

# **GAC**

**GREAT AMERICAN COUNTRY**





# GAC: GREAT AMERICAN COUNTRY

Great American Country (GAC) is the leader in country music entertainment and remains one of the fastest growing cable networks. Its reach exceeds 52.6 million households. Its intensive music format consists of an increasing number of originally produced music-based programs, live concert specials, music news and music videos. GAC brings viewers closer to country music's most popular artists through in-depth interviews about their music, their lives and influences. Featured programming includes *The Collection*, *Edge of Country*, *GAC Nights*, *GAC Top 20 Country Countdown*, *The Hitmen of Music Row*, *Master Series*, *My Music Mix* and *The Year*.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	4 minutes per hour
<b>Times:</b>	2 minutes @00:15 2 minutes @00:45
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

<b>Subscribers:</b>	50 million <small>Source: Nielsen Media Research, October 2007</small>
<b>Service Type:</b>	Basic, Digital, VOD
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	December 1995
<b>Ownership:</b>	The E.W. Scripps Company

## BENEFITS TO ADVERTISERS

1. GAC gained over 6 million subscribers in the past year, ranking among top 20 growing ad-supported cable networks.  
Source: Nielsen Media Research via Marketbreaks. Sept 07 (8/27/07-9/30/07) vs Sept 06 (8/28/06-9/24/06). HHL D UE ranked on percent and actual change. 77 networks ranked. Live+7.
2. Sequentials are a valuable advertising tool that increases advertiser unaided recall by 60%.  
Source: Scripps Vignette Study, April 2007. Rated by 200 A18-54 respondents, total n = 2,200 respondents.
3. 23% of Adults 18+ listen to Country Music making it the most popular radio format.  
Source: MRI 2007 Doublebase. All radio formats ranked on vertical %. Base A18+.



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## RESEARCH

### VIEWER TARGETED

Persons: 18-49, 25-54

Women: 18-49, 25-54

Men: 18-49, 25-54

### VIEWER PROFILE

	<u>%Comp</u>	<u>Index to Total U.S.</u>
Women 18 +	60%	116
Men 18 +	40%	83
Any Dogs	67%	163
Any Cats	45%	151
Own 2+ Trucks	45%	180
Own Home	84%	113

Source: Nielsen Media Research via Marketbreaks. 06-07 Season (9/25/06-9/30/07). Base A18+. Indexed to Total U.S.

### VIEWER LIFESTYLE

	<u>A25-54</u>			<u>A25-54</u>	
	<u>Index</u>	<u>Rank</u>		<u>Index</u>	<u>Rank</u>
<b><u>Automotive</u></b>					
Owns full pick up	167	1	<b><u>Outdoor Recreation/Last 12 Months</u></b>	202	3
Own truck	157	1	Participated in any hunting	169	2
Owns compact pickup	138	3	Participated in 3+ overnight camping trips	154	3
Heavy gasoline users: 21+ gallons/past 7 days	130	1T	Participated in any fishing	152	4
Drove 30,000+ miles/past 12 months	130	5	Household owns any ATV/UTVs	133	1
Car battery bought/last 12 months	121	5	Household owns any camping equipment	131	3T
			Any camping equipment-bought/past 12 months		
<b><u>Pets/Last 30 days</u></b>					
Heavy packaged dry dog food: 25+ lbs	154	1	<b><u>Children's Products/Past 6 months</u></b>	122	5
Heavy packaged dry cat food: 9+ lbs	146	2	Used disposable diapers/underpants	117	6
Bought any packaged dry dog food/past 6 months	136	1	Used baby food		
Bought any dog food-bought/past 6 months	132	1	Any Baby furniture & equipment-bought		
Own 2+ dogs or cats	126	3	currently own or bought/past 12 months	115	5
Own any dog or cat	119	4			
Any cat food-bought/past 6 months	115	5T	<b><u>Beverages/Last 7 Days</u></b>		
<b><u>Home Improvement/Past Year</u></b>					
Bought any tool/past 12 months	127	4T	Heavy regular cola drinks (not diet) 8+ drinks/glasses	178	1
Any home improvement done personally or other household member/past year	111	7T	Heavy diet cola users 6+ drinks/glasses	133	2
<b><u>Pain Relievers/past 6 months</u></b>					
Heavy headache remedies & pain relievers non-prescriptions 8+ times/last 30 days	139	1	Heavy other regular carbonated soft drink users 5+ drinks/glasses	127	9T
Used toothache, gum & canker/cold sore remedies	117	14	<b><u>Food/Candy/Last 30 Days</u></b>		
Used cold, sinus & allergy remedies (nonprescr.)	112	5T	Frozen pizza users-8+ packages	168	1
			Heavy beer (fresh/frozen) users-11+ times	145	1
			Heavy-medium miniature candy: 2+ packages	125	6T
			Heavy individual regular size candy-5+ bars/boxes/bags bought/past 7 days	124	14
			Heavy fast food & drive-in restaurant-9+ visits	116	7

