

CBI NETWORKS



Arts & Entertainment (A&E)

A&E features fascinating historical documentaries, dramas, operas, BBC series and performing arts specials.

- 47% of viewers are women 18+ and 53% of viewers are men 18+
- Median age of viewers is 41.4
- Viewing households have annual incomes of \$41,750



Cable News Network (CNN)

On air 24 hours a day, CNN has the final word on the latest news, featuring news updates, business reports, sports updates, weather reports and health and travel tips.

- 42% of viewing households have annual incomes of \$40,000+



Cartoon Network

Cartoon lovers young and old want to tune in to the only 24 hour all-animation network. Cartoon Network features the world's largest cartoon library from the classics to originals.

- 57% of viewers are parents
- Consistently one of cable's highest rated networks



Consumer News & Business Channel (CNBC)

From the end of the day in Asia to well after Wall Street's final bell, CNBC programs inform business people/viewers everywhere with the highlights of the business day live as they happen.

- Reaches viewers age 25-54 years old
- 41% of viewing households have annual incomes of \$75,000



Discovery Channel

Young adventurers can go diving with sharks. The curious can learn how scientists are improving our lives. The bold can fly with Navy fighter pilots. Discovery Channel will take all sorts of people all over the world, and beyond!

- 47% of viewing households have annual incomes of \$60,000+



E! Entertainment (E! TV)

E! gives viewers a glimpse of that world with celebrity interviews, entertainment news, behind-the-scenes, and awards shows.

- Reaches viewers 18-49



ESPN

It's what the sports-minded want - action-packed professional, collegiate and amateur sports 24 hours-a-day along with athlete interviews and score updates.

- 27% of viewing households have annual incomes of \$50,000+



ESPN2

Geared toward the younger viewer, ESPN2 is for the sports fan who wants to watch traditional sports such as basketball and football as well as emerging/participatory sports like street-style in-line skating, street luge and barefoot waterski jumping.

- Median age is 35.6
- Median income is \$47,261



The FOX Family Channel

The Family Channel offers programming which includes original series, premiere movies, children's programs, music and miniseries.

- Reaches viewers ages 18-49 with average income



FOX Sports West

Local sports fans can catch the L.A. Lakers and the L.A. Kings on Fox Sports West. Also featured are ATP Tennis, AVP Pro Beach Volleyball, Galaxy Major League Soccer, FOX Sports News and more!

- 48% more likely to reach male viewers ages 25-54



FX

For viewers who like variety, FX delivers the 20th Century Fox movies, the best of Twentieth Television, the excitement of Fox Sports, plus unique FX originals and popular TV hits.

- Reaches men and women viewers 18-49
- Median income is \$35,503



Headline News Network/ KDCI Local News

Made for those on the go, HNN features complete and accurate highlights of the day's top news, business, sports and entertainment every 30 minutes.

- 48% of viewing households have annual incomes of \$30,000+



Home & Garden Television (HGTV)

Devoted to the "do-it-yourself" person, HGTV is the 24-hour source for home improvement, interior design, gardening, hobbies and more.

Lifetime Television



The first network committed to providing quality entertainment and information for women.

- Women ages 18-49 with medium income are working during primetime



Music Television (MTV)

Youth everywhere know about MTV because MTV gives them what they want - hit music videos, music news and cutting edge original programming.

- Viewers have median annual incomes of \$37,960



Nick at Nite

Airing classic sitcoms from the past such as I Love Lucy and Happy Days, Nick at Nite is fast becoming a favorite of all ages.

- Median age of viewers is 35
- Viewing households have median incomes of \$32,992



Nickelodeon

Nickelodeon offers a wide array of children's programming including cartoons, comedy, adventure, live action programs, music and magazine shows.

- Reaches daytime viewers
- 62% of viewers are ages 2-17



Turner Broadcasting System (TBS)

This superstation delivers broad-based, family-oriented programming, including movies, professional sports, special events, classic & contemporary comedies, children's shows and award-winning documentaries.

- TBS is the most watched network on cable
- Viewers are 25% more likely than U.S. average to have children



PAXtv

Pax TV is committed to airing family friendly programming. The network promise to viewers is to feature shows that embody strong values and showcase positive role models with programming that is free of excessive violence, explicit sex or foul language.



Turner Network Television

Delivering a wide variety of programming including original productions, documentaries, comedy, classic movies, NBA and NFL, TNT is for every member of the family.

- 42% of viewers are women 18+ and 37% of viewers are men 18+
- 34% of viewing households have annual incomes of \$40,000+



TLCNetwork

TLC features dynamic non-fiction programming about history, science, real-life adventure, human behavior, lifestyle and how to for adults.

- Median age for men and women is 41
- Median number of children in household is 2.2



USA Network

USA Network boasts a broad audience appeal with its line-up of movies, sports (including golf and tennis), cartoons, professional wrestling, game shows and sitcoms.

- Median age of viewers is 29.3
- 39% of viewing households have annual incomes of \$40,000+