

[adult swim]TM

Adult Swim is a late-night entertainment destination, seen on Cartoon Network from 10pm-6am, for young adults 18-34 featuring a variety of original, innovative and irreverent animation ranging from smart, edgy comedy to intense action-adventure. Adult Swim produces wildly successful original series such as *Aqua Teen Hunger Force*, *Robot Chicken*, *Metalocalypse* and *The Boondocks*. Additionally, Adult Swim features off-network acquisitions, including *Family Guy* and *Futurama*, plus high-octane animé series, including *Blood +*, *Cowboy Bebop*, *Samurai Champloo* and *Voltron*.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	1-minute at 00:25 and 1-minute at 00:50
Insertion Hours:	Mon-Thur/Sat 11pm-5am & Sun 10pm-5am

NETWORK INFORMATION

Subscribers:	95.6 million <small>Source: Nielsen Universe Estimates, October 2007</small>
Service Type:	Basic, Wireless, VOD
Satellite Feed:	Dual
Launch Date:	September 2001
Ownership:	Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. Adult Swim was the #1 ad-supported cable network in total day programming among P18-24 and P18-34 for the month of October '07.

Source: Adult Swim Research based on Nielsen Media Research Data; Live Data; Oct. '07 (10.1.07-10.28.07)

2. Adult Swim finished 3Q 2007 as the highest rated ad-supported cable network among P/M18-24, P/M18-34 and P18-49 in total day programming.

Source: Adult Swim Research based on Nielsen Media Research Data; Live Data; 3Q'07 (7.2.07-9.30.07)

3. Adult Swim had the highest average daily time spent viewing in October '07 among P/M18-24 vs. ad-supported cable.

Source: Adult Swim Research based on NPower Data; Live Data; Oct. '07 (10.1.07-10.28.07); M-Sa 11P-6A, Su 10P-6A; Based on a one minute qualifier; Only includes cable networks that meet minimums.

RESEARCH

VIEWER TARGETED

Persons: 18+, 12-17, 18-34, 18-49, 25-49, 25-54, 35+

Men: 18-24, 18-34

VIEWER PROFILE

Adult Swim P2+:

Median Age:	18	Ethnicity Breakdown:	
Median HHI:	\$43K	% White	68%
Median Single Income:	\$43K	% Black	24%
% College 4+ years College:	18%	% Other:	7%
% Households with Children:	69%	% Hispanic Origin	11%

Source: Adult Swim Research based on Nielsen Marketbreaks. Median Age/Median HHI/Median Single Income: Nielsen NPower Report Period:3Q'07 (07/02/07-09/30/07)

VIEWER LIFESTYLE

Base: Adults 18+

Adult Swim

	<u>Index</u>		<u>Index</u>
Play video games 2+ times/week	371	Play musical instrument 2+ times/week	148
Used cell phone MP3 player/last 30 days	318	Acquired non-interest checking account	148
Play electronic games 2+ times/week	246	Bought at home delivery restaurant/ last 6 months	147
Played games on cell phone/last 30 days	244	Acquired interest checking account	134
Attend college football 1+ times/month	204	Bought standard DVD player	133
Bought headphones	194	Own 1 credit card/debit card	129
Used cell phone camera/last 30 days	188	Attended a movie	127
Used instant messaging on cell phone/ last 30 days	188	Own laptop/notebook/tablet at home	124
Attend baseball games 1+ times/month	178	Acquired any bank service	122
Entertain friends/relatives at home 2+times/wk	171	Bought take-out drive thru/last 6 months	119
Bought any audio equipment	157	Own desktop computer at home	113
Play PC/computer games 2+ times/week	151	Acquired auto loan for new car	109
Acquired savings account	150	Own or leased 3 vehicles	109

Source: Adult Swim Research based on MRI data; Spring 2007 study; Base: Adults 18+; All activities are within past 12 months unless otherwise noted; Read as: Adult Swim Viewers are 271% more likely than the average U.S. adult to have acquired an interest checking account during the past 12 months.

DAYPART VIEWING

64% Male/36% Female

<u>Day</u>	<u>Time</u>	<u>P18-24</u>	<u>P18-34</u>	<u>P18-49</u>
Sun	10p-11p, 2a-3a	23%	34%	46%
Mon-Sun	11p-6a	24%	32%	44%
Mon-Sun	6a-6a	22%	40%	50%

Source: Adult Swim Research based on Nielsen Media Research Live data; 3Q'07 (07/02/07-09/30/07); Base=P2+

PROGRAMMING

PROGRAMMING GENRES: Animation, Comedy, Action Entertainment

VIEWER TARGETED PROGRAMMING

Persons 12+: *Aqua Teen Hunger Force*, *The Boondocks*, *Assy McGee*, *Family Guy*, *Robot Chicken*, *Time and Eric's Awesome Show*, *Great Job*, *Metalocalypse*, *Frisky Dingo*, *Venture Brothers*, *Astro Boy*, *Blood+*, *Samurai Champloo*, *Death Note*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Aqua Teen Hunger Force - If you have to ask what *Aqua Teen Hunger Force* is about, it is probably not a show for you. The rest of us will go on thrilling to the adventure of Frylock, Meatwad and Master Shake as they, you know....hang out.

