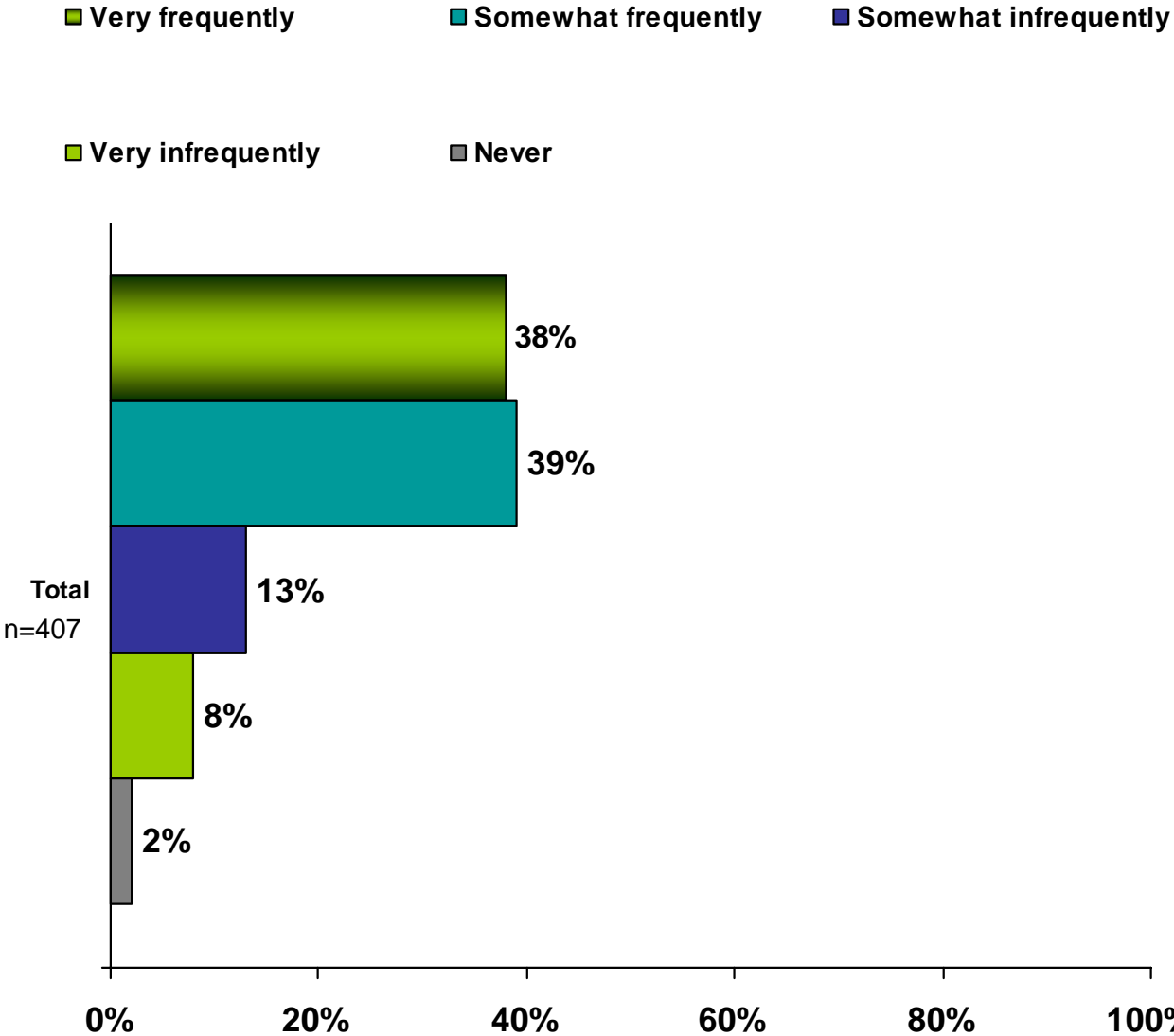


Please indicate how often you watch the ABC broadcasting network.



