



Syndicated Network Television Association



"Off To College" With Syndication



“Off To College” With Syndication: Executive Summary

- **Big business at \$30 Billion+ in retail sales**
 - The second biggest shopping event behind Holiday
 - On average, \$618 expected per student
 - Fashion, home furnishings and electronics as well as school supplies
 - More shoppers looking for value by using discounts and promotions
- **Syndication reaches college-bound young adults**
 - 8 of the top 10 rated network and cable programs Monday – Friday
 - All 10 shows on Fridays
 - High ratings across the summer
 - Shows like *Two and a Half Men* and *Family Guy* leading their network prime counterparts
 - Higher nightly reach than all network prime, MTV prime and Adult Swim
- **Syndication reaches the parents of college students**
 - 11 shows with higher ratings than the network primetime average
 - More top 10 shows each weekday than ABC, NBC and FOX combined
- **Syndication delivers valuable “Off to College” shoppers**
 - Young adults and their parents shop at electronic stores, department and discount stores, clothing stores, office supply, and drug stores



"Off to College" Is Big Business

2009 spending will total \$30.1 Billion

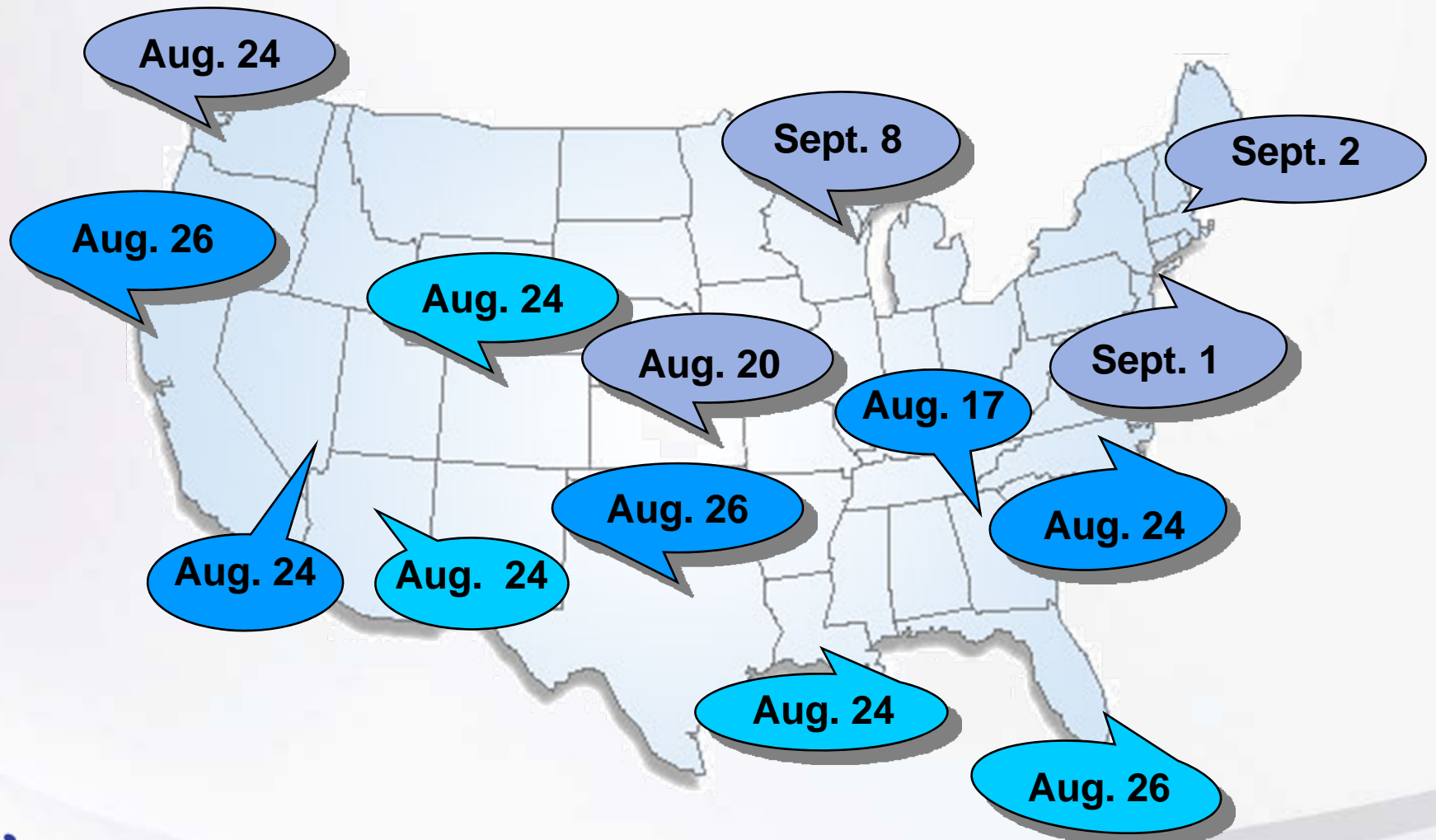
\$618 spent per student, up 3% vs. '08



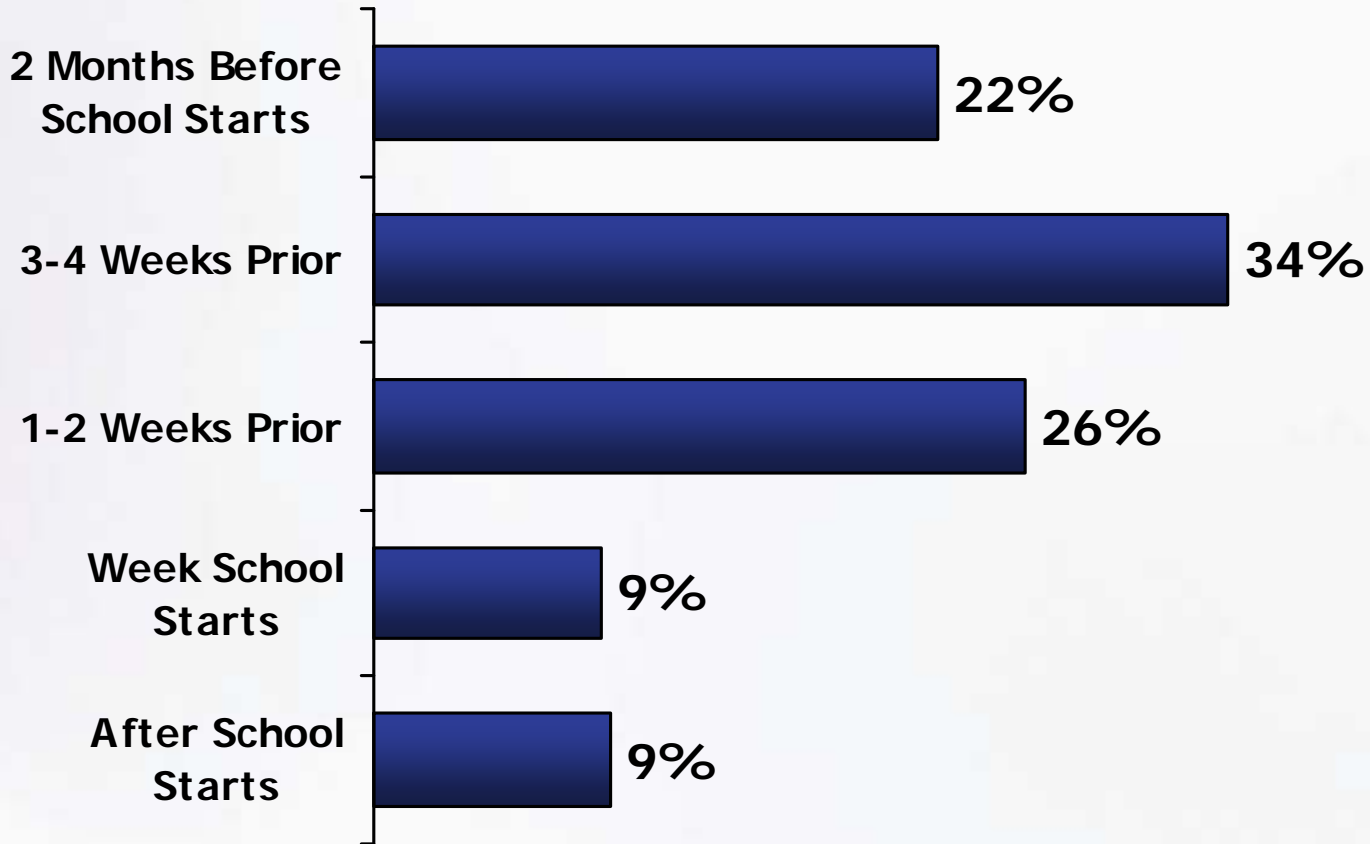


"This year, college students are just as focused as their parents on finding good deals and making smart choices with their money."

