

**SPEED**®

SPEED



# SPEED

**SPEED** is the nation's first and foremost cable network dedicated to motor sports and the passion for everything automotive. Now available in more than 78 million homes in North America, **SPEED** is among the fastest growing sports cable networks in the country and an industry leader in interactive TV, video on-demand, mobile initiatives and broadband services. **SPEED** makes it's move to Hi-Def in February 2008 with "100 hours of NASCAR on **SPEED** HD" from Daytona **SPEED**WEEKS. **SPEED** has exclusive coverage of the 2008 NASCAR Sprint All-Star Race, NASCAR Craftsman Truck Series, Formula One, AMA pro racing series including Supercross, FIM motorcycle series including MotoGP and more! In addition, **SPEED** features compelling original programs in primetime specifically geared to M18-34 and M18-49, with shows like **PINKS** and **PINKS All Out**, **Drag Race High**, **NOPI Tunervision**, **Super Bikes!** and **Setup 2**. From racing to restoration, dirt bikes to drifting, whatever they're into, it's on **SPEED**.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	3 minutes per hour
<b>Times:</b>	Vary
<b>Insertion Hours:</b>	24 hours per day, 7 days a week

## NETWORK INFORMATION

<b>Subscribers:</b>	78 million <small>Source: Nielsen Media Research</small>
<b>Service Type:</b>	Basic, Digital, VOD
<b>Satellite Feed:</b>	Single
<b>Launch Date:</b>	February 2002
<b>Ownership:</b>	News Corporation

## BENEFITS TO ADVERTISERS

1. Attracts an upscale, predominately male audience with a median annual HH Income of \$63,103.  
Source: MRI Doublebase 2007
2. Provides a powerful platform to reach the consumers who spend over \$700 billion per year on automotive and automotive after-market.  
Source: National Automobile Dealers Association.
3. Helps meet the demand for vehicle-based entertainment and information, evidenced by the more than 245 vehicle magazine titles on American newsstands.
4. Provides the most extensive inventory of programming related to NASCAR, America's #1 spectator sport, giving local advertisers the opportunity to align with the powerful NASCAR brand.
5. **SPEED** has extensive LIVE coverage of the *NASCAR Sprint All-Star Race*, as well as extensive coverage of the *NASCAR Craftsman Truck Series*, *Formula One*, *ARCA*, *Star Mazda*, *Series*, *IHRA*, *ALMS*, *Grand American Road Racing* and more.
6. Delivers motorcycle enthusiasts with over 200 sanctioned motorcycle racing events, including the AMA pro racing series and FIM Motorcycle series. Plus, an all-new season of *Super Bikes!*, a weekly program dedicated to the emerging "stunt riding" lifestyle and culture.
7. Unique mix of original entertainment programming resonates across a wide range of audiences, from hardcore gear heads to those who can't even change their oil.
8. Unparalleled opportunity to own and integrate into our extensive racing programming across all platforms. An incredibly passionate and receptive viewer base provides a unique avenue for true sponsorship integration and immersion.



# SPEED

## RESEARCH

### VIEWER TARGETED

Persons: 18-49, 25-54

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

### VIEWER PROFILE

SPEED Has A High Concentration Of Young Male Viewers

A18+/HH Income: Median		\$61,401	<u>Occupation</u>			<u>%Comp</u>	<u>Index</u>	
M18+/HH Income: Median		\$63,103	Professional & Related			8.55	64	
Source: MRI Doublebase 2007			Management/Business/Financial			10.74	112	
			Sales & office			15.13	95	
			Nat'l Resources/Construction/Maintenance			16.01	227	
<u>Gender</u>	<u>%Comp</u>	<u>Index</u>	<u>Household Income</u>	<u>%Comp</u>	<u>Index</u>	<u>Census Region</u>	<u>%Comp</u>	<u>Index</u>
Men	80.31	167	HHI \$100k+	21.46	107	Northeast	15.77	83
Women	19.69	38	HHI \$75k+	38.09	115	South	39.76	110
			HHI \$60k+	51.23	115	North Central	25.18	112
			HHI \$50k+	61.41	116	West	19.29	87
<u>Age</u>	<u>%Comp</u>	<u>Index</u>	<u>County Size</u>	<u>%Comp</u>	<u>Index</u>	<u>Education</u>	<u>%Comp</u>	<u>Index</u>
M18-34	26.82	173	A	33.62	81	Attended College	30.27	111
M18-49	55.59	183	B	31.02	103	Graduated H.S.	41.10	129
M25-54	50.17	177	C	17.96	124			
A18-49	68.89	113	D	17.40	122			
A25-54	62.54	109						

