

diy[®]
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diynetwork.com

DIY
Network





DIY NETWORK

DIY Network is your television and online resource for the best know-how and how-to information when it comes to any type of do-it-yourself projects in and around the home. Over 90 percent of DIY's programming is original and covers a broad range of categories including home remodeling; home improvement; automotive; crafts; gardening and landscaping; and woodworking. Informational and entertaining, DIY's programs and experts answer your most sought-after questions, plus offer creative solutions and project ideas that will inspire you to do something out of the ordinary - yourself. DIY's website, DIYnetwork.com, features step-by-step instructions for all that you see on-air, totaling more than 20,000 projects, 55,000 resources and over 400 DIY Basics. These companion resources instruct millions of people everyday, which is why DIY is one of the fastest growing digital networks - now in more than 47.5 million homes - and DIYnetwork.com averages 2.6 million unique visitors per month.

NETWORK PROGRAM FORMAT

Local Avails: One minute per half-hour
Times: In break 2 of each half-hour
Insertion Hours: 7am - 3am ET

NETWORK INFORMATION

Subscribers: 47.5 million
Source: Nielsen Media Research, October 2007
Service Type: Basic, Digital, VOD
Satellite Feed: Single
Launch Date: December 1999
Ownership: The E.W. Scripps Company

BENEFITS TO ADVERTISERS

- DIY Network provides the advertiser with the opportunity to reach one of the most engaged audiences in television. More important, viewers are more attentive to advertising than the viewers of any other network. That's because commercials aren't a disruption for DIY's passionate viewers who are ready to buy the products required for a project. Instead, commercials provide the information our audience wants and needs to satisfy their never-ending desire to express themselves.
- DIY Network delivered #1 A25-54 and A25-54 w/HHI \$75K+ rankings among 76 broadcast and cable networks in the following key ad receptivity and engagement attributes:
 - "The advertisements on this network help me make purchase decisions"
 - "I get valuable information from the advertising on this network"
 - "I often pay attention to the advertisements on this network"
 - "The products and services advertised on this network are high quality"
 - "It is a way to learn about new products"
 - "Watching this inspires me to buy things"
 - "This gets me to try new things"

Source: Simmons Multi-Media Engagement Study: W3 9 Months (4Q06-2Q07). Past 7 Day Viewing; Top 2 Box Data. Base: Adults 25-54/ Adults 25-54 HHI \$75K+; Ranked among 76 National, Ad-Supported, English Language, Non-Kids networks. Indexed to 76 broadcast and cable network average.

- DIYNETWORK.COM consistently attracts more than 2.5 million unique visitors a month to the site and also sees phenomenal growth year-to-year. In 3Q'07 DIYnetwork.com had over 2.6 million unique visitors (a 13% increase over 3Q'06), with 30.6 million page viewers (an increase of 66% vs. 3Q06).

Source: Nielsen/NetRatings, July-September 2007 vs. July-September 2006, Home and Work Panels Combined.



DIY NETWORK

RESEARCH

VIEWER TARGETED

Adults: 25-54

Men: 25-54

VIEWER PROFILE

	<u>A25-54</u>		<u>M25-54</u>			<u>A25-54</u>		<u>M25-54</u>	
	<u>% Comp</u>	<u>Index</u>	<u>% Comp</u>	<u>Index</u>		<u>% Comp</u>	<u>Index</u>	<u>%Comp</u>	<u>Index</u>
<u>Income/Education</u>					<u>Home/Auto Ownership</u>				
4+ Years College	39%	127	36%	119	Home Owner	91%	126	91%	126
HHI \$75K+	43%	109	45%	111	Own 2+ Trucks	43%	154	36%	125
HHI \$75K+/College	35%	114	36%	118					
HHI \$75K+/Multi	22%	105	27%	131	<u>PC/DVR Ownership</u>				
					PC Owner	96%	115	100%	122
					PC Ownr with Internet	91%	124	91%	126

Source: Nielsen Media Research via MarketBreaks, 06-07 Season (9/25/06-9/30/07). Base: A25-54, M25-54. No minimums applied.

VIEWER LIFESTYLE

Indexed to Total U.S.

	<u>DIY</u> <u>A25-54 Viewers</u>			<u>DIY</u> <u>A25-54 Viewers</u>	
	<u>Index</u>	<u>Rank</u>		<u>Index</u>	<u>Rank</u>
<u>Home Ownership/value</u>			<u>Financial</u>		
Own Home	122	#1	Have second mortgage (equity loan)	144	#4
Value of Owned Home	118	#11	Have home equity line of credit	138	#2
<u>Home Improvement</u>			Value of securities: \$50,000-\$149,999	129	#7
Personally gardened 60+ days	186	#1	Use financial planner/money management counsel	117	#7
3+ Homes improvement jobs personally done	154	#1	<u>Travel</u>		
Spent \$500+ on home improvements	145	#2	Domestic travel: 5-6 nights away/last trip	133	#3
Engaged in lawn care	135	#1	Domestic travel: round trips 5+	127	#5
<u>Home Remodeling</u>			Spent \$1,000-\$1,499 on domestic trip	122	#6
Did any kitchen remodel/last 12 months	157	#1	<u>Technology/Internet</u>		
2+ home remodeling jobs personally done	153	#1	Connects to internet via DSL connection	134	#2
Did any bathroom remodel/last 12 months	147	#1	Obtained financial information on internet	134	#6
Spent \$5,000+ on home remodel	135	#4	Made a personal purchase on internet	133	#5
<u>Automotive</u>			Spent \$2,000+ on home computer	127	#5
Decision maker spent \$30K+ on new vehicle bought or leased	131	#7	<u>Home Entertainment</u>		
Own/lease compact or full size pickup	131	#5	Most recent TV set purchase had HDTV	136	#5
Own/lease 4+ automobiles/vehicles	123	#6	Most recent TV set purchase cost \$1,000+	134	#6
Own/lease compact or full size sport utility vehicle	122	#3	Owens home theater/entertainment system	126	#8
Own/lease luxury car	121	#10	Owens recordable DVD player	125	#4

Source: MRI Doublebase 2007. Ranking among 69 basic cable networks.
Base: Adults 25-54.

