

Quarterly Industry Update

As of December 31, 2014

Industry: Television Broadcasting



Industry Summary

Cogent Valuation identified publicly traded companies, IPOs, and recent M&A transactions within the Television Broadcasting industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Since December 31, 2013, the median 52-week share price return of the Television Broadcasting industry has decreased by -6.4%. In the last quarter, the median price-to-earnings multiple decreased from 16.9x to 15.5x.

Comparable Public Company Key Statistics

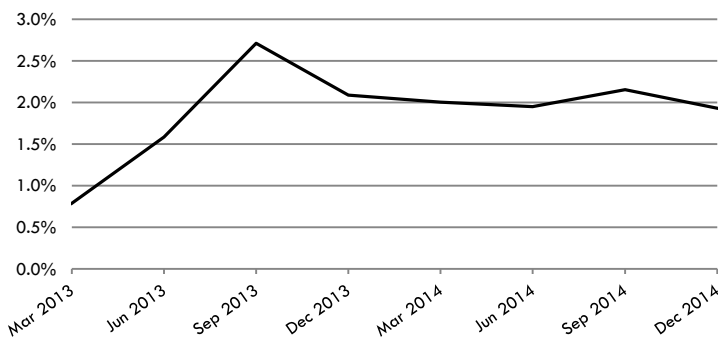
| | | | | | |
|---------------------------|-------|----------------------------|-------|--------------------------------|-------|
| Median 52-Week Return | -6.4% | Median EV/Revenue Multiple | 3.3x | Median Price/Earnings Multiple | 15.5x |
| Median 3-Year CAGR Return | 19.3% | Median EV/EBITDA Multiple | 10.7x | Median EV/Gross CF Multiple | 17.8x |

Comparable Public Company Market Price Returns (As of December 31, 2014)

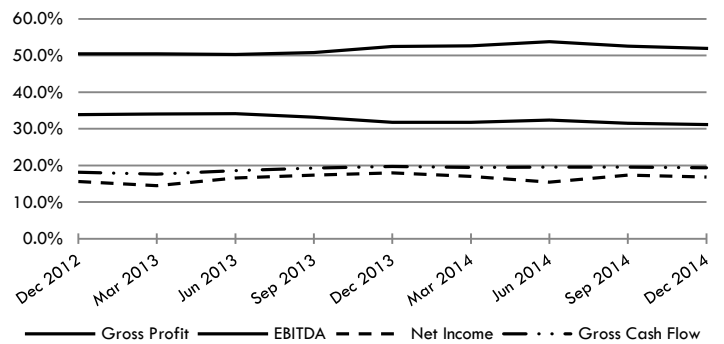
| | YTD | 3 Month | 1 Year | 2 Year | 3 Year | 5 Year | 2014 | 2013 | 2012 | 2011 | 2010 |
|--|--------------|-------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|---------------|--------------|
| CBS Corporation | -13.2% | 3.4% | -13.2% | 20.6% | 26.8% | 31.5% | -13.2% | 67.5% | 40.2% | 42.5% | 35.6% |
| Central European Media Enterprises Ltd. | -16.4% | 42.7% | -16.4% | -27.9% | -21.0% | -32.9% | -16.4% | -37.9% | -5.2% | -68.0% | -13.8% |
| Crown Media Holdings Inc. | 0.3% | 10.6% | 0.3% | 38.3% | 43.0% | 19.5% | 0.3% | 90.8% | 52.9% | -53.8% | 80.7% |
| Discovery Communications, Inc. | -23.8% | -8.9% | -23.8% | 4.2% | 18.9% | 17.6% | -23.8% | 42.4% | 54.9% | -1.8% | 36.0% |
| Entravision Communications Corporation | 6.4% | 63.6% | 6.4% | 97.6% | 60.7% | 13.8% | 6.4% | 266.9% | 6.4% | -39.3% | -24.4% |
| Scripps Networks Interactive, Inc. | -12.9% | -3.6% | -12.9% | 14.0% | 21.1% | 12.6% | -12.9% | 49.2% | 36.5% | -18.0% | 24.7% |
| AMC Networks Inc. | -6.4% | 9.2% | -6.4% | 13.5% | 19.3% | N/A | -6.4% | 37.6% | 31.7% | N/A | N/A |
| Viacom, Inc. | -13.8% | -2.2% | -13.8% | 19.4% | 18.3% | 20.4% | -13.8% | 65.6% | 16.1% | 14.6% | 33.2% |
| Twenty-First Century Fox, Inc. | 9.2% | 12.0% | 9.2% | 22.7% | 29.1% | 22.9% | 9.2% | 37.9% | 43.0% | 22.5% | 6.4% |
| Starz | 1.6% | -10.2% | 1.6% | -49.4% | -27.5% | N/A | 1.6% | -74.8% | 48.6% | N/A | N/A |
| Grupo Televisa, S.A.B. | 12.6% | 0.5% | 12.6% | 13.2% | 17.4% | 10.4% | 12.6% | 13.8% | 26.2% | -18.8% | 24.9% |
| Median of Industry Public Companies | -6.4% | 3.4% | -6.4% | 14.0% | 19.3% | 17.6% | -6.4% | 42.4% | 36.5% | -18.0% | 24.9% |

