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SOAPnet



SOAPNET

SOAPnet, one of the fastest growing cable networks, kicks off its eighth year in January 2008. As the appetite for soapy drama increases, SOAPnet is there to deliver it all -- current run primetime dramas, reality shows, movies, celebrity and real people sagas -- anything based on extreme drama, rich characters, and provocative behavior making us want to watch more. SOAPnet's passionate and loyal viewers can watch their favorite daytime dramas, including the top rated "The Young & the Restless" and dramas like "General Hospital: Night Shift," "Beverly Hills 90210," "The O.C.," "One Tree Hill" and entertaining original specials, and you have a 24/7 loyal and attentive viewing environment sure to generate exciting advertising opportunities!

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	Each half-hour program offers a 1:30 local break within the show Each one-hour program offers two local breaks within the show
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	67.1 million <small>Source: Nielsen, November 2007</small>
Service Type:	Basic, Digital
Satellite Feed:	Dual
Launch Date:	January 2000
Ownership:	Disney/ABC

BENEFITS TO ADVERTISERS

Soaps are a proven successful programming genre, and SOAPnet is the only network that gives soap fans a place to call home. SOAPnet is also the only network to offer same day rebroadcasts of the hottest daytime dramas and a great premium, fixed-position option for local advertisers.

- SOAPnet's median household income in sales prime is \$48,000, higher than Court TV, and also topping other networks like Lifetime (\$43,000), Lifetime Movie Network (\$38,000), and Hallmark (\$38,000).
Source: Nielsen NPOWER September 07, M-Sun 7pm-12am
- 3 minutes of local avails per hour and a passionate fan base of loyal viewers. Advertise on SOAPnet and turn loyal viewers into loyal customers for local retail clients
- A proven successful programming genre for over 55 years. The ideal way for advertisers to reach working women who are/were lapse soap viewers.
- Nationally, SOAPnet offers a myriad of promotional opportunities such as custom product integrations, sweepstakes and contests, and program segment sponsorships.



SOAPNET

RESEARCH

VIEWER TARGETED

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

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

VIEWER PROFILE

Growth in most dayparts from year-to-year

<u>M-Sun</u>	<u>W18-49</u>	<u>W25-54</u>
6a-9a	6%	19%
9a-3p	3%	8%
3p-7p	15%	9%
7p-12a	3%	7%
12a-2a	49%	43%
2a-6a	41%	32%
6a-6a	13%	16%

Source: Nielsen NTI 09/26/2006-09/30/2007, 09/26/2005-10/01/2006

SOAPnet ranks among the top five ad-supported cable networks among W18-49 (#5) and W18-49 (3%) and W25-54 (31) on a VPVH basis.

- Ranks #1 in VPVH among Moms and Working Women 25-54!
- SOAPnet's +30% year-to-year gain with A County Women18-49 (M-Sun 7p-12am) is greater than Lifetime, Hallmark, Lifetime Movie Network, WE, Oxygen and many others.

Source: Nielsen NTI 06/07, 05/06

As of November 2007, SOAPnet is available in 67.1 million homes, an increase of +22% compared to last year. SOAPnet has posted double digit growth in households for the last six years.

Source: Nielsen Universe Estimates

- SOAPnet's viewers are exceptionally loyal. The network ranks #1 in average minutes for 61 straight months among W18-49.

Source: Nielsen NPower September 2007

- In 06/07, SOAPnet's audience was: 76% Women 18+ 16% Men 18+ 8% Persons younger than 18
- 39% of SOAPnet's total audience was made up of W18-49 in 06/07. SOAPnet ranked third (behind Style and E!) for composition in the demo among ad-supported cable networks.

Source: Nielsen NTI as dates, M-Su 7p-12a, based on Persons 2+

VIEWER LIFESTYLE

	<u>Index</u>
Eat Frequently at family restaurants (14+ times per month)	169
Keep up with the latest advances in auto technology	137
Friends ask my advice when buying electronic equipment	137
Budget allows me to buy designer clothes	131
I am TV addict	128
Without cable I would not watch TV	122
I find TV advertising interesting	113
I spend a lot of money on toiletries/cosmetics	112

Source: Simmons Spring 2007 NCS, Base W18-49

DAYPART VIEWING

<u>Mon-Sun</u>	<u>F18-49</u>	<u>F18-34</u>	<u>F25-54</u>
6a-9a	47%	13%	51%
9a-3p	48%	17%	51%
3p-7p	51%	30%	46%
7p-12a	39%	12%	46%
12a-2a	42%	13%	46%
2a-6a	50%	12%	54%
6a-6a	44%	15%	48%

Source: Nielsen NTI 06/07



PROGRAMMING

PROGRAMMING GENRES: Drama (Daytime/Soaps), Reality, Biography

VIEWER TARGETED PROGRAMMING

Call your affiliate ad sales representative for information or log on to www.affiliate.disney.espn.com.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Contemporary Soaps

"All My Children," "One Life To Live," "General Hospital," "Days of our Lives" and "The Young & The Restless."

Now local and national cable advertisers can take advantage of same-day primetime rebroadcasts of the top five broadcast daytime dramas. Weekend marathons allow viewers to catch up on the previous week's episodes of their favorite shows, which in turn create packaging opportunities for advertisers.

ORIGINAL PROGRAMMING

"Soapography" is one of SOAPnet's original programming ventures, giving viewers inside access to today's hottest stars.

"1 Day With..." is hosted by "General Hospital's" own Wally Kurth (Ned Ashton), who spends a day in the life of today's most popular daytime celebrities.

"I Wanna Be A Soap Star" is a reality series where aspiring actors compete for a role on an a Daytime Drama. Season 4 winner Ashlee Holland was awarded a role on *Days of Our Lives*.

General Hospital: Night Shift is the first scripted drama with original episodes airing on SOAPnet.

CLASSIC SOAPS

The additions of "One Tree Hill" and "The OC" has provided a broader young women appeal to the line-up. "Melrose Place" and "Beverly Hills 90210" also allow viewers to catch these classic nighttime dramas during the day. "Dallas" continues to attract a loyal audience.

"Ryan's Hope" and "Port Charles" can also be viewed in encore presentations.

SPECIAL EVENT PROGRAMMING

SOAPnet creates highly popular programming stunts and packaging opportunities for advertisers throughout the year, including "SOAPnet's LIVE Daytime Emmy Preview Show," "A Very Soapy Christmas," "100 Reasons We Love Soaps," "Back to School with 90210" and the Super Bowl alternative special, "Serial Bowl."

"So Juicy," recurring specials showcase now widely popular stars that began their careers in Daytime. Opportunities abound with the potential to air episodes of today's hottest personalities in a timely manner.



SOAPNET

LEADING NATIONAL ADVERTISERS

SOAPnet attracts top national advertisers. List available upon request.

NETWORK CONTACTS

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WEBSITE INFORMATION

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Affiliate Website: www.affiliate.disney.espn.com
National Ad Sale Website: www.ABCStagePass.com