Percentages may not equal 100 due to rounding

Please indicate how favorable you are of the Cablevision company using a scale of 1-7 where 1 represents, “Not at all favorable” and 7 represents, “Extremely favorable.”

	Mean (n=203)
Before ABC Video	4.5
After ABC Video	3.8

Please indicate how favorable you are of the ABC broadcasting network using a scale of 1-7 where 1 represents, “Not at all favorable” and 7 represents, “Extremely favorable.”

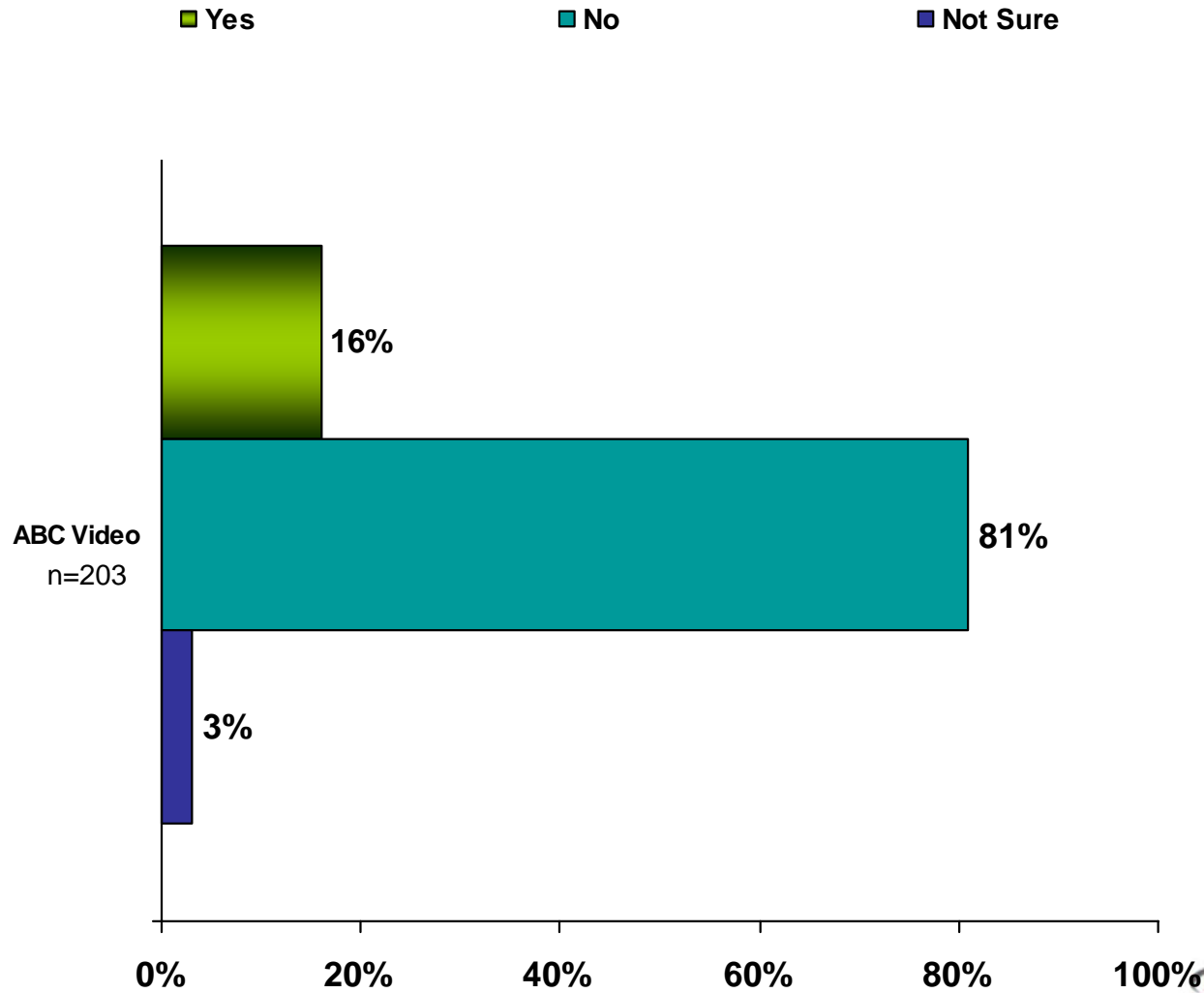
	Mean (n=203)
Before ABC Video	5.2
After ABC Video	5.0

How likely are you to switch your television provider in the next year?

