



CABLE NATION REPORT: Cable Content Travels...Ascends to the Top

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Cable is Driven by the *Quality and Original Content Choices* it Provides to Consumers Across Video Platforms.

Quality and Original Content:

- Over 1,900 original ad-supported TV programs a month (Nielsen)

Dramatic Audience Growth:

- Ad-Supported Cable's TV audience has tripled in last two decades (Nielsen)

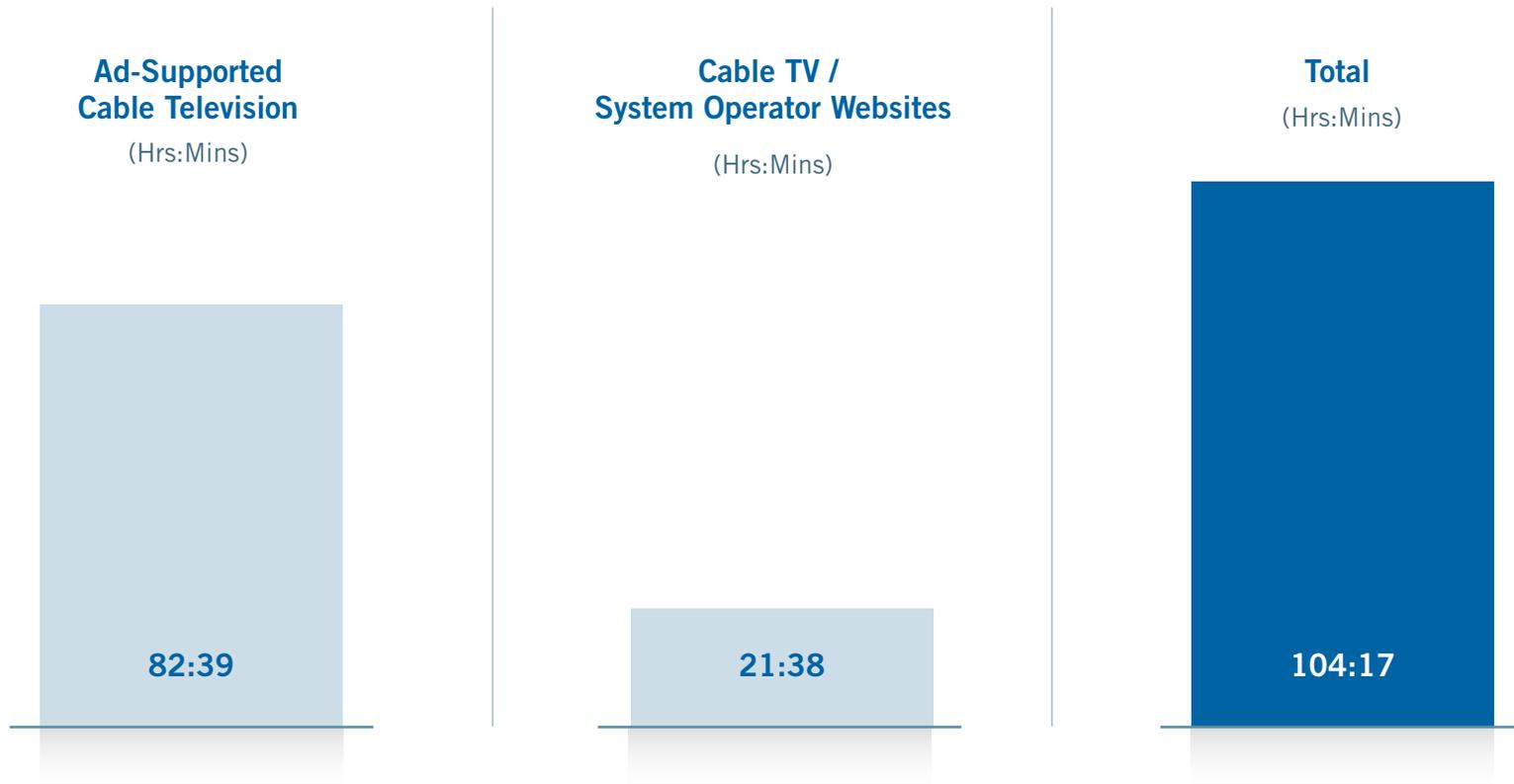
Affinity and Attachment:

- Besides sleeping and working, people spend more time consuming Cable content (100+ hrs per month) than any other activity. (Nielsen /comScore)

Now Tops Across Platforms:

- Branded Cable websites and apps are the top 2012 destinations across all screens.

Besides sleeping and working, people spend more time consuming Cable content (100+ hrs/mo) than any other activity.