Source: MRI Doublebase 2007, Adults 18+

### VIEWER LIFESTYLE

<u>Motorsports Interest Group/Last 12 Months:</u>	<u>%Comp</u>	<u>Index</u>	<u>Product Activity/Last 12 Months:</u>	<u>%Comp</u>	<u>Index</u>
Drive a Motorcycle	9.53	269	Bought Any DVD Player	13.46	108
Engage in Auto Racing	6.23	360	Bought 3+ DVD's	12.41	113
Attend Other Auto Racing Events			Rented 3+ DVD's	22.65	109
One or More Times/Month	6.68	320	Banked by PC/Internet	23.35	102
Attend Any Sports Events	44.66	137	Bought Any Video Game System	8.79	116
Participated in Any Sports	68.58	110	Rented 5 or More Video Games	1.58	133
			Bought Any Tools	26.74	129
			Bought Athletic Shoes	44.16	115
<u>Hands on DIY - Heavy Users/Past Year:</u>					
Air Filters (3 or More Times)	9.02	184			
Anti-Freeze/Coolant (3 or More Times)	10.49	152	<u>Median: Average Monthly Credit Card</u>		
Car Wash & Polish (4 or More Times)	8.18	186	<u>Expenditures \$338</u>		
Motor Oil (13 or More Times)	25.78	166	Have Any Credit/Debt Cards	73.13	102
Motor Oil Additives (4 or More Times)	3.30	148	Credit Cards Used for Business Purposes	12.85	110
Oil Filters (4 or More Times)	20.92	166	Credit Cards Used for Personal Purposes	64.61	101
Spark Plugs (7 or More Times)	8.65	221			
Tires (5 or More Times)	6.42	169			
Windshield Wipers (3 or More Times)	8.32	175			

Source: MRI Doublebase 2007, Adults 18+.

### DAYPART VIEWING

Please contact SPEED representative for information.



## PROGRAMMING

**PROGRAMMING GENRES:** Racing (NASCAR, Le Mans, Grand Prix, Formula One, Motorcycling), News/Information, Biography/History

### VIEWER TARGETED PROGRAMMING

Please contact SPEED directly for information.

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

#### NASCAR SERIES and RACES

**NASCAR SPRINT CUP SERIES:** LIVE practice, qualifying and race replays from the fastest growing sport in America.

**NASCAR CRAFTSMAN TRUCK SERIES:** Unleash the Beast! The toughest drivers in racing do battle on SPEED, risking the junkyard for a chance at victory. Non stop fender-to-fender truck action.

**2008 NASCAR SPRINT ALL-STAR RACE:** The best of the best return to SPEED this May for the 2008 NASCAR Sprint All-Star Race. 120 laps...21 drivers...no points...no championship...just pure bragging rights! The top names in NASCAR duke it out for \$1M dollars. SPEED has exclusive, LIVE coverage of the entire All-Star festivities from Charlotte, NC.

#### PREMIER PROGRAMMING

**NASCAR RACEDAY:** LIVE, loud and always opinionated, the always-entertaining crew from NASCAR RaceDay gets you ready for the big race every weekend. Up-to-the-minute analysis, driver interviews, predictions and much more. Always LIVE from the track, and always right before the green flag drops.

**NASCAR TRACKSIDE:** LIVE, spontaneous, and always unpredictable! Party with SPEED every Friday night. Special guests from the world of NASCAR drop in to discuss the upcoming race. LIVE from the track every weekend, in front of the loudest crowds imaginable.

**NASCAR VICTORY LANE:** Celebrate in the winner's circle with Kenny Wallace, John Roberts and Jimmy Spencer as they provide LIVE post-race analysis and interview the winning driver and crew chief.

**SUPER BIKES!:** WARNING: Do NOT try this at home! Buckle up for a third season of jaw-dropping stunts by professional rider Jason Britton. Get a unique, inside look at the life and culture of this daredevil movement from coast-to-coast. Twice the thrill on half the tread.

**BARRETT-JACKSON COLLECTOR CAR AUCTION:** SPEED returns to Scottsdale, Arizona in 2008 with an unprecedented 40 hours of LIVE heart-pounding excitement from the bidding floor. Exclusive coverage all week long.

**DRAG RACE HIGH:** Rival high schools compete against each other to see who can build the best race car.

**PINKS:** Real, raw and in your face. Host Rich Christensen travels the country pitting two contestants against each other in a best 4-out-of-7 drag race for pink slips.

**PINKS ALL OUT:** This hit spin-off series returns for another season of heads-up, mash-it-to-the floor drag racing. Hundreds of amateur drivers from around the country compete for \$18,000 in cash and prizes. Sandbaggers beware!

**SETUP 2:** 10 drivers...9 will finish last! Setup returns for another season on SPEED. Amateur drivers compete for \$100,000 and a chance at a sponsorship in the 2009 Grand-Am Series Rolex 24 on the Pontiac race teams. Dreams will be made, and shattered.

**LIVIN THE LOW LIFE:** Go deep into the world of low riders with unique storytelling and car builds found nowhere else.



# SPEED

## LEADING NATIONAL ADVERTISERS

Advance Auto Parts  
Anheuser-Busch  
Auto Zone  
Castrol  
General Motors  
Home Depot  
Honda Motorcycles  
Kawasaki

Penzoil  
Ruby Tuesday  
Sprint  
Suzuki  
Toyota Motor Corporation  
Valvoline  
Wrangler  
Yamaha

## NETWORK CONTACTS

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National Ad Sales Website: [www.speedtv.com/speed/advertising](http://www.speedtv.com/speed/advertising)