

PRODUCT PLACEMENT DATA: Number of Product Placements in Top Network Shows (02/2009)

Series	Network	No. of Placed Products
American Idol	Fox	116
The Biggest Loser	NBC	94
Amazing Race 14	CBS	67
Extreme Makeover Home	ABC	48
The Celebrity Apprentice	NBC	40
The Academy Awards	ABC	39
Friday Night Lights	NBC	38
Chuck	NBC	35
90210	CW	32