



**GOLF CHANNEL<sup>®</sup>**

**Golf's Home.<sup>™</sup>**



# GOLF CHANNEL

The **GOLF CHANNEL'S** programming schedule includes **more LIVE golf** coverage than all other networks as well as news, instruction and original productions, such as the popular ***The Big Break***. In addition to being the exclusive television home of the Nationwide Tour, European Tour and Canadian Tour, the GOLF CHANNEL is the exclusive cable home of the PGA TOUR and Champions Tour and televises other competition from the PGA TOUR, LPGA Tour, USGA, PGA of America, PGA Tour of Australasia and Sunshine Tour of Southern Africa. GOLF CHANNEL viewers, some of the **most attractive consumers in the world**, are passionate about the sport they love and the only network dedicated to that sport. So, if its products and services to sell or an important message to communicate, **we have the audience...every day on the GOLF CHANNEL.**

## NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	Floating breaks - 2nd and 5th break of every hour
<b>Insertion Hours:</b>	24 hours a day, 7 days a week

## NETWORK INFORMATION

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<b>Subscribers:</b>	76.8 million <small>Source: Nielsen Media Research, October 2007</small>
<b>Service Type:</b>	Basic, Premium, Digital, VOD
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	January 1995
<b>Ownership:</b>	Comcast Corporation

## BENEFITS TO ADVERTISERS

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- 1. Affluence**  
The GOLF CHANNEL viewer is the most affluent in cable with a median household income that is 43% higher than the U.S. median household income.
- 2. The Influentials**  
GOLF CHANNEL'S viewers are considered the most "influential" in cable making them a guiding force in opinions about everything from automobiles to investment strategies.

Source: MRI Doublebase 2007



# GOLF CHANNEL

## RESEARCH

### VIEWER TARGETED

Persons: 25-54, 35-64

Men: 25-54, 35-64

Women: 25-54, 35-64

### VIEWER PROFILE

Median Age:	51.4
Male:	74%
Median Household Income:	\$76,625 (#1 Ad-supported Cable Networks with 60M+ homes)
Median Home Value:	\$249,000 (#1)
Median Asset Value:	\$1.33 million (#1)
Professional:	Has College Degree (#1)
Married:	Wired Home

51% HH Income \$75K+ (#1)

67% of "Affluent Homes" are "Millionaire Households"\* (#1 Ad-supported Cable Networks with 60M+ homes)

47% more likely to influence the consumer behavior of their friends, family and community (#1)  
("Influential" Index 147)

Source: MRI Doublebase 2007; \*2007 Mendelsohn Affluent Study

### VIEWER LIFESTYLE

<u>Technology</u>	<u>Index</u>	<u>Automotive</u>	<u>Index</u>
Decision maker for technology purchases at work	194	Owns a luxury car	174
Uses VOD (Video on Demand)	176	Spent \$40,000+ on last vehicle	147
Subscribers to Satellite Radio	173	Plans to purchase a new vehicle	
Owns a DVR system	168	in the next 6 months	127
Owns a PDA	142		
Use high speed Internet or wireless		<u>Travel</u>	
	132	Spent \$5K+ on domestic vacations	268
		Took 3+ domestic trips by plane/last year	142
		Took 3+ foreign travel/past 3 years	135
<u>Financial</u>		<u>Leisure/Personal</u>	
Make business decisions on purchases \$1M+	296	Household income \$150,000+	204
Have assets valued at \$5M+	204	Owns a weekend/vacation home	174
Owns securities valued at \$1M+	187	Home value \$500,000+	158
Uses a financial planning/money management service	153	Watches PPV events	147

Sources: MRI Doublebase 2006, MRI Doublebase 2007 & 2007 Mendelsohn Affluent Study

### DAYPART VIEWING

<u>Daypart</u>			<u>Audience Composition</u>			
			<u>M25-54</u>	<u>M35-64</u>	<u>A35-64</u>	<u>HH \$100K+</u>
Total Day	Mon-Sun	6a-6p	31%	41%	53%	26%
Prime Time	Mon-Sun	7p-12m	34%	44%	56%	29%
Late Fringe	Mon-Sun	12m-3a	45%	47%	57%	27%
Overnight	Mon-Sun	3a-6a	45%	45%	58%	21%
Weekday	Mon-Fri	6a-7p	24%	38%	49%	23%
Weekend	Sat-Sun	6a-7p	26%	40%	53%	26%

Source: Nielsen Media Research, YTD through 3Q'07



# GOLF CHANNEL

## PROGRAMMING

**PROGRAMMING GENRES:** Sports: Golf, Lifestyle, News/Information, Reality

### VIEWER TARGETED PROGRAMMING

The GOLF CHANNEL offers a wide variety of programming specifically targeted at the golfers age 35+.

