





TV LAND

TV Land continues to build the ultimate entertainment brand on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, newly acquired classic and contemporary TV, hit movies and its redesigned website -- TVLand.com -- the network is uniquely positioned to superserve the first generation of Americans who grew up alongside television. The network's program mix features original programming, popular dramas, sitcoms, and westerns in a fun-filled, pop culture environment featuring a roster of popular shows including *All in the Family*, *M*A*S*H*, *The Andy Griffith Show* and *Just Shoot Me*, which joins TV Land in January, 2008. In the coming months, the network will roll out a slate of new original series' such as *High School Reunion*, *She's Got The Look*, *Family Foreman* and *The Big 4-0*. TVLand.com, the network's Emmy Award-winning website, is devoted to all aspects of entertainment including TV, music and movies and features full-length episodes, a movie trailer database and over a dozen radio stations. TV Land is now seen in over 90 million U.S. homes.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	3 floating :60 breaks 1-in the first $\frac{1}{2}$ hour and 2-in the second $\frac{1}{2}$ hour
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	93 million Source: Nielsen Media Research 2007
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	April 1996
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

- TV Land Keeps Viewers Watching**
 - TV Land's A25-54 viewers spent an average of 28 minutes tuned in, ranking them among the top 3 networks in cable!¹
 - TV Land retains 97% of its A25-54 audience during commercials, ranking them among the top 3 networks in cable!¹
- TV Land Has Friday Night at The Movies!**
 - On average, 40% of all viewers for TV Land's Friday Night Movies were new viewers to the network.²
 - TV Land's movie airings have a 13% increase among upscale (75K+) A25-54 viewers over TV Land's regular schedule.²
- Valuable Core Audience Includes The Lucrative Boomer Demographic (A40-54)**
 - Top 10 Cable Network for Adults 40-54.³
 - 76% of TV Land's core audience are Boomers (A40-54). That makes TV Land the #1 cable network among Boomer composition.³
- TV Land Has a Strong African American Audience**
 - TV Land's distribution of African American viewers more than doubles the total U.S. average. Nearly a third of TV Land's A25-54 audience are African American.³
 - Among A25-54, TVL ranks #7 in all of cable for African American delivery.³
- When Viewers Trust TV Land, They Will Trust Your Advertiser**
 - TV Land viewers are brand loyal.
 - TV Land viewers are more inclined to buy products from a company they trust--even if it is more expensive.⁴
 - Advertising on TV Land will instill a sense of trust and brand loyalty with our viewers.

Sources: 1 Nielsen Media Research NPower, June 2007.
2 Nielsen Media Research; TVL Movies: 4/6/07-6/29/07 Fri 10p-1a.
3 Nielsen Media Research 1/1/07-7/1/07; Base A25-544
4 MRI, Spring 2007, Base 18+.



RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54, 40-54

Men: 18-49, 25-54, 40-54

Women: 18-49, 25-54, 40-54

VIEWER PROFILE

	<u>A18-49</u>	<u>A25-54</u>	<u>A40-54</u>
Male Skew	49%	46%	47%
Female Skew	51%	54%	53%

Source: Nielsen (7/2/07-9/30/07)

	<u>A25-54</u>	<u>TVL</u>	<u>A25-54</u>	<u>TVL</u>	<u>A40-54</u>	<u>TVL</u>	<u>A40-54</u>	<u>TVL</u>
	<u>Index</u>		<u>Index</u>		<u>Index</u>		<u>Index</u>	
Household Size 3-4	120	HHI \$50K-\$60K	122	Household Size 3-4	129	HHI \$50K-\$60K	139	
Household 3+	117	HHI \$60K-\$75K	116	Household 3+	128	HHI \$60K-\$75K	126	
Children 6-11	117	Attended College	129	Children 6-11	128	Attended College	147	
Children 12-17	128	Employed Full-Time	112	Children 12-17	124	Employed Full-Time	128	
Households Owns PC	114	Home Owner	118	Households Owns PC	127	Home Owner	125	
Internet Access at Home	113			Internet Access at Home	123			

Source: MRI Spring 2007; Base A18+

VIEWER LIFESTYLE

TV Land Viewers Are Big Spenders (A40-54)

- **Retail:** TVL viewers shop till they drop: they rank #1 among all cable network viewers for shopping at drug stores and department/clothing and specialty stores.*
- **Grocery:** TV Land ranks #1 among all cable network viewers who shop at food stores/grocery and warehouse club stores.*
- **Autos:** TV Land ranks among the top 3 in all cable network viewers for the purchase of minivans/vans, SUV's and 4 door sedan.*

Compared to the average American, TV Land viewers are...*

	<u>A25-54</u>	<u>INDEX</u>	<u>A40-54</u>	<u>Index</u>
Very likely to purchase a home theater system		136	Very likely to purchase a large screen TV (27"-42")	163
Very likely to purchase a large screen TV (27"-42")		133	Very likely to purchase a flat screen/plasma TV	153
Very likely to remodel their home		126	Very likely to remodel their home	132
Very likely to buy a new vehicle		120	Very likely to buy a new vehicle	128

Source: *MRI Spring 2007; Base: Adults 18+. All ranks are bases on networks with over 60 million subscribers and exclude children's networks.

