
Why Ad-Supported Cable?

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- Follow the migration to where the viewers are
- World class brands & original content
- Targets passionate viewers with high ad receptivity
- Powerful tool which can be used as a broad reach or a highly refined targeted medium

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***Video is Being Consumed Across all
Devices at a Record Pace...***

Consumers Are Spending More And More Time Watching Video Across A Multitude Of Platforms

Monthly Time Spent (Hrs:Min) Of Users 2+



**Watching Television
in the home**



**Watching Video on
a Computer**



**Watching Video on
a Mobile Phone**

Time Spent

153:19

4:34

4:20

% Diff Yr to Yr

-0.5%

+4.2%

+0%

**More & More Time Is Spent With Internet Video But
Time Spent Only Makes Up A Fraction of Total Video Time**

An Average American Watches Five Hours Of Video A Day - Of Which 99% Is With The Television

Weekly Time Spent in Hrs:Min

% of Total Video Time



**Watching Television
in the home**

33:43

99%



**Watching Video on
a Computer**

0:30

1%



**Watching Video on
a Mobile Phone**

0:08

0%

Television Dominates Total Video Time Across The Board

Weekly Time Spent in Hours: Minutes

	<u>K2-11</u>	<u>T12-17</u>	<u>A18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>	<u>P2+</u>
 Watching Traditional Television	24:09	22:14	25:34	29:55	34:16	42:16	47:13	33:43
 Watching Video on Internet	0:08	0:23	0:51	0:54	0:40	0:25	0:12	0:30
 Mobile Subscribers Watching Video on a Mobile Phone	n/a	0:14	0:14	0:15	0:07	0:02	<0:01	0:08

Among The Younger Consumers, Television is Still the Primary Video Option

Weekly Time Spent in Hours: Minutes



Watching *Traditional Television**

K2-11

T12-17

A18-24

24:09

22:14

25:34

Watching *Time-shifted Television***

1:57

1:31

1:40



Using the *Internet*

0:32

1:25

3:53

Watching *Video on Internet*

0:08

0:23

0:51



Mobile Subscribers Watching Video on a Mobile Phone

n/a

0:14

0:14

And Commands Majority Of Video Time With The Younger Consumers

Share of Total Weekly Video Time Spent



CH2-11

T12-17

A18-24

99%

98%

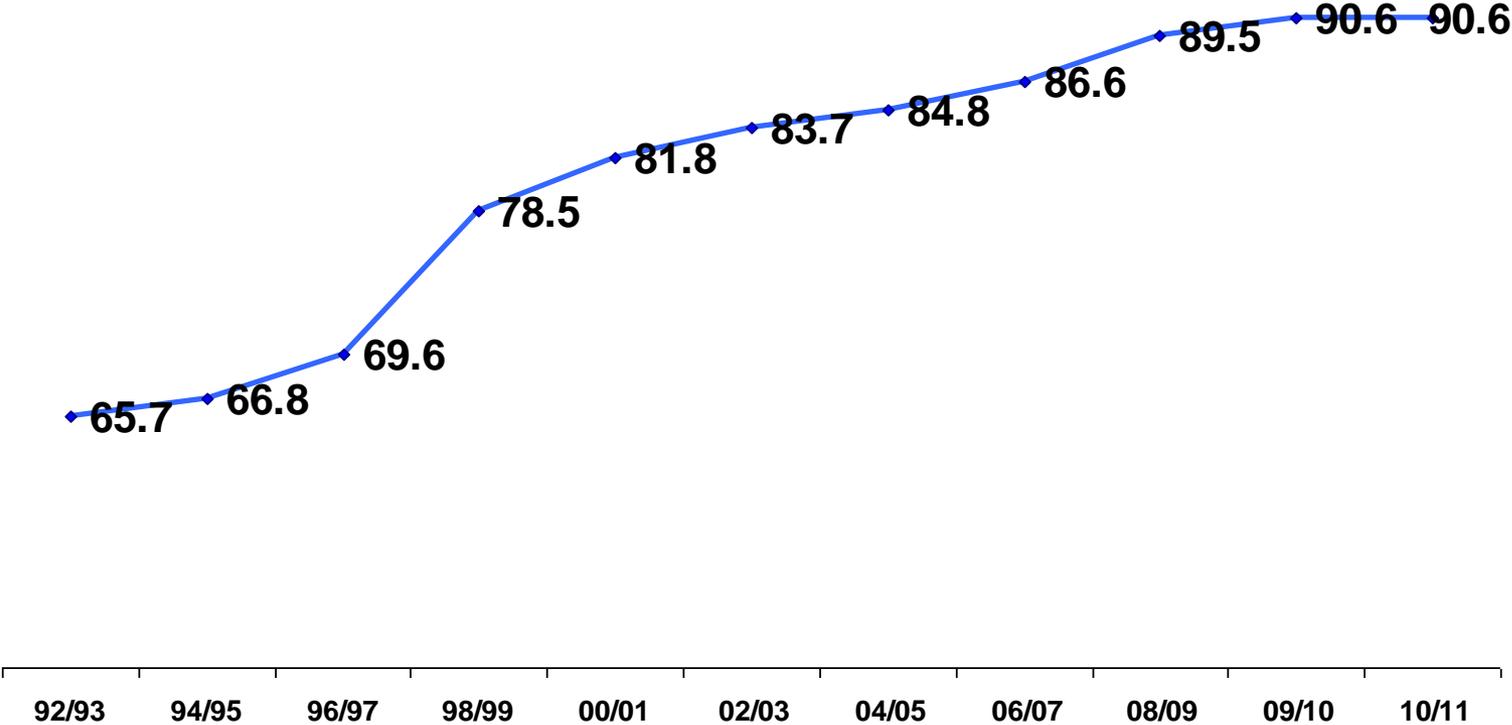
97%

*Watching Traditional
Television*

With Television Dominating Total Video Time, What Is Ad-Supported Cable's Reach-Ability?