College Classes Start In Late August, But Students Often Arrive Earlier

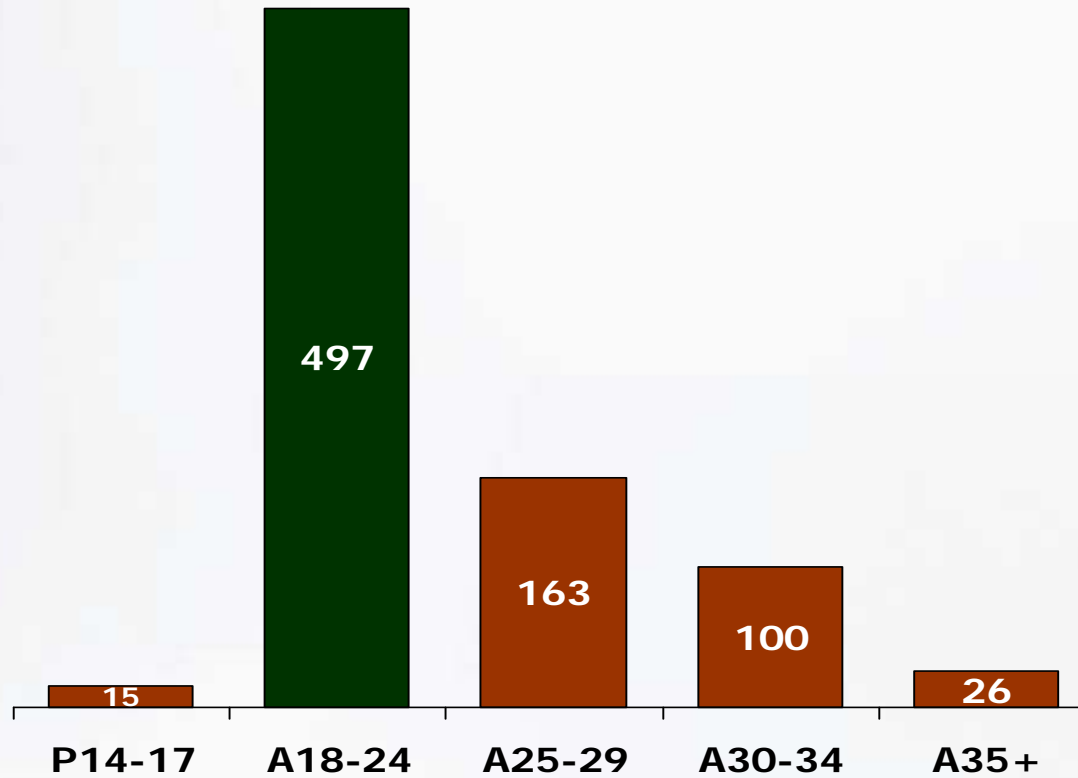


Shopping For College Starts In July



College Students: 5x More Likely To Be A18-24