Aqua Teen Hunger Force Colon Movie Film for Theaters (Network Premiere in January) - An animated comedy that reveals the mysterious origins of *Aqua Teen Hunger Force* members: Meatwad, Frylock and Master Shake.

The Boondocks - When Robert "Granddad" Freeman becomes legal guardian of his rambunctious grandkids, Huey and Riley, he moves from the south side of Chicago to the quiet and safety of "*The Boondocks*."

Assy McGee - In a world where crooks run rampant and City Hall is soft on crime, one cop has what it takes to make things right. He's *Assy McGee*, the toothpick chomping, cop sniper who looks like a giant ass

Family Guy - Meet the Griffins: Peter (dad), Lois (mom), Chris (son), Meg (daughter), Stewie (maniacal toddler bent on world domination) and Brian (talking dog who prefers his martinis extra dry). Did we mention that they are just your average suburban family? Didn't think so.

Robot Chicken - Using stop-motion animation to bring pop-culture parodies to life in a modern take on the variety/sketch show format. In *Robot Chicken*, no pop-culture target is safe.

Time and Eric's Awesome Show, Great Job - *Time and Eric Awesome Show, Great Job*, is a fast paced, absurd collection of short films, parodies, animations pranks and musical numbers. Great Job!

Metalocalypse - Dethklok is a Norwegian heavy metal band. No matter what they do, be it playing sold-out festival gigs or going to the grocery store, Dethklok leaves a path of destruction and murder behind.

Frisky Dingo - Killface is the most evil villain of all time, and he's determined to destroy the Earth by propelling it into the sun. The problem is, he's a little short on funding these days and, to be honest, his enthusiasm for the plan is waning a bit.

Venture Brothers - The *Venture brothers* are two all-American teens who spend most of their time hopping from one adventure to the next. Beset on all sides, the Venture brothers do all they can just to make it out alive.

Action/Anime

Astro Boy - Derived from the 1960s Japanese animated series Tetsuan Atom (Atom Boy), *Astro Boy* follows the adventures of a super-powered, robotic "boy."

Blood + - The war never stops: in a different time, on a different battlefield, hiding deeply into the folds of History... They are called Chiropterans. They can change their form and disguise as human beings, but they are not. They are immortal creatures that feed off blood.

Samurai Champloo - When Fuu saves the lives of two wandering warriors, they're bound to help her realize her goal: find a mysterious samurai that smells of sunflowers. If they don't kill each other first.

Death Note - Brilliant but bored high school student Light Yagami suddenly finds himself holding the power of life and death in his hands - the power of the *Death Note*! He decides to rid the world of evil - by killing off criminals one by one.

LEADING NATIONAL ADVERTISERS

Please contact Adult Swim directly for information.

NETWORK CONTACTS

Affiliate Marketing:

Turner Network Sales, Inc.
101 Marietta Street NW
22nd Floor
Atlanta, GA 30303

Turner Network Sales, Inc.
353 Sacramento Street
20th Floor
San Francisco, CA 94111

Affiliate Ad Sales Support:

VP, Affiliate Ad Sales
Kelly Ryan
kelly.ryan@turner.com
P:(404) 827-3403

Director, Affiliate Ad Sales
Kevin McMahon
kevin.mcmahon@turner.com
P:(404) 827-2525

Director, Affiliate Ad Sales
Marketing & Promotions
Cheryl McFadden
cheryl.mcfadden@turner.com
P:(404) 827-5595

Manager, Affiliate Ad Sales
Marketing & Promotions
Amy Rife
amy.rife@turner.com
P:(404) 878-0205

Manager, Affiliate Ad Sales
Marketing & Promotions
Thuy Burchette
thuy.burchette@turner.com
P:(404) 827-5571

Coordinator, Affiliate Ad Sales,
Marketing & Promotions
Caroline Kelley
caroline.kelley@turner.com
P:(404) 827-1570

Regional Contacts:

Central Region:
Manager, Affiliate Ad Sales
Josh Baron
josh.baron@turner.com
P:(404) 827-3440

Southeast Region:
Manager, Affiliate Ad Sales
Jamelia Smith
jamelia.smith@turner.com
P:(404) 827-2477

Northeast Region:
Manager, Affiliate Ad Sales
Chris Seaver
christopher.seaver@turner.com
P:(404) 827-1473

Western Region:
Manager, Affiliate Ad Sales
Summer Staino
P:(415) 975-5013
summer.staino@turner.com

National Ad Sales:

Turner Broadcasting Sales, Inc.
One Time Warner Center
New York, NY 10019
P:(212) 275-6000

Beth Goss
EVP, Cartoon Network
Sales & Marketing
P:(212) 275-6000

John O'Hara
SVP, Cartoon Network
P:(212) 275-6930

Josh Feldman
Manager, Adult Swim
P:(212) 275-6635

Technical Hotline/24-Hour Authorization Center: (404) 827-2458

WEBSITE INFORMATION

Consumer Website: www.adultswim.com
Affiliate Website: www.turnerresources.com