Boomers A40-54 are a Lucrative Demographic

Home Improvement

- More than 60% of all adults spending \$2,000+ on home improvements are Baby Boomers.*
- Boomers are 20% more likely than average to have done 3+ home improvements in the last 12 months.*

Domestic Travel

- More than half of all adults spending \$5,000+ on domestic travel are Baby Boomers.*
- Baby Boomers are 30% more likely than average to have taken 9+ round trips in the last 12 months.*

Source: *MRI Spring 2007; Base: Adults 18+.

DAYPART VIEWING

<u>DAYS</u>	<u>TIME</u>	<u>A18-49</u>	<u>A25-54</u>	<u>W18-49</u>	<u>M25-54</u>	<u>A40-54</u>
Mon-Fri	6a-4p	35.8%	45.0%	17.3%	23.2%	34.0%
Sat-Sun	6a-4p	34.5%	45.1%	18.2%	20.7%	35.6%
Mon-Sun	4p-8p	27.4%	36.8%	13.6%	18.8%	29.1%
Mon-Sun	8p-1a	34.9%	43.8%	18.1%	20.8%	31.8%
Mon-Sun	1a-4a	42.6%	53.8%	22.5%	22.6%	37.7%
Mon-Sun	4a-6a	42.0%	54.0%	21.4%	23.5%	38.8%
Mon-Sun	6a-6a	34.6%	44.3%	17.6%	21.2%	33.2%

Source: Nielsen, Base P2+ (9/25/06-9/23/07)



PROGRAMMING

PROGRAMMING GENRES: Comedy, Award Ceremonies, Entertainment, Family, General Variety, Boomers

VIEWER TARGETED PROGRAMMING

Persons 25-54: *The TV Land Awards, High School Reunion, The Big 4-0, She's Got The Look, Family Foreman, Good Times, Night Court, M*A*S*H, Gunsmoke, Bonanza, Sanford and Son, Three's Company, Brady Bunch, Jeffersons, Cheers, I Love Lucy, All in the Family, Leave it to Beaver, Andy Griffith, Designing Women, Star Trek*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

TENTPOLES

The TV Land Awards: A Celebration of Classic TV honors the best shows and brightest stars in all of television! Past star-studded celebrations were hosted by William Shatner, John Ritter, Brad Garrett, Cedric the Entertainer, and last year's Kelly Ripa! Guest presenters included Halle Berry, Ray Romano, Sharon Stone, Mira Sorvino, Ben Stiller, Billy Bob Thornton, Teri Hatcher, and many more. Past musical performances have included Diana Ross, Smokey Robinson, Ashanti, Little Richard, Stevie Wonder, and Willie Nelson.

And there's even more to celebrate when TV Land presents the 2008 *TV Land Awards* in April...Get ready! The 2008 Awards show premieres April 20th, 2008 from 9-10:30pm ET/PT on TV Land.

ORIGINAL SERIES

High School Reunion - Watch as former high school classmates come together after 20 years to pursue unresolved relationships, romances, and rivalries! Will the class geek make a comeback? Will the high school sweethearts still be together? All those questions will be revealed and more!

The Big 4-0 - You thought "Sweet Sixteens" got out of control...look what happens when people celebrate the proverbial age milestone! Over-the-hill or over-the-top?

She's Got the Look - TV Land is searching for the next beautiful supermodel! There is only one catch....she has to be 35 years and older! Proving age and beauty have nothing to do with one another TV Land is out searching for the next big thing in *She's Got the Look*.

Family Foreman - This show gives the audience an intimate look inside the remarkable life of former heavyweight boxing champion/multi-million dollar pitchman George Foreman and his clan of 10 children - including 5 sons named George.

CLASSICS

*Good Times, Night Court, M*A*S*H, Gunsmoke, Bonanza, Sanford and Son, Three's Company, Brady Bunch, Jeffersons, Cheers, I Love Lucy, All in the Family, Leave it to Beaver, Andy Griffith, Designing Women, and Star Trek.*

NEW CLASSICS FOR 2008

Beverly Hillbillies, Just Shoot Me, Hogan's Heroes, Mad About You, Murphy Brown, and Scrubs



LEADING NATIONAL ADVERTISERS

Financial Services

All State
Capital One
Ditech.com

Home Improvements

Ace Hardware

Manufactury Companies

Clorox
Fruit of the Loom
Gillette
General Mills
Johnson & Johnson
Mattel
Procter & Gamble

Retail

Alltel
Best Buy
Hallmark
Sears
PetSmart
Walgreen
Verizon

Restaurants

Applebee's

Pharmaceutical Companies

Astra Zenca
Merck

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Cox & Cablevision Markets
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Time Warner Cable Markets
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NCTC Markets
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WEBSITE INFORMATION

Consumer Website: www.tvland.com

Affiliate Website: www.mtvn.com