Over 90% Of All Television Households Are Reachable With Cable Programming

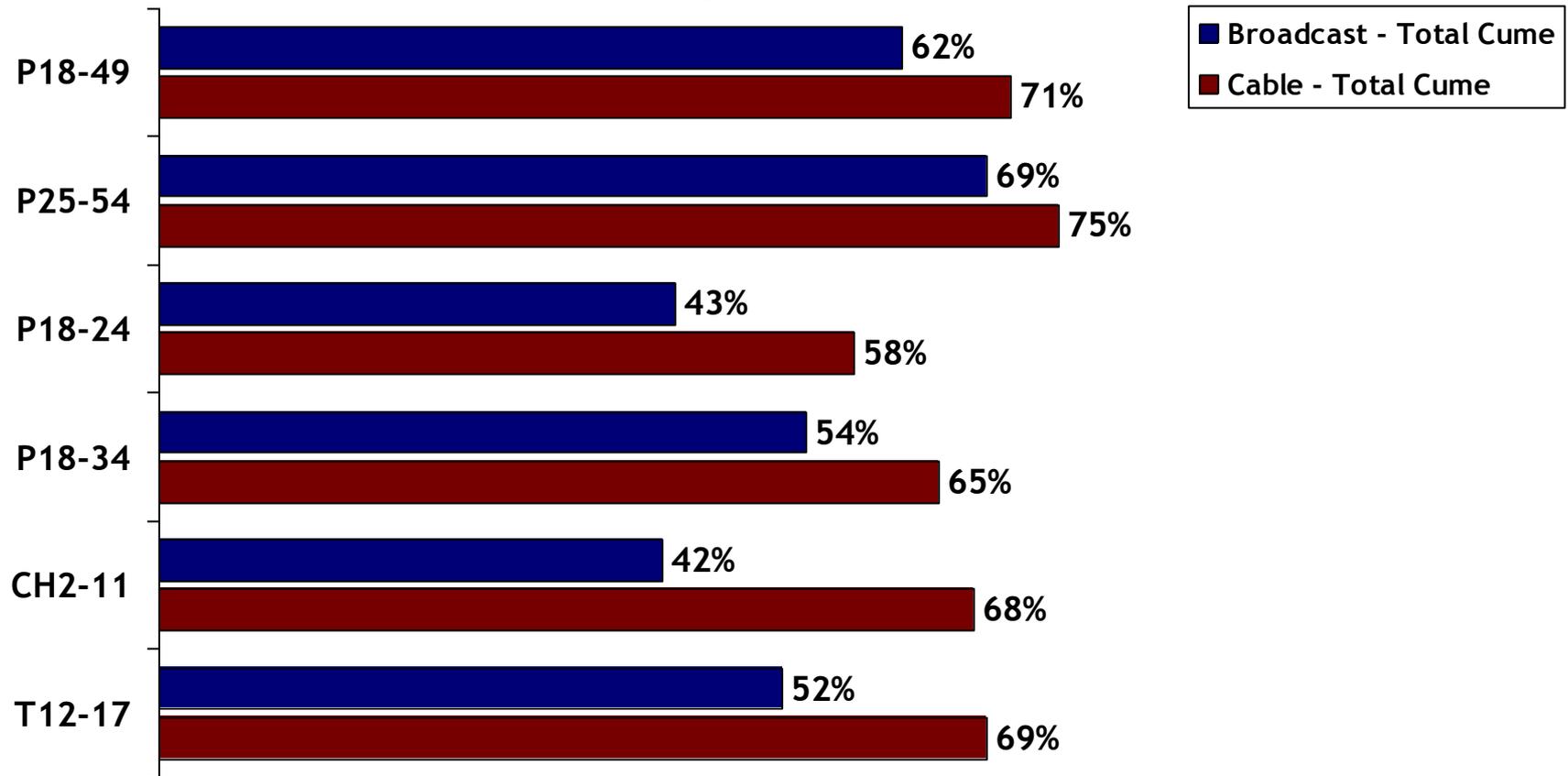
Cable HH Penetration %



Source: CAB Analysis of Nielsen NTAR; (oct-sep)

During A Sweeps Month, Ad-Supported Cable Surpasses Broadcasts' Reach-Ability Across All Major Buying Demos

Sweeps Month - February 2012 (Composite)

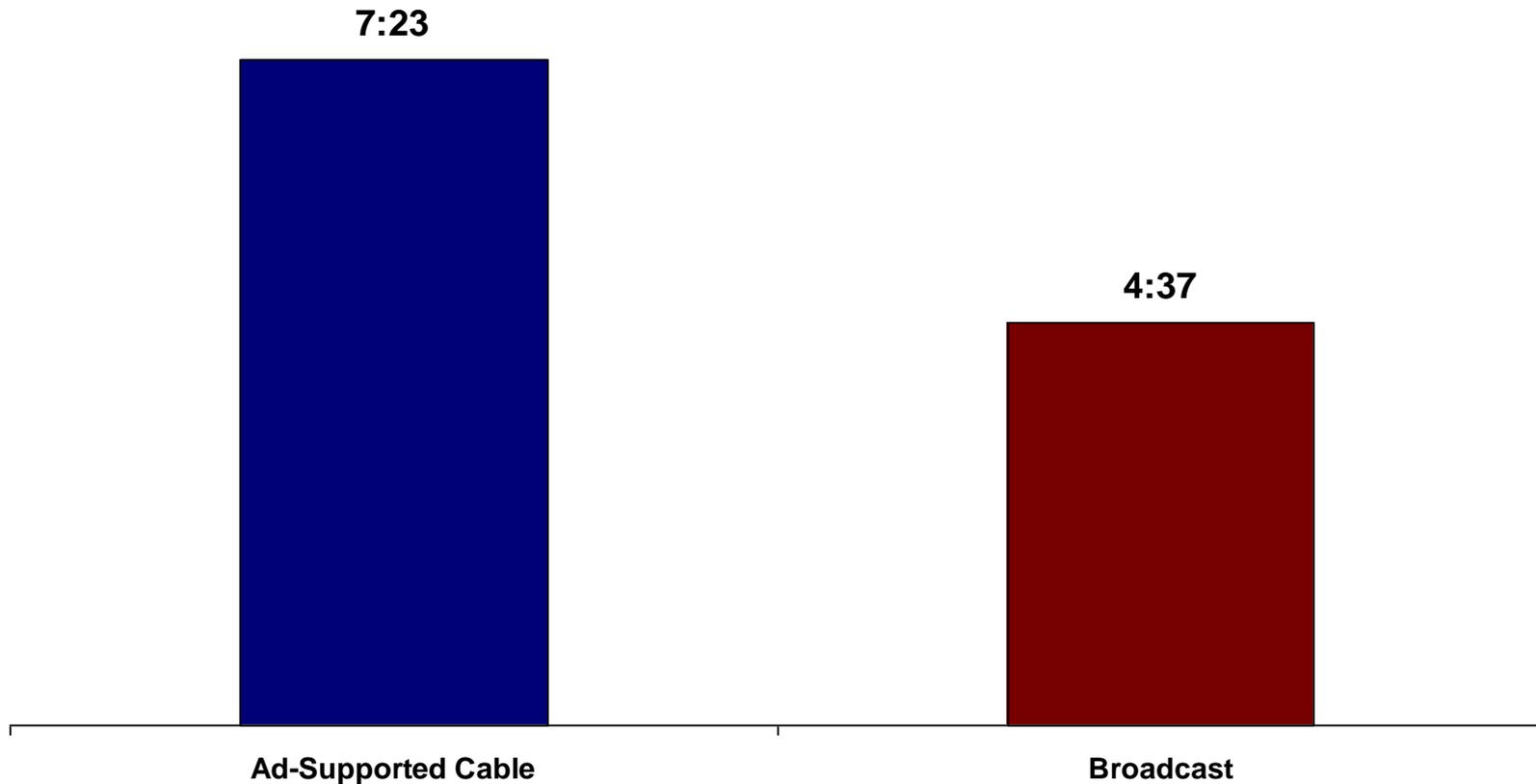


Source: Nielsen N-Power 2/12; 1-spot each mid minute of quarter hour Primetime; Broadcast 6-net, Total reportable ad supported Cable; avg. 4 weeks in Feb together. Live+7 primary reach.

