Sales Planning		73014 Dir, Aff Sales	74014 Dir, Sales Ops		76014 Dir, Traffic
	Manager		71016 Mgr, Sales Planning			74016 Mgr, Sales Ops	75016 Mgr, Inventory	76016 Mgr, Traffic
	Supervisor							76017 Supv, Traffic
	Lead							
Exempt	Senior	70024 Sr Ad Sales Acct Exec			73024 Sr Aff Sales Acct Exec			
	Journey	70025 Ad Sales Acct Exec	71025 Sales Planner		73025 Aff Sales Acct Exec		75025 Inventory Analyst	
	Assoc	70026 Ad Sales Acct Svc Rep						
Non-Exempt	Lead Opr							
	Sr Opr							
	Operator							
	Coord	70027 Sales Coordinator (Any Area of Sales)						76027 Traffic Coord
	Assistant	70028 Sales Assistant (Any Area of Sales)						

CTHRA Cable Programmers / Broadcast Networks Compensation Survey Positions by Job Family and Management Level

— Grid 7 —

Level \ Family		LEGAL AND/OR BUSINESS AFFAIRS					BUSINESS DEVELOPMENT	GENERAL & ADMINISTRATIVE			
		Legal and/or Business Affairs	Legal Counsel	Standards & Practices	Rights & Clearances	Licensing		Human Resources	Finance	Production Accounting	Technology
Mgmt	Top	25 Top Legal and/or Bus Affairs Executive						26 Top HR Executive	27 Top Finance Executive		28 Top Tech Executive
	EVP										
	SVP	80011 SVP, Legal and/or Bus Aff					84011 SVP, Bus Dev	90011 SVP, HR	91011 SVP, Finance		
	VP	80012 VP, Legal and/or Bus Aff		81012 VP, Standards & Practices			84012 VP, Bus Dev	90012 VP, HR	91012 VP, Finance		
	Director	80014 Dir, Legal and/or Bus Aff		81014 Dir, Standards & Practices		83014 Dir, Licensing	84014 Dir, Bus Dev	90014 Dir, HR	91014 Dir, Finance		
	Manager	80016 Mgr, Legal and/or Bus Aff			82016 Mgr, Rights & Clrncls	83016 Mgr, Licensing	84016 Mgr, Bus Dev				
	Supervisor										
	Lead										
Exempt	Senior		80524 Sr Attny								
	Journey		80525 Attny		82025 Rights & Clrncls Administrator	83025 Licensing Spec	84025 Bus Dev Analyst		92025 Prodn Acctnt		
	Assoc		80526 Assoc Attny								
Non-Exempt	Lead Opr										
	Sr Opr										
	Operator										
	Coord			81027 Standards and Practices Coord							
	Assistant										

POSITION 30025

PRODUCER

Responsible for creative development, production, content quality and budget performance of assigned programs. Makes the full scope of creative, content, production and some cost / benefit decisions for assigned programs. Determines and maintains the creative vision and "look and feel" of programs, aligned with department's vision. Leads and coordinates multi-disciplinary staff during actual production. Oversees editing of final product. Works with sales to maximize revenue potential of programs. Works with operations to ensure required delivery. Assigned standard programs and productions. Assists on larger, complex, high profile, innovative productions. Implements assigned work independently with regular guidance from senior staff. Work is reviewed by team leads at regular intervals and milestones. Typically has three to six years of progressively complex related experience.

POSITION INFORMATION

# of Incumbents Reported	1,673	Match:	Greater: 1%	Equal: 98%	Less: 0%
# of Companies with Match	40	FLSA:	Exempt: 97%		
Typical Titles Matched	Prdcr*, Prdcr (I / II), (Sr / Assoc) Prdcr (Booking / Bureau / Feature / Field / General / Intractv / Line / Media / Natl / News / Ntwk / On Air Promo / Prgmg / Proj / Series / Sgmt / Show / Tape / Web), Prdcr Cntnt III, Prdcr / Dir, Prdcr / Edtr / Wrtr				
Geographic Composition	East: 57% South: 19% Midwest: 3% Mountain: 1% Southwest: 3% West: 17%				

SHORT-TERM INCENTIVE ("STI") PLANS

STI Eligibility¹	% of Companies Offering	63%	% of Incumbents Eligible	45%
STI Awards Received²	Avg Bonus Paid as % of Target	101%	% of Eligible Incumbents Who Received in Last 12 Mos	77%
STI Targets³	% of Cos with Incentive Targets	68%	Target % 25th: 8% 50th: 10% Mean: 10% 75th: 12%	

LONG-TERM INCENTIVE ("LTI") PLANS

LTI Eligibility⁴	% of Companies Offering	14%	% of Incumbents Eligible	6%
LTI Awards Received⁵	% of Eligible Incumbents Who Received in Last 12 Months			38%

TOTAL DIRECT COMPENSATION - EFFECTIVE 3/1/2008 (in Thousands)

TOTAL DIRECT COMPENSATION	INCUMBENT							COMPANY		
	n	10th	25th	50th	Mean	75th	90th	n	50th	Mean
All Incumbents										
Base Salary										
Target Total Cash Compensation										
Actual Total Cash Compensation										
Actual Cash Awards as % of Base Salary										
Annualized NPV of LTI Awards										
Total Direct Compensation										

* Most prevalent title matched (> 50%). 1) 40 participants reported on STI eligibility for 1,673 incumbents. 2) Participants reported on STI awards received for 752 incumbents. 3) 25 participants reported on STI targets. 4) 37 participants reported on LTI eligibility for 1,572 incumbents. 5) Participants reported on LTI awards received for 87 of the eligible incumbents.

TOTAL DIRECT COMPENSATION - BY INDUSTRY (in Thousands)

TOTAL DIRECT COMPENSATION	INCUMBENT							COMPANY		
	n	10th	25th	50th	Mean	75th	90th	n	50th	Mean
Cable Programmers										
Base Salary										
Actual Total Cash Compensation										
Total Direct Compensation										
National Broadcast Networks										
Base Salary										
Actual Total Cash Compensation										
Total Direct Compensation										
Digital Media										
Base Salary										
Actual Total Cash Compensation										
Total Direct Compensation										
Other Media										
Base Salary										
Actual Total Cash Compensation										
Total Direct Compensation										

TOTAL DIRECT COMPENSATION DIFFERENTIALS - EFFECTIVE 3/1/2008 (in Thousands)

TOTAL DIRECT COMPENSATION	BASE SALARY				ACTUAL TCC				ACTUAL TDC			
	Co n	Inc n	50th	Mean	Co n	Inc n	50th	Mean	Co n	Inc n	50th	Mean
By U.S. Region												
East												
South												
Midwest												
Mountain												
Southwest												
West												
By Metropolitan Area												
Boston Area												
Bridgeport Area												
New York City Area												
Washington D.C. Area												
Charlotte Area												
Atlanta Area												
Miami Area												
Chicago Area												
Denver Area												
Dallas-Fort Worth Area												
Los Angeles Area												
San Francisco Bay Area												
By Specialty / Scope												
Entertainment												
News												
By Producing Specialty / Scope												
Long-Form												
Segment / Feature												
On-Air Promo / Interstitial												
Non-English Language												
Long-Form & Segment / Feature												