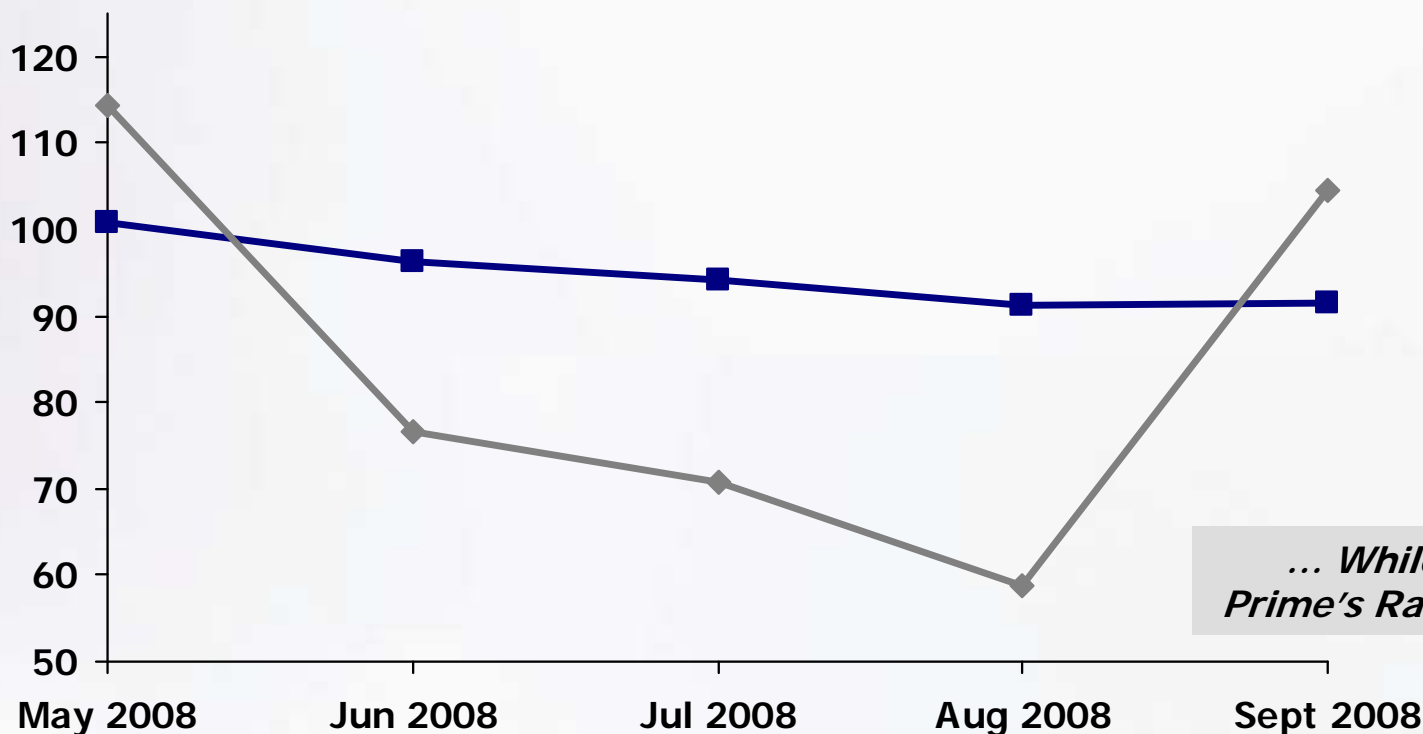
Index vs. Population



Attention College Shoppers! Syndication Has Consistent Summer Ratings

SYNDICATION
OFF TO
COLLEGE
2008

Delivery Index
Adults 18-24