Cable Commands Time Spent...

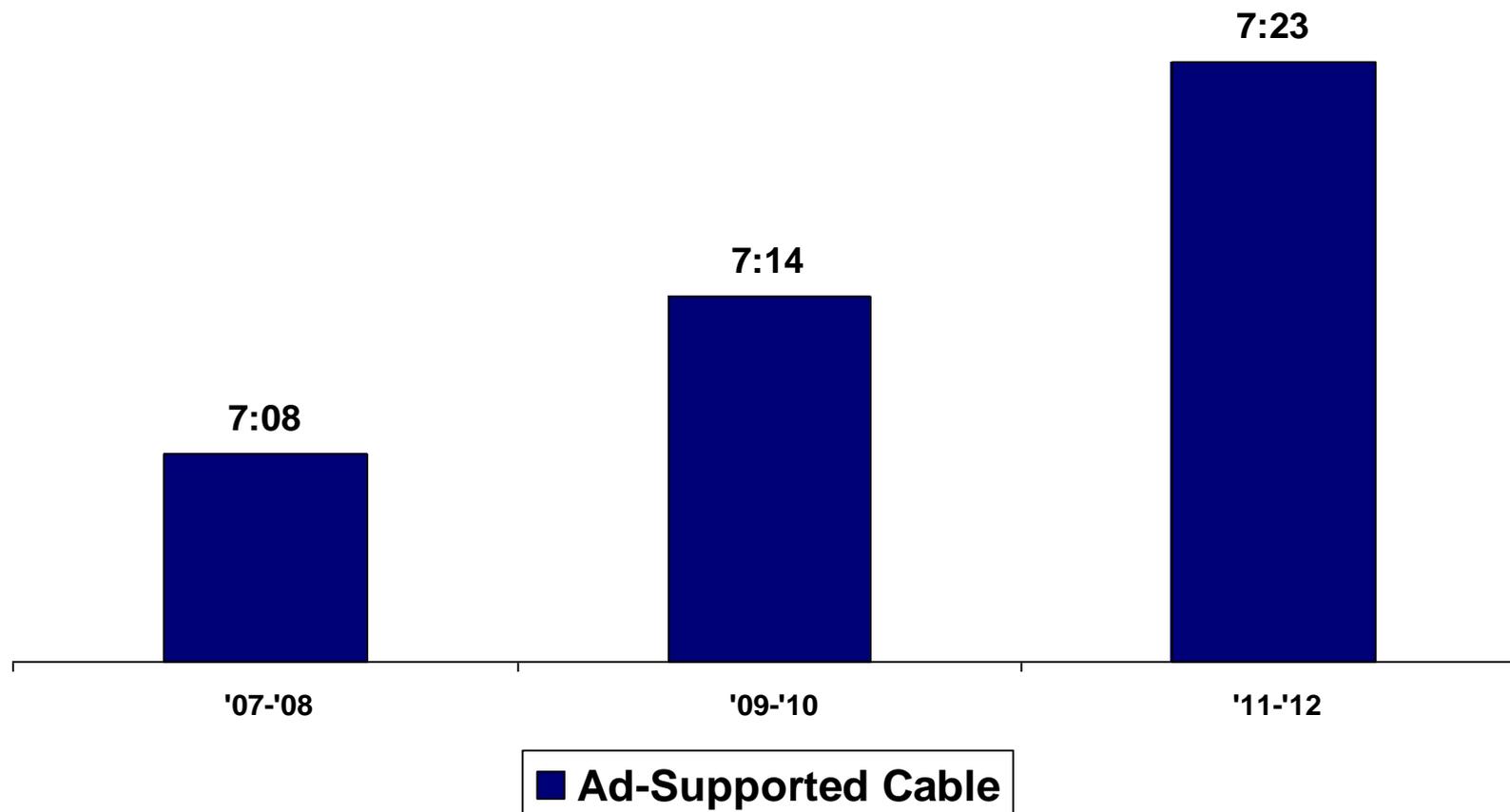
In Primetime, Viewers Continue To Spend Significantly More Time With Ad-Supported Cable

Primetime HH: 11/12 Avg Weekly Time Spent Viewing (In Hours)



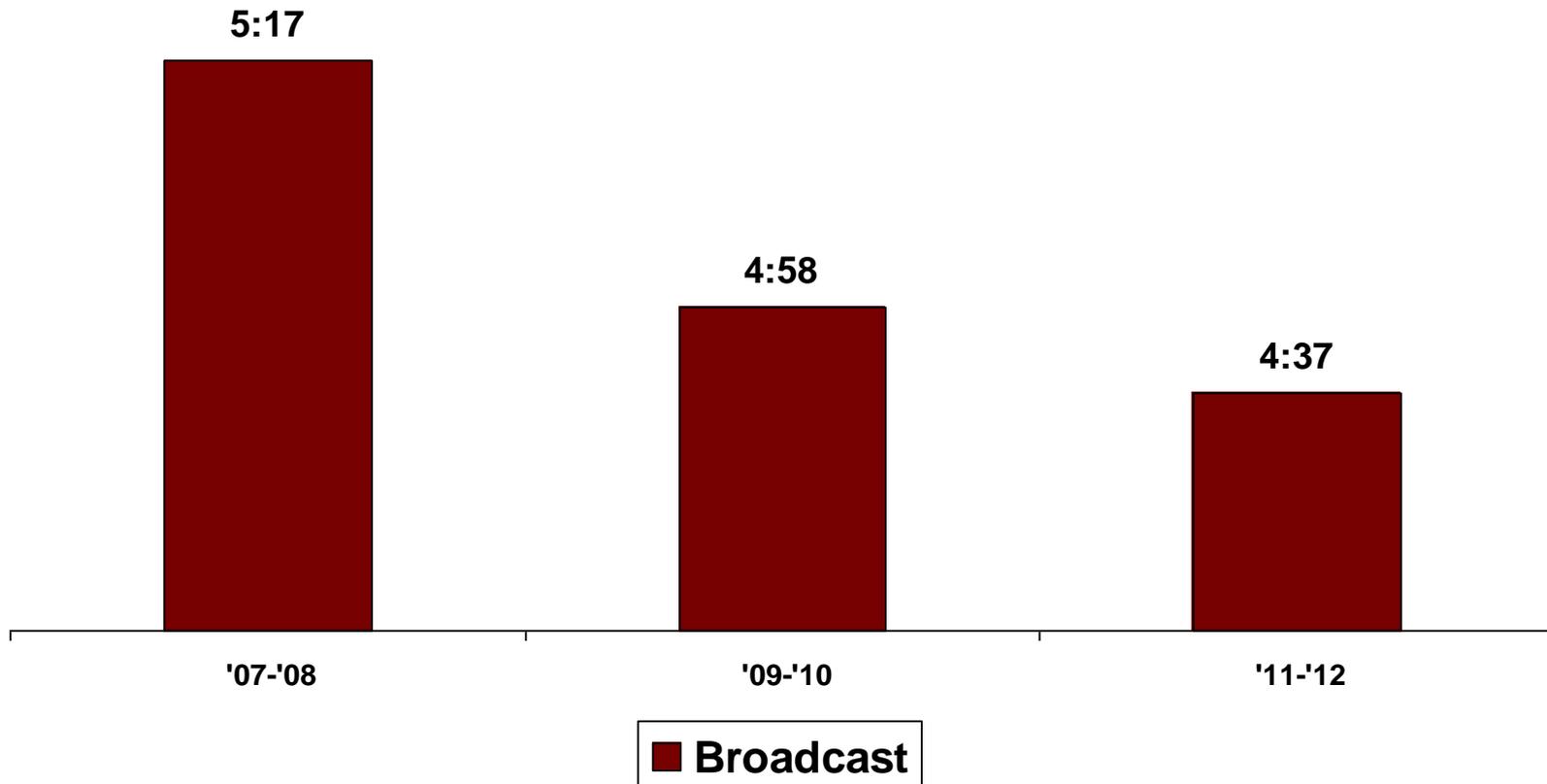
Year After Year, Time Spent With Cable Continues To Grow

