



**abc family**  
**a new kind of family**



# ABC FAMILY

Distributed in over 95 million homes, **ABC Family** reflects today's families, entertaining and connecting with young adults through relevant stories about today's relationships, all told with diversity, passion, humor and heart. ABC Family's programming is a mix of scripted dramas, original movies, quality acquired series and blockbuster theatricals. ABC Family is also the destination for popular holiday events with "*13 Nights of Halloween*" and "*25 Days of Christmas*".

## NETWORK PROGRAM FORMAT

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- Local Avails:** 2 minutes per hour
- Times:** Approximately 00:15 and 00:45  
Times varies depending on program segment durations.
- Insertion Hours:** 24 hours per day

## NETWORK INFORMATION

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- Subscribers:** 95.4 million  
Source: Nielsen Media Research, November 2007
- Service Type:** Basic, Digital, VOD
- Satellite Feed:** Dual
- Launch Date:** November 2001
- Ownership:** The Walt Disney Company

## BENEFITS TO ADVERTISERS

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1. Our optimistic programming environment engages viewers to our programming and to your advertising.
  - The ABC Family brand resonates with television audiences and online users
  - Unique visitors to [abcfamily.com](http://abcfamily.com) has more than doubled over the last year
  - ABC Family viewing among Adults 18-49 has increased over 50% since 2002-03
2. With a median age of 34 years and median income of \$53,000, ABC Family has one of the best audience profiles in television.
3. ABC Family's integrated Ad Sales team provides uniquely tailored marketing solutions encompassing both television and on-line platforms.



# ABC FAMILY

## RESEARCH

### VIEWER TARGETED

Persons: 12-34, 18-24, 18-34, 18-49, 25-54

Women: 18-34, 18-49, 25-54

### VIEWER PROFILE

Audience Growth (000s)  
06-07 vs. 05-06

<u>MarketBreak</u>	<u>A18-49</u>	<u>W18-49</u>
4+ Years College	+8%	+17%
HH Income \$75K+	+9%	+13%
HH Income \$75K+ with Child	+10%	+11%
HH Income \$75K+ with College	+7%	+13%
HH Income \$100K+	+12%	+19%
HH Income \$125K+	+21%	+25%
Video Game Owner	+5%	+12%
HH with Any Child 12-17	+5%	+9%

Median Age: 34

Median HH Income: \$53,000

Source: The Nielsen Company, M-Su 8-11p, 9/25/06-9/30/07 vs. 9/26/05-9/24/06.

### VIEWER LIFESTYLE

Index: A18-34 and Watch ABC Family

<u>Consumer Electronics</u>	<u>Index</u>	<u>Cell Phone/Used in Last 30 Days</u>	<u>Index</u>
Engaged in video games: 2+ times/week	201	Video features	222
Video games: amount spent \$300+	170	Text messaging	202
Intent to purchase (very likely): home theater	160	Web enabled features	200
Intent to purchase (very likely): digital video camera	156		
		<u>Financial Services/Acquired in Last 12 Months</u>	
		Acquired a personal loan for education	214
		Flew first class on a foreign trip	147
		<u>Automobile</u>	
		Owns a 3 door Hatchback/Runabout	146
		Owns a 2 door/Coupe/Sports Coupe	131
<u>Technology</u>			
"I am among the first of my friends and colleagues to try new technology products"	162		
<u>Movies</u>			
Prefer to see a new movie on opening weekend	184		
Movie attendance: 2-3 times per month	149		
<u>Dining Out/Last 30 Days</u>			
Ordered from a fast food restaurant 10+ times	150		
Visited a family restaurant with a child 5+ times	140		

Source: MRI Doublebase 2007, Base: A18+

### DAYPART VIEWING

	2006-07 vs. 2002-03, % Change in (000s)								
	<u>HH</u>	<u>P12-17</u>	<u>P12-34</u>	<u>P18-34</u>	<u>P18-49</u>	<u>F12-17</u>	<u>F12-34</u>	<u>W18-34</u>	<u>W18-49</u>
Total Day	+35%	+30%	+48%	+65%	+51%	+31%	+59%	+86%	+67%
Prime	+37%	+50%	+54%	+55%	+37%	+45%	+54%	+61%	+43%
Daytime	+16%	-2%	+33%	+66%	+48%	+5%	+61%	+128%	+84%
Fringe	+39%	+8%	+37%	+92%	+72%	+2%	+37%	+119%	+90%
Latenight	+134%	+244%	+179%	+153%	+135%	+240%	+188%	+170%	+160%
Weekend	+50%	+58%	+65%	+72%	+83%	+100%	+107%	+113%	+117%

Source: The Nielsen Company, 9/25/06-9/30/07 vs. 9/20/02-9/28/03 (first year of Disney acquisition), excludes non-commercial programming.