	<b>Cablevision Subscribers Before ABC Video (n=203)</b>	<b>Cablevision Subscribers After ABC Video (n=203)</b>	<b>Non-Cablevision Subscribers Before ABC Video (n=203)</b>	<b>Non-Cablevision Subscribers After ABC Video (n=203)</b>
Extremely likely	12%	15%	5%	7%
Somewhat likely	30%	38%	20%	25%
Somewhat unlikely	30%	30%	31%	27%
Extremely unlikely	30%	17%	43%	41%

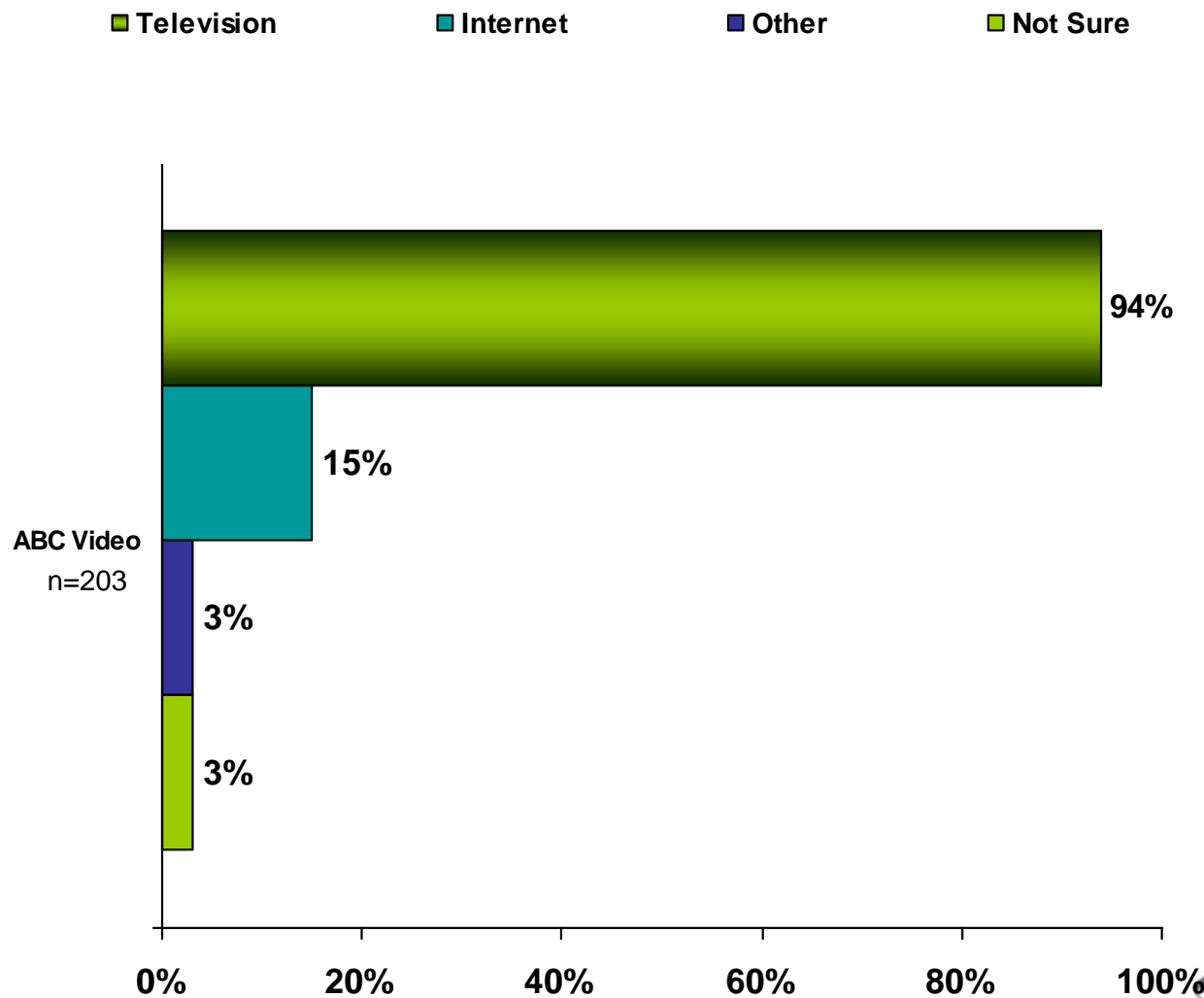
*Percentages may not equal 100 due to rounding*

