



Young Adults: TV's Age Of Opportunity



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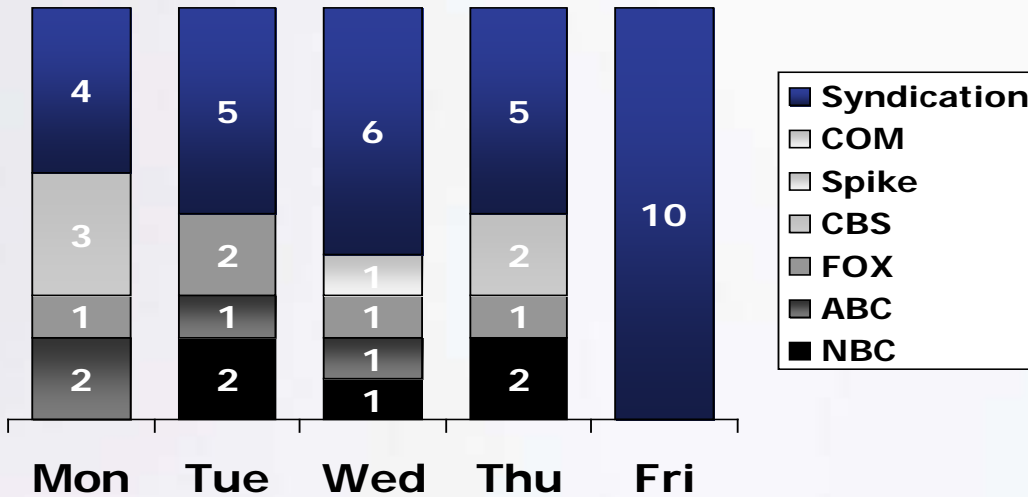
Executive Summary

- **Syndication has more top 10 shows than network and cable** each weekday
 - All 10 on Fridays for A18-34, and 9 for M18-34
- Syndication's sitcoms have **reach comparable to all of network primetime combined**
 - **Better aligned than network prime** for young adult targeted brands like restaurants
 - Including syndication **improves efficiency, and increases both impressions and reach**
- **Higher composition of young adults and young men** than network prime and network sports
- Among young adults having DVR's (40%), **Syndication is watched "Live" more than network**
 - With less delayed viewing for syndication, its audience accumulates faster than network, too
 - The few delay syndication viewing are still more likely to watch the commercials than network's
- Syndication **dominates "first-run" cable** with more higher rated telecasts
- Syndication has **new branded integrations in sitcoms** targeting young adults
- **Syndication delivers young opinion leaders**
 - Key categories include mobile phones, technology, fashion, movies, food and beverage

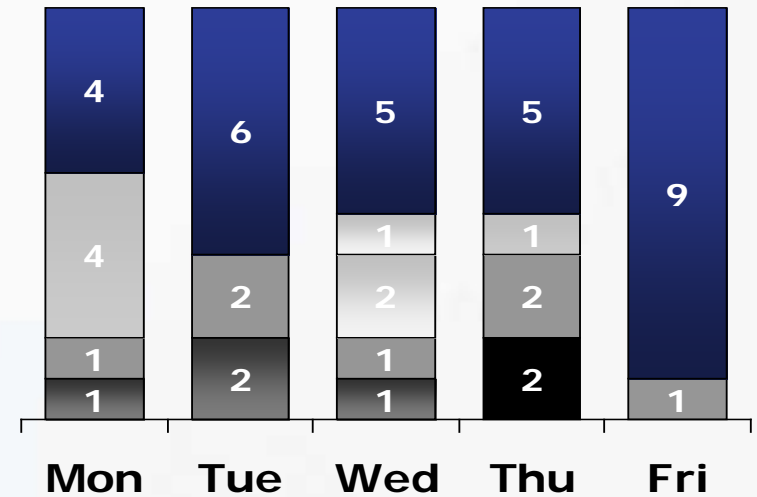


Top Rated Shows For Young Adults and Young Men

Adults 18-34
of Shows in Top 10
C3 Ratings Rank

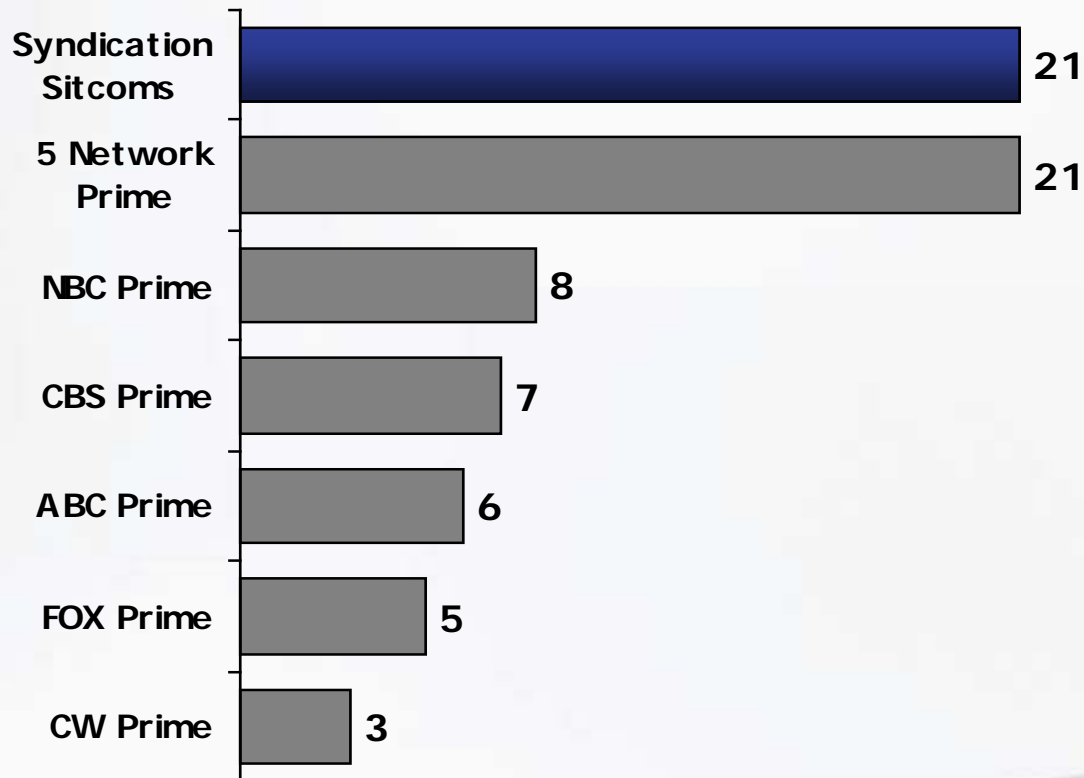


Men 18-34
of Shows in Top 10
C3 Ratings Rank



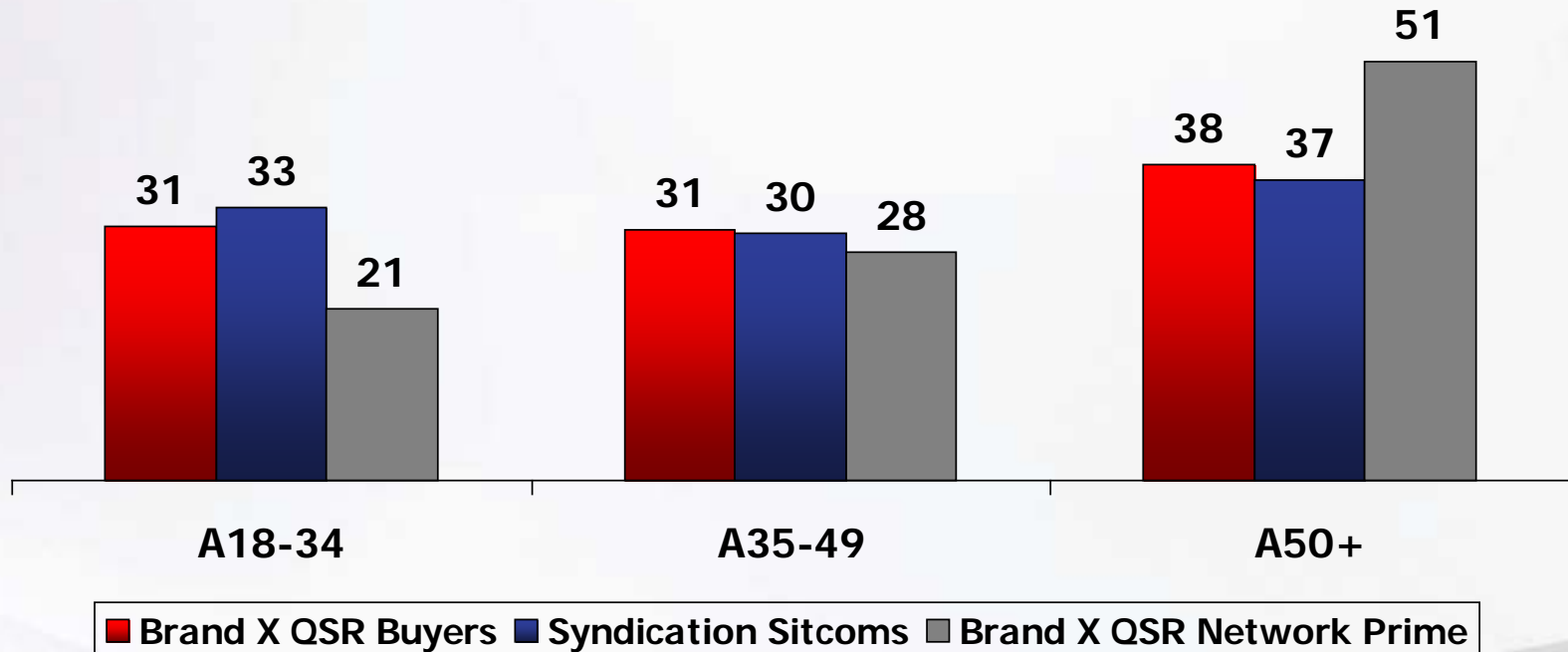
Syndication's Daily Sitcom Reach: As High as All Five Networks Combined

