

**The
Weather
Channel**

®

weather.com

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Channel



THE WEATHER CHANNEL

The Weather Channel delivers unparalleled live coverage of weather 24 hours a day, 365 days a year. The Weather Channel is the premier source for local, regional, national and international weather. A team of expert forecasters clearly illustrates the where, when and whys of weather, interpreting its course and how it impacts the lives of the viewers.

NETWORK PROGRAM FORMAT

- Local Avails:** 2 - :60 breaks per hour
- Times:** At approximately 00:17 and 00:47*
*(During Evening Edition 9-11pm)
ET/PT, local avails fall at approximately 00:20 and 00:50, prior to "Storm Watch."
- The Crawl:** 280-character generated message during the local forecast.
- Times:** Approximately 138 times a day
- Insertion Hours:** 24 hours per day

NETWORK INFORMATION

- Subscribers:** 96.4 million
Source: Nielsen Media Research, November 2007 Estimate
- Service Type:** Basic, News Information
- Satellite Feed:** Single (East Coast Feed)
- Launch Date:** May 1982
- Ownership:** Landmarks Communications

BENEFITS TO ADVERTISERS

1. The Weather Channel is the least cluttered national TV outlet, running less than four commercial messages per break, as reported by the Media IQ Commercial Clutter Monitoring Report, 2003-2004 prime-time TV season.
2. The Weather Channel maintains its #1 status as the Most Valuable Network and is also ranked #1 among the informative networks according to the 2005 Beta Brand Identity Study/April 2005. The Weather Channel offers two ways to generate revenue. The Local Forecast Crawl and two :60 breaks per hour of local sales inventory per hour. The Crawl airs during the heavily watched Local Forecast, with the avail breaks placed adjacently, providing double exposure and prime positioning for advertisers. During *Evening Edition*, (9-11pm ET/PT) local avails fall adjacent to the heavily viewed *Storm Watch* segment.
3. Among 71 cable networks, The Weather Channel ranks #2, reaching 29.8 million affluent households (A18+ with HHI \$75K+) as cited in the 2007 MRI Doublebase Study.
4. Viewers are 56% more likely to remember a specific message on The Weather Channel, as compared to average recall of commercials on other news networks, as cited in the ASI Ad Recall Study, fielded March 8 - April 8, 2004.

RESEARCH

VIEWER TARGETED

Persons: 25-49, 25-54

Men: 25-54

Women: 25-54

VIEWER PROFILE

| | U.S. <u>Adults</u> | TWC <u>Adults</u> | TWC <u>Men</u> | TWC <u>Women</u> |
|-----------------------------|-----------------------|----------------------|-------------------|---------------------|
| Totals (000) | 215,873 | 80,430 | 39,813 | 40,617 |
| Median Age | 44 | 48 | 47 | 49 |
| Median Individual Income | \$33,830 | \$37,922 | \$45,309 | \$29,812 |
| Median Household Income | \$52,310 | \$57,586 | \$62,059 | \$53,147 |
| Median Value of Home Owned | \$185,114 | \$180,499 | \$185,620 | \$175,595 |
| Bachelor's Degree | 36,162 | 13,382 | 7,066 | 6,316 |
| Bachelor's Degree % | 16.75% | 17.74% | 18.9% | 16.6% |
| Bachelor's Degree Plus | 51,428 | 20,129 | 10,569 | 9,560 |
| Bachelor's Degree Plus % | 23.82% | 25.03% | 26.55% | 23.54% |
| High School Graduate Plus | 178,761 | 65,424 | 34,070 | 35,354 |
| High School Graduate Plus % | 82.81% | 86.32% | 85.58% | 87.04% |

Source: MRI Doublebase 2006

VIEWER LIFESTYLE

TWC Adult Viewers (Purchased in the last 12 months)

| | <u>Index</u> | | <u>Index</u> |
|---------------------------------|--------------|---|--------------|
| Home Improvement Loans | 133 | Interior Painting | 114 |
| Home Equity Line of Credit | 126 | Insulation for Ceiling, Floor, and/or Walls | 111 |
| Wall-to-Wall Carpet | 125 | Interior Light Fixtures | 111 |
| Down Spouts/Gutters | 123 | Yard Fence | 111 |
| Auto Loan for New Car | 122 | Personal Line of Credit | 110 |
| Golf Clubs | 121 | Bathroom or Kitchen Faucets | 110 |
| Recliners | 120 | Mattress | 110 |
| Wallpaper/Covering | 119 | Box Spring | 109 |
| Vertical Blinds-Custom Made | 119 | Stationary Bicycle | 108 |
| Weight Lifting Equipment | 118 | Treadmill | 108 |
| Exterior Light Fixtures | 117 | 2nd Mortgage (Equity Loan) | 107 |
| Exterior Painting | 117 | Mortgage Refinances/Consolidation Loan | 107 |
| Personal Loan not for Education | 116 | Home Mortgage (1st) | 106 |
| Piano | 116 | Overdraft Protection | 106 |

Source: MRI Doublebase 2006.