(Multiple year periods are calculated as the average annual return.)

Median Quarterly Revenue Growth of All Television Broadcasting Companies



Median Gross Profit, EBITDA, Net Income and Gross Cash Flow Margins



Median Public Company Multiples of the Television Broadcasting Industry

| Date: | 12/31/2012 | 3/31/2013 | 6/30/2013 | 9/30/2013 | 12/31/2013 | 3/31/2014 | 6/30/2014 | 9/30/2014 | 12/31/2014 |
|------------------------------|------------|-----------|-----------|-----------|------------|-----------|-----------|-----------|------------|
| EV/Revenues Multiple | 3.2x | 3.2x | 3.2x | 3.6x | 3.7x | 3.9x | 3.7x | 3.2x | 3.3x |
| EV/EBITDA Multiple | 9.4x | 9.8x | 10.3x | 11.2x | 11.6x | 11.5x | 11.2x | 10.5x | 10.7x |
| Price/Earnings Multiple | 15.1x | 15.6x | 16.0x | 16.2x | 17.8x | 19.7x | 19.4x | 16.9x | 15.5x |
| EV/Gross Cash Flows Multiple | 15.8x | 15.4x | 15.6x | 17.4x | 17.4x | 18.5x | 17.8x | 17.4x | 17.8x |

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact [Steven Kam](mailto:Steven.Kam@CogentValuation.com) at 415-392-0888 for additional information or questions in connection with this research report.

Quarterly Industry Update

As of December 31, 2014

Industry: Television Broadcasting



Industry Initial Public Offerings (dollars in millions, except share prices)