Almost a third of a person's waking, non-working hours are spent with Ad-Supported Cable brands per month. (104 out of 335 hrs per month)

Source: Nielsen NPower Live+7, CAB analysis of comScore duplicated April 2012 data. 720 hrs a month; 225 hrs/mo sleeping (avg 7.5 per night), 160 working hours (40 hr work week)

RATINGS

The abundance of content and choice allows Cable to dominant virtually all TV genres.

Cable's Share of All Rating Points - Total Day 18-49 GRPs

Program Type	A18-49 GRPs		% of Total	
	Cable	Broadcast	Cable	Broadcast
Adventure	1.0		100%	
Audience Participation	0.1	11.8	1%	99%
Award Ceremonies	0.2		100%	
Children's Programming*	778.6	10.3	99%	1%
Comedy	295.2	42.7	87%	13%
Concert Music	0.2	0.3	37%	63%
Conversations, Colloquies	2.6	10.3	20%	80%
Daytime Dramas	2.6	12.8	17%	83%
Devotional	0.6		100%	
Evening Animation	95.2	8.6	92%	8%
Feature Film	92.0	2.8	97%	3%
Format Varies	1.9		100%	
General Documentary	278.5	0.7	100%	
General Drama	190.2	70.7	73%	27%
General Variety	35.6	41.8	46%	54%
Instruction, Advice	139.5		100%	
News	77.3	64.0	55%	45%
Participation Variety	1.0	22.3	4%	96%
Political	0.1		100%	
Popular Music	78.4		100%	
Private Detective	0.7		100%	
Quiz Give Away/Panel	9.9		100%	
Science Fiction	7.1		100%	
Sports	126.6	16.9	88%	12%
Suspense / Mystery	1.2		100%	
Unclassified	2.5	0.3	90%	10%
Western Drama	2.4		100%	
GRAND TOTAL	2221	316	88%	12%

Cable's Share of Rating Points - Primetime

Program Type	A18-49 GRPs		% of Total	
	Cable	Broadcast	Cable	Broadcast
Primetime	488	172	74%	26%

Source: CAB analysis of Nielsen Npower; C3; *Children 2-11, April 2012 (4-weeks averaged together)

For the past two decades, Cable content has expanded resulting in each demo tripling in TV audience size.

Primetime Ad-Supported Cable Ratings by Season

Season	A18-49	A25-54	A18-34	A18-24
1991-1992	6.5	7.2	5.7	4.8
1996-1997	9.4	10.5	8.5	6.8
2001-2002	13.9	15.4	12.4	9.7
2006-2007	16.2	17.4	14.8	13.6
2011-2012	19.0	20.4	17.4	15.9

Primetime Broadcast Ratings

Season	A18-49	A25-54	A18-34	A18-24
2011-2012	11.4	13.9	8.6	6.0

Ad-Supported Cable content offers quality and variety of choices...

over 1,900+ originals a month.

	# of Originals	# of Acquired	Total
# OF PGMS	1909	640	2549
% OF TOTAL	75%	25%	

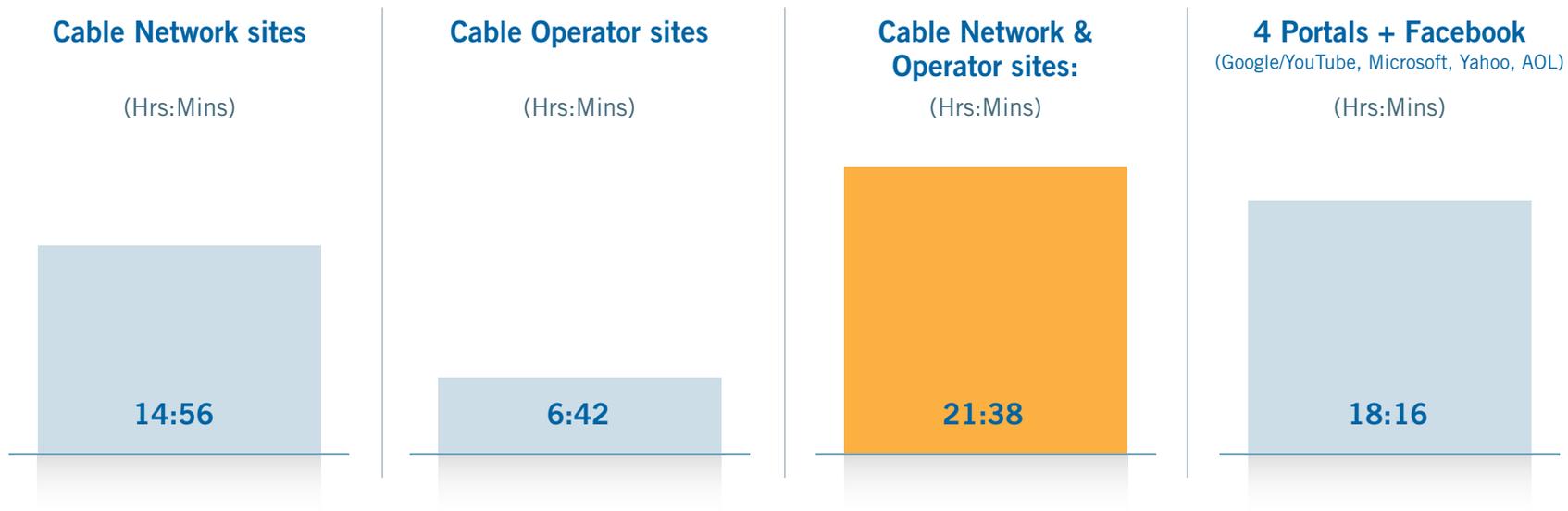
Cable Content Travels Beyond TV...

