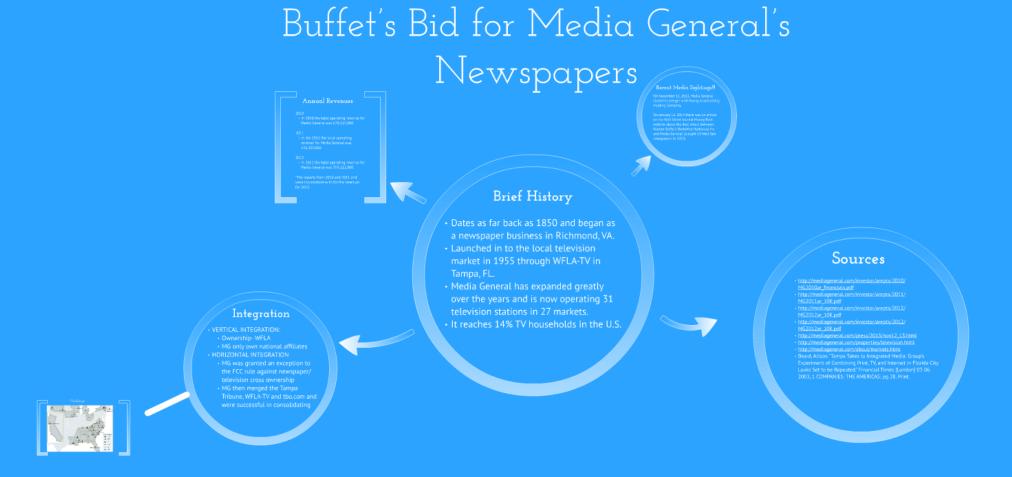




The Case Solutions.com





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Brief History

- Dates as far back as 1850 and began as a newspaper business in Richmond, VA.
- Launched in to the local television market in 1955 through WFLA-TV in Tampa, FL.
- Media General has expanded greatly over the years and is now operating 31 television stations in 27 markets.
- It reaches 14% TV households in the U.S.

Integration

- VERTICAL INTEGRATION:
 - Ownership-WFLA
 - MG only own national affiliates
- HORIZONTAL INTEGRATION
 - MG was granted an exception to the FCC rule against newspaper/ television cross ownership
 - MG then merged the Tampa
 Tribune, WFLA-TV and tbo.com and were successful in consolidating