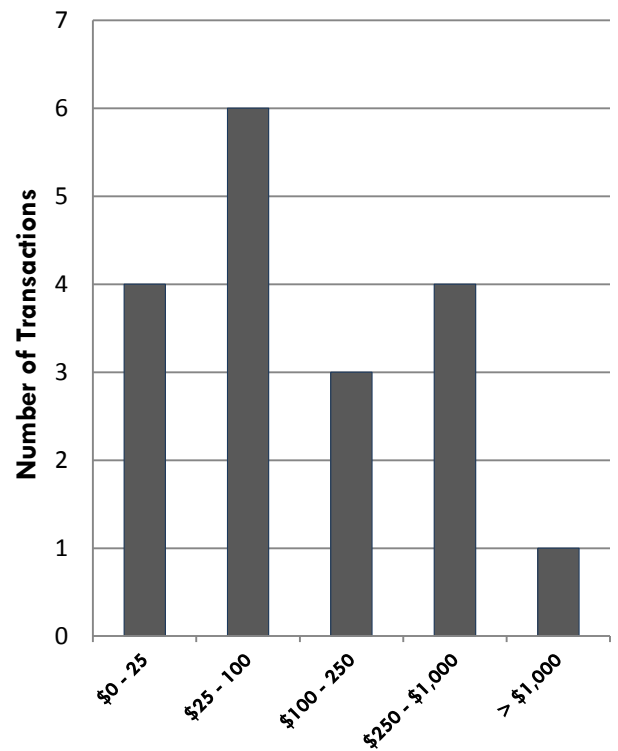
| Offer Date | Company Name | Offer Price | Shares Offered | Amount Raised | Total Assets | Debt | LTM Revenues | LTM EBITDA | LTM Net Income | LTM Cash Flows |
|---------------------------|--|-------------|----------------|----------------|----------------|---------------|---------------|--------------|-----------------|----------------|
| 5/11/2011 | Phoenix New Media Limited | \$11.00 | 12.8 | \$140.4 | \$72.3 | \$0.0 | \$92.2 | \$7.6 | \$5.1 | \$7.6 |
| 10/31/2006 | RR Media Ltd. | \$12.50 | 3.8 | \$47.5 | \$27.3 | \$0.0 | \$40.5 | \$11.9 | \$7.0 | \$14.0 |
| 5/31/2006 | CTC Media, Inc | \$14.00 | 24.7 | \$345.9 | \$288.5 | \$21.2 | \$273.6 | \$133.7 | \$72.0 | \$137.0 |
| 3/23/2006 | Global Traffic Network Inc. | \$5.00 | 3.8 | \$19.0 | N/A | N/A | N/A | N/A | N/A | N/A |
| 11/24/2003 | Nexstar Broadcasting Group, Inc. | \$14.00 | 10.0 | \$140.0 | \$557.2 | \$462.7 | \$270.1 | \$103.3 | (\$96.5) | \$131.9 |
| 8/2/2000 | Entravision Communications Corporation | \$16.50 | 39.5 | \$752.3 | \$604.3 | \$487.5 | \$85.7 | \$6.3 | (\$74.3) | \$29.3 |
| 5/3/2000 | Crown Media Holdings Inc. | \$14.00 | 10.0 | \$140.0 | \$88.2 | \$30.3 | \$33.9 | \$0.8 | (\$60.7) | \$35.0 |
| Median of All IPOs | | nm | nm | \$140.0 | \$188.4 | \$25.8 | \$88.9 | \$9.8 | (\$27.8) | \$32.1 |

nm: not meaningful

Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

| Transaction Date | Target | Acquirer | Transaction Size | % Bought |
|--|----------------------------|-----------------------------|------------------|-------------|
| 12/19/2014 | LIN Media LLC | Media General, Inc. | \$2,366.0 | 100% |
| 12/19/2014 | LIN Television Corporation | Harrisburg Television, Inc. | \$70.0 | 100% |
| 12/19/2014 | KXRM-TV | Media General Operations | \$93.1 | 100% |
| 12/19/2014 | WALA-TV Fox 10 | Meredith Corporation | \$86.0 | 100% |
| 12/1/2014 | Grant Company, Inc. | Nexstar Broadcasting, Inc. | \$87.5 | 100% |
| 11/10/2014 | Launch TV Network, LLC | Success Holding Group | \$3.9 | 55% |
| 9/10/2014 | Channel 5 Broadcasting | Viacom International | \$760.1 | 100% |
| 8/14/2014 | CSC Media Group Ltd | Sony Pictures Television | \$182.0 | 100% |
| 8/8/2014 | Sogetel SA | Promotora de Info | \$99.5 | 95% |
| 7/8/2014 | Nova Televisia Bulgaria | Modern Times Group | \$215.0 | 100% |
| 6/19/2014 | Television Stations | Meredith Corporation | \$407.5 | 100% |
| 6/13/2014 | Hoak Media Corporation | Nexstar Broadcasting, Inc. | \$33.5 | 100% |
| 6/2/2014 | Eyeworks Holding B.V. | Warner Bros. Television | \$273.0 | 100% |
| 5/6/2014 | Lefffield Entertainment | ITV Studios America Inc. | \$360.0 | 80% |
| 5/1/2014 | KEVN, Inc. | Gray Television Group, Inc. | \$7.8 | 100% |
| 4/28/2014 | Duhamel Broadcasting | New Rushmore Radio | \$10.0 | 100% |
| 4/1/2014 | MW Channel Operations LLC | Hemisphere Media Holdings | \$104.9 | 100% |
| 4/1/2014 | Lockwood Broadcast Group | Excalibur Broadcasting | \$5.5 | 100% |
| Median of All Transaction Targets | | | \$96.3 | 100% |

Size of Merger and Acquisition Transactions (dollars in millions)



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