Primetime HH: Avg Weekly Time Spent Viewing (In Hours)



While Time Spent With Broadcast Continues To Decline

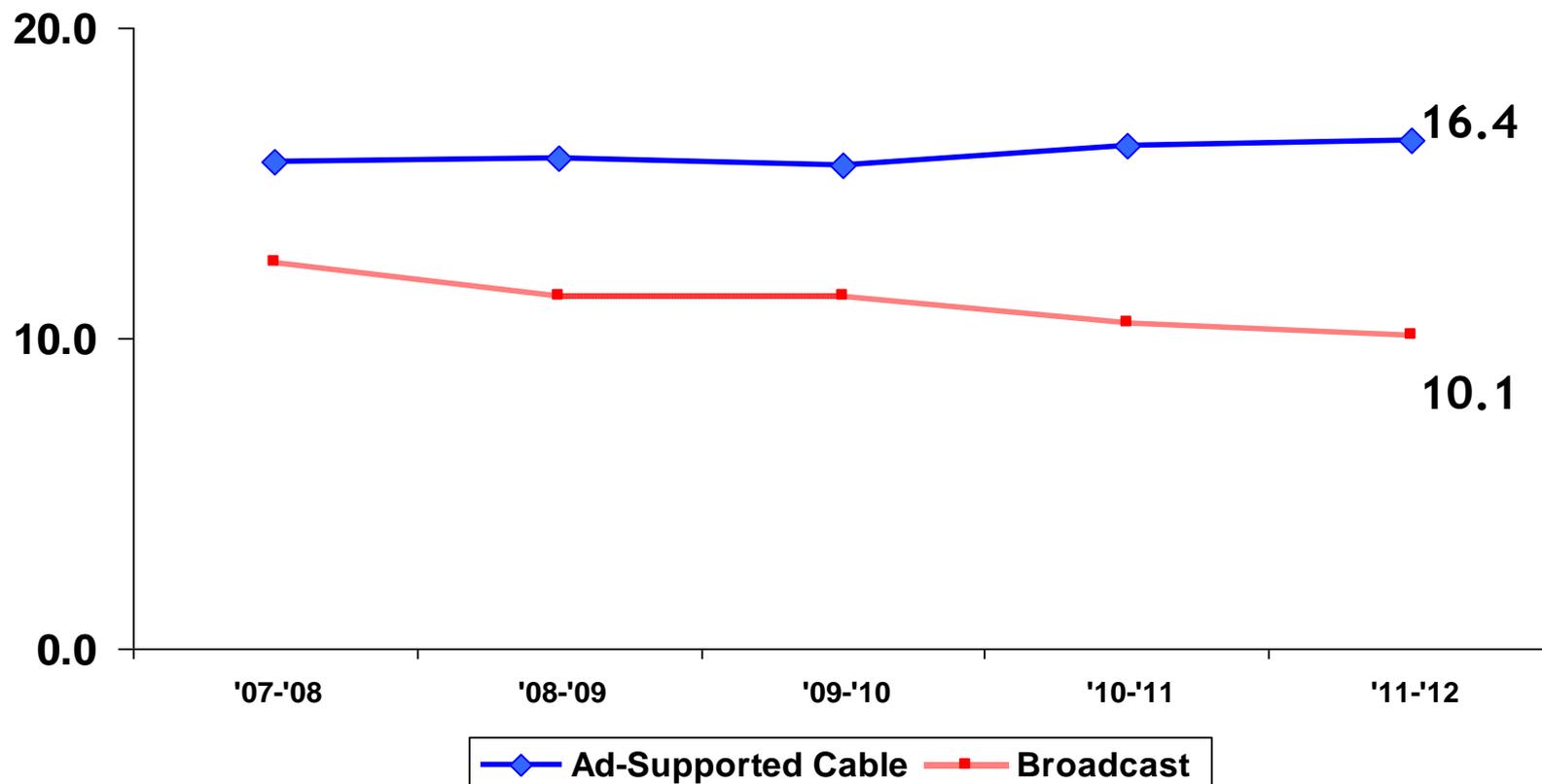
Primetime HH: Avg Weekly Time Spent Viewing (In Hours)



More Time Spent Translates Into Higher Ratings...

