



**THE
HISTORY
CHANNEL[®]**

H i s t o r y . c o m

The History
Channel



THE HISTORY CHANNEL

The History Channel® transports viewers to the biggest events in history where they can experience the past, understand the present, and get a blueprint for the future with information that is thought-provoking and empowering.

NETWORK PROGRAM FORMAT

Local Avails:	2-one minute local avail breaks per hour
Times:	Avail break #1-Between :10 and :20 minutes past the hour Avail break #2-Between :40 and :50 minutes past the hour Exception: 5am-6am ET breaks at :29 and :59 past the hour.
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	95.3 million <small>Source: Nielsen Media Research, December 2007</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	January 1995
Ownership:	A joint venture of the Hearst Corporation, ABC, Inc. and NBC

BENEFITS TO ADVERTISERS

The History Channel:

- Is a top ten network among Men 25-54.¹
- #5 network for high income men.²
- #5 most concentrated male audience on television.
- Unduplicated Male Audience—14.5 million unique viewers not watching cable news, as well as, cable sports.³
- 3 Emmy Awards and 12 news and documentary Emmy Nominations.
- 200+ Million homes worldwide.

Sources: 1 Nielsen Media Research, Live Data. Prime M-Su 8p-11p, 2007 thru 9/30/07. Based on Nielsen Media Research data 1/1/07-6/24/07.
2 Nielsen Media Research (MarketBreaks), 2007TYD (1/1/07-9/30/07), Primetime Mon-Sun 8pm-11pm, Live+7 data. Excludes all other AETN net works and networks with less than 70 million subscribers.
3 Nielsen Media Research, NPower 3Q07 (6/25/07-9/30/07), Live+SD, Prime Mon-Sun 8pm-11pm, M18+ Projected Reach (000).



THE HISTORY CHANNEL

RESEARCH

VIEWER TARGETED

Men: 18-49, 25-54

Adults: 25-54

VIEWER PROFILE

With The History Channel you can reach Educated Upscale Viewers!

	<u>HHLD Index</u>
Men	68%
Women	32%
Median Age*	49.7
Median Income*	\$54K
\$50K+/College	31%
\$50K+/POM	15%
\$75K+/College	20%
\$75K+/POM	10%

Source: Nielsen Media Research 3Q'07 (6/25/07-9/30/07), Mon-Sun 8p-11p. A18+ Base. * Median age and Income based off Person 2+. MarketBreaks data on Live+7 data.

VIEWER LIFESTYLE

Indexed to U.S. Adults 18+

	<u>THC Viewer</u>		<u>THC Viewer</u>
Golf once a week	160	Own rowing machine	135
Made 8 domestic round trips	150	Own golf clubs	130
Own mutual funds in the amount of \$150,000+	149	Watched online video	130
Acquired home equity line of credit	149	Listened to online video	129
Worked for a political party	148	Acquired vacation/weekend home	126
Bought camping equipment	145	Own stationary bike	126
Participated in auto racing	144	Spent \$350-\$700 on a camcorder	125
Carry 4+ life insurance policies	137	Spent \$500 on tires	123
Been active member of group that influence public policy	135	Spent \$30,000 on a vehicle	118
Obtained sports/news information online	135	Automotive enthusiast	110

Source: MRI Spring 2007; Base: Adults 18+; All activities are within past 12 months unless otherwise noted.
*How to read: THC viewer are 60% more likely than the average U.S. adult to golf once a week

DAYPART VIEWING

<u>DAYPART</u>			<u>VPVH</u>			
			<u>A25-54</u>	<u>A18-49</u>	<u>M25-54</u>	<u>M18-49</u>
Prime	Mon-Sun	8p-11p	621	537	429	363
Daytime	Mon-Fri	8a-8p	537	498	400	368
Weekend	Sat-Sun	7a-8p	607	545	414	364

Source: Nielsen Media Research: 01/01/07-11/04/07; M-Su 8-11pm, M-F 8a-8p, S-Su 8a-8p.

PROGRAMMING

PROGRAMMING GENRES: Adventure, Action & Intrigue, Epic History, Innovation & Technology, Pop Culture, i-Witness History and Natural History

VIEWER TARGETED PROGRAMMING

Adults 25-54: *Cities of the Underworld, Marquees & Specials, Mega Disasters, Modern Marvels, The Universe*

Men 18-49: *Cities of the Underworld, Human Weapon, Ice Road Truckers, Marquees & Specials, Mega Disasters*

Men 25-54: *Cities of the Underworld, Ice Road Truckers, Lost Worlds, Marquees & Specials, Mega Disasters, Modern Marvels, The Universe*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

AXE MAN - The timber industry has been one of the backbones of the building of America. And it's a treacherous industry indeed. More men lose their lives in this line of work than any other occupation in America. The History Channel gets inside the great forests of the Pacific Northwest with the men who literally lay their lives on the line to bring out the giant logs that are transformed into every kind of useful object that we all rely upon, including the very houses we live in. A sense of impending danger is present always, as you watch these men work up close and face the ever-present dangers of the giant forest.

