

usaTM

network



USA NETWORK

USA Network

USA Network celebrates the characters on our screens, and in our audience. Every day, USA embraces what makes these characters unique. Behind every flaw lies a remarkable talent. Beyond every quirk, a great story's waiting to be told. Through original programs, quality series and box-office favorites, USA Network creates a connection with our audience on every platform - inviting them to take part, and show us their characters too. Always reflective, inclusive and relatable, USA is devoted to the characters that make us who we are.

USA Network is cable television's leading provider of original series, as well as feature movies, sports and entertainment events, off-net television shows, and blockbuster theatrical films. The #1 network in basic cable, USA Network is seen in nearly 96 million U.S. homes. Characters Welcome. Website www.usanetwork.com.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	Breaks occur inside the program
Insertion Hours:	24 hours per day/7 days per week

NETWORK INFORMATION

Subscribers:	96 million <small>Source: Nielsen Media Research, November 2007</small>
Service Type:	Basic
Satellite Feed:	Dual
Launch Date:	April 1977
Ownership:	NBC Universal Cable Networks

BENEFITS TO ADVERTISERS

- USA Network is the number one network with cable viewers for the 5th consecutive quarter, ending Q1/07 with the largest margin ahead of the competition in the history of cable. We're #1 on Monday Nights, Friday Nights, Sunday Nights, and now, on Thursday nights too, with *Burn Notice* and *The Starter Wife*, which delivers more of the coveted demographic A18- 49, A25-54 than any other basic cable network. But, we're no longer just the most successful basic cable network - we're closing the gap between broadcast and cable. We're featuring more original scripted series than ever before with two more joining the slate in 2008: *In Plain Sight* and *The Starter Wife*, based on our Emmy-nominated miniseries. With these two new additions, USA continues to reinforce our market leading position as the #1 destination for viewers as we build upon our successful foundation: "Characters Welcome." With this exciting and expanding lineup, there are more distinctive and innovative opportunities than ever before for our advertisers.
- USA Network's pledge to deliver quality, original programming has never been more apparent. 2007 saw USA's "*The Starter Wife*" miniseries earn an astounding 10 Emmy nominations as well as for the first time in television history, a hit broadcast original series move to cable with new original episodes of *Law & Order: Criminal Intent*. USA is home to the top three original series on cable with "*The Starter Wife*," "*Burn Notice*" and "*Law & Order: Criminal Intent*" delivering more A18-49 viewers to advertisers than any other cable network. And USA Network is all about staying true to our characters and that means continuing to invest in the hits that make us #1. Nothing proves that more than our flagship show, *Monk*, in its sixth year that continues to deliver solid ratings against the competition.
Source: Nielsen Media Research. Galaxy Explorer. Season-To-Date 9/25/06-8/26/07. M-Su 6P-11P. Qualifications available upon request.
- USA Strategic Marketing understands advertiser challenges and the need to connect with elusive, media-savvy consumers. We provide a deeper connection with our audience and innovative ways to extend brand messages far beyond advertising, reaching consumers everywhere they are. Our advertiser solutions are filtered through our "Characters Welcome" brand lens enabling us to organically integrate brands into the fabric of the channel. USA continues to deliver new character-based marketing opportunities for advertisers, giving us a license to bring their brand's character to life on-air, in-show, and online within the Characters Welcome franchise, one of the most recognizable brands on cable television. USA Network. Characters Welcome. And so are advertisers.



USA NETWORK

RESEARCH

VIEWER TARGETED

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

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

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

VIEWER PROFILE

Base: Adults 18+

USA Network Median Age: 46.3
 Median Household Income: \$48,000

% Audience Composition

HHI \$75K+:	29%
4+ Years College:	24%
Professional (White Collar) Occupation:	37%
Home Owner:	72%
PC Owner with Internet Access:	68%
Multi-Car Owner	25%

Source: Nielsen MarketBreaks. 9/26/05-9/24/06. Based on Live+Seven Viewing. M-Su 7p-12a. Income data: MRI Custom Cable 2006. Base=A18+.

