



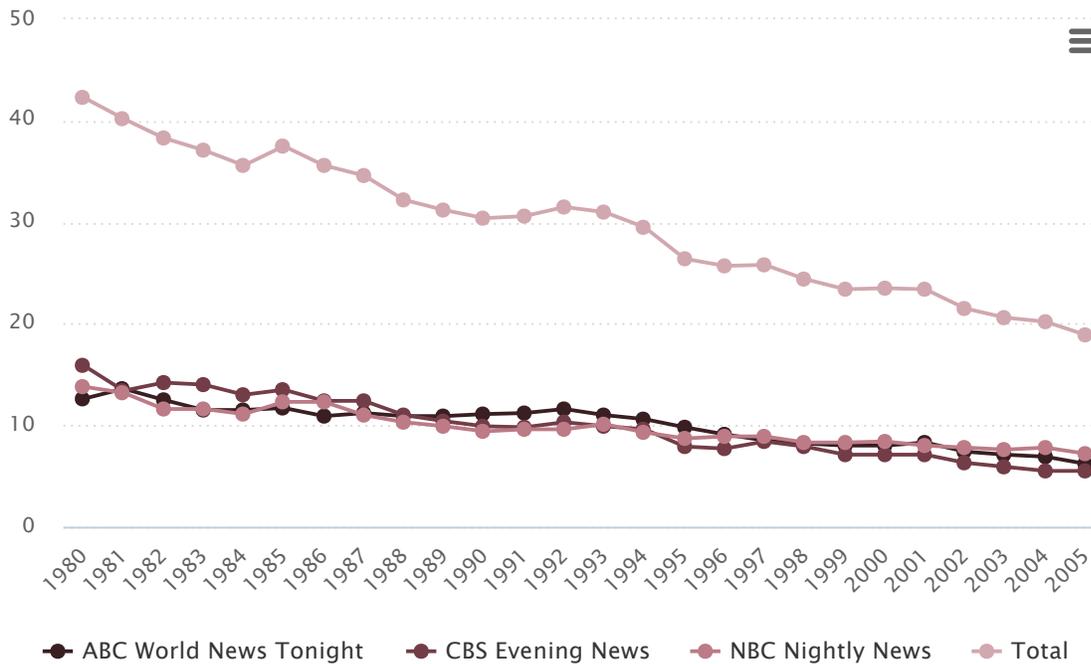
MARCH 13, 2006



## Network Evening News Ratings

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All three networks have been losing audience steadily since the 1970s. NBC became the No. 1 rated evening newscast in the late 1990s not because it attracted new viewers but because it lost viewers at a lesser rate than ABC and CBS.

Source: Nielsen Media Research, used under license

Note: Ratings taken for month of November

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