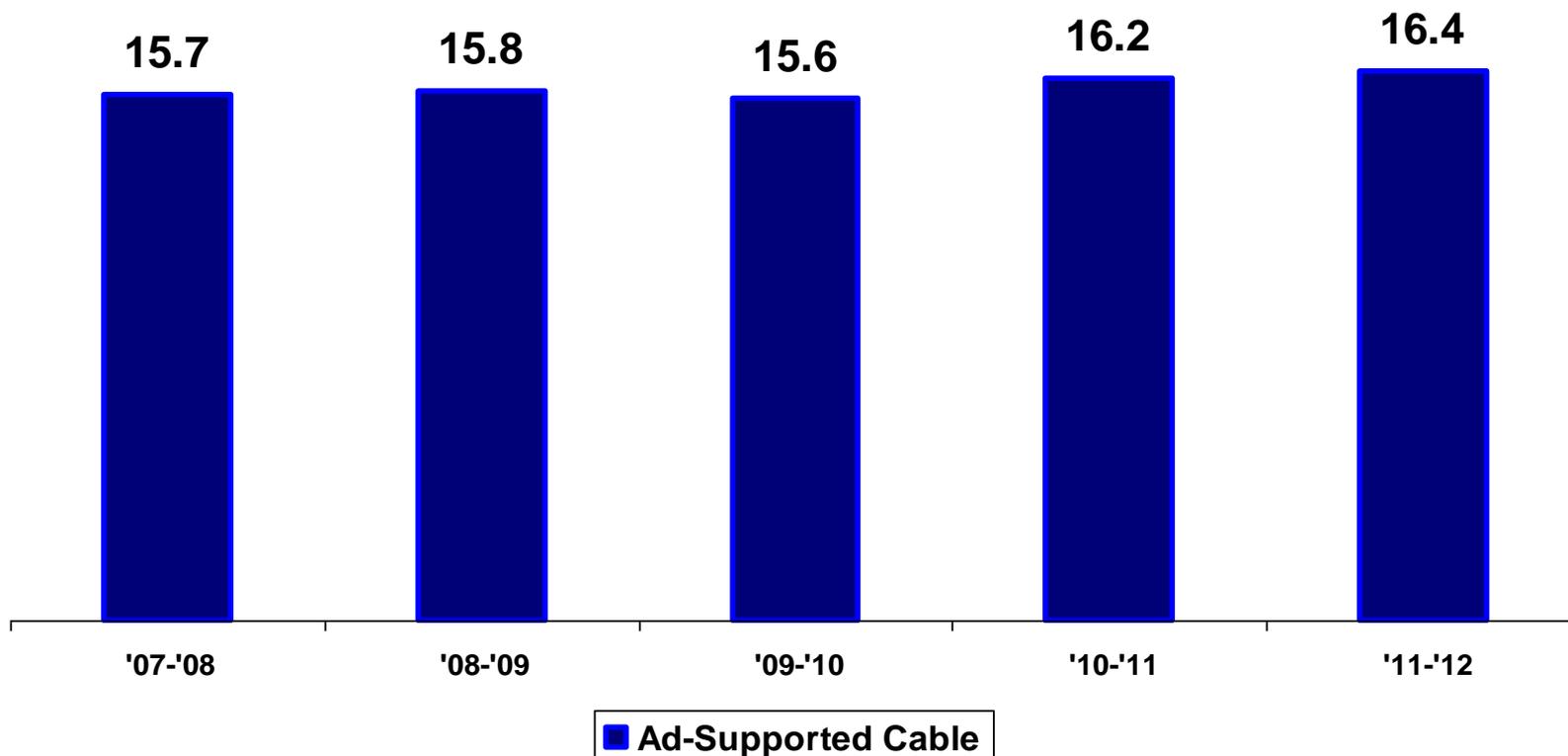
Ratings Gap Between Ad-Supported Cable and Broadcast Continues To Increase Year After Year

P18-49 C3 Primetime Ratings



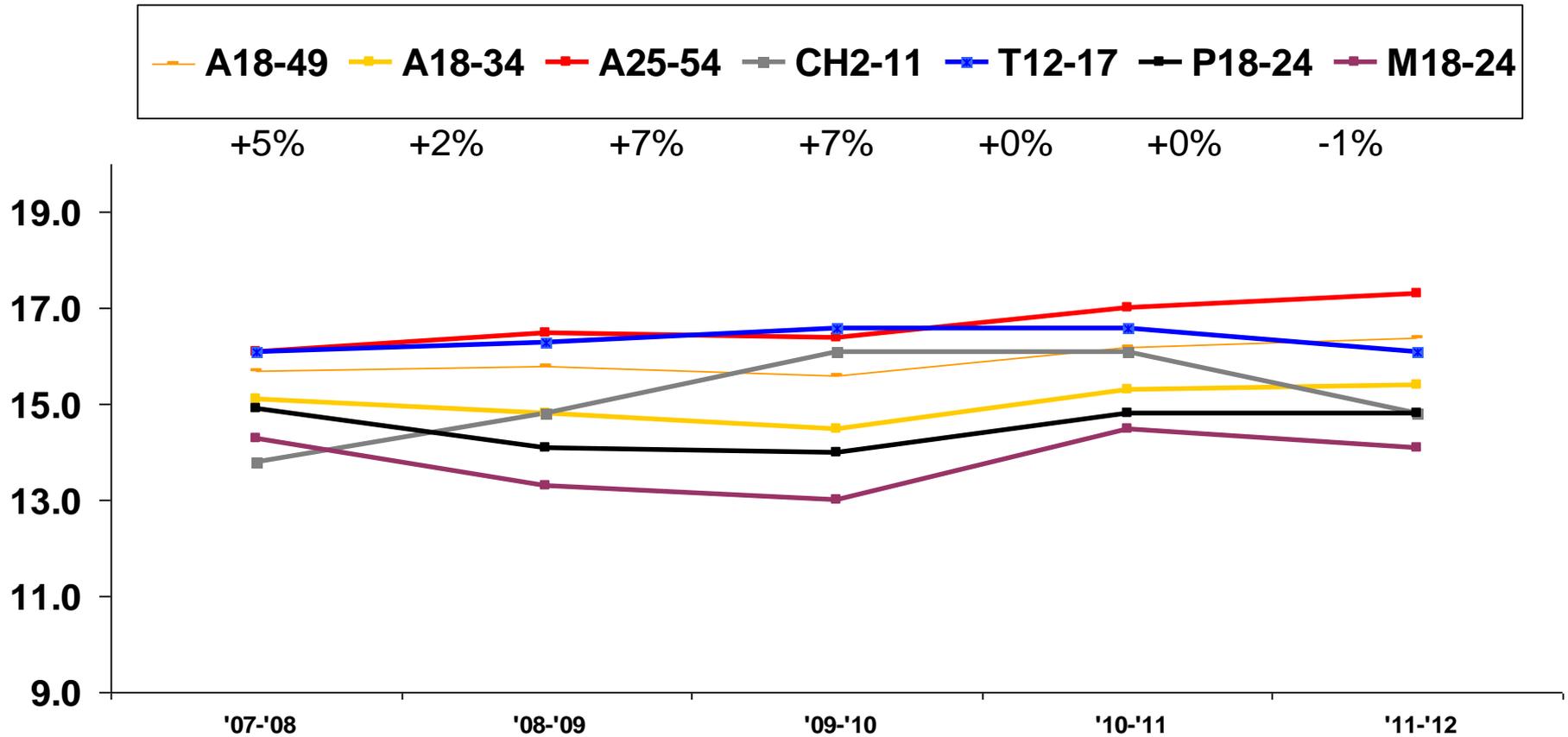
Among Key Advertiser Demo - P1849, Ad-Supported Cable Ratings Continue To Climb