Thursday Reach A18-34



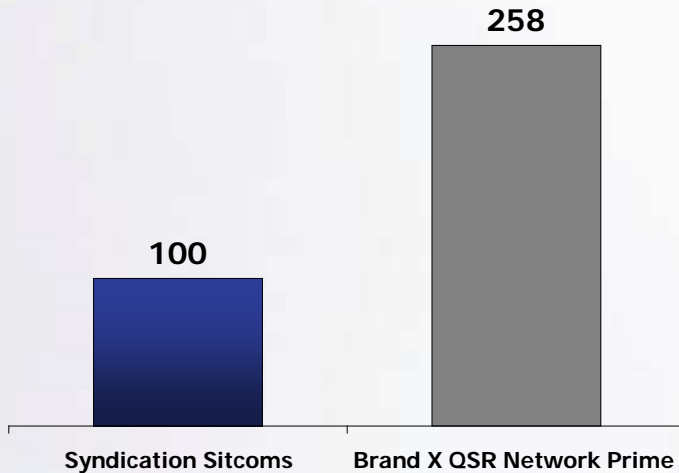
Syndication Sitcoms Parallel This Restaurant Brand's Schedule

Percent Of Total

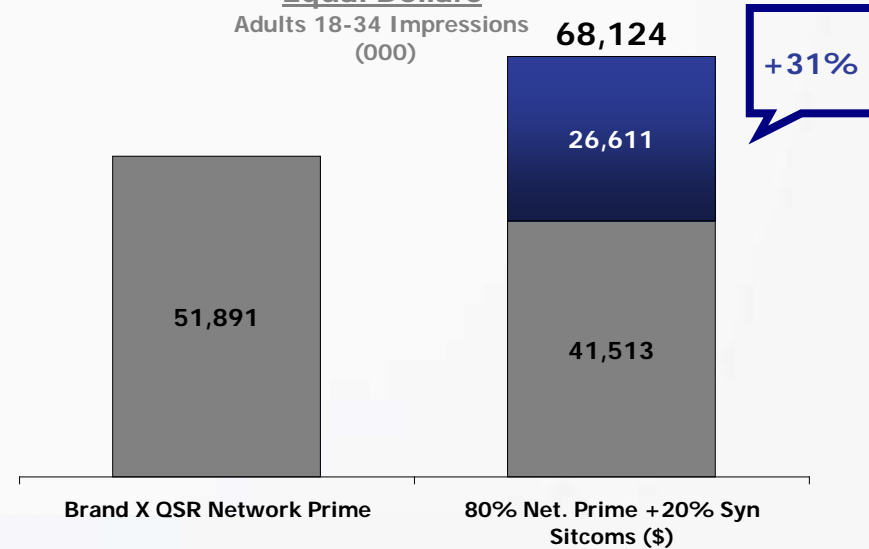


Syndication Improves This Restaurant Brand's Delivery

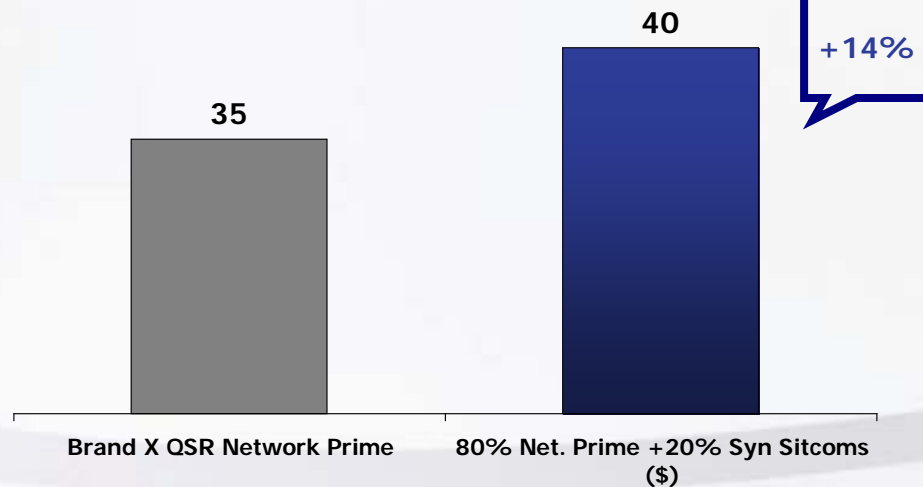
CPM Comparison
Adults 18-34 Cost Index



Equal Dollars
Adults 18-34 Impressions (000)