BATTLE 360 Degree - The mighty aircraft carrier The Enterprise was engaged in every major sea battle in the Pacific Theatre, during WWII. Every raging, fierce battle required 360 degree coordination between the carrier, its surrounding destroyers, the aircraft above, and the submarine below - and instinct and guts to try to determine the enemy's next move. This series follows the Enterprise and its men all through the war, showing the full 360 degree view of what we were doing, what the enemy was doing, and the results of all the strategies and decisions that both sides made.

CITIES OF THE UNDERWORLD - The buzz and commotion of our modern cities is nothing compared to the amazing secrets simmering just beneath our feet. The History Channel adventures hundreds of feet beneath the pavement of today's greatest cities to reveal those who came before us, in the layers of city upon city below.

HUMAN WEAPON - Brutal yet refined, the martial arts take its practitioners into an extreme, mythic world where their minds and bodies become the weapons. Our hosts - a martial artist and a former football player and wrestler - go on a quest to enter the realm of martial arts around the world, like China's Kung Fu and Thailand's vicious Muay Thai. In each place, our hosts get the lay of the land en route to a showdown with the Master there.

ICE ROAD TRUCKERS - Big rigs on thin ice—rugged individualists are the last frontiersmen driving down roads that date back tens-of-thousands of years to man's earliest migration. Live the life of these iconoclasts as they brave the dangers of cold, ice and darkness to haul vital supplies to diamond mines in the Northwest Territories. It's a microcosm of preserved history: the Western tradition of the gold rush. The fascinating story of gold, diamond, exploration, adventure, danger, and the evolution of one of the world's last great frontiers.

JURASSIC FIGHT CLUB - They were the ultimate fighters, these prehistoric beasts that walked the earth millions of years ago. With cunning and strategy, they hunted their prey - transforming the prehistoric world into a battlefield. Some of these dinosaurs were larger than seven-story buildings! Today we are uncovering their battlefields and gaining startling new insight into how quick thinking, maneuverability, and striking at the exact moment separated the weak from the strong. The CGI animations are stunningly real, and the archaeologists explain how this predatory world was far more calculated - and complex - than we originally thought.

LOST WORLDS - Ever wanted to go inside a secret Cold War-era Presidential bunker, or walk the streets of Al Capone's Chicago? How about running into Jekyll & Hyde in the underworld of Edinburgh, or seeing the construction of the Titanic? Lost Worlds returns for a second season as our graphic engineers re-create accurate and stunningly beautiful visions of these and other legendary civilizations. Each week, another "lost world" comes to life as historical detectives piece together clues from excavations, scientific studies, and documents.

MEGA DISASTERS - Humanity beware, the series that looks at some of the greatest natural disasters in history is back. New York City destroyed by a gigantic earthquake? Europe decimated by the return of the Black Death? Worst of all, a global pandemic caused by an infection from outer space? Unimaginable? Think again, for comparable events have happened before, and they may happen again. Using state-of-the-art animation to restage past true-life calamities such as searing supernovas, locust swarms and colossal volcanic eruptions, we ask the ultimate question of ourselves and our cities, "What if?"

MODERN MARVELS - This original series covers some of the world's most wondrous architectural and engineering structures, scientific discoveries and social wonders. These are the stories of the dreamers and visionaries who defied the commonplace with their extraordinary creations.

THE UNIVERSE - We're going back out into deep space, in this epic series that throws light on all the known universe and out to the edge of the unknown. What's going on out there, what is our place, and is there life outside of Earth? A mind-blowing hi def journey into the history of our Universe and where we may be headed.

TOUGHER IN ALASKA - Making a go of it in Alaska is hard. The severe weather, the vast distances and the rugged terrain make life tougher in every respect. This series looks at the historical development of Alaska and the people who live and work here now. What does it take to survive? Guts, self-reliance, ingenuity and technology.

UFO HUNTERS - All over the world, and throughout history, humans have been citing encounters with alien life forms. In this new series, The History Channel teams up with UFO Magazine to find out if there is any substance to these stories of alien encounters. We take our cameras and independent experts to investigate the most intriguing encounters, and present the evidence on film. What's bogus, and what stands up with chilling evidence? Alien Messages, UFO Police Files, Area 51, UFO Crashes, Top Secret Tapes just released under the Freedom of Information Act, Alien Technology - these are just some of the topics we follow in our journey to find out, are we the lone sentient life form in the Universe?



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LEADING NATIONAL ADVERTISERS

Acura	Eli Lilly	MasterCard
American Express	Ford Lincoln	Merck & Co.
Apple Computer	Geico	Microsoft
Best Buy	General Motors	Nissan
Cingular Wireless	GlaxoSmithKline	Pfizer
Circuit City	Hyundai	Procter & Gamble
Cisco Systems	JP Morgan Chase	Starwood Hotels
Citibank	Kraft Foods	Toyota
DaimlerChrysler	Lowe's	Visa
eHarmony.com		

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WEBSITE INFORMATION

Consumer Website: www.history.com
Affiliate Website: www.aetnjustclick.com
National Ad Sales Website: www.aetnadsales.com