





COMEDY CENTRAL

COMEDY CENTRAL is comedy. In all its forms. Hands-down, the #1 provider of surprising, cutting-edge, laugh-out-loud programming from today's hottest comic talent. COMEDY CENTRAL connects with a young adult audience thirsting for fearless, outrageous originals with *The Daily Show with Jon Stewart*, *South Park*, *The Colbert Report*, *Mind of Mencia*, *Lil' Bush*, *The Sarah Silverman Program* and *Reno 911!*, along with stand-up specials and can't-miss events like the annual COMEDY CENTRAL Roast.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes local per hour
Times:	Three (3) floating avails: (3 x :60 breaks per hour) 1 avail will hit in the first half-hour 2 avail will hit in the second half-hour
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	95.1 million Source: Nielsen Universe Estimates, October 2007
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	April 1991
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

- Original programming that actually is.**
Comedy Central is pacing towards a record-breaking year among P18-49, M18-24 and M18-34.

 - To date, Comedy Central is averaging a .58 (P18-49) rating; 1.05 (M18-24) rating; and .92 (M18-34) rating in prime, outpacing last year by +10% (P18-49); +24% (M18-24); and +21% (M18-34).
 - Versus basic cable nets, Comedy Central is ranked in the Top 10 (#8) among A18-49, #1 among M18-24 tied with ESPN and #2 among M18-34 this year.

Source: Nielsen Media Research 01/01/07-09/30/07, CC prime 7p-11p, Most Current
Source: Nielsen Media Research, Most Current Data 1/1/07 - 12/17/07, 7-11pm Prime

Comedy Central airs the two highest-rated original series on basic cable with M18-34.

 - #1-Even in its 11th season, *South Park* averages a 4.23 rating with M18-34.
 - #2-Newest Comedy Central hit, *The Sarah Silverman Program* earns a 2.51 M18-34 rating.

Source: Nielsen Media Research: 01/01/07-10/21/07, Monday-Sunday 8p-11p, Most Current

The Daily Show with Jon Stewart, *The Colbert Report* and *South Park* have won a combined 12 Primetime Emmys® with 39 nominations since 1998. *The Daily Show with Jon Stewart* has also won 2 prestigious George Foster Peabody Awards.

***The Daily Show with Jon Stewart* and *The Colbert Report* continue to break records.**

 - The Daily Show with Jon Stewart* is averaging a 1.45 HH; 1.06 (P18-49) (+4% YAGO); and 1.55 (M18-34) (+8% YAGO) rating this year. *The Colbert Report* has posted a 1.05 HH; .80 (P18-49) (+3% YAGO); 1.33 (M18-34) (+9% YAGO) rating this year. *The Daily Show with Jon Stewart* and *The Colbert Report* delivers more M18-34 (428,000 and 378,000 each night, respectively) than other late night talk shows.

Source: Nielsen Media Research 01/01/07-09/30/07, Most Current
- A passionate, loyal and powerful audience**

 - Comedy Central targets A18-49, which drives Comedy Central's highly-ranked concentration of Adults and Men.

Source: Nielsen Media Research, 3Q'07 VPWH, Total Day

 - Comedy Central viewers are not easily distracted; Comedy Central is ranked among the top measured cable networks across key demos in viewers "paying full attention" to its programs.

Source: MRI 2007 Custom Cable Study: Key Demos-A18-34, A18-49, M18-34 and M18-49.

 - The combined attributes of our devoted viewers make Comedy Central the perfect choice for optimizing reach when added to a buy.
- A powerful audience with significant spending habits**

 - On average, Comedy Central viewers spent more than the typical A18+ in the Total U.S. in the following categories in the past year:
 - +37% more on Video Game Systems-Video Games
 - +34% more on Video Game Systems-Hardware
 - +19% more on Personal Computers at home-Most Recent Purchase (\$750+)
 - +17% more on Big Ticket Household Furnishing (\$225)
 - +17% more on Audio Equipment
 - +16% more on Fine Jewelry (\$100+)