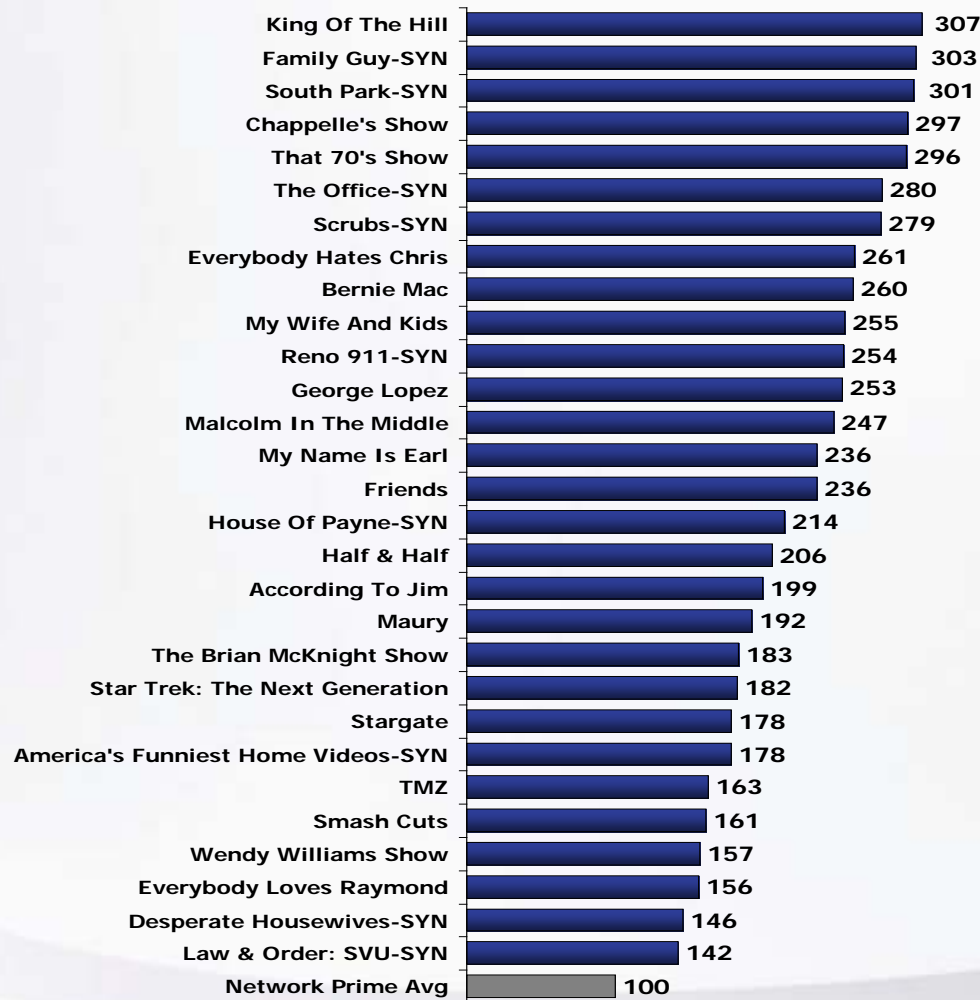


Adults 18-34 Reach



Syndication's High Composition Shows Outperform Network Prime

Adults 18-34 Composition Index

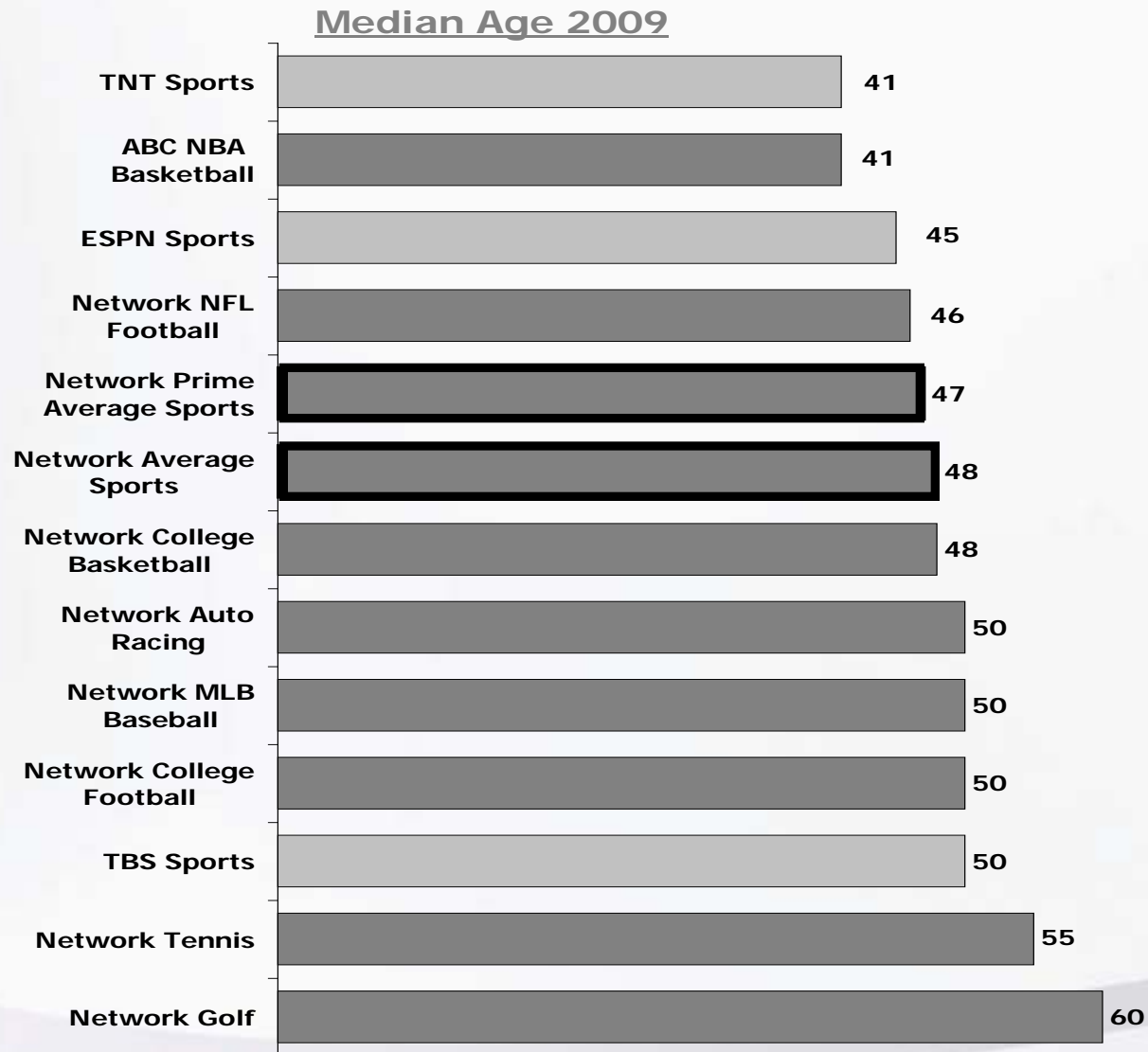


■ Syndication ■ Network

Source: Nielsen NPower Live Impressions
3/29/2010-4/25/2010, Excludes Sports, kids & specials.
Index of Composition of Adults 18-34 to Adults 18+