Before viewing the video, had you previously seen this commercial?



Percentages may not equal 100 due to rounding

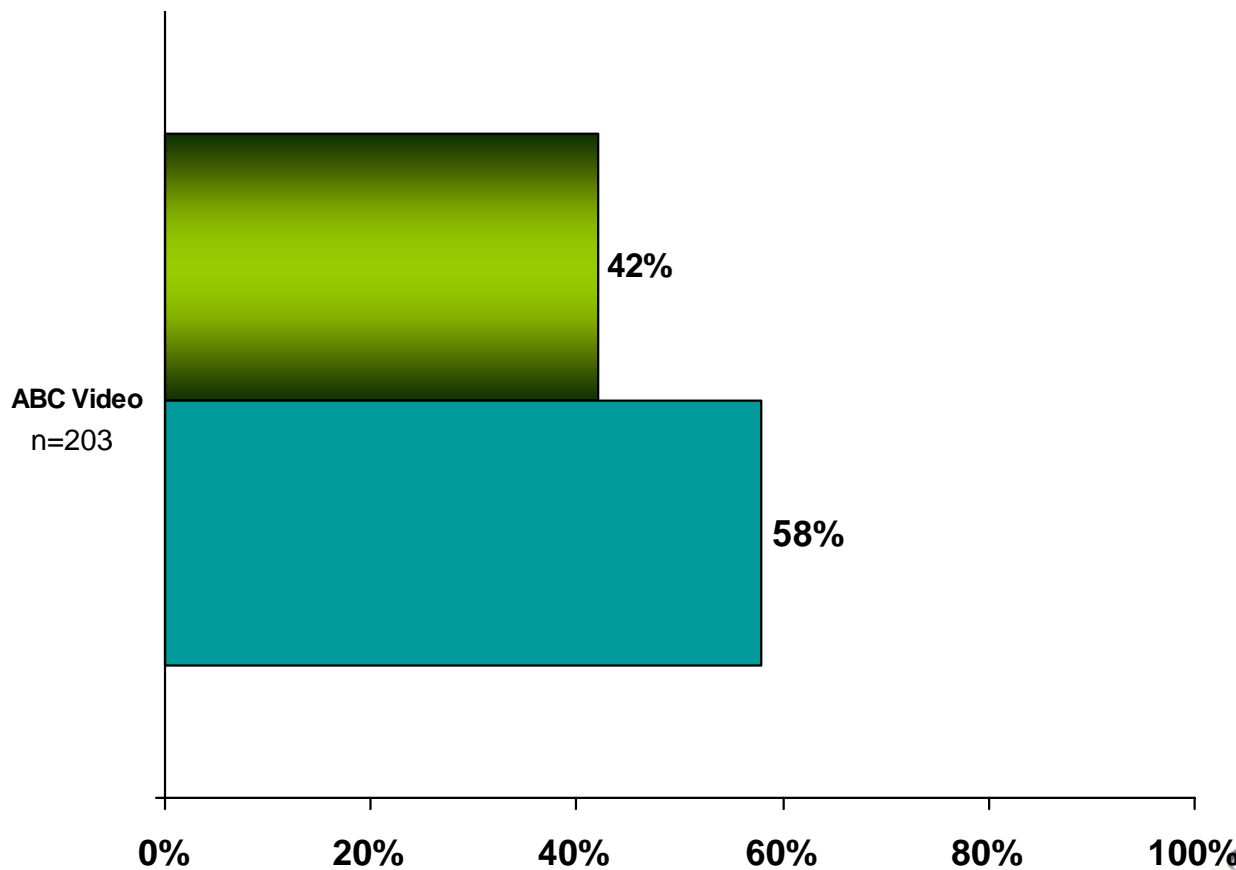
Please indicate where you have seen this commercial. Select all that apply.



