



## Fisher Tops Revenue Gainers In Q4 Report

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Media investment bank M.C. Alcamo & Co. released its review of performance in the broadcast industry for Q4 2010.

"The U.S. broadcast industry continued its robust recovery in the fourth quarter, clocking revenue growth of +25.3 %," said **Michael Alcamo**, the firm's president. "The sector's profitability margin expanded by 10 margin points: from 30% in Q4 2009 to 40% in Q4 2010."

Alcamo noted that the strong political ad expenditure and ad recovery drove revenue and margin gains throughout the industry. The strong Q4 results marked the fourth consecutive quarter of double-digit growth for the seven pure-play broadcasting companies and eight integrated media companies the firm tracks.

This was the fourth consecutive quarter of double-digit growth for the group.

Fisher Communications led the pack with revenue a gain of + 49.0% compared with Q4 2009, closely followed by Gray Television at +47.8%. The E.W. Scripps Company ranked third at 36.6%. Nexstar Broadcasting Group came in fourth at 31.2%