VIEWER LIFESTYLE

<u>Financial</u>	<u>Index</u>	<u>Internet</u>	<u>Index</u>
Personal Loan within the past year	152	Visited TV network or show's website	134
Makes purchases with credit card: 2 times/month	125	Played games online	132
Credit card avg. monthly expenditure: \$450-\$700	116	Obtained sports news and information	129
Credit cards owned: 6	115	Obtained information for a car purchase	128
		Visited a chat room	128
		Looked for employment	127
		Used more than 5 times per day	112
<u>Leisure Activities</u>		<u>Electronics</u>	
Dancing/Go out dancing: 2+ times a week	155	Bought 5+ DVDs/past month	133
Playing video games: 2+ times a week	131	Spent \$150+ on video game systems	131
Attending movies: 2-3 times a month	124	Household has 4+ TV sets	118
Playing computer games: 2+ times a week	113	Household owns a MP3 player	112
Surfing the Internet: 2+ times a week	111		
Dining out: 2+ times a week	109		

Source: MRI Custom Cable 2006. Base=ALL. index to National Average.

DAYPART VIEWING

<u>Daypart</u>			<u>% Audience Composition (P18+)</u>		
			<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>
Total Day	Mon-Fri & Sat/Sun	8a-2a & 9a-2a	24%	52%	52%
Day	Mon-Fri	8a-3p	18%	45%	47%
Early Fringe	Mon-Fri	3p-7p	24%	52%	50%
Primetime	Mon-Sun	7p-12p	24%	52%	52%
Late Night	Mon-Sun	12a-2a	27%	56%	54%
Overnight	Mon-Sun	2a-6a	28%	58%	57%
Weekend	Sat/Sun	9a-7p	27%	58%	57%

Source: Nielsen Galaxy Explorer, 9/26/05-0/26/06. Based on live+same Viewing.



USA NETWORK

PROGRAMMING

PROGRAMMING GENRES: Award Ceremonies, Drama (General), Entertainment, Family, Movies, Sports: Golf, Tennis & Wrestling

VIEWER TARGETED PROGRAMMING

Persons 18-34, 18-49, 25-54: *Monk, Psych, The Dead Zone, The 4400, Burn Notice, The Starter Wife, Law & Order: Criminal Intent, In Plain Sight, Law & Order: SUV, House*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

USA Network is a general entertainment network focused on delivering compelling programming that captures viewers and provides a target rich environment for our advertisers. Building off the success of last summer's hits - *Burn Notice* and *The Starter Wife* - 2008 will see both series returning with new episodes as well as the premiere of *In Plain Sight*. USA continues to thrill millions of viewers each week with *WWE Monday Night RAW*. *RAW* is the only cable program that provides 52 weeks of original programming each year. By focusing on quality original programming, USA continues to deliver the hits with old favorites like *Monk* and *Psych*, and new favorites like *Burn Notice* and *The Starter Wife*.

USA Network Originals: *Psych, Monk, The Dead Zone, The 4400, Burn Notice, The Starter Wife, Law & Order: Criminal Intent, In Plain Sight*

USA Network Franchise Events: *WWE: Monday Night RAW, AFI Life Achievement Award, Westminster Kennel Club Dog Show, US Open tennis Championships*

Box-Office Theatricals: *The 40 Year-Old Virgin, Hostage, Pirates of the Caribbean: Dead Man's Chest, Inside Man, Bringing Down The House, Sweet Home Alabama, National Treasure*

Acquired Series: *Law & Order: Special Victims Unit and House*

Movie/Series Stunts: New Year's *Monk* Marathon, President's Day Stunt, Mother's Day Stunt, Father's Day Stunt, Memorial Day Stunt, 4th of July Stunt, Labor Day Marathon, Thanksgiving Day Movie Marathon, New Year's Eve *Law & Order: CI* Marathon, *Movie 3-Peats*.