Percentages may not equal 100 due to rounding

Please select the response that best describes your feelings towards the ABC/Cablevision dispute

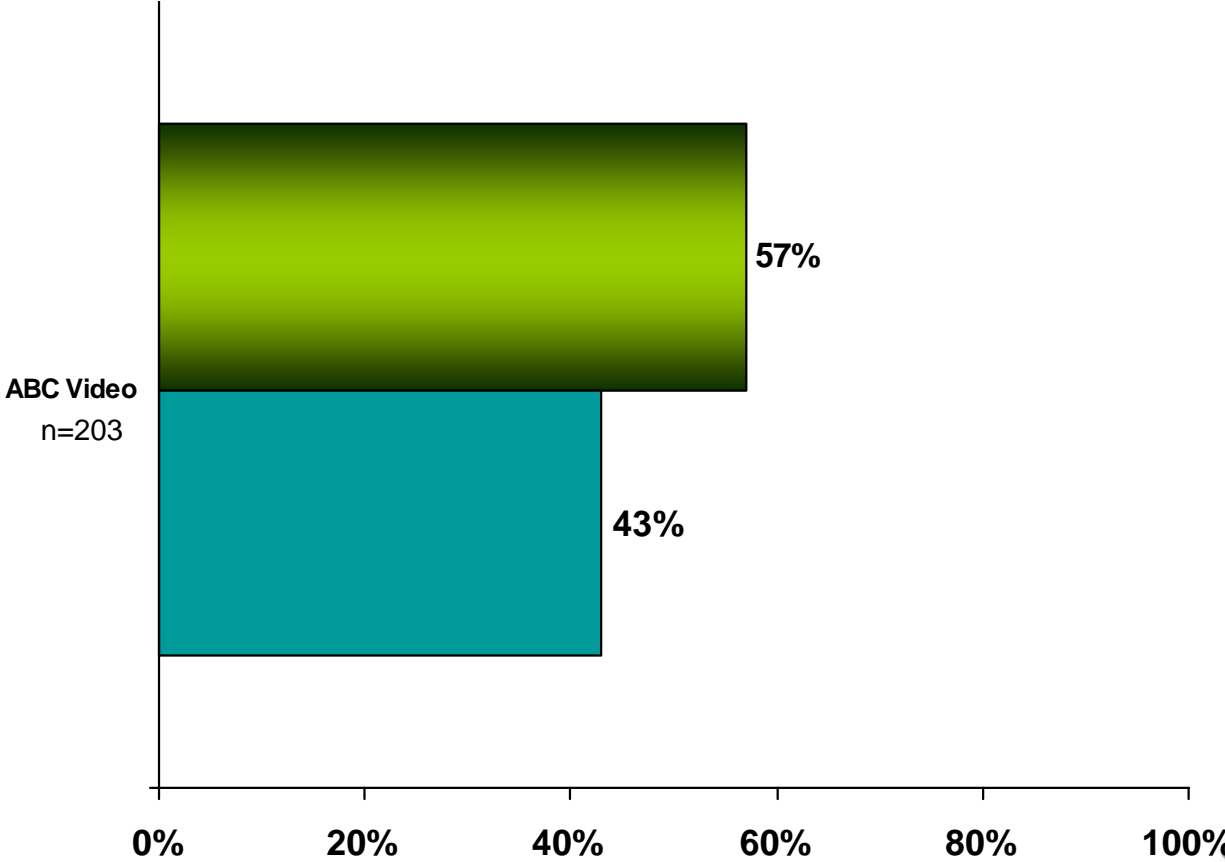
- The network (ABC) is justified in asking for additional fees from the cable operator (Cablevision)
- The network (ABC) is not justified in asking for additional fees from the cable operator (Cablevision)



Percentages may not equal 100 due to rounding

Please select the response that best describes your feelings towards the ABC/Cablevision dispute.