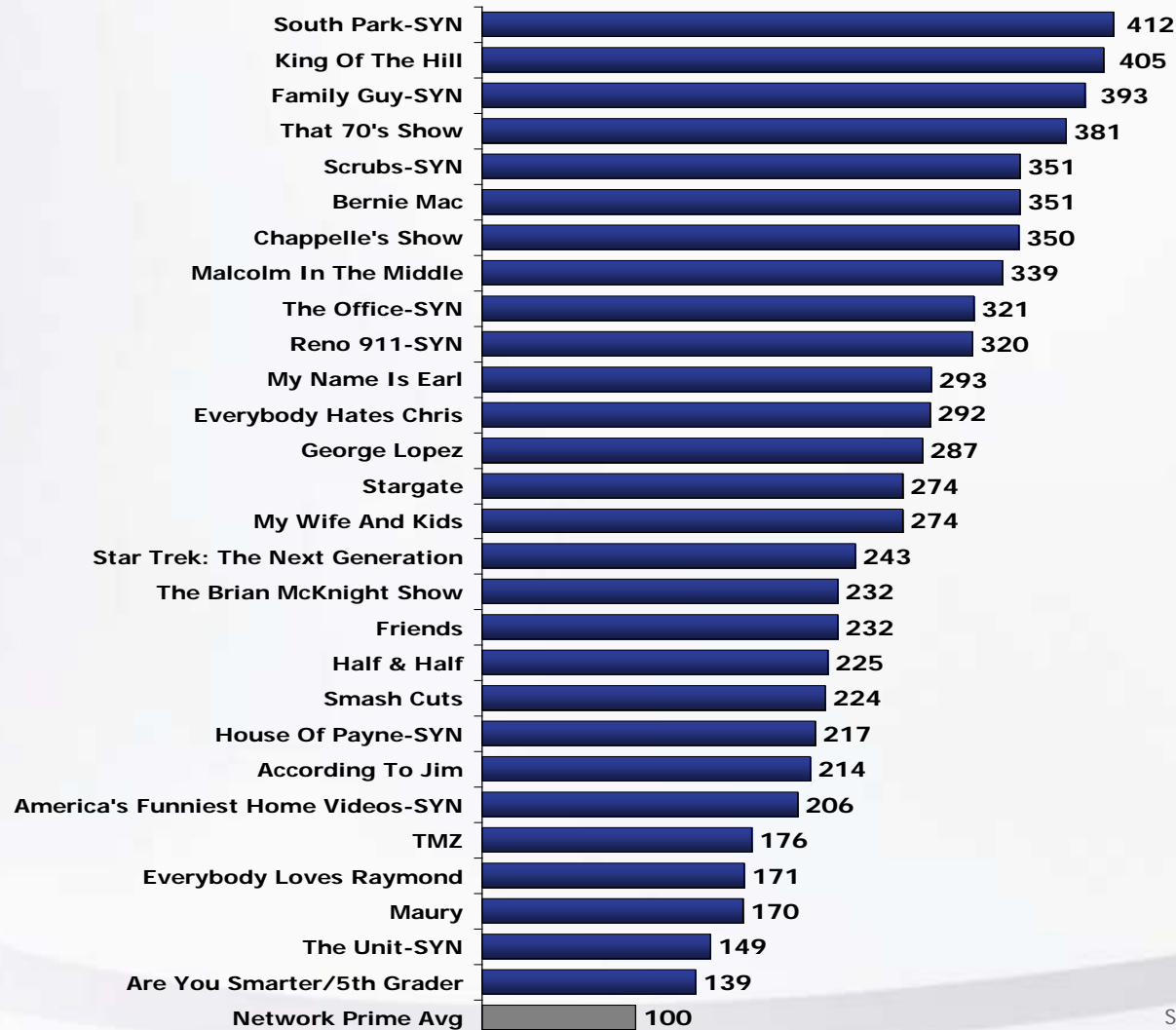


Network & Cable Sporting Events Skew Old



Syndication's High Composition of Young Men Outperforms Network Prime

Men 18-34 Composition Index



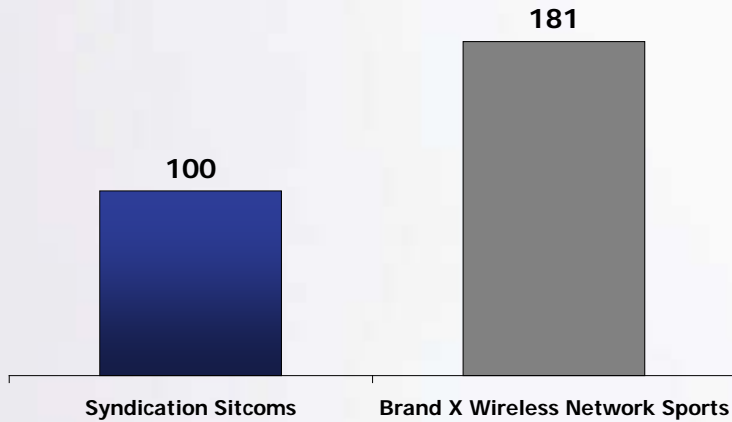
■ Syndication ■ Network

Source: Nielsen NPower Live Impressions
 3/29/2010-4/25/2010, Excludes Sports, kids & specials.
 Index of Composition of Males 18-34 to Adults 18+

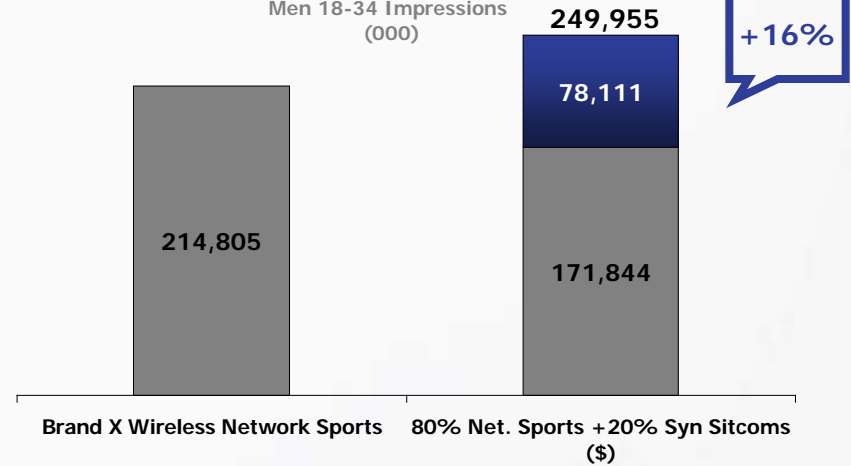


Syndication Improves This Wireless Brand's Sports Delivery

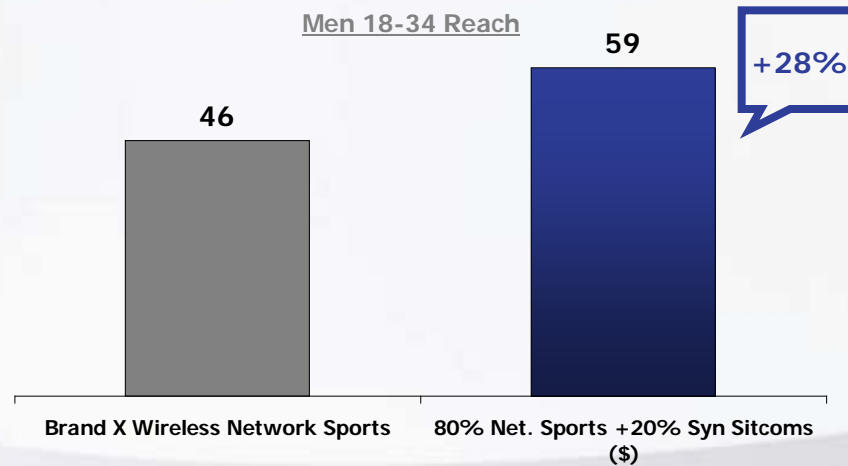
CPM Comparison
Men 18-34 Cost Index



Equal Dollars
Men 18-34 Impressions (000)



Men 18-34 Reach



Young Skewing Sitcoms with :60 Pods Have Higher Communication

- 14 syndicated sitcoms with exclusive national :60 pods each Monday - Friday
- Short pods communicate better

