

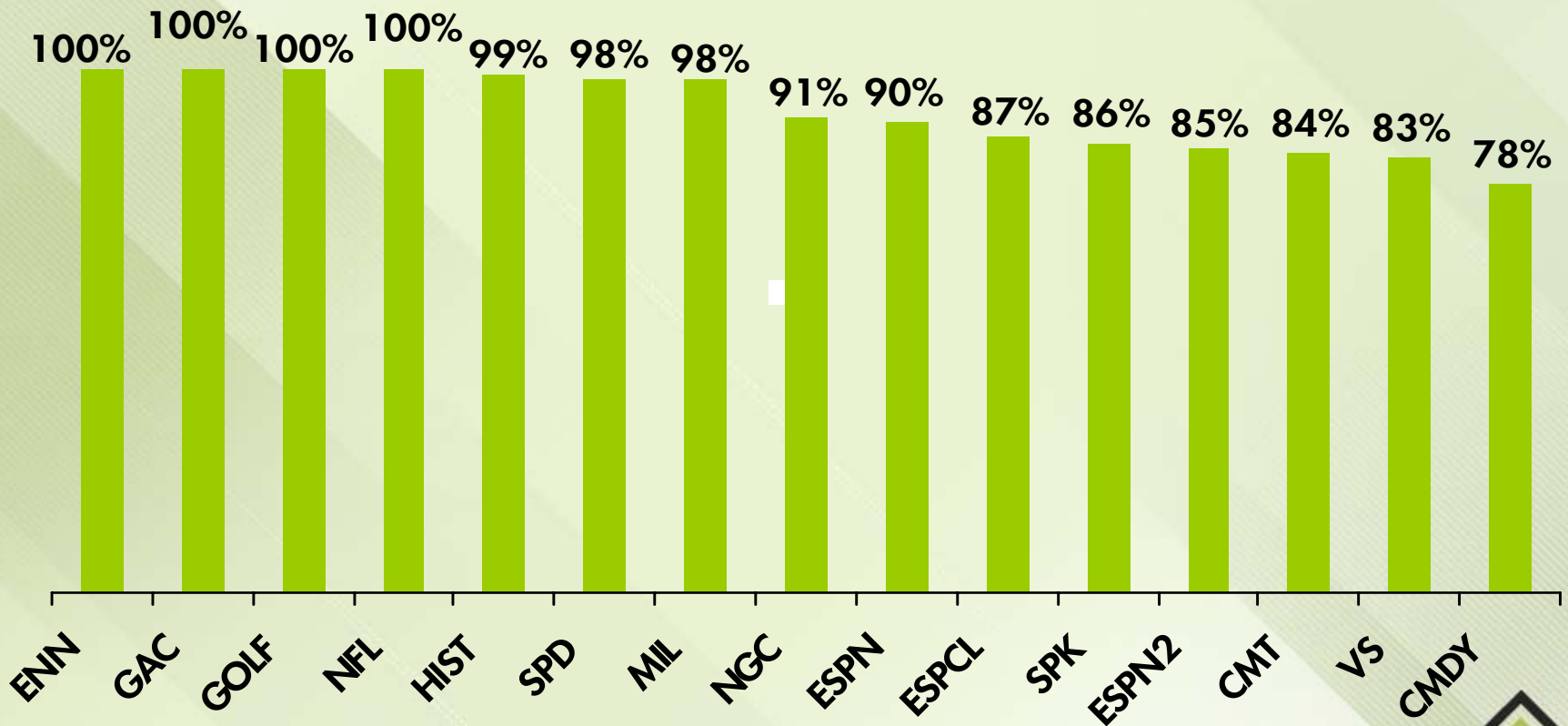
High Concentrations of Desirable Male Demos in Prime for All of 2008

	M 18-49 VPVH		M 25-54 VPVH		M 35-64 VPVH	
#1	GALA	624	VHC1	572	SPD	580
#2	ENN	538	GALA	568	MIL	571
#3	VS	534	NFLN	559	HI	544
#4	NFLN	527	SPD	532	DSCl	534
#5	VHLC	526	ENN	522	VH1C	514
#6	G4	504	VS	513	NFLN	505
#7	CMDY	503	OUTD	490	HIST	498
#8	ESPN	490	DSCl	480	DIY	490
#9	SPD	473	ESPN	474	REAL	486
#10	DISC	466	HIST	451	GOLF	486
#11	OUTD	434	G4	448	OUTD	484
#12	SCI	433	DISC	442	VS	472
#13	FX	428	MIL	434	SCIFI	454
#14	FUSE	415	REAL	424	ESPN2	451
#15	HIST	414	ESPN2	416	NGC	446

