

**tv** **one** <sup>TM</sup>



TV One is the premier television destination for African American adults offering a broad range of real life and entertainment-oriented programming that respects their intellectual and cultural diversity.

### NETWORK PROGRAM FORMAT

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<b>Local Avails:</b>	2 minutes per hour
<b>Times:</b>	:60 floating break between :10-:20 :60 floating break between :40-:50
<b>Insertion Hours:</b>	24 hours per day

### NETWORK INFORMATION

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<b>Subscribers:</b>	48 million+ households <small>Source: Nielsen Coverage Universe Estimates, October 2009</small>
<b>Service Type:</b>	Analog, DBS, Digital
<b>Satellite Feed:</b>	Live (Single-East)
<b>Launch Date:</b>	January 2004
<b>Ownership:</b>	TV One's investors include Radio One [NASDAQ: ROIA and ROIK; <a href="http://www.radio-one.com">www.radio-one.com</a> ], the largest radio company that primarily targets African American and urban listeners; Comcast Corporation [NASDAQ: CMCSA and CMCSK; <a href="http://www.comcast.com">www.comcast.com</a> ], the leading cable television company in the country; The DirecTV Group; Constellation Ventures; Syndicated Communications; and Opportunity Capital Partners.

### BENEFITS TO ADVERTISERS

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With TV One, you are reaching out to adult African Americans hungry for programming that reflects their interests; and for products and services that meet their needs. African American adults ages 25-54 represent some of the highest revenue generating consumers for telecommunications and media services in the home.



**RESEARCH**

**VIEWER TARGETED**

Persons: 18-49, 25-54

Women: 18-49, 25-54

**VIEWER PROFILE**

TV One's Gender Breakdown 3Q'09 is 64% Women and 36% Men

Median Age:	40
Median Household Income:	\$38,000
College Degree or Higher:	34%
HOH Occupation-Professional/Managerial	31%
Household with Children:	35%

Source: Nielsen Media Research. 3Q'09 (6/30/08-9/27/09)

**VIEWER LIFESTYLE**

1. African Americans are projected to increase their buying power from \$913 billion in 2008 to \$1.2 trillion by 2013 - a 36% gain.
2. 39.3 million African Americans account for 9% of total buying power.
3. African American Expenditures by Key Categories\*

• Home Improvement/Housing	\$146.6 billion
• Food	\$ 59.2 billion
• Cars/Trucks/Related Services	\$ 57.8 billion
• Retail Apparel	\$ 27.7 billion
• Health Care	\$ 17.8 billion
• Telephone Services	\$ 14.9 billion
• Transportation, Travel, Lodging	\$ 5.3 billion
• Entertainment & Leisure	\$ 2.8 billion

Source: The Multicultural Economy 2008-Selig Center for Economic Growth; \*The Buying Power of Black America 2007.

**DAYPART VIEWING**

Daypart	Time	VPVH(000)	
		A18-49	A25-54
Prime	Mon-Sun 7P-12A	719	732
Fringe	Mon-Fri 4-7P	795	849
Daytime	Mon-Fri 10A-4P	674	647
Weekend	Sat/Sun Sat. 6A-7P/Sun 11A-7P	689	727
Total Day	Mon-Sun 6A-6A	697	708



## PROGRAMMING

**PROGRAMMING GENRES:** Awards Ceremonies, Sunday News Talk, Drama (General), Fashion, Home/How-To, Movies, Biography/History, Comedy Entertainment, Family, Food/Cooking, Lifestyle, Music, Ethnic: African-American

### VIEWER TARGETED PROGRAMMING

**Women: 25-54:** *All of Us*, *Living Single*, *Martin*, *Eve*, *Living it up with Patti Labelle*, *Turn Up the Heat with G. Garvin*, *TV One on One with Cathy Hughes*, *Cool Factor with Kim Coles*, *Bill Bellamy's Who's Got Jokes*

**Adults 25-54:** *All of Us*, *Divorce Court*, *Good Times*, *Martin*, *Eve*, *Turn Up the Heat with G. Garvin*, *TV One on One with Cathy Hughes*, *Bill Bellamy's Who's Got Jokes*, *Unsung*, *Life After*.