P18-49 C3 Primetime Ratings



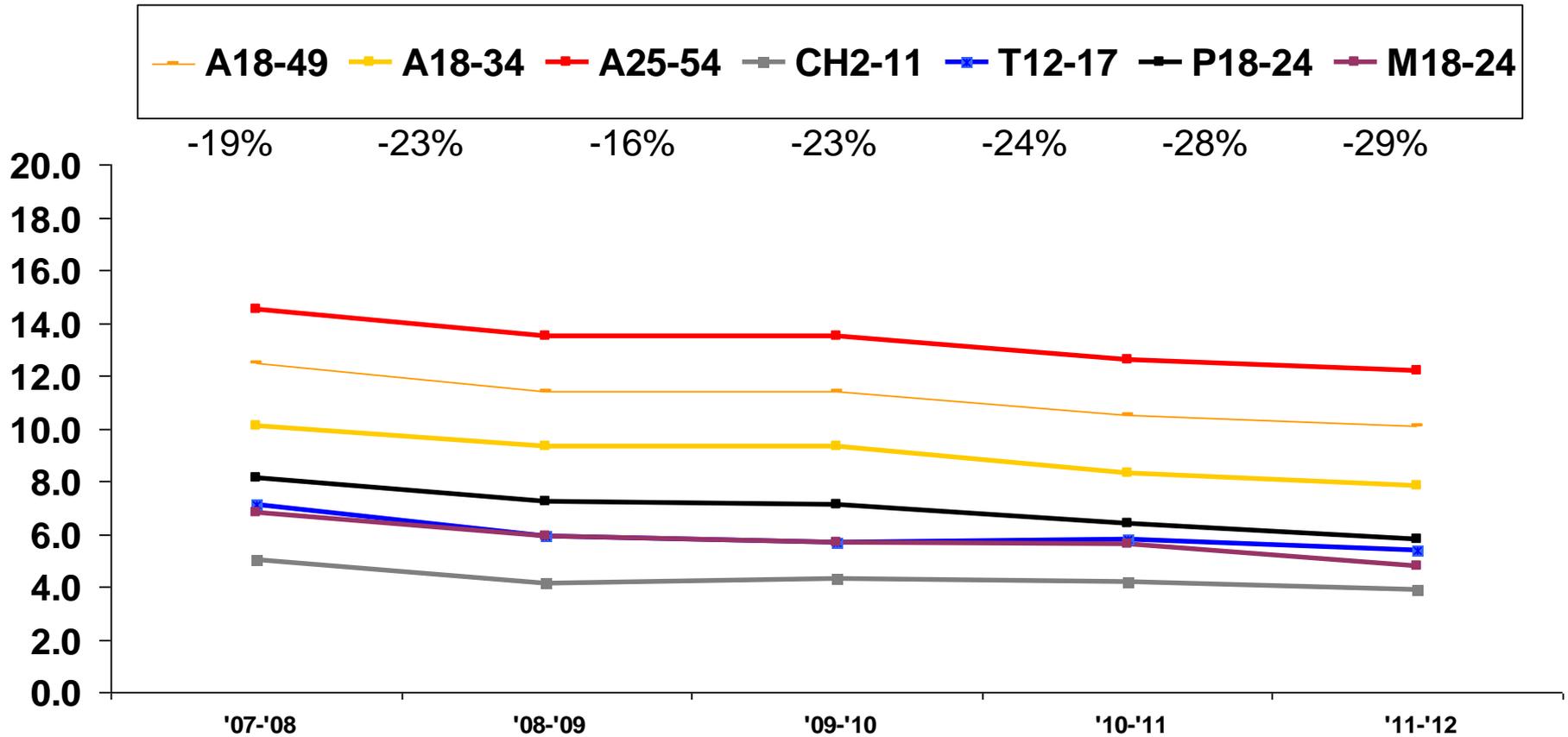
...Among All Key Demographic Groups

Ad-Supported Cable Primetime C3 Ratings



While Broadcast Ratings Continue To Decline...

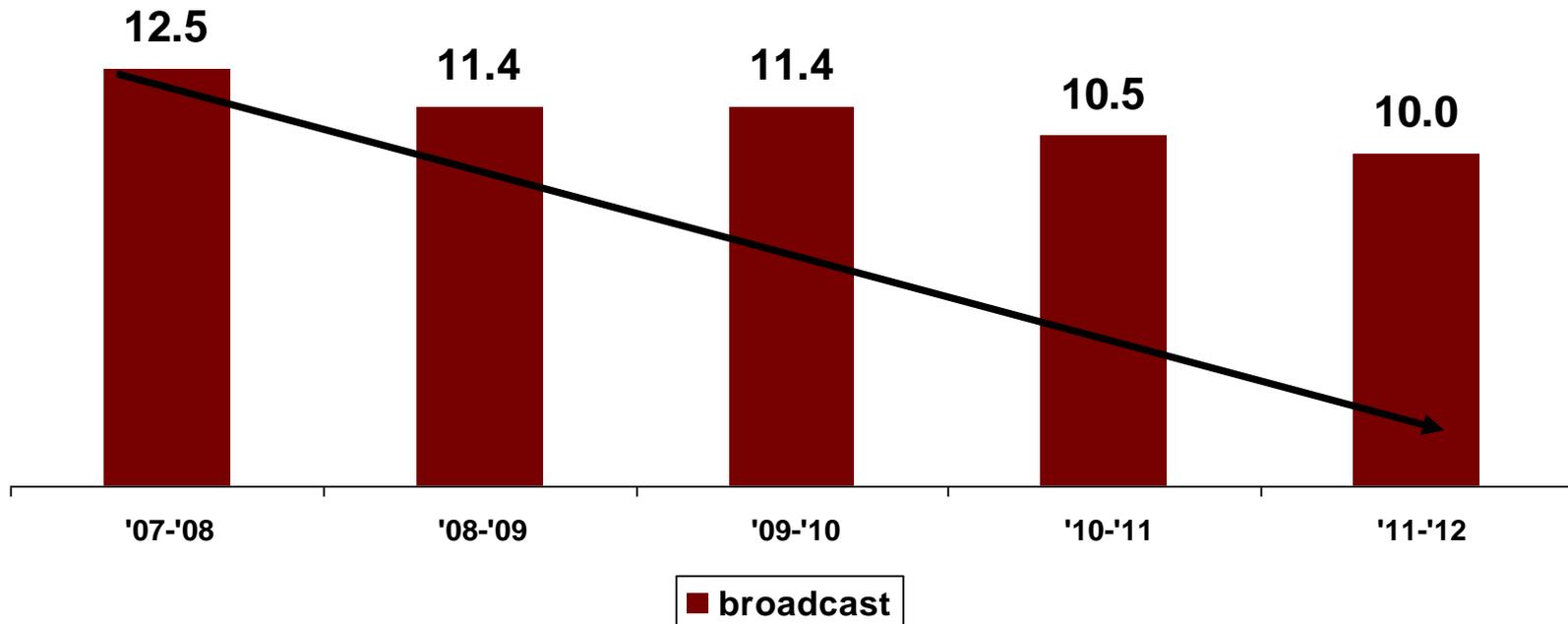
Broadcast Primetime C3 Ratings



Source: CAB Analysis of Nielsen NPower; C3 pgm level. M-Sa 8-11p & Su 7-11p; LIVE+SD; 9/19/11-5/27/12 v prior years.

Especially Among P18-49

Broadcast P18-49 C3 Primetime Ratings



In Fact, Broadcast Programs Continue To Underperform...