Source: Nielsen Media Research, Viewers Per Viewing Households, 2008 Full Year

Non-Duplication

Men 18-34: Saturday 12p-7p

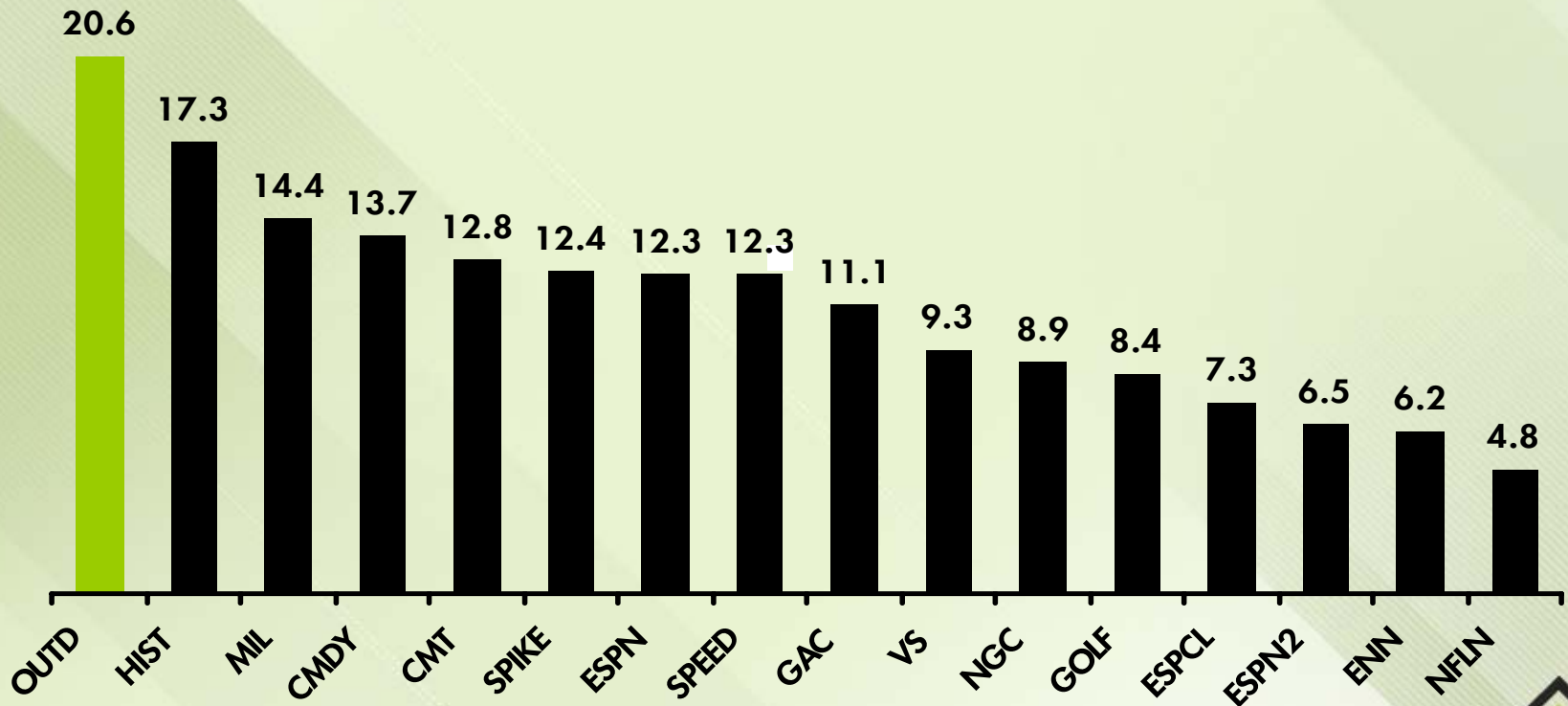


Source: Nielsen Media Research, Nov 2008, M18-34, S 12p-7p



Length of Tune

Men 18-34: Sunday 12p-7p
Average Tuning Minutes in Daypart



Source: Nielsen Media Research, Nov 2008, M18-34, Su 12p-7p