- It is fair for the cable company (Cablevision) to refuse to pay what the network (ABC) is asking
- It is not fair for the cable company (Cablevision) to refuse to pay what the network (ABC) is asking

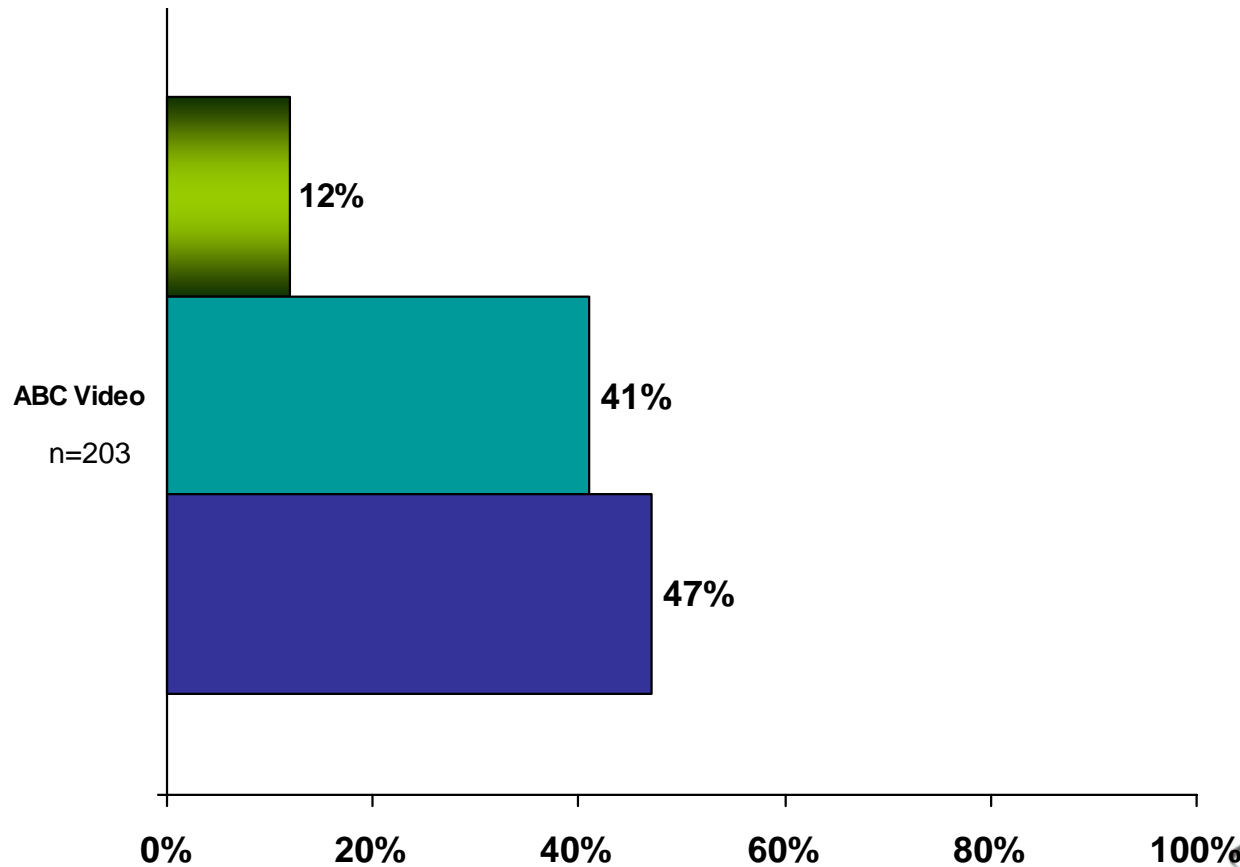


Percentages may not equal 100 due to rounding

# Has this commercial changed your perception of Cablevision?

■ Yes, my perception is more favorable    ■ Yes, my perception is less favorable