... While Network Prime's Ratings Decline

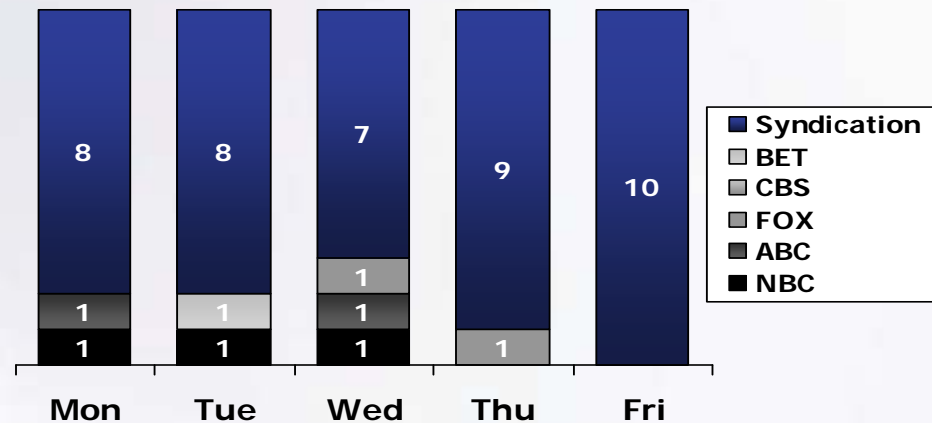
■ Syndication ◆ Network Prime



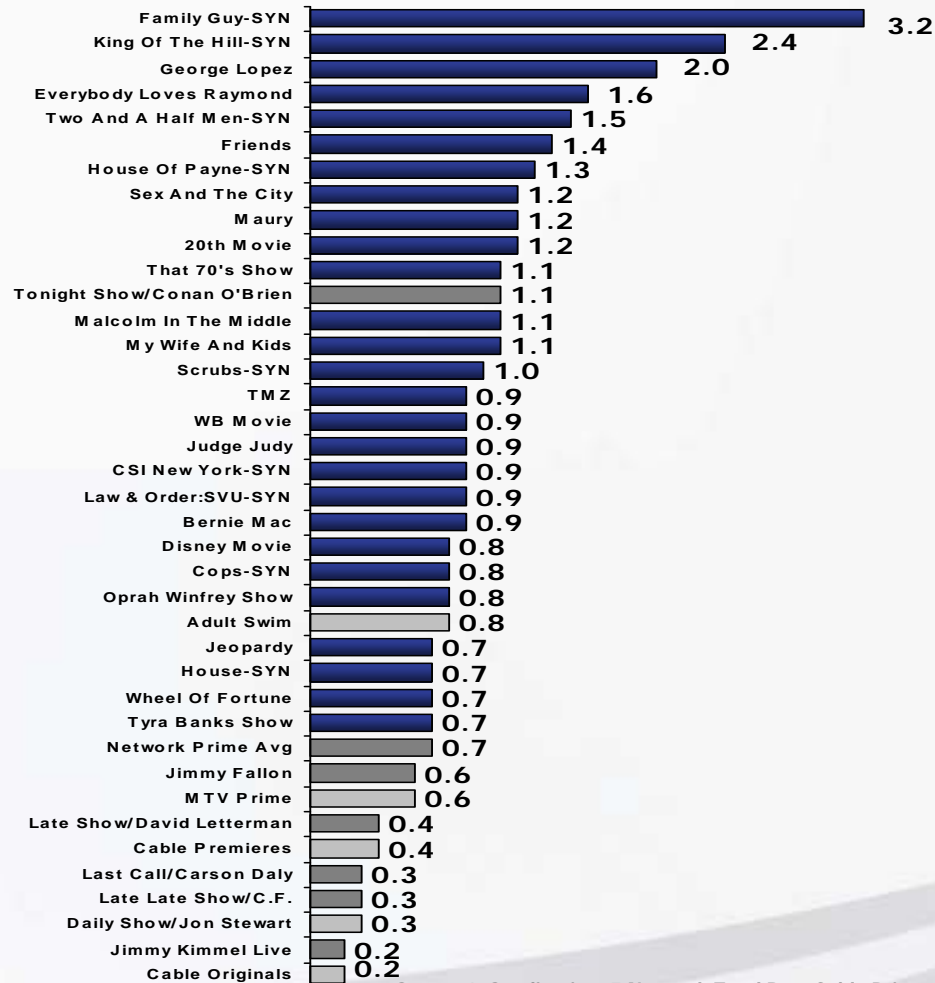
Syndication: Great Start For Summer 2009



