

# HeadlineNews®

Headline News provides news and information that moves to the tempo of daily life fulfilling the needs of its information-seeking, active audience. Throughout the day, Headline News focuses on the things people need to know - essential news and updates. *Morning Express with Robin Meade* gives viewers their news in a hurry and in the evening, Headline News gives viewers the things people want to know, in thought-provoking conversations about the stories and issues they care about with three hot headliner shows - *Nancy Grace*, *Glenn Beck* and *Showbiz Tonight*, the only live entertainment program. 95.5 million U.S. subscribers as of September 2007.

### NETWORK PROGRAM FORMAT

- Local Avails:** 2 minutes per hour  
**Local Avails for Local Edition:**  
 Additional :30 at each break
- Times:** 1-minute at 00:29 and 1-minute at 00:59  
**Local Avails for Local Edition:**  
 Avails are inserted around 4 ½ minute local news insert creating a six minute window each half-hour at 00:24 and 00:54
- Insertion Hours:** 24 hours per day

### NETWORK INFORMATION

- Subscribers:** 95.5 million  
Source: Nielsen Universe Estimates, September 2007
- Service Type:** Network is available for all carriage levels
- Satellite Feed:** Single
- Launch Date:** January 1982
- Ownership:** Turner Broadcasting System, Inc.

### BENEFITS TO ADVERTISERS

Smart programming strategy. Smart environment for advertisers. Headline News follows a 3-point strategy to bring advertisers.

- Compelling Content, Day and Night:** By day viewers look to Headline News for fast paced hits on the top news of the moment. And by night, Headline News delivers everything from the world of entertainment to the drama of the modern courtroom. We know what is hot and what appeals to desirable consumers.
- Appointment Viewing: Headline Prime:** A primetime programming block - is designed as a destination programming for the young, hard-to-reach consumer. It's news and information they want to know - at the time they want to see it. Year-to-date, Headline Prime is growing double digits from a year ago, up 28% among both total viewers and P25-54.  
Source: Nielsen Media Resaerch via Multitrak, M-F 6p-12a, 2007-to-date (01/01/07-10/28/07) vs. Year-ago (12/26/05-10/29/06). Based on a blend of live+7 (12/26/05-10/21/07) and Live+SD (10/22/07-10/28/07).
- Powerful Viewer Connection:** Headline News has entered a new era as a dynamic, innovative, viewer-centric destination, with a growing fan base. Viewers are young, affluent, educated, and highly mobile. They are well-to-do and well-informed. They are the perfect customer for your advertisers' messages.

## RESEARCH

### VIEWER TARGETED

Persons: 18-49, 25-54

### VIEWER PROFILE

Median Age:	50	<b>Ethnicity Breakdown:</b>	
Median Individual Income:	\$41,500	White	79%
Median Household Income:	\$63,700	Black	11%
College Degree or Higher:	33%	Asian	3%
Average # of Children in Household:	1	Other	7%
		<b>Origin</b>	
		Non Hispanic	91%
		Hispanic	9%

Source: MRI Spring 2007

### VIEWER LIFESTYLE

Base: P18+

	Headline News Index		Headline News Index
Buy <i>Fortune</i>	185	Have taken a cruise of more than one day over past 3 years	125
Buy <i>Business Week</i>	169	Personally have a mortgage refinance/ consolidation loan	124
Traded stocks, bonds, or mutual funds on the Internet	157	Have an IRA	124
Buy <i>Forbes</i>	155	Taken an all inclusive foreign travel vacation	123
Personally own securities value at \$150,000+	146	Have PDA combination cellular/digital phone	122
Own a Lexus	143	Connect to internet from home via cable modem	121
Influentials <sup>sm</sup> (net)	142	Used the internet more than once a day	118
Spent \$5,000+ on a domestic vacation	141	Have a 529 Plan (college savings plan)	118
Own a Lexus	139	Belong to an auto club	117
Obtained information about real estate online	136	Use any online service	115
Personally own a money market fund	135	Have a 401K	114
Visited Virgin Islands	134	Personally own a digital camera	111
Have a personal line of credit	133	Spent \$3,000+ on most recent television set	111
Obtained medical information online	131	Own a BMW	109
Household owns investments real estate	131	Bought an Apple IPOD/past 12 months	109
Buy <i>National Geographic</i>	130	Have a 529 (college saving plan)	109
Belong to frequent flyer club	130	Visited Australia/New Zealand/South Pacific	108
Obtained financial information online	130		

Source: MRI Spring 2007

### DAYPART VIEWING

Time	Days	P18+ (000s)	P18+ VPVH	M18+ (000s)	M18+ VPVH	M18+ %Comp	W18+ (000s)	W18+ VPVH	W18+ %Comp	P25-54 (000s)	P25-54 VPVH
24 hours	Mon-Sun	238	1091	105	481	44.1	133	610	55.9	105	479
8p-11p	Mon-Sun	375	1117	120	358	32.0	255	760	68.0	146	436
6a-12n	Mon-Sun	237	1076	126	573	53.2	110	503	46.4	111	504
12n-7p	Mon-Sun	212	1102	105	544	49.5	107	558	50.5	80	418
11p-2a	Mon-Sun	246	1089	85	375	34.6	161	714	65.4	124	551

Source: Nielsen Media Research, 1/1/07-10/18/07, bases on a blend of Live+SD and Live+7.

