

**bio.**

**THE BIOGRAPHY CHANNEL™**

At Bio, we prove that the truth about people is always more entertaining than fiction. Bio is about real people and their real lives: up close and personal, gritty and provocative, always unfiltered. Bio is the exclusive home to the award-winning *Biography*® series.

## NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	2-one minute local avail breaks per hour
<b>Times:</b>	Avail break #1-Between :10 and :20 minutes past the hour Avail break #2-Between :40 and :50 minutes past the hour Exception: 5am-7am ET breaks at :29 and :59 past the hour.
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

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<b>Subscribers:</b>	47.3 million <small>Source: Nielsen Media Research, November 2007</small>
<b>Service Type:</b>	Digital
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	November 1998
<b>Ownership:</b>	A joint venture of the Hearst Corporation, ABC, Inc. and NBC

## BENEFITS TO ADVERTISERS

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1. Nearly three straight years of growth (2005-2007 YTD)..
2. Younger demos are growing! A18-34, M18-34, and W18-34 are up by as much as +67% vs. 2006.
3. Biography is still #1 program in Prime among all key adult demos.

Source: Nielsen Media Research, M-Su 8-11pm, 2007 YTD vs. 2006 (1/1/07-10/28/07 vs 12/26/05-12/31/06). Live data.



## PROGRAMMING

**PROGRAMMING GENRES:** Original series, documentary, talk show, drama, real-life

### VIEWER TARGETED PROGRAMMING

**Women:** 25-54, 35-64 **Adults:** 25-54, 25-64

*Biography, Final 24, Psychic investigators, I Survived, The Interrogators*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

**BIOGRAPHY®** - Meet the world's most intriguing people on the Emmy® Award-winning *Biography* series this fall. Featuring all new episodes of the personalities whose lives and times stir our imagination.

**Famous** - Up close and truly personal, *Famous* digs deep into the Hollywood mystique to tell the real stories. Every celebrity profile documents the big breaks and the bad choices, the latest loves and long lost roles. Friends and foes alike weigh in with insights and sharp memories.

**Final 24** - *Final 24* is a compelling documentary series unlocking the hidden secrets, psychological flaws and events that result in the tragic deaths of six global icons. Every episode maps out the final 24 of a different famous person's life weaving the star's back-story, from childhood to the moment death, with events from their last day. These are no ordinary biographies. They are psychological detective stories attempting to uncover the mystery of why the celebrity died.

**I Survived** - This show focuses on the compelling first hand stories of ordinary people who were confronted with extraordinary circumstances and defied the limits of personal survival.

**Notorious** - *Notorious* spotlights the people who have become famous - for being infamous. These are lives that took a fateful turn: where passion became obsession, love turned to hate, greed and pride overcame more kindly instincts, and ambition gave way to ruthlessness.

**Psychic Investigators** - The amazing series about those who are gifted - or cursed - with visions. Each episode tells the true story of a psychic whose vision provides a vital clue to a police force baffled by a seemingly unsolvable crime.

**The Interrogators** - A real-life psychological thriller where experienced detectives take us into the intense cat-and-mouse games that can take place only in actual interrogations.

**Urban Legends** - This series explores those colorful, wacky stories that are passed around and end up being believed by lots of people. In each episode, three wild tales will be presented. The catch is that two will be urban legends and the third will be true.

## LEADING NATIONAL ADVERTISERS

Bayer Corporation  
Carnival Cruise Line  
Geico

General Motors  
Pfizer, Inc.  
Procter & Gamble  
SC Johnson

## NETWORK CONTACTS

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## WEBSITE INFORMATION

Consumer Website: [www.biography.com](http://www.biography.com)  
Affiliate Website: [www.aetnjustclick.com](http://www.aetnjustclick.com)  
National Ad Sales Website: [www.aetnadsales.com](http://www.aetnadsales.com)