

oh!
oxygen



OXYGEN

Oxygen's a hit! We're delivering more of the outrageous entertainment that viewers love than ever before. Our bold, sassy, fearless programming like *The Janice Dickinson Modeling Agency*, *Monique's F.A.T. Chance* and *Tori & Dean: Inn Love* has made us home base for young, women everywhere—on-air, online and beyond. Watch out—it's only getting better.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour, :90 each half-hour
Times:	20 and 50 minutes after the hour (+/- 5 minutes)
Insertion Hours:	Mon-Fri - 6am - 3am ET/PT Sat-Sun - 8am - 3am ET/PT

NETWORK INFORMATION

Subscribers:	Projected to be 80 million households by 4Q'08
Service Type:	Basic, Digital, VOD
Satellite Feed:	Dual
Launch Date:	February 2000
Ownership:	NBC Universal Cable Networks

BENEFITS TO ADVERTISERS

- The Oxygen Audience:**
 - 65% of the Oxygen Female audience is aged 18-49
 - 52% are Working Women
 - The median age of the Oxygen Woman is 43

Source: Nielsen, 3Q'07 Total Day, Live; Base W18+
- Oxygen consistently ranks among the **Top 10** ad-supported cable networks when looking at Women 18-49 VPVHs for upscale breaks such as:
 - 4+ Years of College
 - Reside in A/B County
 - HHI \$75K+
 - HHI \$75K+ College
 - HHI \$75K+ Multi
 - Home Ownership

Source: Nielsen MarketBreaks, 3Q'07 Total Day
- Oxygen is watched by **12% more Women 18-49 vs. a year ago.**

Source: Nielsen MarketBreaks, Total Day, 3Q'07 vs. 3Q'06
- Oxygen offers exciting and unique marketing, sponsorship and promotional opportunities for advertisers including programming stunts and specials, product integration, interstitials and events.



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RESEARCH

VIEWER TARGETED

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

Men: 18-49, 25-54

Persons: 18-49, 25-54

VIEWER PROFILE

HH Income: \$75K+	28%	Any Children	53%
\$50K+ Child	27%	2+ Children	27%
\$50K+ College	37%	Children (6-11)	22%
\$75K+ College	20%	Children (<3)	12%
4+ Years of College	27%	PC Owner	81%
A/B Counties	71%	PC Owner (with Internet Access)	71%
Home Owner	60%	4+ TV Sets	34%

Source: Nielsen MarketBreaks, 3Q'07 Total Day; Base Women 18-49

VIEWER LIFESTYLE

Oxygen women rank within the top 10 ad-supported cable networks for the following categories:

<u>Auto</u>	<u>Rank</u>	<u>Clothing & Shoes/Amount Spent in Total</u>	<u>Rank</u>
Decision make: most recent purchase/lease: yourself	#7	Clothing expenditures: under \$100	#9
Decision make: any vehicle: yourself	#8	Athletic shoes: running/jogging shoes: \$50-\$74	#9
Intent to purchase: lease a vehicle very likely	#8	Athletic shoes: tennis shoes: \$50-\$74	#7
Intent to purchase: 2-door car very likely	#8	Shoes: canvas: \$50-\$99	#2
		Shoes: dress boots: \$100+	#4
		Fine jewelry: \$750-\$999	#4
		Fine jewelry: \$1,500+	#9
		Shopped Saks Fifth Avenue/last 3 months	#3
<u>Cellular</u>	<u>Rank</u>	<u>Movies</u>	<u>Rank</u>
Number in household: 1	#5	Movie attendance-# of times attended: once a wk or more	#7
Cellular/digital phone has features: PDA combination phone	#5	Bought 1 DVD/last 30 days	#9
Where purchased: electronic stores	#10	Rented 4 DVD's /last 30 days	#8
		Video tape or DVD purchase-type: horror	#10
		Video tape or DVD purchase-type: other	#10
<u>Financial</u>	<u>Rank</u>	<u>Technology/Attitudes: Agree Completely</u>	<u>Rank</u>
Credit cards-whether balance typically carried: sometimes	#9	MP3 player (portable)-brands: Apple iPod Shuffle: household owns	#8
Real estate-used agent to buy/sell: used to sell	#7	"Before buying electronics, I do as much research as possible."	#4
Finance attitudes: I find the ups and downs of the financial markets exciting-agree completely	#6	"I am among the first of my friends and colleagues to try new technology products."	#6
		Buying styles: "people often come to me for advice before making a purchase"	#10
<u>Travel/Intent to Purchase</u>	<u>Rank</u>		
Caribbean: travel: vacation aboard-somewhat likely	#10		
Europe: travel: vacation aboard-somewhat likely	#9		
Travel: Florida: somewhat likely	#5		