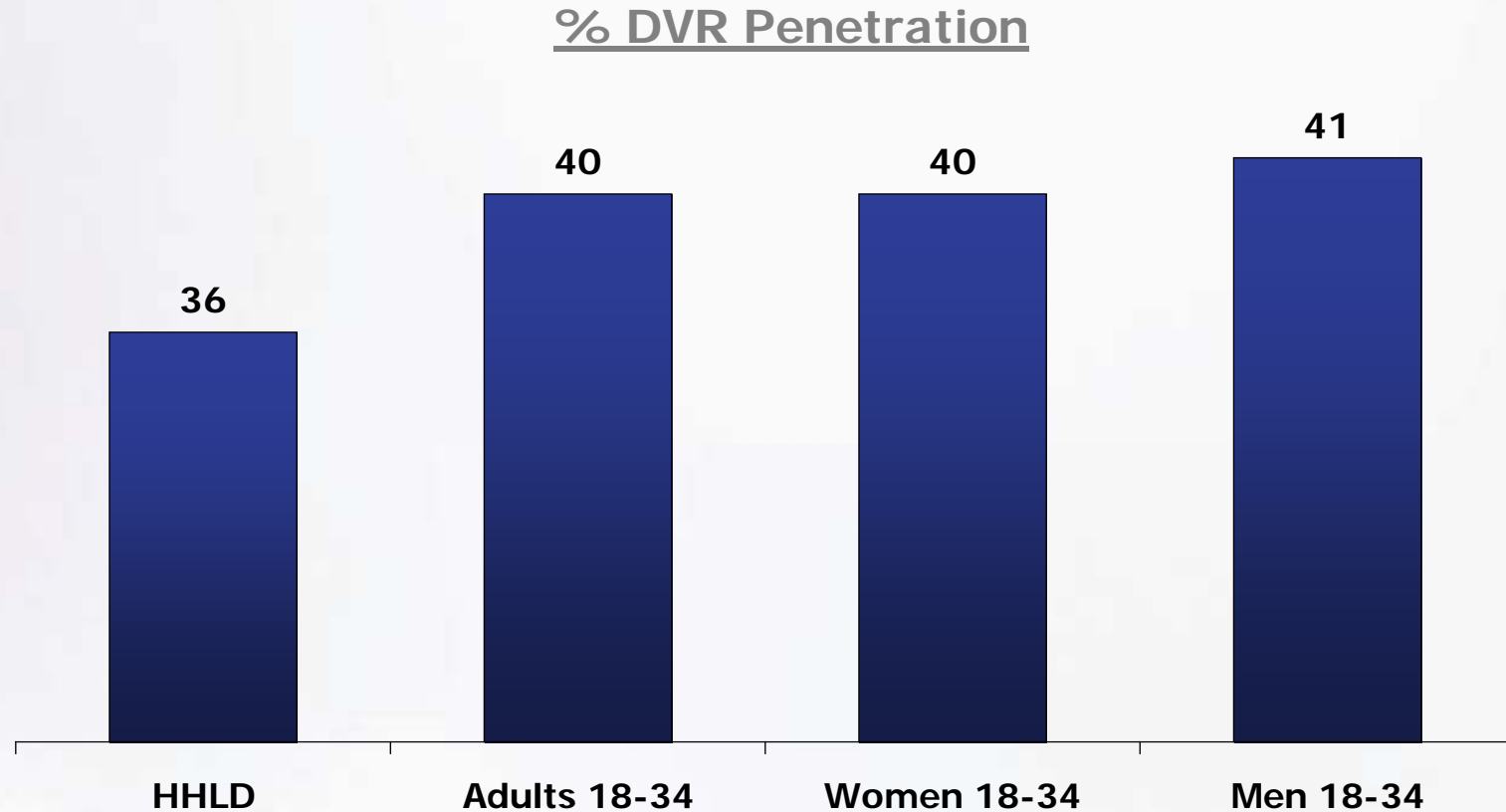


- 4,000 units annually at no premium



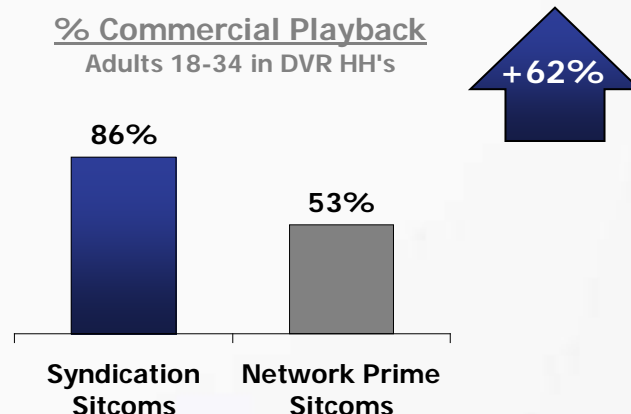
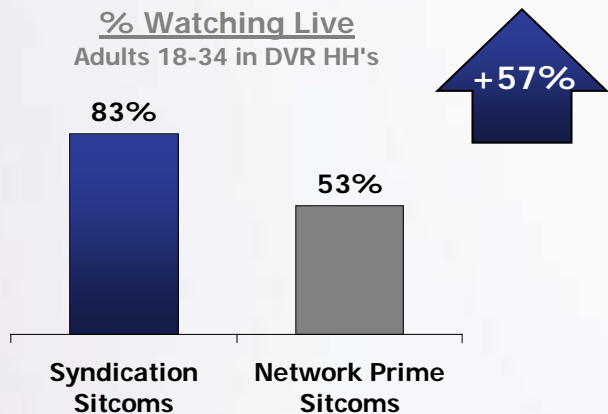
Source: Source: SNTA 09/10 Barter Syndication Member Survey M-F Sitcoms, Game. FOX, Innerscope 2008
http://www.mediaweek.com/mw/content_display/news/national-broadcast/e3i187b1de8cecc50d012ad98868d2add74
http://www.hollywoodreporter.com/hr/content_display/television/news/e3i6ade7954204f17b2b93602b33d72e631

DVR Penetration Outpaces Households

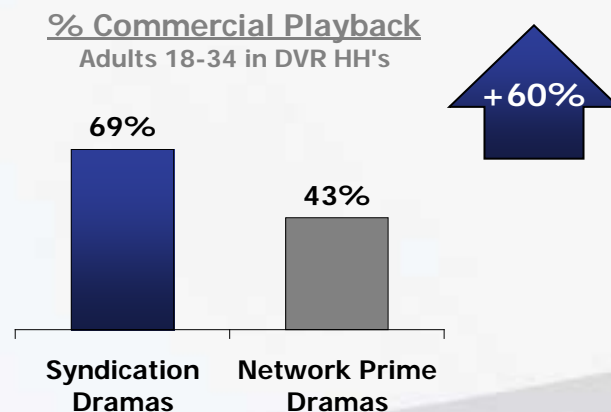
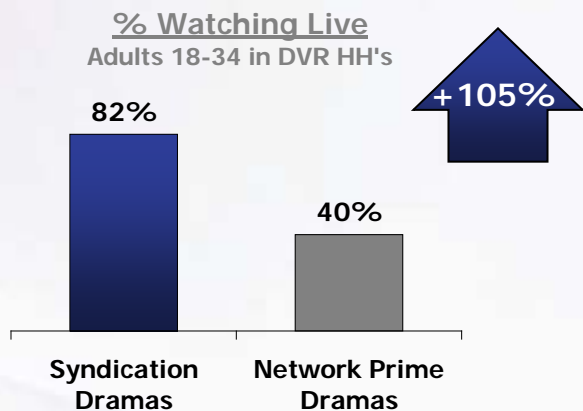


Syndication's Sitcoms And Dramas: Higher Live + Greater Commercial Playback

Sitcoms



Dramas



Syndication: Dominates With More High Rated Telecasts Than "First-Run Cable"

<u>Program (Net)</u>	<u>C3 Average A18-34 Rtg.</u>	<u># Syndicated Shows With Higher Ratings</u>
Meet The Browns (TBS)	0.82	46
Robot Chicken (Adult Swim)	0.82	46
Titan Maximum (Adult Swim)	0.80	47
Aqua Teen Hungerforce (Adult Swim)	0.77	50
South Park (COM)	0.76	52
Always Sunny In Philadelphia (FX)	0.67	66
Sons Of Anarchy (FX)	0.66	67
Metalocalypse (Adult Swim)	0.62	70
Squidbillies (Adult Swim)	0.57	81
The City (MTV)	0.53	91
Nip/Tuck (FX)	0.53	91
The Hills (MTV)	0.52	93
The Ultimate Fighter (Spike)	0.51	93
Harvey Birdman (Adult Swim)	0.46	97
Tim & Eric Awesome Show (Adult Swim)	0.46	97
Ghost Hunters (SYFY)	0.46	97
106 & Park (BET)	0.45	98
The League (FX)	0.45	98
Law & Order: CI (USA)	0.44	99
Real World/Road Rules: The Ruins (MTV)	0.44	99



Branded Integrations: Now in Sitcoms



Show ... BB ... Original content ... BB... Commercial ... Show



Show ... BB ... Intro/Question ... Commercial ... Answer ... BB ... Show

Branded Content Inlays

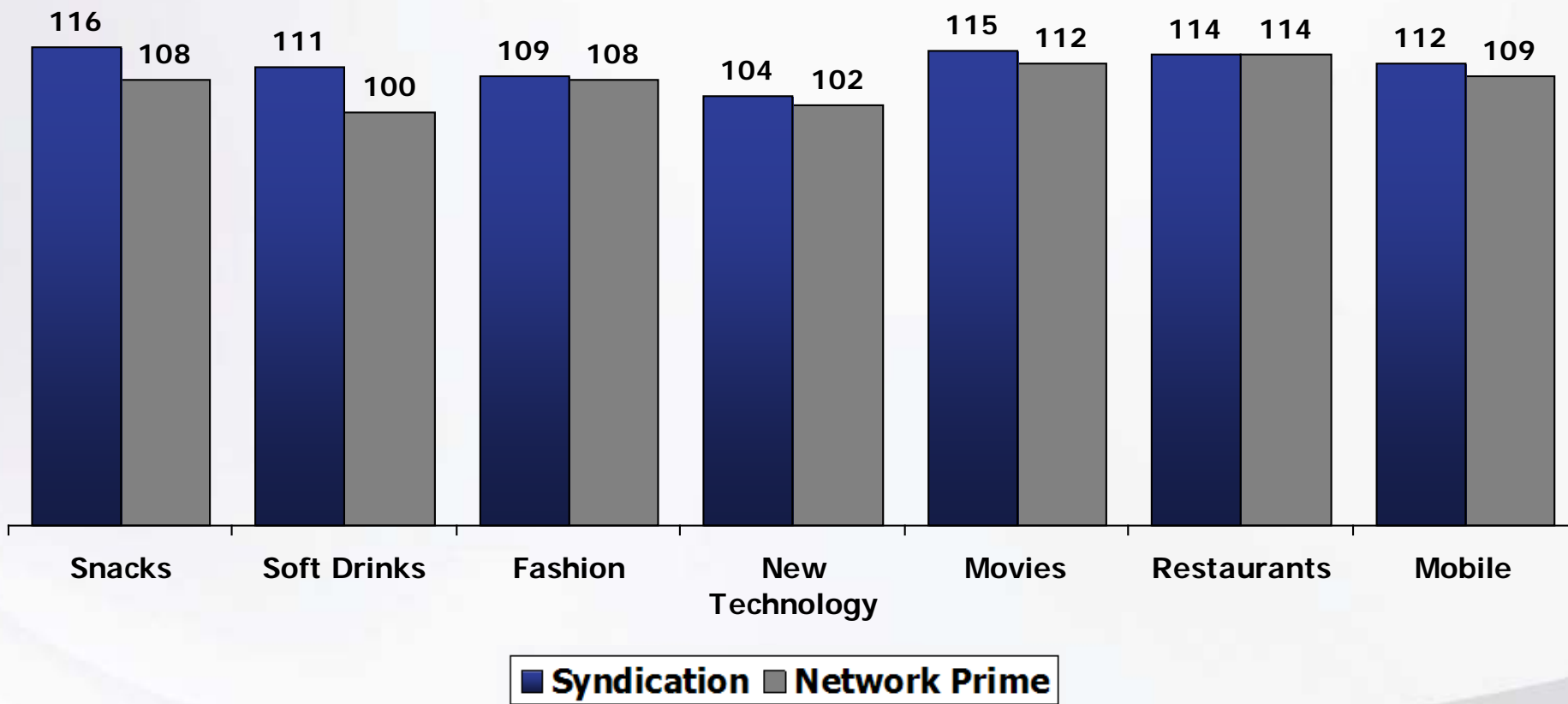


- Ownable behind-the-scenes “pass”
- Tailored, in-program content
- Enhanced viewer experienced



