





LOGO

Logo is MTV Networks' channel for the gay, lesbian, bisexual and transgender (LGBT) audience, providing a mix of original and acquired entertainment that is smart, inclusive and authentic. Appealing to a broad range of LGBT viewers and to anyone enjoying great entertainment, Logo features a vast library of major film titles, documentaries, news coverage and quality original shows and specials. As an accurate reflection of the lives of the gay audience, Logo is a place where viewers can see themselves, and be themselves.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	00:20 and 00:50 (clock may vary depending on program schedule)
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	30 million <small>Source: Reporting by distributors, December 2007</small>
Service Type:	Digital
Satellite Feed:	Dual
Launch Date:	June 2005
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

Logo engages an underserved audience of 16 million. The LGBT audience has greater discretionary income and has an estimated \$641 Billion in consumer buying power in 2006, growing to \$835 Billion in 2011. Gay & Lesbian consumers also demonstrate a powerful brand loyalty when spoken to directly: 72% of gay and lesbian consumers prefer to buy from companies that market directly to them and 87% of this audience will remain loyal to these companies.*

*Source: Based on gay sample of population, not Logo viewers. Quirk's Marketing Research Review, Witeck-Combs, 2006.



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RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49, 25-49, 25-54

Men: 25-54

Women: 25-54

VIEWER PROFILE

Currently not measured by Nielsen yet, Logo is programming for both men and women. There is an estimated 15-16 million gay Americans with an age breakout that parallels the larger U.S. population, although A25-49 are disproportionately more likely to self-identify as lesbian, gay or bisexual.

VIEWER LIFESTYLE

Activities Logo viewers are more likely to do.

	<u>Logo Viewer Index to A18+</u>
Took 3+ plan trips for vacation/past year	273
Watched online video/past month	269
Used Wi-Fi or wireless connection outside of home/past month	261
Paid bills online/past month	195
Made a purchase online for personal use/last month	188
Most recent TV purchase had any HDTV capability	178
Obtained financial information online/past month	175
Downloaded music/past month	166
Traveled to other countries for vacation/past year	158
Go to fitness club 2+ times/week	146
Made personal or business travel plans online/last month	140
Attended live music, dance or theater/past year	137
Acquired any banking service/last year	123

Source: MRI Spring 2007, weighted to Population (000); Base=A18+

DAYPART VIEWING

Daypart

6:00a-12n

12n-6:00p

6:00p-2:00a

2:00a-6:00a

Demographics

A25-49, A18-49, A18-34

A25-49, A18-49, A18-34

A25-49, A18-49, A18-34

A25-49, A18-49, A18-34



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PROGRAMMING

PROGRAMMING GENRES: Award Ceremonies, Comedy, Movies, Music, Reality, and Documentaries

VIEWER TARGETED PROGRAMMING

Adults 25-54: *Real Momentum, Logo Films, CBS News on Logo, Queer as Folk, The L Word, Bad Girls, The Big Gay Sketch Show, Exes & Ohs and Rick & Steve*

Adults 18-49: *NewNowNext, The Click List, Wisecrack, Round Trip Ticket*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

	(300+ Titles)	
<u>Awards/Specials</u>	<u>Movies/Mini Series</u>	<u>Reality/Unscripted</u>
<i>NewNowNext Awards</i>	<i>Angels in America</i>	<i>Real Momentum</i>
<i>2008: The Year in Queer</i>	<i>Boys Don't Cry</i>	<i>(documentaries)</i>
<i>American Pride Specials</i>	<i>In & Out</i>	<i>Coming Out Stories</i>
<i>Visible Vote: '08</i>	<i>Beautiful Thing</i>	<i>Curl Girls</i>
	<i>Kissing Jessica Stein</i>	<i>Be Real</i>
<u>Comedy</u>	<i>Heavenly Creatures</i>	<i>Gimme Sugar</i>
<i>Wisecrack</i>	<i>Moulin Rouge!</i>	
<i>The Big Gay Sketch Show</i>	<i>Gods & Monsters</i>	<u>Acquired Series</u>
<i>Rick & Steve</i>	<i>The Birdcage</i>	<i>Queer as Folk</i>
	<i>Ma Vie En Rose</i>	<i>Bad Girls</i>
<u>Drama</u>	<i>Party Monster</i>	<i>The L Word</i>
<i>Exes & Ohs</i>	<i>Latter days</i>	
	<i>Rocky Horror Picture Show</i>	
<u>Music</u>	<i>The Click List: Best in Short Film</i>	
<i>NewNowNext</i>	<i>Philadelphia</i>	
<i>The Click List</i>	<i>Boys on the Side</i>	
	<i>Unconditional Love</i>	
	<i>Affinity</i>	

Big Gay Sketch Show - Executively produced by Rosie O'Donnell, the show features a combination of traditional sketches, musical numbers, parodies and recurring characters.

Exes and Ohs - Jennifer Baker, an irreverent and quirky lesbian offers a new "rules" of lesbian life, while looking for Ms. Right.

Rick & Steve: The Happiest Gay Couple in All the World - Stop-motion comedy series looks at the lives of *Rick and Steve*, and their friends and family.

Logo Music Block - New music every week (*NewNowNext, The Click List*) speaking directly to the LGBT audience.

Real Momentum - Logo's documentary series showcases great stories and award-winning films, from original Logo productions to unforgettable classics.