Adults 18-24
of Shows in Top 10
C3 Ratings Rank



Adults 18-24
Top Rated Shows
C3 Ratings Rank

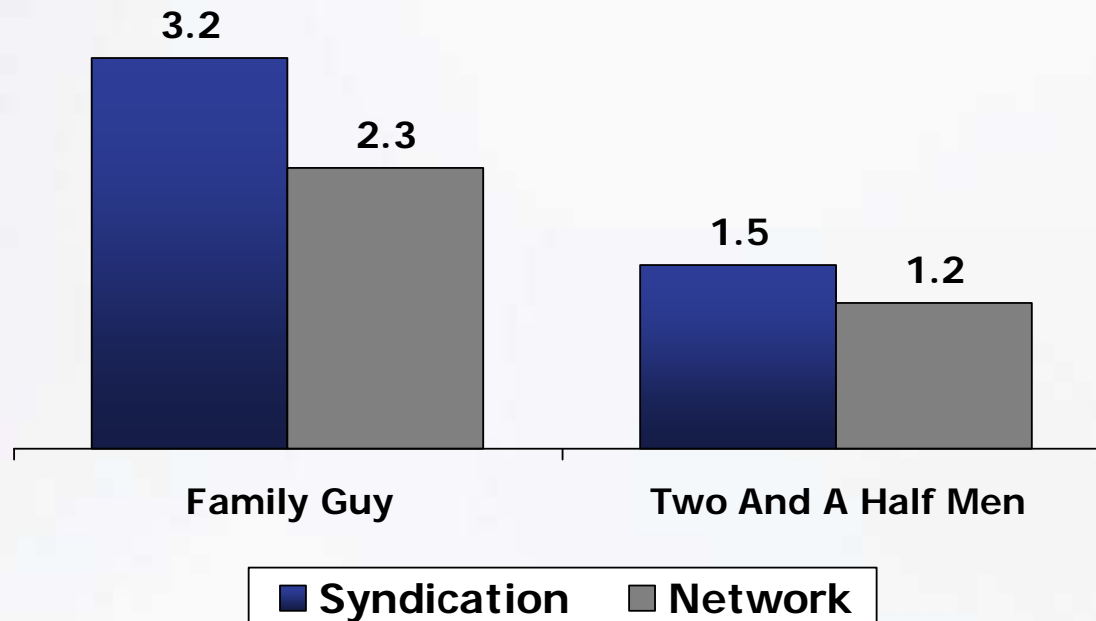


Source 1: Syndication, 5 Network Total Day, Cable Prime
Source 2: Syndication, 5 Network Prime, Cable Premieres & Cable Originals
Nielsen NPower 5/25/09-7/12/09; AA/GAA% Live+3 Commercial Ratings
Excludes sports, children's programming and specials
Movie packages averaged based on originator

