



High Definition Satellite Viewers by Sport

Football, Basketball, Baseball & More

Segment	Count	Price
Universe / Base Rate	269,252	\$85.00/M
Baseball	71,793	\$15.00/M
Basketball	63,271	\$15.00/M
Football	93,111	\$15.00/M
Hockey	29,731	\$15.00/M

These individuals having answered surveys stating they have HDTV and that their most viewed channels are sports related.

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LIST TYPE
Consumer- mail

SOURCE
Lifestyle questionnaire

GEOGRAPHY
Domestic (US)

Counts through 11/03/2009

MINIMUM ORDER 5,000

FOR MORE
INFORMATION PLEASE
CONTACT

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