



**watch
what
happens**



BRAVO

Bravo is the cable network that plugs people into lifestyle passion points through original programming, movies and by showing a whole different side of celebrities. With more breakout stars and critically acclaimed original series than any other network on cable, BRAVO's programming- from haute cuisine to haute couture, is the best- and only- network for affluent, engaged, influential and educated viewers to watch food, fashion, beauty, design and pop culture happen.

Known for introducing exciting new personalities and for shaking up the way we look at style, fame and Hollywood, Bravo pulls back the curtain on the creative process with influential and inventive original programming. Over the last year, Bravo continues to translate buzz into reality with critically acclaimed breakout hits, including "Project Runway," "Top Chef," "Inside the Actors Studio," "The Real Housewives of Orange County" and "Work Out."

"Bravo is a program service of NBC Universal Cable Entertainment, a division of NBC Universal one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. Bravo has been a NBC Cable Network since December 2002 and was the first television service dedicated to film and the performing arts when it launched in December 1980. For more information visit www.bravotv.com."

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	:29 & :59 after the hour Windows: :10-:20, :35-:50
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	88.6 million <small>Source: Nielsen Media Research, November 2007</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	December 1980
Ownership:	NBC Universal Cable

BENEFITS TO ADVERTISERS

- Bravo is a Top 3 network among affluent and educated viewers with A18-49 and A25-54.
Source: Nielsen Marketbreaks. 3Q07, M-Su 8P-11P. Data based on Live+7 VPVH for \$100K+ Households and 4+years College. Excludes nets in less than 50 million homes. (Bravo is #3 with HHI 125K+ and #4 HHI 75K+ with A18-49 and #1 with HHI \$125K+ and #1 \$75K+ with A25-54).
- Bravo is the #1 cable network for Program Engagement (71%). Bravo is also the #1 network for product integrations with Brand Recall (57%) and Brand Improvement (23%).
Source: IAG Research, Jan-Sep 2007. A18-49. Program Engagement and IPP. All measured cable networks.

RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

Men: 18-49, 25-54

Women: 18-49, 25-54

VIEWER PROFILE

Bravo Median Household Income: \$61,342

Median Age: 43

% Audience Composition

HHI \$75K+	37%
4+ Years College	33%
Professional (White Collar) Occupation	49%
Home Owner	73%
PC Owner with Internet Access	76%
Multicar Owner	28%

Source: Nielsen Galaxy Explorer and Market Breaks, 9/26/06-9/30/07. M-Su 7P-2A. Income: MRI Doublebase 2007. Base=Adults 18+

VIEWER LIFESTYLE

<u>Financial</u>	<u>Index</u>	<u>Intends to Purchase (Very or Somewhat likely)</u>	<u>Index</u>
Own 10+ credit/debit cards	123	Trip to the Caribbean	122
Use credit cards for business purposes	118	Cruise vacation	119
Number of investment transactions: 10+	113	Flat screen/plasma TV	112
Average Monthly credit card expenditure: \$1,001+	112	Lease a vehicle	111
Use financial planning/money management counsel	109	Home renovation (remodel bathroom)	110
<u>Tech Savvy/Past Year</u>		<u>Internet</u>	
Personally own a PDA/Handheld computer	119	Visit a TV network or show's website	175
Household own a fax machine	117	Visited online blogs	139
Bought video game system (Nintendo DS)	115	Use 5+ times per day	156
Bought 5 or More DVDs /past month	114	Made business travel plans	138
Household owns laptop/notebook/tablet	113	Made a purchase business use	133
<u>Travel</u>		<u>Influential</u>	
Taken a cruise/past 3 year	128	People often come to me before making a purchase	121
Foreign travel: spent \$3,000+	127	If really want something, will buy on credit rather than wait	115
All-inclusive travel package for foreign trip	126	I buy based on quality, not price	108
Domestic vacation: spent \$5,000 or more/past year	126	First among friends to try a new products or services	108
Member of frequent flyer club	124		

Source: MRI Doublebase 2007. Base=All. Index to National Average.

DAYPART VIEWING

<u>DAYPART</u>	<u>% Audience Composition (P18+)</u>		
	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
Total Day	31%	63%	62%
Day	39%	70%	61%
Early Fringe	40%	69%	60%
Primetime	29%	61%	61%
Latenight	32%	64%	63%
Weekend	31%	64%	64%

Source: Nielsen Galaxy Explorer. 9/25/06-9/30/07. Based on Live+Same Viewing.

PROGRAMMING

PROGRAMMING GENRES: Arts, Entertainment, Movies, Music, Reality

VIEWER TARGETED PROGRAMMING

Persons 18-49 & 25-54: *Project Runway*, *Make Me A Supermodel*, *Tim Gunn's Guide To Style*, *The Millionaire Matchmaker*, *The Real Housewives of New York City*, *The Real Housewives of Orange County*, *Step It Up & Dance*, *First Class All The Way*, *Kathy Griffin: My Life on The D-List*, *Top Chef Chicago*, *Work Out*, *Shear Genius*, *Top Design*, *Million Dollar Listing*, *Flipping Out*, *BRAVO A-List Awards*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Project Runway-Auf with their heads! Style icons Heidi Klum and Tim Gunn return to the runway, along with celebrity judges Nina Garcia (Elle magazine) and design-to-the-stars Michael Kors, in BRAVO's wildly successful, multiple Emmy-nominated reality competition series.