Source: MRI Doublebase 2007, weighted to Population (000) Base: All



COMEDY CENTRAL

RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49, 25-34

Men: 18-24, 18-34, 18-49

VIEWER PROFILE

	Comedy % of P2+	Total Ad Supported Cable % of P2+	Index To Total
Persons 18-34	40.21%	21.73%	185
Persons 18-49	62.74%	44.05%	142
Persons 25-54	49.24%	42.71%	115
Persons 18-34 - Income \$75K+	13.0%	6.0%	206
Persons 18-34 - Income \$100K+	7.0%	3.0%	211
Persons 18-34 - Income \$75K+/POM	5.0%	2.0%	210
Persons 18-34 - Income \$75K+, With College	10.0%	5.0%	212
Persons 18-34 - 4+Years College	11.0%	5.0%	239
Persons 18-34 - Any Car, New Prospect	6.0%	3.0%	215

Source: Nielsen Media Research, 01/01/07 - 09/30/07, Total Program Day, M-Su 8A-4A, Base: P2+

VIEWER LIFESTYLE

Base: Adults 18+

	Comedy Central Index	Food/Beverages	Comedy Central Index
High Tech (Past 12 Months)			
Any MP3 player: bought/last 12 months	135	Energy drinks: 5+ drinks/last 30 days	146
Bought: 10+ video games systems/past year	130	Cola drinks, not diet: 5+ drinks or glasses/ last 7 days	121
Laptop/Notebook/Tablet: own at home	125	Fast food & drive-in restaurants: 5+ times last 30 days	112
Bought LCD, Plasma or Projection w/ most recent TV purchase	123		
Entertainment (1+ Times/Week)			
Video games: 2+ times a week	179	Retail/Past 30 Days	
Go to bars/night clubs: 2+ times a week	170	Shopped at Express	143
Electronic games (not TV): 2+ times a week	153	Shopped at American Eagle Outfitters	129
Prefer to see a new movie: opening weekend	140	Shopped at The Limited	126
		Shopped at Old Navy	118
Telecommunications			
Three-way calling	123		
Voice messaging/voice mail	115		
Calling waiting	112		
Call return	110		

Source: MRI Doublebase 2007; weighted to Population (000) - Base A18+.

DAYPART VIEWING

		Live AA Dist. 2+				
		P18-34	P18-49	P25-54	M18-34	M18-49
Mon-Sun	8p-11p	38%	61%	49%	24%	38%
Mon-Fri	8a-8p	40%	59%	45%	26%	39%

Source: Nielsen Media Research, 01/01/06 - 09/30/07, Base: P2+



COMEDY CENTRAL

PROGRAMMING

PROGRAMMING GENRES: Comedy, Animation, Entertainment, Movies, News/Information

VIEWER TARGETED PROGRAMMING

COMEDY CENTRAL is vertically programmed and all of its programs deliver a high concentration of key demographics including Adults 18-34, Adults 18-49 and Adults 25-54, throughout the day.

Persons: 18-34, 18-49 & 25-54: *The Daily Show with Jon Stewart, South Park, The Colbert Report, Mind of Mencia, Lil' Bush, The Sarah Silverman Program* and *RENO 911!*, along with stand-up specials and can't-miss events like the annual *COMEDY CENTRAL Roast*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

THE DAILY SHOW WITH JON STEWART: A nightly half-hour show that is The Most Trusted Name in Fake News. Jon Stewart and his intrepid team of correspondents put their spin on all the day's news and newsmakers, winning multiple Emmy® and Peabody Awards.

THE COMEDY CENTRAL ROAST: From Flavor Flav to William Shatner to Pamela Anderson to Jeff Foxworthy, The COMEDY CENTRAL Roast is hotter than ever, consistently delivering blockbuster ratings. We're already warming up the next hot-seat for another superstar victim.

COMEDY CENTRAL'S LAST LAUGH: Our one-of-a-kind year-end franchise kisses the year goodbye. Star studded stand-up and exclusive short films come together to wrap up 365 days of hits and misses.

SOUTH PARK: In its history, *SOUTH PARK* has been honored with 7 Primetime Emmy® nominations, including a win in 2005 and 2007. *South Park* has also been honored with the prestigious Peabody Award. Now celebrating its 12th season, *SOUTH PARK* is stronger, wilder and more addictive than ever.

MIND OF MENCIA: Carlos Mencia brings his hard-hitting and brutally honest humor to this unique series. *MIND OF MENCIA* features Carlos on location for man-on-the-street interviews, outrageous commercial and film spoofs, studio audience interaction and a surprising range of celebrity guests.