In the Early '90s, 75% of Big-4 Networks' Primetime Programs Earned a 5.0 A18-49 Rating or Higher

A18-49 Rating	92/93 Season	% of Total Programs
15+	1	1%
10-14	7	7%
5-9	68	67%
0-4	25	25%
Total	101	100%

} 75%

Today, 92% of Big-4 Nets Primetime Programs Earn *Below* a 4.0 A18-49 Rating

A18-49 Rating	92/93 Season	% of Total Programs	11/12 Season	% of Total Programs
15+	1	1%	0	0%
10-14	7	7%	0	0%
5-9	68	67%	8	8%
0-4	25	25%	90	92%
Total	101	100%	98	100%

***In Summary...Cable Is The Dominant Supplier
Of TV Rating Points***

Cable Is Advertising's Dominant Supplier Of National TV Rating Points:

82% of Adult 18-49 Rating Points are in Cable

60% of News 18-49 Rating Points are in Cable

76% of Sports 18-49 Rating Points are in Cable

69% of Drama 18-49 Rating Points are in Cable

82% of Comedy 18-49 Rating Points are in Cable

99% of Kids 2-11 Rating Points are in Cable

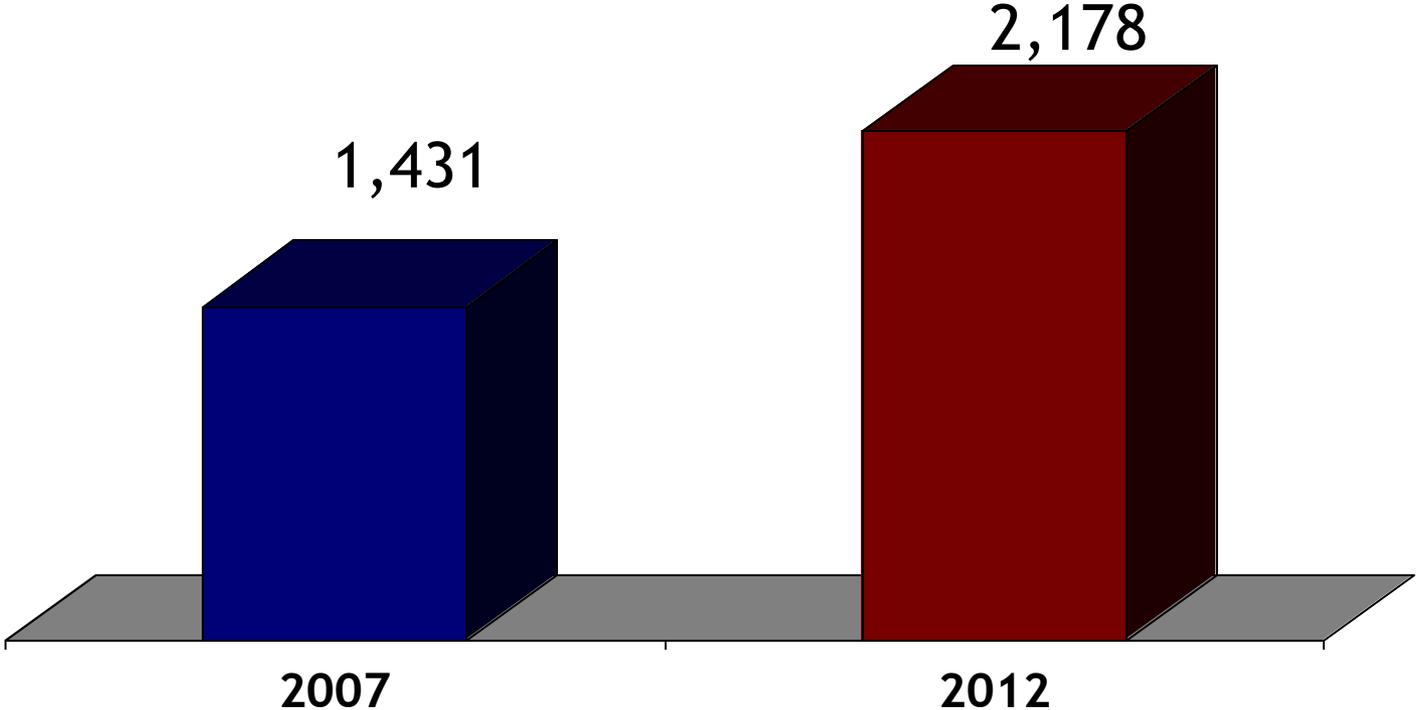
97% of Movie 18-49 Rating Points are in Cable

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Cable Originals Have Practically Doubled In The Past Five Years

Ad-Supported Cable's Original Programs
March 12 v. 07: Total Day



Original Programs Now Represent 77% of Cable's Total Day Schedule

Ad-Supported Cable's # of Programs

March 2012 : Total Day

	3/12 # of Pgms	% Of Total
Original Pgms	2,178	77%
Acquired Pgms	640	23%
TOTAL	2,818	100%

Source: NPower. Analyzed on programs, not telecasts.



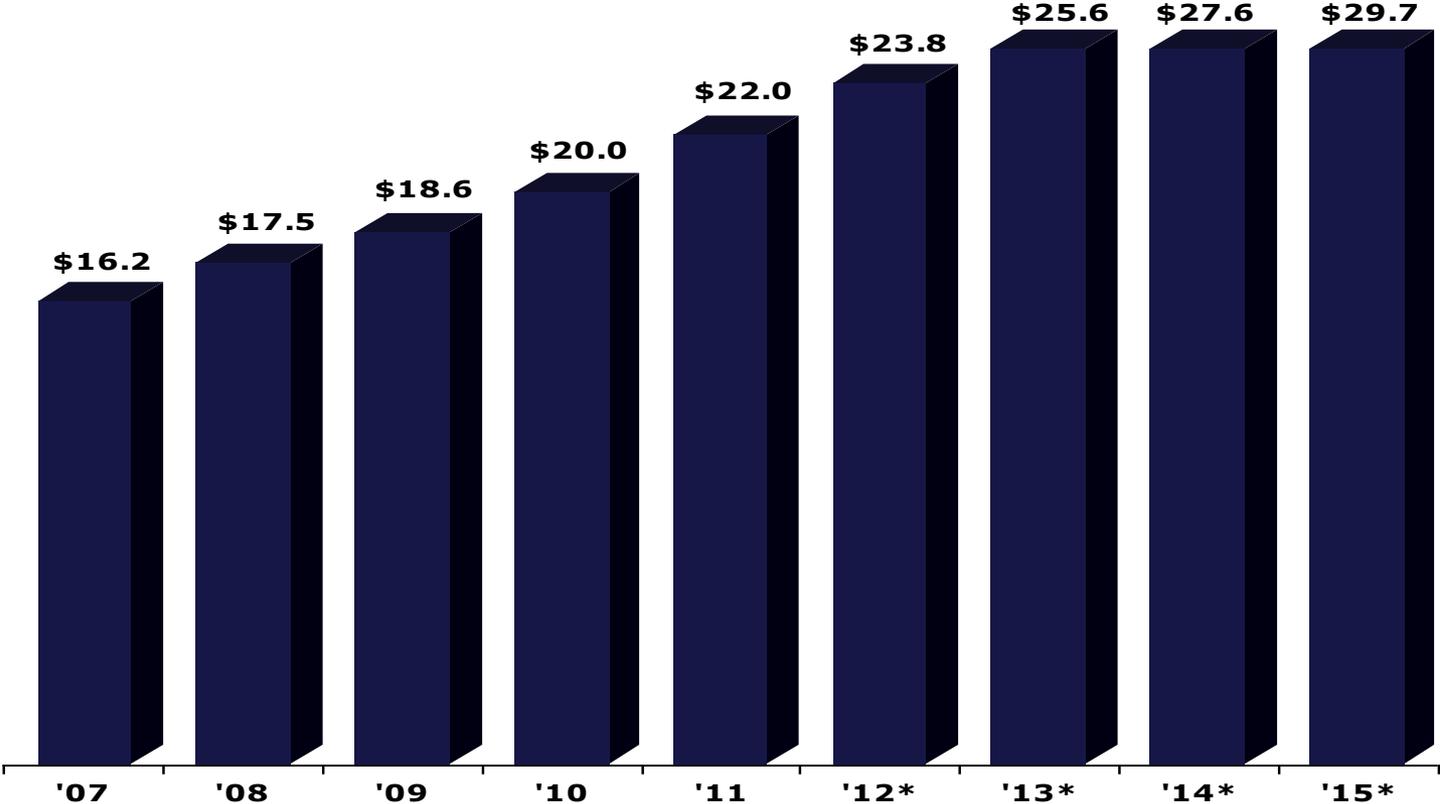
Cable's \$23 Billion-Plus Investment in Programming