Make Me A Supermodel-Fourteen of America's most beautiful young women and men explore friendship, romance, and ambition as *Make Me a Supermodel* exposes what it takes to turn the (exceptionally attractive) girl or boy next door into a king or queen of the catwalk.

Tim Gunn's Guide To Style-Part seminar, part pep rally, and all class, *Tim Gunn's Guide to Style* helps clueless consumers navigate the rocky waters of bad tastes, as the breakout star of *Project Runway* busts loose with his own fashion-forward makeover show.

The Millionaire Matchmaker-They say you can buy anything but love - but don't tell that to Patti Stanger. Founder and CEO of an elite matchmaking service, Patti helps millionaires meet the women of their dreams. Of course, between her finicky clients and volatile staff, Patti's got other problems money can't solve.

The Real Housewives of New York City-And you thought Orange County was cushy! *The Real Housewives of New York City* introduces five young, successful Big Apple "alpha-moms" determined to give their children the very best in a city boasting the largest number of millionaires in the country.

The Real Housewives of Orange County-A housewife's work is never done - especially when your to-do list includes items like "Exchange Benz for Bentley." The Gucci of guilty pleasures, *Real Housewives* provides an intimate glimpse behind the gates of American's wealthiest planned communities.

Step It Up & Dance-From the producers of *Project Runway* and *Top Chef*, *Step It Up & Dance* tasks 12 dancers with mastering multiple styles, from burlesque to breakdancing, as they audition for a different high-visibility gig each week - anything from a hip-hop music video to a Broadway chorus line - and the chance to win their own dance-themed TV show.

First Class All The Way-No destination is too extravagant for elite travel expert Sara Duffy. Rolodexes bursting with billionaires, bluebloods, and other members of the (private) jet set, Duffy and her staff of sultry, sophisticated globe-trotters bring viewers along for the ride, as they pilot high-end clients through deliriously outrageous escapades.

Kathy Griffin: My Life On The D-List-fearlessly funny women-comedian Kathy Griffin may consider herself a perennial D-Lister, but if the buzz surrounding her hit series *My Life on the C-List*, "anyone?"

Top Chef Chicago-Find out who can handle the heat and who has to "pack up their knives" and go home, as Padma Lakshmi and Tom Colicchio put 15 fresh new faces through their epicurean paces in this high-intensity quest for culinary supremacy.

Work Out-Still weighing in at 3% body fat (and 97% drama), *Work Out* takes viewers inside one of Tinseltown's toniest gyms, where celebrity fitness expert Jackie Warner and her crew of trainers hustle to keep LA's beautiful people" trim, taut, and on top.

Shear Genius-Lather. Rinse. Compete! Hosted by Jaclyn Smith (*Charlie's Angels*) and featuring celebrity snipper Sally Hershberger, *Shear Genius* pits 12 of America's most talented hairstylists against one another, in the ultimate battle for hairdo domination.

Top Design-Interior design. Wall-to-wall drama. *Top Design* returns for a chic second season, starring celebrity style guru Jonathan Adler and 12 driven decorators - each anxious to take home the "Top Design" title...and \$100,000 cash prize!

Million Dollar Listing-BRAVO puts the "real" back in "real estate" as competing California real estate agencies hustle to sign (and sell) the hottest homes in Hollywood.

Flipping Out-Part contractor, part speculator, and all stressed out, Jeff Lewis takes hideous homes and turns them into tidy profits. What's the secret to his success? Find out as *Flipping Out* takes you beyond the renovation rubble and into high-end real estate.



BRAVO

LEADING NATIONAL ADVERTISERS

Acura	DaimlerChrysler	Hewlett Packard	Merck	Sears
Adams Respiratory Therapeutics	Diageo	Home Depot, The	Nationwide Insurance	SONY Pictures
Alberto Culver	Diamond Trading Company	Honda	Nestlé	Sprint
American Express	Disaonno	Infiniti	Northwestern Mutual	Starwood Hotels
Anheuser Busch	Discovery Networks	Johnson & Johnson	Office Depot	Takeda
Apple Computers	Ditech	KAO Brands	Oppenheimer Funds	Target
AskJeeves.com	Dr. Pepper	Kellogg's	Overstock.com	TD Waterhouse
Avon	eBay	KMART	Paramount Pictures	The Weinstein Company
Bacardi	Edward Jones Financial	Kohler	Pet Smart	Toyota
Barcard-Bombay Sapphire	eHarmony	Korbel	Pfizer	Transitions Lenses
Best Buy	Federal Express	Kraft Foods	Pier One	Twentieth Century FOX
Bluefly.com	Focus Features	Las Vegas C&V	Priceline	Unilever
BMW	Ford	Levi Strauss	Procter & Gamble	United Online
California Milk	Freecreditreport.com	L'Oreal	Puerto Rico Tourism	Universal Pictures
Capital One	Gap	Lowe's	Quaker	Verizon
Celebrity	Garnier	Luxotica Retail	Quiznos	Vtech
Cendant	Geico	Macy's	Revlon	Wachovia
Chase	General Electrics	Masterfoods USA	Ruby Tuesday	Warner Brothers
Citibank	General Motors	Match.com	Sara Lee	Warner Independant
Clorox	GlaxoSmithKline	Maybelline	SC Johnson	WMG
Coinstar	HBO			

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WEBSITE INFORMATION

Consumer Website: www.bravotv.com
Affiliate Website: www.nbcunetworks.com
National Ad Sales Website: www.nbcumarketplace.com