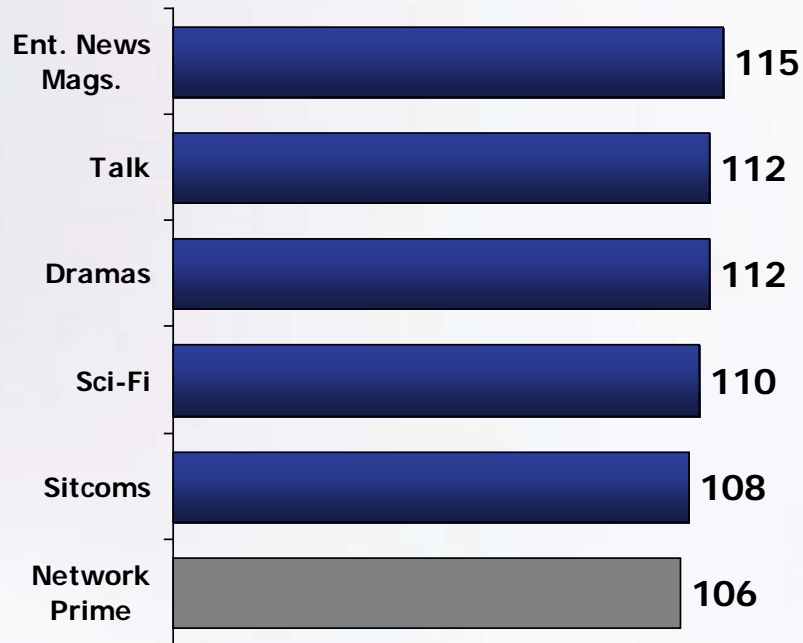
Syndication Delivers Young Opinion Leaders

Index:

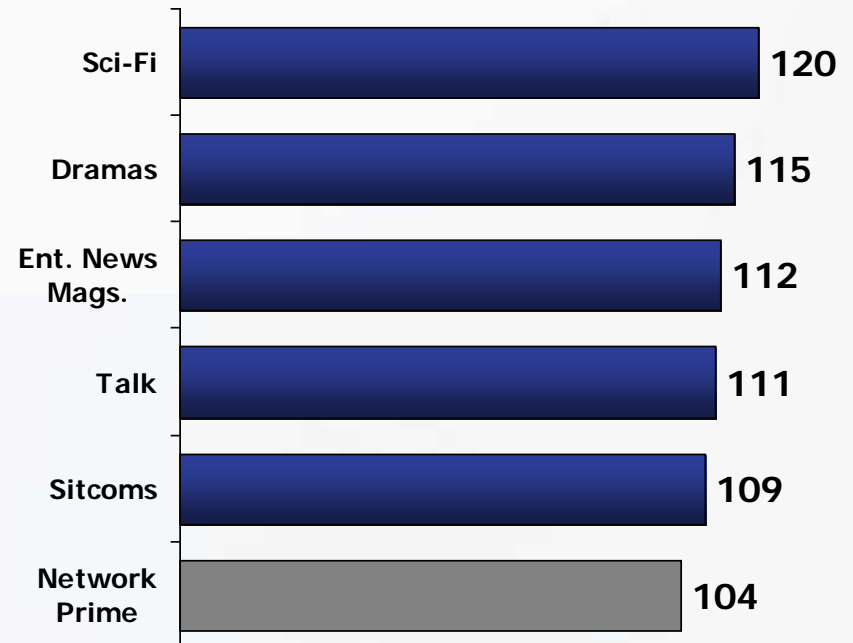


Syndication Delivers Young Soft Drink & Candy Shoppers

Candy Index

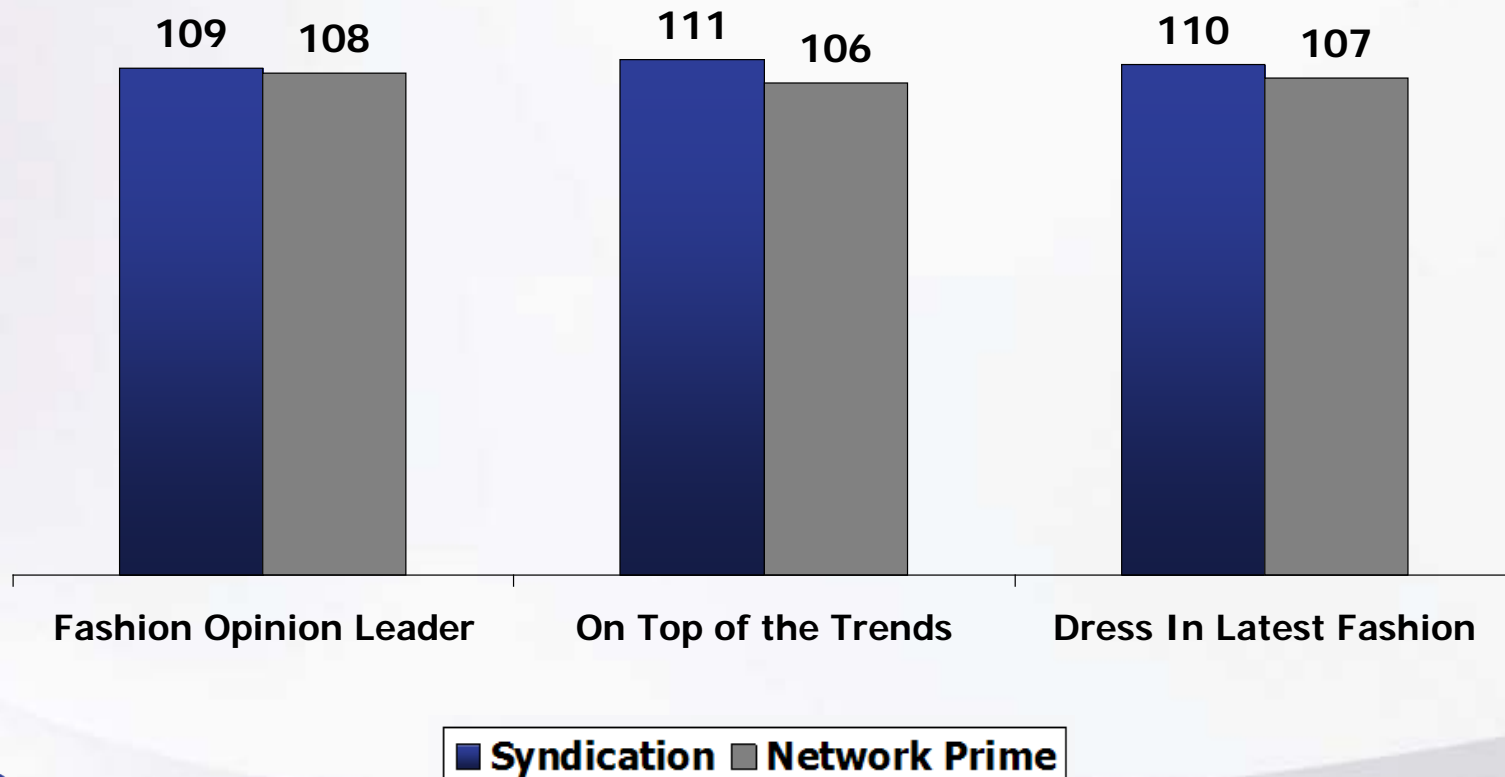


Soft Drinks Index

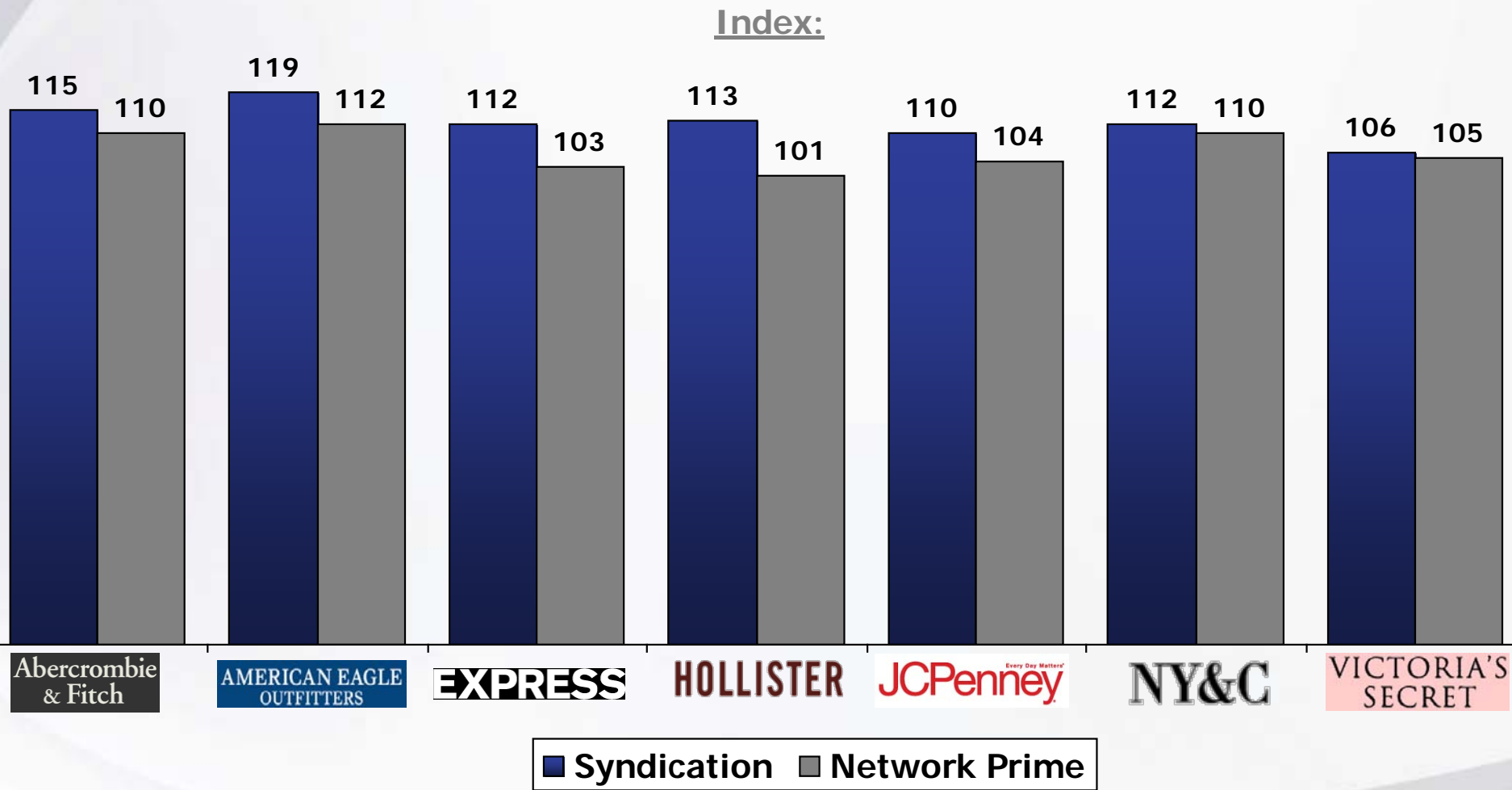


They're Technology And Fashion Shoppers

Fashion Index

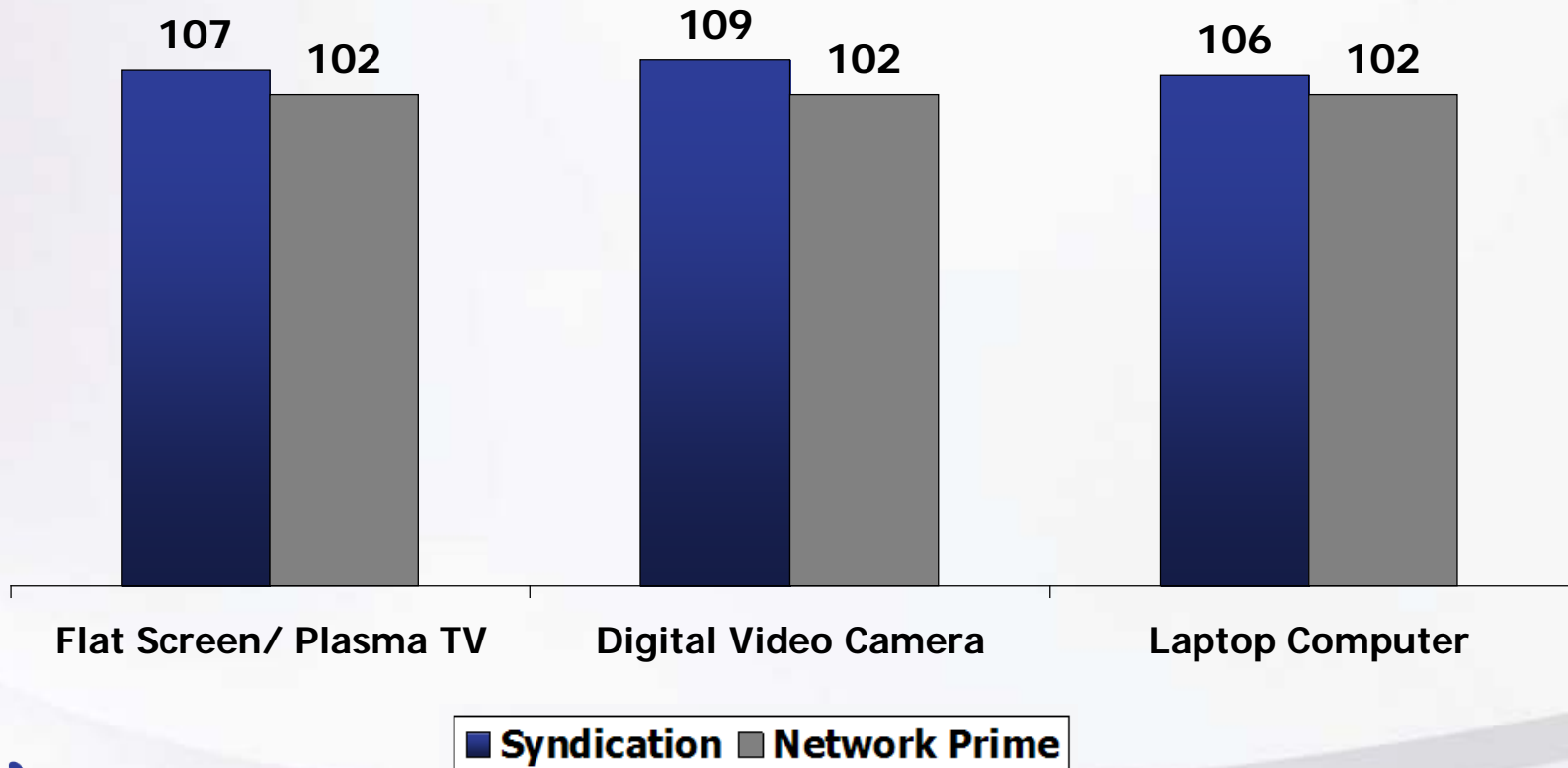


Syndication Is The Perfect Fit For Young Clothing Store Shoppers



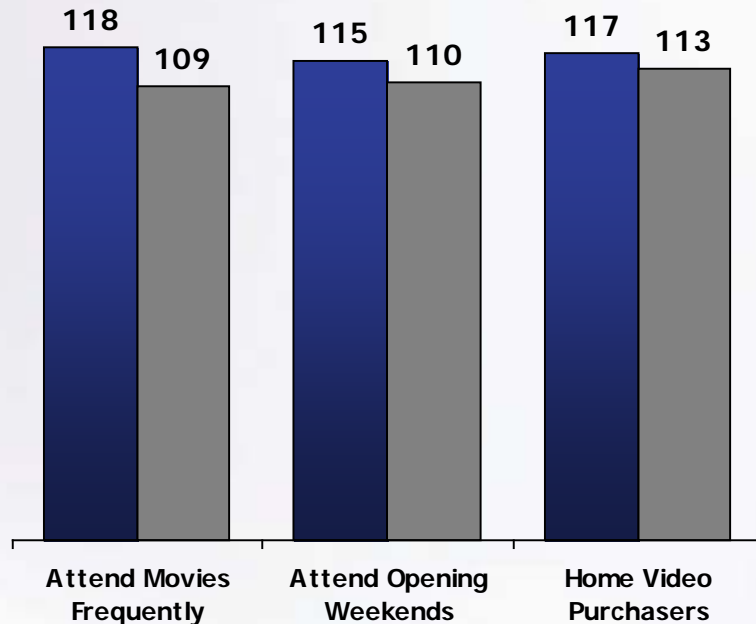
They're Purchasing the Latest Technology