Source: MRI Doublebase 2007 Study, Base: W18+; Ranked amongst all ad-supported cable networks; excluding networks data that fall below MRI's reporting minimum.

DAYPART VIEWING

Period: 07/02/07-09/30/07		W18-34	W18-49	W25-54
		<u>VPVH</u>	<u>VPVH</u>	<u>VPVH</u>
Mon-Fri	8a-12p	270	535	462
Mon-Fri	12p-6a	261	488	411
Mon-Fri	6p-2a	283	502	425
Mon-Fri	2a-3a	267	476	388
Sat/Sun	8a-2p	205	484	494
Sat/Sun	2p-3a	232	473	448
Mon-Sun	8a-3a	255	491	438

Source: Nielsen, Live, 3Q'07 - Excludes Sex Programming



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PROGRAMMING

PROGRAMMING GENRES: Comedy, Entertainment, General Variety, Movies, Reality, Talk

VIEWER TARGETED PROGRAMMING

Oxygen is entirely targeted towards the young, upscale, hip woman!

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Original Series

Deion and Pilar: Prime Time Love - In this new reality show, retired NFL great Deion Sanders thinks he's the king of his castle, but wife Pilar is really in charge of this battle of the sexes.

The Bad Girls Club - Oxygen teams up with the producers of *The Real World* to take bad behavior to the next level with a cast of powerfully bold young women who you'll love to hate.

The Janice Dickinson Modeling Agency - Follow model-turned-mogul Janice Dickinson as she works to expand her Hollywood modeling agency with fresh faces from her new Latin division.

Tori & Dean: Inn Love - Get an inside look at Tori Spelling and her husband Dean McDermott as they leave Hollywood to open a B&B and cope with making beds, breakfasts, babies and beyond.

Snapped - Oxygen's twist on the true crime genre exclusively chronicles the shocking-but-true stories of women who kill. These stories turn common stereotypes about criminals upside down.

Captured - This engrossing series puts women at the center of solving real-life mysteries. Told with first-person interviews, *Captured*, grabs the viewer like only real-life mysteries can.

Documentaries

Who Cares About Girls? - An original documentary series dedicated to showing how the world treats young women and inspiring our audience to stand up for girls.

Original Movies

Husband for Hire - In this romantic comedy, Latina businesswoman Lola has twenty-four hours to find a husband in order to satisfy a clause in her mother's will to gain her share of the family fortune.

The Oxygen Movie - Hollywood hits on Oxygen for 2008 include *Catwoman*, *Must Love Dogs*, *Rumor Has It*, *Ocean's Twelve*, and more!

Talk Shows

The Tyra Banks Show - Created for a new generation of women, supermodel-actress Tyra Banks addresses the many issues facing young women today in this one-hour daily talk show.

Talk Sex With Sue Johanson - No question about love and sex is too delicate for straight-talking sex educator Sue Johanson on her weekly LIVE call-in show.



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LEADING NATIONAL ADVERTISERS

Alcoholic Beverages
Automobiles
Beauty, Cosmetics & Toiletries
Beverages

Clothing
Entertainment
Food Products
Internet

Personal Care
Pharmaceuticals
Retail
Wireless

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WEBSITE INFORMATION

Consumer Website: www.oxygen.com
Affiliate Website: www.oxygenaffiliates.com
Ad Sales Website: www.oxygen.com/adsales