RENO 911!: This series lets viewers ride shotgun with the brave men and women of the Reno Sheriff's Department for their unscripted adventures and high-octane thrills, spoofing traditional cop reality programs.

THE SARAH SILVERMAN PROGRAM: Sarah Silverman brings a sense of humor all her own to COMEDY CENTRAL with "The Sarah Silverman Program." Without a care in the world, Sarah spends her time with her sister, geeky neighbors who may or may not be gay, and the kindhearted and mustachioed Officer Jay. Sarah's everyday life--which is just that much more exciting than yours--is played out through scripted scenes, animation, and absurd songs

LIL' BUSH: In COMEDY CENTRAL's newest hit series, Dubya is presented as the animated future president, along with his pals Lil' Condi, Lil' Rummy (voiced by Iggy Pop), Lil' Cheney and Lil' Jeb. Hiding out from Barb and George Sr., these precocious prepubescents are terrorizing the White House and solving the world's problems before bedtime. Whether he's squaring off against schoolyard rivals like Lil' Kim Jong Il, taking a field trip to Iraq, or torturing the lunch-ladies into serving all-American hot dogs everyday, *Lil' Bush* and the gang are just playing politics.

STAND-UP: Comedy is our middle name - actually, our first name. With the largest library of stand-up anywhere, we've got everything from A-List stars in new and classic performances to up-and-comers and alternative acts.

MOVIES: Our ever-growing list of hits includes *Harold and Kumar, Just Friends, Scary Movie 4* and *Accepted*.

SPECIAL PROGRAMMING: In addition to our blockbuster Roasts and annual Last Laugh, COMEDY CENTRAL has original specials and stunt programming that viewers won't find anywhere else.

NEW IN '08

IMPORTANT THINGS WITH DEMETRI MARTIN: This new series is a stream-of-consciousness sketch and variety show from comedian Demetri Martin (*The Daily Show with Jon Stewart*). In each episode, Martin analyzes a single topic through the prism of his unique point of view. Topics covered might include everything from "What Happens after We Die" to "Apples."

ROOT OF ALL EVIL: Moderated by Lewis Black, this new series pits two people such as Paris Hilton and Dick Cheney or pop culture topics such as You Tube vs. Porn against each other in an open debate setting. A rotating group of comedians will take the stage and argue who or what is most evil with Black making the final decision between the two.



COMEDY CENTRAL

LEADING NATIONAL ADVERTISERS

Alltel	Cadbury-Schweppes	Microsoft	T-Mobile
American Legacy	DaimlerChrysler	New Line Cinema	Toyota
AMPD Mobile	Diageo	Nissan	U.S. Army
Anheuser-Busch	Focus Features	Paramount Pictures	Universal Pictures
Apple	Ford Motor Company	Pepsi Cola	Verizon
AT&T Mobility	FOX Films	Procter & Gamble	Virgin Mobile
Best Buy	Geico Insurance	Sonic	Warner Brothers
BMW	Kraft	SONY Pictures	Weinstein Company
Buena Vista	Lionsgate Films	Subway	Wendy's
Burger King	Masterfoods	Taco Bell	WMG Hyundai/Kia

Source: Nielsen Media Research (AdViews) 4Q'06-3Q'07.

NETWORK CONTACTS

Comedy Central National Ad Sales Offices

<u>New York</u>	<u>Chicago</u>	<u>Los Angeles</u>	<u>Detroit</u>
1540 Broadway New York, NY 10036 P:(212) 846-2801	401 N. Michigan Ave. Suite 1500 Chicago, IL 60611	2600 Colorado Ave. Santa Monica, CA 90404 P:(310) 752-8000	710 N. Woodward Ave. Suite 200 Bloomfield Hills, MI 48304
Marc Zalinsky VP, National Ad Sales P:(212) 846-1775	Lynne Levey VP, National Ad Sales P:(312) 836-0755	Brian Bloodgood VP, National Ad Sales P:(310) 752-8790	Gary Merrifield VP, National Ad Sales P:(248) 723-0020

Affiliate Advertising & Affiliate Relations

Please visit our affiliate website: www.mtvn.com

WEBSITE INFORMATION

Consumer Website: www.comedycentral.com

Affiliate Website: www.mtvn.com