Technology Index

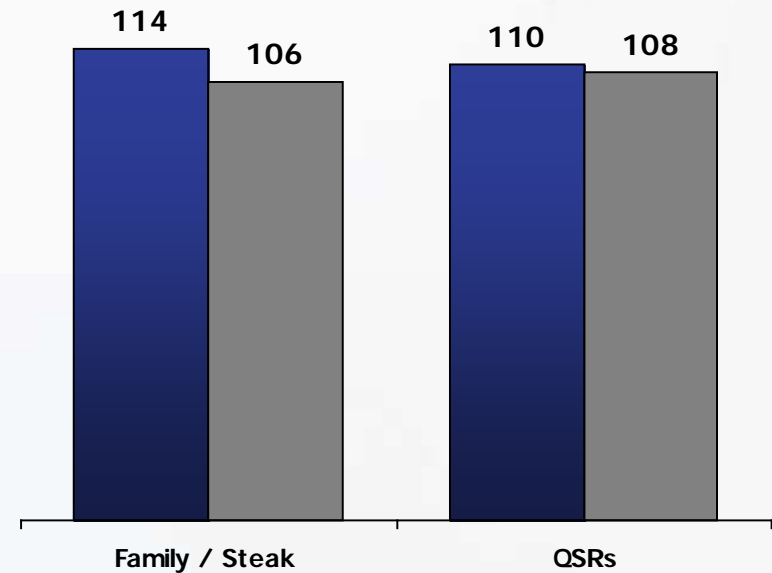


Syndication's Young Viewers Enjoy A Night Out

Movies Index



Restaurant Index



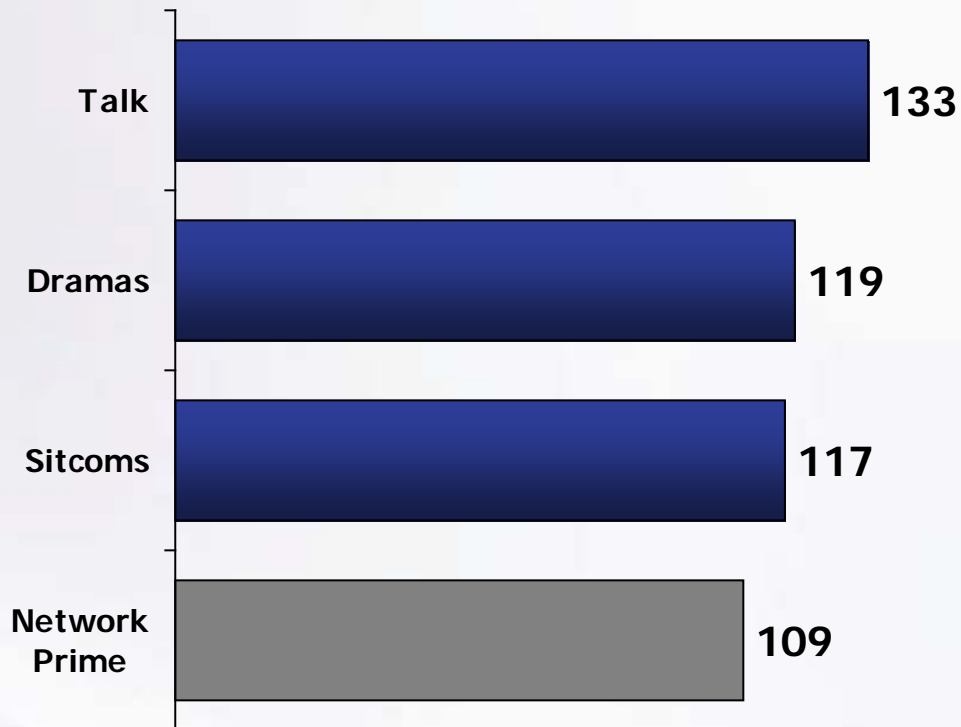
■ Syndication ■ Network Prime



Source: MRI Fall 2009. Base = A18-34
Steak House/Family Restaurant Index: 9+ Times/30 Days
QSR Index: 9+ Times/30 Days
Movie Index: attendance 2-3 times per month
Movie Index: Prefer to see new movie opening weekend
Movie Index: Buy DVD/Video Tape

Syndication Viewers Are Mobile Opinion Leaders

Index: Mobile Opinion Leader

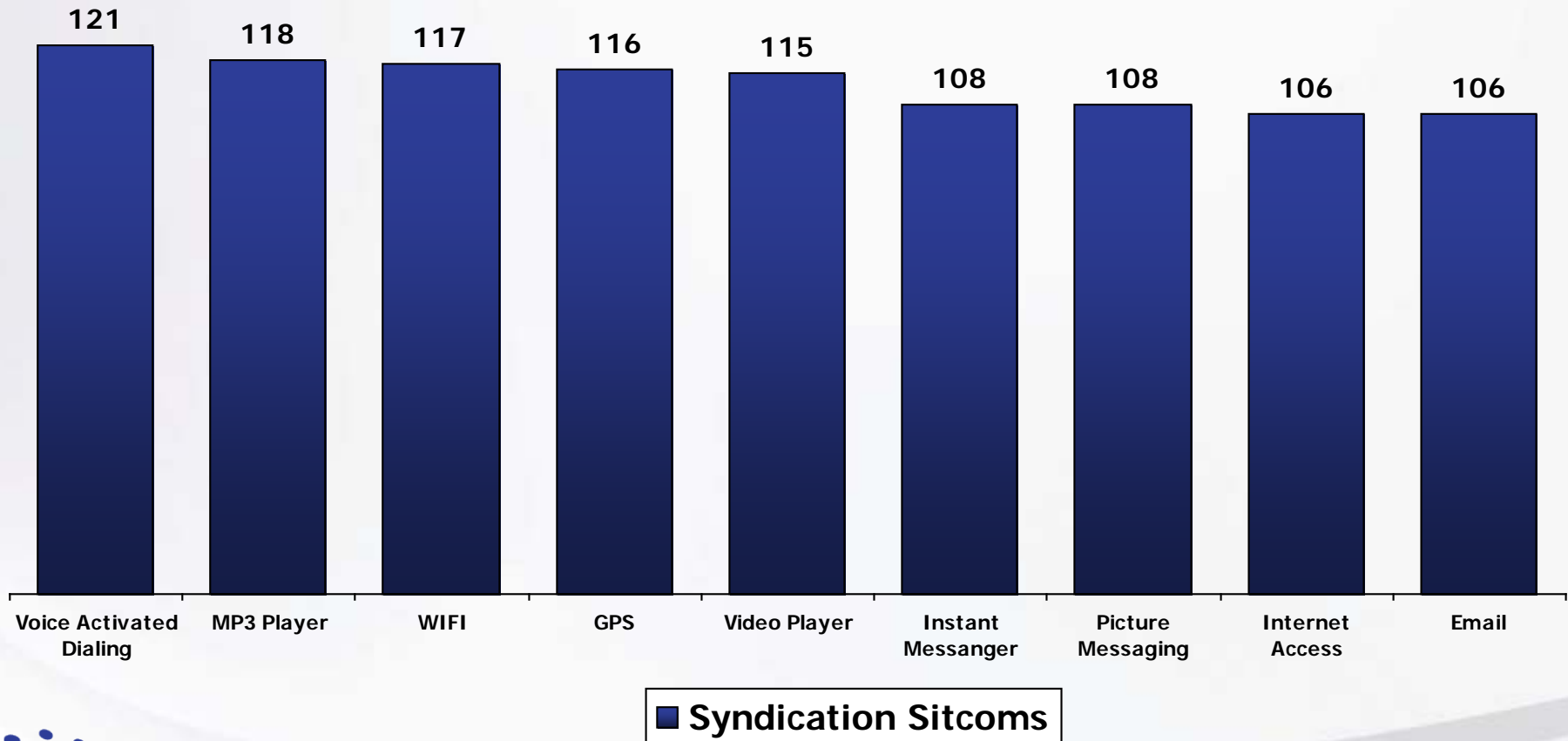


Source: MRI Fall 2009. Base=A18-34
Index: Mobile Opinion Leader Index:

My family/friends often ask for and trust my advice on Mobile/Cell Phones

Syndication Sitcom Viewers Love The Latest Cell Phone Features

Use Latest Cell Phone Features





Syndicated Television: *Great Programs, Great Value*