DAYPART VIEWING

Base: Adults 18+

			<u>Adults</u> <u>25-54</u>	<u>Men</u> <u>25-54</u>
Total Day	Mon-Sun	7a-3a		
Comp %			55%	26%
Prime	Mon-Sun	8p-11p		
Comp %			58%	33%
Weekend	Sa-Su	6a-8p		
Comp%			56%	31%

Source: Nielsen via StarTrak, 06-07 Season (9/25/06-9/30/07). Audience Composition Base: Adults 18+



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PROGRAMMING

PROGRAMMING GENRES: Home/How-To

Do-it-yourself/How-to project based information: home improvement, home remodeling, landscaping, woodworking, automotive and crafts.

VIEWER TARGETED PROGRAMMING

Adults: *10 Things You Must Know, Bathroom Remodeling, DIY to the Rescue, DIY Tools & Techniques, Ed the Plumber, Finders Fixers, Kitchen Renovations, Trade School, Grounds for Improvement, Assembly Required, Best Built Home, Habitat Homes: Building for the Future, Rock Solid, Freeform Furniture, Fresh Coat*

Male: *Classic Car Restoration, Classic Rides, Wood Works, New Yankee Workshop*

Female: *B Original, Craft Lab, Creative Juice, Jewelry Making, Knitty Gritty, Scrapbooking, Common Threads, Home Made Easy, Material Girls, Ready as He/She Grows, Stylelicious*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

New Shows: *Today Show Tips, Hammered, Under Construction, Indoors Out, Man Caves, Yard Crashers, Carter Can, Celebrity Rides: Kevin Dillon, The Big Move, D-I-Why, DIY Extreme, Renovation Diaries.*

Desperate Landscapes - Watch as Jason Cameron and his team of experts visit homeowners nominated as having the worst front yards on their block, then help them to make incredibly dramatic changes in just one day.

Rock Solid - With irreverent humor, practical jokes, and luckily for us, lots of masonry expertise, Derek Stearns and Dean Marsico show you how to build sturdy stone top tables, sensational outdoor showers, fabulous fire pits, and rare rock gardens.

Wasted Spaces - *Wasted Spaces* shows you how to solve your space-management problems by making the most of your unused space.

Sweat Equity - *Sweat Equity* shows you how to determine which home improvement projects will return the most bang for their buck in your area.

Blog Cabin - Watch as viewers help DIY Network build a cabin one blog at a time, then enter daily for a chance to win it!

DIY to the Rescue - DIY Network experts Amy Devers and Karl Champley arrive to teach homeowners some tricks of the trade and the home improvement skills they need to finish their problem projects!

Grounds for Improvement - Each episode begins with a homeowner's personal "yard story" and ends with the plan and hard labor from the homeowner's friends and family as problems are weeded out to reveal landscaping they longed for.

Bathroom Renovations - Whether it's a simple update or a luxurious "dream spa," *Bathroom Renovations* will inspire you to tackle your bathroom makeover and do it with style.

Kitchen Renovations - From a simple redo to a complete remodel, *Kitchen Renovations* takes the mystery out of design and layout, flooring, cabinets, counter tops, faucets, sinks, appliances and more.

This Old House - Everything old is new again with the show that started a genre of television programming known as "how-to"--almost three decades ago, explaining home improvement in lay terms.

New Yankee Workshop - A patient teacher and master carpenter legendary for his woodworking skills, Norm Abram shows us step-by-step how to build standout furniture and create amazing woodworking projects.

Fresh Coat - Brush up with *Fresh Coat*, a "just paint" makeover show that illustrates what a can of paint and a little imagination can do to completely change the look and feel of a room

Knitty Gritty - *Knitty Gritty* presents fresh, fierce and fabulous ideas for creative knitters of all skill levels. This fresh take on an old tradition is new again as host Vickie Howell shows the coolest and hippest projects for modern knitters.

B. Original - *B. Original* celebrates creativity and originality by putting new imaginative twists on doing it yourself.

Creative Juice - *Creative Juice* is a hip show that takes a fresh look at old crafty ideas. Lively and humorous, hosts Cathie Filian and Steve Piacenza are a lil' bit country, lil' bit rock & roll and all original.

Stylelicious - This half-hour series is a tasty concoction of fashion, accessories and fun as a round-robin group of fashionistas show viewers three unique takes on the same project.



DIY NETWORK

LEADING NATIONAL ADVERTISERS

By Category

- | | |
|------------|-------------------------|
| Appliances | Home Building |
| Autos | Home Improvement Center |
| Automotive | Aftermarket Insurance |
| Banking | Packaged Goods |
| Craft | Paint |
| Financial | Retails |
| | Tools |

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WEBSITE INFORMATION

- Consumer Website: www.diynetwork.com
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 National Ad Sales Website: www.diyadsales.com