DAYPART VIEWING

| <u>Daypart</u> | | | <u>P18-49</u> | <u>P25-49</u> | <u>P25-54</u> |
|----------------|---------|--------|---------------|---------------|---------------|
| Total Day | Mon-Sun | 6a-6a | 36.9% | 35.7% | 44.5% |
| Morning | Mon-Fri | 5a-10a | 41.0% | 37.9% | 48.7% |
| Daytime | Mon-Fri | 10a-4p | 30.8% | 27.9% | 39.8% |
| Fringe | Mon-Fri | 4p-6p | 34.9% | 31.5% | 42.3% |
| Morning | Sat-Sun | 5a-11a | 36.3% | 34.2% | 44.4% |
| Daytime | Sat-Sun | 11a-4p | 33.0% | 30.1% | 40.0% |
| Prime | Mon-Sun | 8p-11p | 36.2% | 33.2% | 43.5% |
| Late | Mon-Sun | 11p-2a | 41.5% | 36.6% | 47.5% |

Source: Nielsen/MultiTrak 01/01/07 -09/30/07

PROGRAMMING

PROGRAMMING GENRES: Weather, News/Information, Science/Technology, Home/How-To, Family

VIEWER TARGETED PROGRAMMING

The Weather Channel programming targets Adults 25-54 across all dayparts. The Local Forecasts appeal to both the “weather engaged” viewer, interested in the hows and whys of all weather phenomenon and the “weather planner,” needing fast, local weather conditions. This, provides an ideal environment for advertisers targeting a diverse group of interesting, intelligent people who value The Weather Channel as a reliable source that satisfies their natural curiosity and need for weather information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

With distinctive new daypart programming strategy tailored to the needs of our audience, The Weather Channel allows local advertisers to connect with relevant, specific audiences during preferred viewing times.

- **When Weather Changed History:** Students of history and clever conversationalists alike will be fascinated by this original survey of moments in which weather events have inspired heroism, changed the outcome of wars, affected major sporting events, and ultimately steered the course of history. Stories come from the arenas of politics, exploration, military, sports, entertainment, and religion. With historical footage to illustrate, each dramatic narrative begins by setting the stage for the event to come and finishes by showing its immediate aftermath and long-term legacy.
- **Forecast Earth:** A weekly series that brings the most important issues of the climate change down to earth in an hour-long, magazine format. Saturday. 5pm (ET)
- **Abrams & Bettles: Beyond the Forecast:** *Abrams & Bettles: Beyond the Forecast* is a completely different kind of program that provides an in-depth look at the day’s top weather stories. Watch Stephanie Abrams and Mike Bettles as they feature unexpected twists in weather news, “out of the ordinary” weather and interactive content to keep you in touch with your world.
- **Epic Conditions:** A blend of sport and weather science wherein athletes capitalize on weather technology to hit the best conditions at the perfect times. This series is extreme entertainment and a powerful connection to active viewers who know there is much to be learned from watching the masters at the peak of their performance.
- **Weather Ventures:** All the right places at all the right times! Hosted by Jeff Mielcarz (Road Crew), this new energetic, informative, weather influenced program will feature peak season destination adventures. Weather Ventures will be a combination of host participation and narration, with each episode based on a single destination. Jeff will visit places like Catalina Island, The Everglades, Mackinaw Island and others.
- **Your Weather Today:** A morning show, Monday-Friday from 7:00am-9:00am (ET) focused on helping busy people PLAN their day. Hosted by Heather Tesch and Marshall Seese, with Nicole Mitchell, on the Travel Desk and storm expert Dr. Jon Nese.
- **First Outlook:** Monday-Friday 4am-7am (ET) that helps business professionals manage their week. Two fast-paced hours, including *The Bloomberg Money Barometer*, *The Business Traveler’s Forecast*, *Local Forecasts* and *5-Day Business Planner*. Hosted by Kim Perez, Nick Walker, and Jen Carfagno.
- **Evening Edition:** For the viewer seeking tomorrow’s weather information tonight. This program helps consumer’s better plan for whatever the next day might bring; promising tomorrow’s forecast within the first 10 minutes. The program also takes a more in-depth look at the day’s weather news including the top weather story of the day, environment segments, international weather news and “Ask the Expert” segment. Hosted by meteorologists Alexandra Steele, Paul Goodloe and Jim Cantore, *Evening Edition* airs every night.
- **Dayplanner:** It’s mid-morning. Mid-day. A weather touchstone for Middle America and West Coast viewers.

Theme Weeks

- **Storm Week:** Seven nights of the most compelling weather you will ever see!
- **Tornado Week:** This riveting event combines the real-life dramas of *Storm Stories* with the fascinating lure of awesome tornadoes.
- **Hurricane Week:** *Hurricane Week* gives viewers the chance to experience some of the most impactful and incredible hurricanes of our time, as seen through the eyes of the heroes and survivors that lived through them. This special week of episodes reveals the awesome force of these weather events and highlights ordinary people caught in extraordinary circumstances.



THE WEATHER CHANNEL

LEADING NATIONAL ADVERTISERS

America Online
Clorox
Ford Motor Co.
Geico
General Mills

General Motors
Home Depot
Honda Car
Hyundai
Kraft

Lowe's
Merck
Pepsico
Procter & Gamble
Transitions Optical

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