**Instructions:** *Night School (The Turn, Golf Channel Academy, Champions Tour Learning Center, What's in the Bag)*

**News:** *Golf Central, Golf Central Primetime, Sprint Pre Game, Sprint Post Game, Grey Goose 19th Hole, The Approach with Callaway Golf*

**Original Programming:** *The Big Break, All-Star Challenge, Golf with Style, The Natalie Gulbis Show, Playing Lessons with the Pros, Personal Lessons, Fore Inventors Only, Top 10, My World*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

**Tournaments:** No other network carries more coverage of one of the hottest sports than the GOLF CHANNEL. Tournament coverage includes **PGA TOUR** and the **Champions Tour, European Tour, Nationwide Tour, LPGA** and more.

#### Original Programming

**Golf Central:** Our nightly news program takes you around the world of golf in 30 minutes.

**Sprint Post Game:** LIVE post-tournament analysis, interviews, and discussions.

**The Big Break:** The hottest show on the GOLF CHANNEL gets better every time! Top amateur golfers compete in skills challenges for the chance of a lifetime to play professional golf.

**Playing Lessons from the Pros:** A groundbreaking instructional show that takes viewers on a private practice round with a pro. Hear strategy, learn shots and gain insight like never before.

**What's in the Bag?:** Learn about the industry, equipment and technology, and gain valuable information to become a better golf shopper.

**The Grey Goose 19th Hole:** Order a drink and relax at the 19th hole with our host and special guests, as they engage in spirited conversation about the current issues in golf and sports.

**Golf with Style: Global Challenge:** Escape to some of the best golf destinations in the world and cheer on contestants as they compete on picturesque courses for daily rewards from presidential suites to spa treatments.

**Live From...:** The biggest tournaments of the year deserve the extra, in-depth coverage only the GOLF CHANNEL can deliver. That's why a full staff of reporters and analysts travel to all the majors for hours of live broadcasts before and after play, bringing viewers the stories as they develop, all week long.

**Fore Inventors Only:** This series searches all over the country to find the next best thing in golf. From the genius to the goofy, a panel of judges and field testers narrow down the field of inventors and viewers determine the ultimate winner.

**My World:** See what it is like to live the life of a PGA TOUR star as cameras follow different players as they travel, practice for upcoming events and spend their downtime with family and friends.

\*PGA TOUR includes national promotion. Please visit our affiliate website, [www.comcastnetworks.com](http://www.comcastnetworks.com) for more detailed information.



# GOLF CHANNEL

## LEADING NATIONAL ADVERTISERS

Adams Golf	DirecTV	Joseph Aboud	Phillip Morris
Administaff	Dominican Republic Tourism	Kohler	Ping
Aldila	Dow	Lamkin Group	Precept/Bridgestone
American Express	ECCO	Lending Tree	PricewaterhouseCoopers
Ameritrade	E*Trade	Lexus	Puerto Rico Tourism
Anheuser-Busch	FedEx	Lunestra	Reed Exhibitions
AT&T	Florida Dept. of Citrus	Medtronics	Sheraton Maui/Kannapali
Australia Tourism	FootJoy	Mercedes	Sprint
Avodart	Ford	Merck	Srixon
Barclay's	GCSAA	Merrill Lynch	Stanford Financial
Boeing	General Mills	Mitsubishi Electronics	Staples
Bridgestone	Georgia Tourism	Mizuno USA	TaylorMade Adidas Golf
Buick	GlenLivet	Mutual of Omaha	The Villages
Bushnell	Golfsmith	Myrtle Beach Golf Holiday	Titleist
Cargill	Golf USA	Nickent	Travelocity
Cendant	Golf Warehouse	Nike	Trion Z
Chrysler	Greenbrier	Nissan Infiniti	True Temper
Cialis	Grey Goose	North Carolina Tourism	UBS
Circuit City	Hawaii C&V Bureau	Northwestern Mutual	Waste Management
Cobra	Hyatt	Oppenheimer Funds	Wendy's
Computer Associates	JM Manufacturing	PGA of America	Winn Grips
Dick's Sporting Goods	John Hancock	Philips Electronics	Zurich

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## WEBSITE INFORMATION

Consumer Website: [www.golfchannel.com](http://www.golfchannel.com)  
Affiliate Website: [www.comcastnetworks.com](http://www.comcastnetworks.com)