

tbs
 **very funny**TM



TBS

TBS is the home for laugh-out-loud, relatable comedy. Television's funniest original comedic series (*My Boys*, *Tyler Perry's House of Payne*, *The Bill Engvall Show*, *Frank TV* and *10 Items or Less*), the top sitcoms in ad supported cable (*The Office*, *Sex and the City*, *Everybody Loves Raymond*, *Friends* and *Seinfeld* along with *The King of Queens*, animated series *Family Guy* and coming in 2008 *My Name is Earl*) and Hollywood's biggest blockbusters (*Legally Blonde 2*, *Wedding Crashers* and *Talladega Nights*), are all together under one very funny roof. TBS turns movies into events through exclusive hosted movie showcases, such as *Movie & a Makeover*, *Dinner & a Movie*, *TBS Movie Extra* and *TBS Weekend Extra* which are among the most-watched theatrical presentations on cable. Sports coverage on TBS includes Major League Baseball Postseason.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour

Times: 2 floating 1-minute breaks per hour

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 96.2 million
Source: Nielsen Universe Estimates, September 2007

Service Type: Basic, VOD, Wireless

Satellite Feed: Dual

Launch Date: December 1976

Ownership: Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. TBS was home to cable's TOP 8 ad-supported programs during the summer of 2007, including three TBS originals, including *Tyler Perry's House of Payne*, *Bill Engvall* and *My Boys*.
Source: Turner Research from Nielsen Media Research data. *Summer 2007 (5/28/07-8/19/07). Based on Final Live+7 (5/28/07-8/19/07). Among A18-49. Sitcom ranking is based on program name averages for regularly scheduled telecasts for ad-supported cable. 4 Telecast minimum.
2. In 2007, *Tyler Perry's House of Payne* set a new record as ad-supported cable's top sitcom telecast of all time among A18-49, households and viewers.
Source: Turner Research from Nielsen Media Research data. *Summer 2007 (5/28/07-8/19/07). Based on Final Live+7 (5/28/07-8/19/07) and Live (prior to 12/26/05).
3. TBS reaches more A18-34 and A18-49 viewers than any other cable network.
Source: Turner Research from Nielsen Media Research. 06/07 Season (Sept '06 - August '07). Average Monthly Cume based on 6 minute qualifier. Prime reflects (Mon-Sat 8-11P/Sun 7-11P). Viewing is Live.
4. Live sporting events, such as MLB and MLB Postseason coverage on TBS, attract loyal viewers.

RESEARCH

VIEWER TARGETED

Adults, Men and Women: 18-34, 18-49, and 25-54

VIEWER PROFILE

Median Age:	37	Upscale Breaks:		Ethnic Breakdown	
Median HH Income:	\$52,000	Income \$75K+	32%	White:	80%
4+ Years College:	27%	Income \$100K+	19%	Black:	12%
Households with Children:	45%	Income \$75K+/POM	13%	Other:	8%
Owns Home:	72%	Income \$100K+/POM	78%	Hispanic Origin:	8%

Source: Nielsen Media Research, 9/18/06-9/23/07, M-Sa 8p-11p/Su 7p-11p (excluding sports). Median age reflects P2+, College Education, Ethnic breakdown and Upscale breaks are based on P18+. Presence of Children reflect percent distribution of Homes of total composite.

VIEWER LIFESTYLE

Watched TBS during past 7 days (Index: Par = 100)

<u>Automotive/Very Likely</u>	<u>Index</u>	<u>Consumer Electronics/Past 12 Months/Very Likely</u>	<u>Index</u>
Intent to purchase: SUV	118	Bought any MP3 player	122
Intent to purchase: 2 door car	113	Bought portable DVD player	122
Intent to purchase: van/mini-van	112	Spent over \$1,000 on audio equipment	121
Bought new domestic auto/last 12 months	110	Intent to purchase: Big screen TV (43"-65")	112
Bought new imported auto/last 12 months	106	Intent to purchase: desktop computer	109
<u>Financial Services/Past 12 Months</u>		Bought home theater/entertainment system	107
Acquired a personal line of credit	148	<u>Home Furnishing/Past 12 Months</u>	
Acquired an auto loan	127	Spent over \$2,500 on big ticket furniture	123
Have a 401K+ Plan	110	Bought family room furniture	117
<u>Movie Attendance</u>		Bought wall unit/wall system	116
Attend 1 or more movies a week	123	Bought a bed frame/headboard	111
Prefers to see new movies/opening weekend	122	Bought wall-to-wall carpet	108
<u>Shopping/Retail/Most Agree</u>		<u>Internet Usage</u>	
Tends to make impulse purchases	114	Visited TV Network's website	146
Influenced by what is hot	109	Obtained information: automotive purchases	126
Considers themselves to be "spenders" rather than "savers"	105	Bought DVD online	125
<u>Quick Service Restaurants</u>		Obtained information: real estate	120
13+ visited during last 30 days	118	Obtained information: financial information	118
		<u>Wireless</u>	
		Phone has PDA combinations	125
		Phone has web enabled technology	123
		3+ phones in household	119
		Phone has camera	117
		Phone has text messaging	115