**PROGRAMMING**

**PROGRAMMING GENRES:** Business/Financial, News/Information, Health, Lifestyle

**VIEWER TARGETED PROGRAMMING**

**Persons 18-49 & 25-54:** *Morning Express with Robin Meade*, *Glenn Beck*, *Nancy Grace*, *Showbiz Tonight*, *News to Me*, *Open House*

**NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS**

***Morning Express With Robin Meade*** - Weekdays 6am ET

Formerly known as *Robin & Co.*, this revamped version of the popular HLN original will debut November 5th. *Morning Express with Robin Meade* will have a new name and new look, with the same fast-paced, riveting style and host to take you through the morning.

***Glenn Beck*** - Every Night 7pm/9pm/12am

Known for his quick wit and candid style, *Glenn Beck* delivers a fresh perspective on the day's top stories. Instead of focusing on left vs. right, Beck zeroes in on right vs. wrong, offering insightful observations on important topics each day.

***Nancy Grace*** - Every Night 8pm/10pm/1am

*Nancy Grace* is a television phenomenon. Her unique style and no-holds barred approach gives viewers the hottest legal news of the day in a powerful one-hour showcase. From the court of law to the court of public opinion, viewers love Nancy's candor, her directness... and her unwavering support for victim's rights. There's no channel surfing over a *Nancy Grace* show - it pulls viewers in.

***Showbiz Tonight*** - Every Night 11pm/2am

Today's consumer can't get enough of the glamorous world of entertainment. The stars, the stories, the latest scoop. *Showbiz Tonight* takes viewers inside the breaking news stories coming from the entertainment and pop culture industries. It's become a must-watch show among the surging number of entertainment industry fans. If it happened in showbiz today, it's on *Showbiz Tonight*.

***News to Me*** - Saturday and Sunday 12:30pm/ 5:30pm ET

*News to Me* is the world as YOU see it using your videos, pictures and stories. The show, hosted by Eric Lanford, features UGC videos from [CNN.com](http://CNN.com), [Blip.tv](http://Blip.tv), [Jumpcut.com](http://Jumpcut.com), [Revver.com](http://Revver.com), and [ThePalestra.com](http://ThePalestra.com). Viewers tune in each weekend to see if THEIR news made the show.

***Open House*** - Saturday and Sunday 3:30pm ET

Hosted by Gerri Willis, *Open House* cuts through the clutter and guides consumers through a broad range of home and real estate issues in this weekly half-hour program.

**LEADING NATIONAL ADVERTISERS**

Please contact Headline News directly for more information.

**NETWORK CONTACTS**

**Affiliate Marketing:**

Turner Network Sales, Inc.  
101 Marietta Street NW  
22nd Floor  
Atlanta, GA 30303

Turner Network Sales, Inc.  
353 Sacramento Street  
20th Floor  
San Francisco, CA 94111

**Affiliate Ad Sales Support:**

VP, Affiliate Ad Sales  
Kelly Ryan  
[kelly.ryan@turner.com](mailto:kelly.ryan@turner.com)  
P:(404) 827-3403

Director, Affiliate Ad Sales  
Kevin McMahon  
[kevin.mcmahon@turner.com](mailto:kevin.mcmahon@turner.com)  
P:(404) 827-2525

Director, Affiliate Ad Sales  
Marketing & Promotions  
Cheryl McFadden  
[cheryl.mcfadden@turner.com](mailto:cheryl.mcfadden@turner.com)  
P:(404) 827-5595

Manager, Affiliate Ad Sales  
Marketing & Promotions  
Amy Rife  
[amy.rife@turner.com](mailto:amy.rife@turner.com)  
P:(404) 878-0205

Manager, Affiliate Ad Sales  
Marketing & Promotions  
Thuy Burchette  
[thuy.burchette@turner.com](mailto:thuy.burchette@turner.com)  
P:(404) 827-5571

Coordinator, Affiliate Ad Sales,  
Marketing & Promotions  
Caroline Kelley  
[caroline.kelley@turner.com](mailto:caroline.kelley@turner.com)  
P:(404) 827-1570

**Regional Contacts:**

**Central Region:**  
Manager, Affiliate Ad Sales  
Josh Baron  
[josh.baron@turner.com](mailto:josh.baron@turner.com)  
P:(404) 827-3440

**Southeast Region:**  
Manager, Affiliate Ad Sales  
Jamelia Smith  
[jamelia.smith@turner.com](mailto:jamelia.smith@turner.com)  
P:(404) 827-2477

**Northeast Region:**  
Manager, Affiliate Ad Sales  
Chris Seaver  
[christopher.seaver@turner.com](mailto:christopher.seaver@turner.com)  
P:(404) 827-1473

**Western Region:**  
Manager, Affiliate Ad Sales  
Summer Staino  
[summer.staino@turner.com](mailto:summer.staino@turner.com)  
P:(415) 975-5013

**National Ad Sales:**

Turner Broadcasting Sales, Inc.  
One Time Warner Center  
New York, NY 10019  
P:(212) 275-6000

Greg D'Alba  
Chief Operating Officer,  
CNN Sales

Jon Diament  
SVP, CNN Sales-NY

Scott Weller  
SVP, CNN Sales-LA

Joe Dugan  
SVP, CNN Interactive

Technical Hotline/24-Hour Authorization Center: (404) 827-2458

**WEBSITE INFORMATION**

Consumer Website: [www.headlinenews.com](http://www.headlinenews.com)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)