



Great Programs, Great Value

Syndicated TV's Top 10

- 1 Syndication's success begins with great programs**

 - Long-running favorites, proven first-run, off-network hits and movies
 - Viewers form deep emotional bonds with Syndication's stars: Greater "trust" and "influence," they're seen as "stylish" "trendsetters"
- 2 Syndication leads the networks with more top 10 rated programs each weekday**

 - Average of 4 shows each Monday – Friday for A18-49 and 5 for A18-34
 - Leads all network on Fridays with 7 shows for A18-49 and 10 for A18-34
- 3 Syndication's genres are younger-skewing than network**

 - Syndication's Sitcoms are 8 years younger than network's
 - Entertainment News is 6 years younger than network news magazines
 - Our Talk shows and Dramas are 3 years younger than their network counterparts
- 4 More "first minutes" means greater retention during commercial breaks**

 - Syndication's daily Sitcoms average 96% A/B
 - Breaks in Syndicated shows retain 97% of viewers, +17% over network prime
- 5 Select Syndication builds reach that's comparable to all of network prime**

 - In one day alone, Select Syndication reaches 32% of A18-49
- 6 Syndication's short pods can increase commercial recall by as much as 57%**

 - Syndication's average commercial break is only 2:26 in length, while our exclusive national breaks average 1:37
 - There are 15 daily shows with exclusive national breaks that are :60 in length
- 7 Syndication's first-run has consistent ratings year-round and more weeks of original episodes**

 - Strong during the important Holiday and Back-to-School shopping periods
- 8 A higher percentage of viewers watch Syndication "Live"**

 - In DVR HH's, 83% of Adults 18-49 watch syndication "Live," a 57% advantage over network prime
 - Among the small group delaying Syndication viewing, 74% playback the commercials
- 9 Syndication's commercial audience builds faster in DVR Households**

 - 94% same day A18-49 delivery for Syndication, a 13% advantage over network prime
- 10 Marketers turn to multiplatform integrations in our first-run programs ... "and now," off-network Sitcoms, to engage viewers in a unique, premium environment**

 - In-program, microsites, social media, in-store, outbound database, mobile, sweepstakes, red carpet and more

For more information on syndication and our perspectives, please visit www.snta.com or contact Mitch Burg (212.259.3741) or Jordan Harris (212.259.3746). We look forward to meeting with you.

SNTA MEMBERS