■ No change in perception

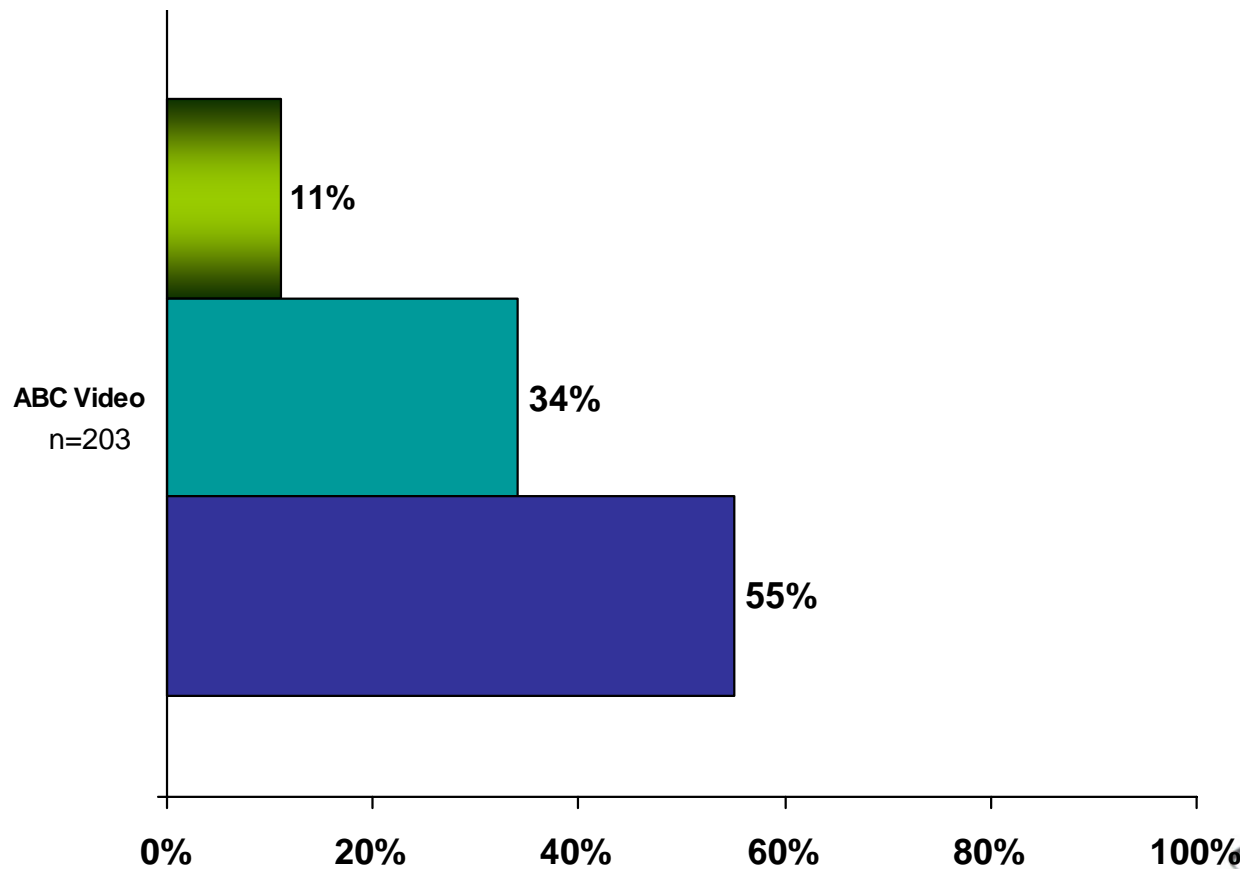


Percentages may not equal 100 due to rounding

# Has this commercial changed your perception of ABC?

■ Yes, my perception is more favorable    ■ Yes, my perception is less favorable

■ No change in perception



Percentages may not equal 100 due to rounding