### NEW PROGRAMS FOR 2010/POPULAR ESTABLISHED PROGRAMS

#### ORIGINAL SPECIALS

**TV One Night Only: *Live From The Essence Music Festival*** - a TV One special event featuring main stage acts taped live from the Essence Music Festival in New Orleans, LA. This TV One two-hour music extravaganza features performances from Beyonce, Charlie Wilson, Al Green, John Legend, EnVogue, and more.

#### ORIGINAL SERIES

***Unsung*** - Each one-hour biography highlights the life and career of the most influential and talented R&B, Soul, and Gospel artists of the 1970's, 80's, and 90's such as Phyllis Hyman, The Clark Sisters, and Donny Hathaway. All of the artists profiled on *Unsung* have demonstrated substantial musical talent and attained some measure of popularity, but for one reason or another haven't enjoyed the staying power or acclaim of other, equally gifted colleagues.

***Life After*** - In the careers of all celebrities, there are turning points that change their lives forever afterwards, be they public or private, triumphant or tragic. These are the moments that in retrospect come to define them, the moments they point to when they look back and say, "that right there was the crossroads... after that, everything was different."

***Washington Watch*** - A weekly, lively one-hour interview show featuring members of the Congressional Black Caucus, officials from the White House and nationally known African-Americans who have an interest in government and public policy.

#### ACQUIRED PROGRAMS

***All of Us*** - Loosely based on the lives of executive producers Will Smith and Jada Pickett, *All of Us* is a heartwarming comedy about a devoted father's struggle to balance work, romance, his endearing son, and ex-wife.

***Divorce Court*** - Judge Mablean focuses on the other side of African American love and marriage. This show is also one of the first television programs to explore serious relationship issues.

***Good Times*** - *Good Times* is the story of the Evans family surviving in the Chicago projects with their heads held high.

***Lincoln Heights*** - When police officer Eddie Sutton packs up his family and moves back to the inner-city neighborhood where he grew up, he faces the struggle to balance the safety and happiness of his family with his desire to change the neighborhood.

***Living Single*** - *Living Single* is a situation comedy that centers on the lives of a group of six African American friends living in (or near) a Brooklyn brownstone. The series focuses on the personal and professional lives of each character, as well as their relationships with one another.

***Martin*** - *Martin* is a sassy sitcom centering on a radio-and-television personality named Martin Payne. The series focuses on Martin's romantic relationship with girlfriend Gina Waters, his job changes from a radio personality to a television personality and the variety of friends Martin hangs out with along the way: the loud-mouthed and sassy Pam James and his best friends Tommy Strong and Cole.

***Sanford & Son*** - Fred Sanford (Foxy), cantankerous 65-year-old, black, widower, runs a junkyard with his son Lamont (Wilson) in Los Angeles' Watts neighborhood. The two have crazy moments throughout, from a fake robbery to a discovered suitcase full of money. Accompanied by Aunt Esther (Page), Bubba (Bexley), Grady (Mayo) and a barracuda named Donna (Hamilton), the laughs keep coming.



## LEADING NATIONAL ADVERTISERS

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Allstate Corp.  
Darden Restaurants Inc.  
Hallmark Cards Inc.  
Johnson & Johnson  
Kellogg Co.  
Kraft Foods  
Nestlé SA

Pepsico Inc.  
Procter & Gamble  
Sara Lee Corp.  
Schering-Plough Corp.  
U.S. Government  
Wal-Mart Stores Inc.  
Yum! Brands Inc.

## NETWORK CONTACTS

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## WEBSITE INFORMATION

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Consumer Website: [www.tvoneonline.com](http://www.tvoneonline.com)

Affiliate Website: [www.tvoneaffiliates.com](http://www.tvoneaffiliates.com)