





TV ONE

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TV One is the premier television destination for African American adults offering a broad range of lifestyle and entertainment-oriented programming that respects their values and reflects their intellectual and cultural diversity.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour

Times: :60 floating break between :10-:20
:60 floating break between :40-:50

Insertion Hours: 24 hours per day

NETWORK INFORMATION

Subscribers: 42 million+ households
Source: Nielsen Coverage Universe Estimates, December 2007

Service Type: Analog, DBS, Digital

Satellite Feed: Single (East Coast)

Launch Date: January 2004

Ownership: TV One's investors include Radio One [NASDAQ: ROIA and ROIAK; www.radio-one.com], the largest radio company that primarily targets African American and urban listeners; Comcast Corporation [NASDAQ: CMCSA and CMCSK; www.comcast.com], the leading cable television company in the country; The DirecTV Group; Constellation Ventures; Syndicated Communications; Pacesetter Capital Group; and Opportunity Capital Partners.

BENEFITS TO ADVERTISERS

With TV One, you are reaching out to adult African Americans hungry for programming that reflects their interests; and for products and services that meet their needs. African American adults ages 25-54 represent some of the highest revenue generating consumers for telecommunications and media services in the home.



RESEARCH

VIEWER TARGETED

Persons: 18-49, 25-54

Women: 25-54

VIEWER PROFILE

TV One's Gender Breakdown S-T-D (10/01/07-11/11/07) is 57% Women and 43% Men

Median Age:	44
Median Individual Income:	N/A
Median Household Income:	\$38,000
College Degree or Higher:	12%
HOH Occupation-Professional or Managerial	20%
Household with Children:	46%

Source: Nielsen Media Research 10/01/07 - 11/11/07

VIEWER LIFESTYLE

1. African Americans are projected to increase their buying power from \$799 billion in 2006 to \$1.1 trillion by 2011 - a 34% gain.
2. 36.4 million African Americans account for 37% of all minority dollars spent.
3. African American Expenditures by Key Categories

• Home Improvement/Housing	\$151.3 billion
• Food	\$ 58.4 billion
• Cars/Trucks/Related Services	\$ 28.3 billion
• Retail Apparel	\$ 24.2 billion
• Health Care	\$ 18.7 billion
• Telephone Services	\$ 14.0 billion
• Transportation, Travel, Lodging	\$ 4.6 billion
• Entertainment & Leisure	\$ 2.2 billion

Source: Selig Center Multicultural Economy 2006, The Buying Power of Black America 2006.

DAYPART VIEWING

Please contact TV One directly for information.



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PROGRAMMING

PROGRAMMING GENRES: Awards Ceremonies, Business/Financial, Drama (General), Fashion, Home/How-To, Movies, Biography/History, Comedy Entertainment, Family, Food/Cooking, Lifestyle, Music, **Ethnic:** African-American

VIEWER TARGETED PROGRAMMING

Women: 25-54: *Showtime at the Apollo, Martin, Eve, 227, Living it Up with Patti LaBelle, Divine Restoration, Turn Up the Heat with G. Garvin, TV One on One with Cathy Hughes, Throwback Theatre, Bill Bellamy's Who's Got Jokes, Black Men Revealed, Tom Joyner Sky Show*

Adults 25-54: *Showtime at the Apollo, Martin, Eve, 227, NY Undercover, Singletary Says, Turn Up the Heat with G. Garvin, TV One on One with Cathy Hughes, Tom Joyner Sky Show, Bill Bellamy's Who's Got Jokes, Black Men Revealed*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

ORIGINAL SERIES: NEW

Baisden After Dark - an all-new talk/variety show entitled "*Baisden After Dark*". This TV One original promises to give viewers topics not usually discussed on television as well as a new slant on familiar issues plus some celebrity guests and hilarious comedy all rolled into one dynamic show. In addition, each episode will feature a live performance by a renowned musical guest. Morris Day (of Morris Day and The Time fame) will lead the house band, and comedian George Willborn serves as Michael Baisden's sidekick and comic relief, just as he frequently does on Baisden's radio show.

ACQUIRED PROGRAMMING

Andiamo! - a new kind of travel series called *Andiamo!*, which means "let's go!" in Italian. Hosted and co-executive produced by Donna Perkins, this globe-trotting sister travels around the world to show us exciting adventures, luxurious hotels and resorts, fantastic cuisine and interesting cultures.

All of Us - Loosely based on the lives of executive producers Will Smith and Jada Pinkett Smith, *All of Us* is a heart-warming comedy about a devoted father's struggle to balance work, romance and his endearing son and ex-wife.

Cedric the Entertainer Presents - a sketch comedy variety show starring actor/comedian Cedric the Entertainer as a host of wacky characters in comical situations.

The Parent 'Hood - In this family-oriented sitcom, award-winning comedian, actor and filmmaker Robert Townsend stars as Robert Peterson, the high-spirited dad who is really just a big kid at heart.

Our World with Black Enterprise - a new groundbreaking television series hosted by Emmy Award-winning journalist Ed Gordon. The show is dedicated to empowering and enlightening the African-American community by covering our issues from our perspective.

The Black Enterprise Business Report - a syndicated television program focused on African-American financial and personal empowerment hosted by Shon Gables. The weekly half-hour series provides minority business coverage, investment tips, career guidance, personal finance advice, entrepreneur profiles, stock market updates and lifestyle information to viewers across the country.

The PJs - animated sitcom focusing on Thurgood Stubbs who lives with his wife Muriel in the housing project where he is the chief superintendent. The show, created by Eddie Murphy (who provides Stubbs' voice), follows the adventures of the Stubbs family and the others in the building, animated through a process called 'Foamation.'

ORIGINAL SPECIALS:

MLK: A Dream Deferred - an original special on the famed civil rights leader to premiere in 1st quarter.

Lessons From Little Rock: A National Report Card - a special dedicated to the 50th anniversary of the infamous school desegregation and fallout in Little Rock, Arkansas to premiere February 10th, 8pm.

Ebony Fashion Fair: 50 Years of Style - a special dedicated to the history of the annual Ebony Fashion Fair show and event to premiere February 17th, 8pm.



TV ONE

LEADING NATIONAL ADVERTISERS

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| Automotive | Movies/Home Video |
| Beverages | Restaurants |
| Clothing/Fashion | Retail Stores |
| Computer | Packaged Goods |
| Electronics | Pharmaceuticals |
| Entertainment | Telecommunications |
| Hair Care | Travel & Tourism |
| Healthcare | Wine & Spirits |
| Home Furnishings | Wireless Services |
| Financial/Insurance | |

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 Affiliate Website: www.tvoneaffiliates.com