Ad-Supported Cable's Original Programs: Total Day

Genre	# Originals / 3/07	# Originals / 3/12
Dramas	43	107
Comedy	31	74
News	148	217
General Documentary	130	563
Instruction/ Advice	162	397
Sports	390	359
All Other	527	461
Grand Total	1,431	2,178

Cable's Commitment to Investing in Original Programming Continues To Grow - With A Projected \$23+ Billion This Year

Cable Network Programming Expenses
(In Billions)



Source: SNL Kagan, *projections

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Viewers are Passionate About Cable



	<u>A18-49 Index</u>	
“I would <i><u>miss these networks</u></i> if they were no longer available”	109	92
“I <i><u>look forward to</u></i> time watching”	108	96
“I <i><u>recommend</u></i> these networks to others”	110	94

Viewers are Passionate About Cable



	<u>A18-49 Index</u>	
“Consider myself <i>loyal</i> to these networks”	109	98
“ <i>Always worth checking</i> to see what’s on”	108	96
“Programs I <i>can’t find anywhere else</i> ”	110	99

***And this makes Cable the ideal environment
to sell products...***

Viewers Are More Receptive to the Ads



A18-49 Index

“I ***remember*** ads on these networks more”

119

99

“I ***trust*** advertising on these networks”

115

97

...And More Likely to Turn to Cable to Determine Their Next Purchase



A18-49 Index

“Advertising on these networks is an ***important source of information*** about products and services”

116

98

“I’m ***inclined to purchase*** products and services from companies that advertise on these networks”

118

97

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Why Local Cable?

Local Cable
Delivers
Programming In
Every Genre

News

Sports

Drama

Comedy

Documentary

Kids

Music



Why Local Cable?



Local Cable
Delivers Local
News to the Local
Community

Why Local Cable?

Local Cable TV advertising allows you to focus your message and precisely target your most valuable potential customers in your desired geographic area

DMA – Interconnect

Ad Tag – Ad Copy

Interconnects

Deliver a large group of cable systems that are “connected” together - can be as large as an entire DMA, or a smaller group of local cable systems purchased as one package.

1. The ease of “one tape, one contact and one invoice”
2. Minimum 80% of subscribers hardwired
3. 50 Ad-Insertable Networks to choose from
4. Integrated promotional marketing opportunities with network partners

Adtag/Adcopy

Adtag allows advertisers to run the same 25-second commercial throughout a market, finishing the spot with customized 5-second “tags” that give specific information to the appropriate geographic location within the market.

Adcopy allows advertisers to simultaneously run completely different commercials to different audiences within the same market targeting viewers based on aggregate geographic, demographic or psychographic or other characteristics of the consumers residing within specific areas.

Why Local Cable?

**Cable Homes Deliver the Most
Desirable Marketing Prospects**

Cable Represents Your Upscale Consumer



Cable Only



Broadcast Only

Home Value: \$750K+

107

54

Household Income: \$100K+

112

58

Education: Graduated College or more

110

89

Career: Professionals

108

91

Cable Homes Spend More On Products & Services

	Cable Only Index	Broadcast Only Index
Automotive		
# Of Times/Yr Car Rental For Business: 4+	110	69
Most Recent Purchase/Lease: Luxury Car	106	85
Spent on Most Recent Purchase/Lease: \$20,000+	105	66
Restaurants		
Family Restaurants/Steak Houses # of Times/Last 30 Days: 9+	106	73
Travel		
Spent \$3,000+ On Domestic Travel Vacations Past 12 Mos	112	57
Spent \$3,000+ On Foreign Travel Vacations Past 12 Mos	111	75
Hotels/Motels # Nights Stayed: 5+	106	75
Shopping		
Expenditures Last 6 Mos: Dry Cleaning \$100+	113	52
Expenditures Last 6 Mos: Beauty Parlor \$100+	111	66
Expenditures Lst 6M: Flowers \$150+	111	57
Apparel/Accessories		
Spent Past Year: Women's Clothing Big Ticket Items \$500+	117	76
Spent Past Year: Men's Clothing Big Ticket Items \$500+	114	74
Spent Past Year: Fine Jewelry \$1,500+	113	75
Spent Past Year: Clothing \$3,000+	108	86
Spent Past Year: Shoes \$250+	106	82
Home/Home Furnishings		
Spent Past Year: Home Office furniture \$700+	115	37
Spent on Home Improvements: \$2,000+	115	53
Spent Past Year: HH Furnishings Big Ticket Items \$2,500+	104	75
Consumer Electronics		
Spent Past Year: Audio Equipment \$1000+	112	62
Television Sets # Owned 4+	109	54
Spent On Pers.Computers \$5,000+	103	121

Source: MRI 2011 Doublebase. Index to gen pop.

In Summary, Why Local Cable?

Local Targeting Capabilities



Flexible Scheduling



One-Stop-Shopping



Targeted Reach



Advanced TV Opportunities



Promotional Opportunities



Buying Efficiencies

Specify geography down to the cable system.
- Run two or more ads to different market segments simultaneously (Adtag /Adcopy)

Choose which networks and which programs best match to your brand target viewers

One phone call - - one contract - - one invoice
- Across MSOs, markets, networks...
- One Stop Shopping!

Reach upscale consumers in your most important markets... on the most targeted media channels available

Interactive TV - - Video-on-Demand - -
Program Guide billboards - Only Available in
Local Cable

Easily create targeted local market promotions matching the right networks with the right consumers

Eliminate waste - reaching the right people in your area at the right times and during the right programming.

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