USA NETWORK

LEADING NATIONAL ADVERTISERS

Alltel
Ford
Quiznos
Pfizer

Procter & Gamble
SC Johnson
Unilever

NETWORK CONTACTS

National Ad Sales

USA NETWORK
30 Rockefeller Plaza
11th Floor
New York, NY 10112
P:(212) 664-4444

Mark Miller
SVP, Cable Entertainment Sales
P:(212) 664-2208
mark.miller@nbcuni.com

Marc Krok
Director, Ad Sales NY
P:(212) 664-2344
marc.krok@nbcuni.com

Scott Collins
VP, Cable Entertainment Sales
P:(212) 664-3654
scott.collins@nbcuni.com

Alicia Muntzner
Director, Ad Sales NY
P:(212) 664-5271
alicia.muntzner@nbcuni.com

Affiliate Sales

NBC Universal Cable
1 CNBC Plaza
900 Sylvan Avenue
Englewood Cliffs, NJ 0763
P:(201) 735-3600

Brian Hunt
SVP, Marketing
P:(201) 735-3562
brian.hunt@nbcuni.com

Darlene Hensley
Director, National Accounts
& Corporate Ad Sales
P:(201) 735-3576
darlene.hensley@nbcuni.com

Regional Offices

Western Region

100 University City Plaza
Bldg. 9128-3
Universal City, CA 91608

Carla O'Neill
Director, Cable Entertainment
P:(818) 777-7094
F:(818) 866-3337
carla.o'neill@nbcuni.com

Central Region

NBC Tower
454 N. Columbus Drive
Chicago, IL 60611

Michael Claffey
Director, Cable Entertainment
P:(312) 970-2109
F:(312) 836-5795
michael.claffey@nbcuni.com

Detroit

3001 W. Big Beaver
Suite 608
Troy, MI 48084

Diane Johnston
Director, Cable Entertainment Sales
P:(248) 822-0281
P:(248) 643-8830
diane.johnston@nbcuni.com

NBC Universal Cable Affiliate Field Marketing & Ad Sales

Carla Carey
Dir., Affiliate Field Marketing & Ad Sales
P:(818) 840-3364
carla.carey@nbcuni.com
WA, OR, CA, HI, UT, CO, TX, AZ

Meredith Shea
Mgr., Affiliate Field Marketing & Ad Sales
P:(818) 840-3445
meredith.shea@nbcuni.com
MT, ID, WY

Tracey Bedell
Dir., Affiliate Field Marketing & Ad Sales
P:(201) 735-3579
tracey.bedell@nbcuni.com
OH, KY, IL, MO, WI, MI, IN, ND, MN, SD, NE,
IA, AR, TN

Kristin Daly
Mgr., Affiliate Field Marketing & Ad Sales
P:(201) 735-3612
kristin.daly@nbcuni.com
OH, KY, IL, MO, WI, MI, IN, ND, MN, SD,
NE, IA, AR, TN

Laureen Lane
Dir., Affiliate Field Marketing & Ad Sales
P:(201) 735-3581
laureen.lane@nbcuni.com
ME, VT, NH, MA, RI, CT, NJ, DE, NY,
PA, WV, VA, NC, SC, GA, FL, AL, MS,
PR & Caribbean

Gina Mulvey
Mgr., Affiliate Field Marketing & Ad Sales
P:(201) 735-3542
gina.mulvey@nbcuni.com
ME, VT, NH, MA, RI, CT, NJ, DE, MD, NY,
PA, WV, VA, NC, SC, GA, FL, AL, MS, PR &
Caribbean

WEBSITE INFORMATION

Consumer Website: www.usanetwork.com
Affiliate Website: www.nbcunetworks.com
National Ad Sales Website: www.nbcumarketplace.com