Source: MRI Doublebase 2007, weighted to population (000) P18+

DAYPART VIEWING

<u>Daypart</u>	<u>W18+</u>	<u>M18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>	<u>W18-34</u>	<u>W18-49</u>	<u>W25-54</u>
Daytime	54.8%	45.2%	47.3%	74.2%	56.3%	27.7%	41.8%	29.3%
TBS Comedies	56.4%	43.6%	32.0%	63.5%	59.1%	18.2%	35.8%	32.4%
Prime Showcases	55.0%	45.0%	36.5%	68.8%	61.5%	20.7%	38.0%	32.9%
Weekend	58.4%	41.6%	34.3%	67.6%	62.4%	19.8%	38.9%	35.5%
Late	54.0%	46.0%	41.4%	72.5%	60.7%	21.4%	37.9%	31.7%

TBS Sources: Nielsen Media Research 9/18/06-9/23/07 (excludes sports & specials): Daytime reflects M-F 6A-3P; TBS comedies are sitcoms airing M-Su 6P-12A; Prime Showcases are *Movie Extra* and *Dinner & A Movie* that airs Thurs., Fri., & Sat., respectively; Weekend reflects Sa/Su 6A-7P; Late reflects M-Su 12A-3A.

PROGRAMMING

PROGRAMMING GENRES: Original Comedy Series, Acquired Comedy Series, Premiere Movies, Major League Baseball

VIEWER TARGETED PROGRAMMING

Women: *10 Items or Less, Frank TV, The Bill Engvall Show, The Office, My Boys, Tyler Perry's House of Payne, Sex and the City, The King of Queens, Family Guy, Seinfeld, Everybody Loves Raymond, Premiere Movies, Dinner & a Movie, Movie & a Makeover, TBS Movies Extra, TBS Extra Weekend*

Men: *10 Items or Less, Frank TV, The Bill Engvall Show, The Office, The King of Queens, Seinfeld, Family Guy, Everybody Loves Raymond, Premiere Movies, Major League Baseball*

Adults: *10 Items or Less, Frank TV, The Bill Engvall Show, My Boys, Tyler Perry's House of Payne, Sex and the City, The King of Queens, Everybody Loves Raymond, Friends, Seinfeld, Family Guy, Major League Baseball, Dinner & a Movie, Movie & a Makeover, TBS Movie Extra, TBS Extra Weekend*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Tyler Perry's House of Payne - Comedy series, *Tyler Perry's House of Payne*, is ad-supported cable's #1 sitcom telecast of all time among key adult demos, households and viewers*. This show is about the comical situations that ensue when a multi-generational family lives under one roof and reflects Perry's gift for delivering inspirational and uplifting-yet-funny stories with identifiable, relatable characters.

Source: Turner Research from Nielsen Media Research data. *Summer 2007-to-Date (5/28/07-8/19/07). Based on final Live+7 (5/28/07-8/5/07), preliminary Live+SD (8/6/07-8/19/07) and Live (prior to 12/26/05).

Bill Engvall - Blue Collar comedian Bill Engvall brings back his hilarious stand up comedy and unique take on family and parenting to *The Bill Engvall Show* on TBS in the summer of 2008. In this very funny sitcom, Bill stars as a family therapist...whose own family could use a little counseling! No one ever said fatherhood was easy, but it sure is funny!

Frank TV - Comedian, Frank Caliendo, notorious for his pitch-perfect take on John Madden, stars in a new late night sketch comedy that showcases impressions of celebrity favorites ranging from George Bush to the entire cast of *Seinfeld*.

My Boys - *My Boys* is back for another season of poker, baseball and the single life in Chicago. This March, don't miss all new episodes of this TBS original hit comedy.

10 Items or Less - TBS is heading to the checkout lane with *10 Items or Less*, a late night comedy series about an over zealous grocery store manager and his quirky employees.

The Funniest Place in Primetime - It's non-stop laughs on TBS in prime. With a stellar line-up of top-rated comedies on weeknights, including *The Office, Sex and the City, Friends, Seinfeld* along with *The King of Queens* and animated hit *Family Guy* and coming in 2008, *My Name is Earl*—TBS is the home for funny. With more than ten hours of comedy in primetime every week, it is no wonder TBS is *The Funniest Place in Primetime*.

Movie Premieres - TBS thinks big when it comes to premiere films by presenting high-profile movies with 3-play weekends and delivering ratings that rival broadcast. Some 2007 titles include: *Legally Blonde 2, The Longest Yard, Wedding Crashers, Fun with Dick and Jane, Failure to Launch, and Talladega Nights*.

TBS Breakroom - Viewers can rely on laugh-out-loud comedy weekday afternoons with a line-up including *King of Queens, Everybody Loves Raymond, Seinfeld, Home Improvement, Just Shoot Me, and Yes, Dear*.

Movie Showcases - TBS turns movies into events through exclusive movie showcases. From glamorous makeovers to delicious dinners, movie showcases on TBS - *Dinner & a Movie, Movie & a Makeover, TBS Movie Extra, and TBS Weekend Extra* - are some of the most-watched theatrical presentations on television.

Specials - TBS digs deep into its stellar line-up of hit television series and its extensive movie library to create themed specials, including *The Comedy Festival* special and *Funniest Commercials of the Year*.

Sports - In 2008, TBS will air 26 regular season MLB Sunday games. TBS will also continue to telecast all regular season tie-break games, MLB Postseason, including all Division Series games and the American League Championship Series.



TBS

LEADING NATIONAL ADVERTISERS

Please contact TBS directly for information.

NETWORK CONTACTS

Affiliate Marketing:

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WEBSITE INFORMATION

Consumer Website: www.tbs.com
Affiliate Website: www.turnerresources.com