Source: MRI Doublebase 2007; Base: A25-54. Rank among 69 cable networks.

### DAYPART VIEWING

			<u>%Audience Composition</u>					
			<u>A25-54</u>	<u>W25-54</u>	<u>M25-54</u>	<u>A18-49</u>	<u>W18-49</u>	<u>M18-49</u>
Total Day	Mon-Sun	6a-4a	64%	38%	27%	58%	31%	28%
Prime	Mon-Sun	8p-11p	48%	27%	22%	46%	24%	22%
Weekend	Sa/Su	8a-6p	65%	38%	27%	59%	32%	28%

Source: Nielsen Media Research via Marketbreaks. 06-07 Season (9/25/06-9/30/07). Base A18+.



## PROGRAMMING

**PROGRAMMING GENRES:** Country music videos and programming

### VIEWER TARGETED PROGRAMMING

**Adults:** *Opry Live*, *GAC Top 20 Country Countdown*, *Country Music Across America*, *My Music Mix*, *The Edge of Country*, *Offstage with Lorianne Crook*, *GAC Master Series*, *The Hitmen of Music Row*, *The Collection*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

***The Hitmen of Music Row*** - GAC's first music-based reality series documents the careers and antics of four of Nashville's most well-known songwriters, Bob DiPiero, Tony Mullins, Jeffrey Steele and Craig Wiseman, who are collectively responsible for more than 40 No. 1 hit songs and more than 150 million songs sold.

***The Collection*** - GAC presents the video histories of country music artists by showcasing the songs and videos that have highlighted their careers.

***Country Music Across America*** - hosted by Storme Warren, along with celebrity guests, this series is the only television show dedicated exclusively to providing the latest news in country music.

***The Edge of Country*** - *Edge of Country* is the only place to see bluegrass, Americana, country rock and traditional style videos from talented artists you wouldn't see anywhere else.

***GAC Top 20 Country Countdown*** - hosted by Nan Kelley, *The GAC Top 20 Country Countdown* is a popular weekly series presenting the top-20 most requested videos as voted on by GAC viewers at [www.GACtv.com](http://www.GACtv.com).

***GAC Nights*** - Hosted by Suzanne Alexander, *GAC Nights* brings you the latest in country music, including interviews and performances from your favorite artists as well as prime videos.

***Opry Live*** - hosted by Nan Kelley, GAC brings you one-of-a-kind performances from top country music's artists legends and the industry's most promising newcomers right to your living room.

***My Music Mix*** - Country music artists become the VJs on GAC by creating a personal playlist of their favorite videos, from their own collection or from those of other artists, and the stories of why the chosen videos are their favorites.

***Offstage with Lorianne Crook*** - hosted by Lorianne Crook, fans gain access into the personal lives of their favorite country artists when Crook joins and interviews artists in their personal spaces away from the performance stage.

***On the Streets*** - hosted by Suzanne Alexander, *On the Streets* premieres just-released videos and features the music of and interviews with artists who have released new albums during the current week.

***The Year*** - hosted by Mark Wills, *The Year* profiles hit songs and shows award-winning videos from a given year in country music history.



# GAC: GREAT AMERICAN COUNTRY

## LEADING NATIONAL ADVERTISERS

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Please contact your Scripps Networks representative for this information.

## NETWORK CONTACTS

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## WEBSITE INFORMATION

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Consumer Website: [www.gactv.com](http://www.gactv.com)  
Affiliate Website: [www.affiliate.scrippsnetworks.com](http://www.affiliate.scrippsnetworks.com)  
National Ad Sales Website: [www.gacadsales.com](http://www.gacadsales.com)