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**TELEVISION SYNDICATION IS A STRONG, EFFECTIVE CHOICE IN AN  
EVER INCREASINGLY FRAGMENTED MARKETPLACE**

***Attendance Up 30% From Last Year's SNTA Conference***

New York, NY....The second annual Syndicated Network Television Association (SNTA) Conference today at the Grand Hyatt in New York City, attended by more than 500 client and agency media professionals, drove home the strengths of syndication as a premier television advertising option. Mitch Burg, President of SNTA, suggested that advertisers take a fresh look at syndication, confident that they will have a renewed respect for its delivery – especially in light of fragmentation and low ratings in cable. The 2004 SNTA conference is also being held for the first time in Chicago and Los Angeles next week.

Highlights of the presentation include:

- Syndication is up 12% in GRPs from 2001 to 2003. Growth was experienced across a broad range of advertising categories.
- While network has suffered in delivering young men, syndication has 50% higher concentration of both young men and young adults.
- Syndication ratings deliver consistently throughout the year. Network ratings vary widely.

According to Nielsen, nearly 80% of all cable programs have adult 18-49 ratings below .3. Per CMR, budgets invested in these low-rated programs is \$7 billion. Burg felt the better place to invest would be with higher-rated syndicated programs.

Burg noted "there have been double-digit increases in ratings of nine established syndication hits." He also emphasized syndication's strength in capturing young viewers that networks have been losing, as well as the fact that syndication has seven of the top ten stars viewers chose as their favorite TV personalities.

"Syndicated programming is a rich blend of outstanding first-run content and top-rated off-network favorites," said SNTA Chairman Howard Levy, Executive Vice President, Advertising Sales, Buena Vista Television. Examples of successful first-run programming are *Oprah*, *Dr. Phil*, *Live with Regis and Kelly*, *Wheel Of Fortune*, *Maury*, *Ellen DeGeneres*, *Entertainment Tonight*, *Judge Judy*, *Family Feud*, *Montel Williams*, *Who Wants To Be A Millionaire* and *Access Hollywood*.

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## 2004 SNTA Conference

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Some of the highly rated off-network programs include *Friends*, *Everybody Loves Raymond*, *West Wing*, *Frasier*, *That 70s Show*, *Home Improvement* and *Will & Grace*.

Stars scheduled to attend the SNTA Conference evening gala reception include Tony Danza, Ellen DeGeneres, Anthony La Paglia, George Lopez, Judge Greg Mathis, Chris Matthews, Ming-Na, Jane Pauley, Regis Philbin, Maury Povich, Kiefer Sutherland, Meredith Viera and Montel Williams.

The Syndicated Network Television Association represents producers and distributors of nationally syndicated television programming. Members of SNTA include Buena Vista Television, King World Media Sales, Paramount Advertiser Services, Tribune Entertainment Company, Twentieth Television, Universal Domestic Television and Warner Bros. Domestic Television Distribution.

Two companies joining SNTA for the 2004 conference are MGM-NBC and Entertainment Studios.

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