## PROGRAMMING

**PROGRAMMING GENRES:** Original and acquired entertainment, including movies and scripted comedies and dramas

### VIEWER TARGETED PROGRAMMING

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Please contact ABC Family for information.

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

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#### ORIGINAL SERIES

ABC Family offers quality original series with programs that focuses on the strength of family.

**Wildfire** - Kris Furillo was given a second chance after serving time in a juvenile facility when the Ritter's took her in and made her a part of Raintree Farms. While wrestling with her past, Kris soon discovers her hidden talent as a jockey and begins competing for Raintree Farms.

**Kyle XY** - Kyle is the mysterious young man with no bellybutton who leads a double life. He balances between life as an average teenager and one as an extraordinary human being trying to understand his purpose. As Kyle adjusts to this life, Jessi, a mysterious girl with similar superhuman abilities, moves into the community and begins to stir things up for those close to Kyle.

**Greek** - As the next one in line to be president of her sorority, Casey Cartwright is enjoying the perfect college life. That is, until her younger brother Rusty shows up and decides to pledge a fraternity and both their worlds collide.

**Lincoln Heights** - Eddie Sutton moved his family to the inner-city where he grew up. While it proved to be a tough adjustment in the beginning, by the end we see moving is bittersweet.

#### ORIGINAL MOVIES

ABC Family continues to offer signature original movies like *The Circuit* and *Princess* as well as new installments of the successful franchises *Au Pair* and *Cutting Edge*.

#### HOLIDAY EVENTS

13 Nights of Halloween and 25 Days of Christmas provide unique selling sponsorship opportunities for local and national ad sales.

#### BLOCKBUSTER THEATRICALS

Offers an ideal setting for advertisers to create special movie packages *The Incredibles*, *Harry Potter and the Goblet of Fire*, and *The Notebook*.

#### ACQUIRED HITS

A platform for advertisers to reach a desirable audience through these favorite shows *My Wife and Kids*, *8 Simple Rules*, and *That 70's Show*.



# ABC FAMILY

ABC Family

## LEADING NATIONAL ADVERTISERS

- |                                     |                          |
|-------------------------------------|--------------------------|
| Automotive                          | Packaged Goods           |
| Confections, Snacks and Soft Drinks | Restaurants & QSR's      |
| Consumer Electronics                | Retail                   |
| Credit Cards                        | Telecommunications       |
| Financial Services                  | Theatrical Movies        |
| Home Video                          | Video Games and Consoles |

## NETWORK CONTACTS

### Corporate Office

3800 W. Alameda Avenue  
3rd Floor  
Burbank, CA 91505  
P:(818) 569-7500

### National Ad Sales

Laura Nathanson  
EVP, National Sales  
1133 Avenue of the Americas  
37th Floor  
New York, NY 10036  
P:(212) 782-0649

Mark Rejtig  
P:(212) 782-0613  
[mark.rejtig@disney.com](mailto:mark.rejtig@disney.com)

Brian Wallach  
Digital Sales  
P:(212) 782-0660  
[brian.wallach@disney.com](mailto:brian.wallach@disney.com)

### Affiliate Advertising Sales

Gary Perrelli  
SVP, Affiliate Advertising Sales  
ESPN Plaza  
Bristol, CT 06010  
P:(860) 766-4964

JoAnn Costantini  
Senior Director  
P:(860) 766-2266

Tony Smythe  
Senior Director  
P:(860) 766-7434

## WEBSITE INFORMATION

Consumer Website: [www.abcfamily.com](http://www.abcfamily.com)  
Affiliate Ad Sales Website: [www.affiliate.disney.espn.com](http://www.affiliate.disney.espn.com)