Consumer Appetite for Cable Content Translates to Cable Sites Owning the Top Spot Among Internet Destinations.

	Total Unique Visitors (MM)	Reach
Cable Network & Operator sites	208	94%
Google sites (YouTube)	189	85%
Microsoft sites	171	77%
Yahoo! Sites	171	77%
Facebook	158	71%
AOL sites	111	50%

Cable content choice transcends TV in terms of Internet attachment and involvement.

Consumers spend more time with Cable brands online than the 4 portals and Facebook combined.



Source: comScore April 2012 custom duplication analysis, Cable network sites represent 33 parent companies of ad-supported cable networks, Operator sites represent wired Cable systems and telcos (customer facing portals only; excludes business sites)

2x

Twice as many videos were viewed on Cable network sites than Hulu or Tremor

	Unique Video Views (000)	Reach
Cable Network sites	108	58%
Hulu	38	20%
Tremor	50	27%

Cable content travels across mobile devices.

Cable content ranks in the top 5 across 10 iPad apps categories.

SPORTS

Rank	App
1	Watch ESPN
2	MLB.com at Bat
3	USA Today
4	ScoreCenter XL (ESPN)
5	NFL Mobile

GENERAL NEWS

Rank	App
1	Flipboard
2	CNN
3	NY Times
4	USA Today
5	BBC America

COMEDY

Rank	App
1	ABC Player
2	South Park Avatar Creator
3	TWI: Texting While Intoxicated
4	TBS for iPad
5	The Onion Tablet

WEATHER

Rank	App
1	Weather+ Free
2	The Weather Channel
3	Weather
4	Fahrenheit - Weather & Temp
5	Weather#

FOOD

Rank	App
1	Food Network in the Kitchen
2	Food Network Cupcakes!
3	Food Truth
4	Yelp
5	Smash Your Food Free

FINANCE

Rank	App
1	Mint.com
2	Pageonce - Money & Bills
3	Wall Street Journal
4	Bloomberg for iPad
5	Bloomberg Businessweek+

ENTERTAINMENT NEWS

Rank	App
1	IMDb Movies & TV
2	E! Live From the Red Carpet
3	Entertainment Weekly
4	OTRC: On the Red Carpet
5	E! Fashion Police

TRAVEL

Rank	App
1	Weather+
2	Google Earth
3	Travel Channel Layover Guide
4	Travel++
5	TriplT - Travel Organizer

TV ENTERTAINMENT

Rank	App
1	IMDb Movies & TV
2	TV Guide Mobile
3	Crackle - TV & Movies
4	Xfinity TV (Comcast)
5	Netflix

BUSINESS NEWS

Rank	App
1	BBC America
2	Wall Street Journal
3	The Daily
4	Bloomberg Businessweek+
5	Time Magazine

Cable content travels into the social media realm and scores among the highest of consumer affinity and attachment levels.

1st Quarter MultiChannel News Buzz Meter by Trendrr

	Social Buzz Score
Ad-Supported Cable's Top 10 Programs	40,818,105
Broadcast Top 10 Programs	32,654,484

Of the top 20 most buzzed about shows in Primetime for June 2012,
Ad-Supported Cable has 15 shows

	Buzzed About Shows
Ad-Supported Cable:	15
Broadcast:	3
Commercial Free Cable:	2

The social buzz score reflects the volume of activity (mentions, tags, likes, etc) across all public profiles on Twitter, Facebook, GetGlue, and Miso.



CableNation

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