Two And A Half Men, Family Guy: More Laughs In Syndication



A18-24

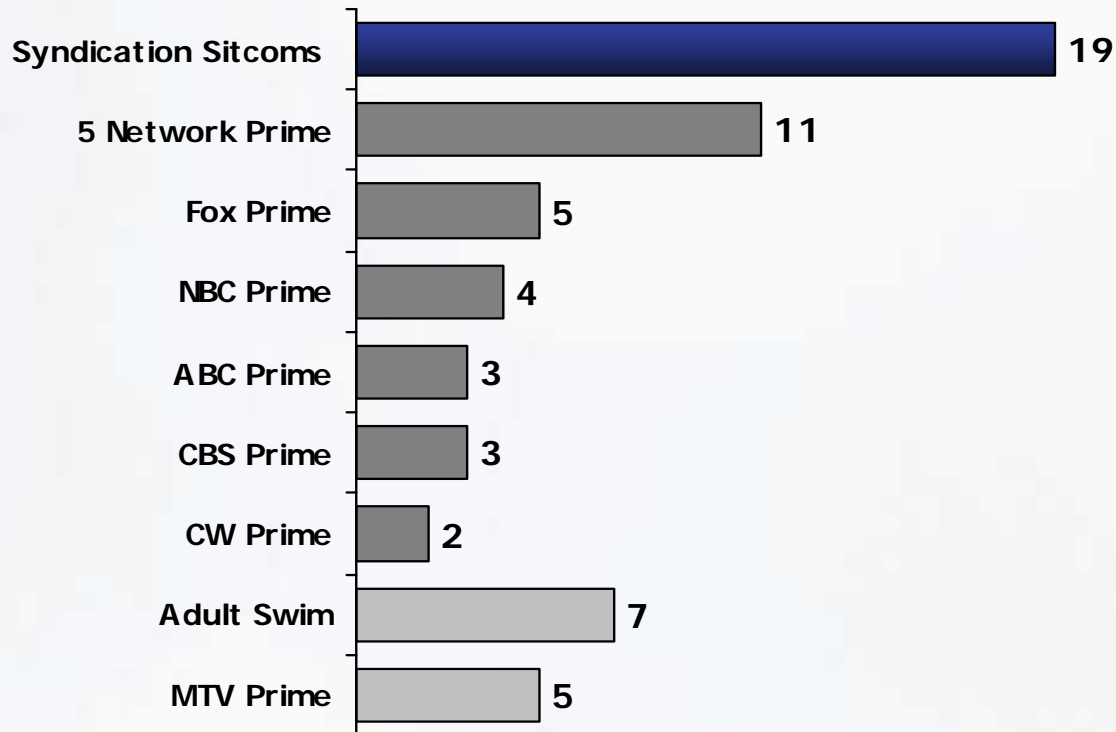


Higher Daily Reach



Thursday

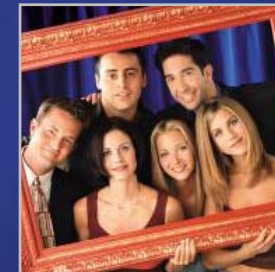
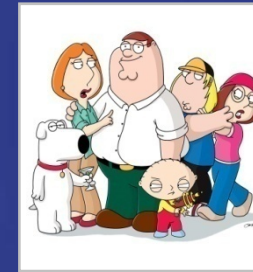
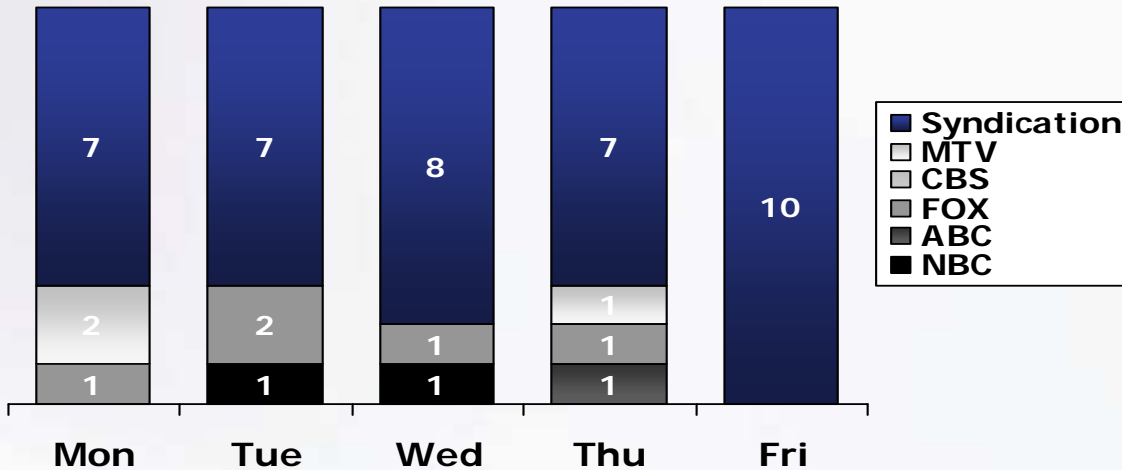
Adults 18-24 Reach
Live



Syndication Has Top Shows Reaching College-Bound Young Adults

SYNDICATION
OFF TO
COLLEGE
2008

Adults 18-24
of Shows in Top 10
C3 Ratings Rank

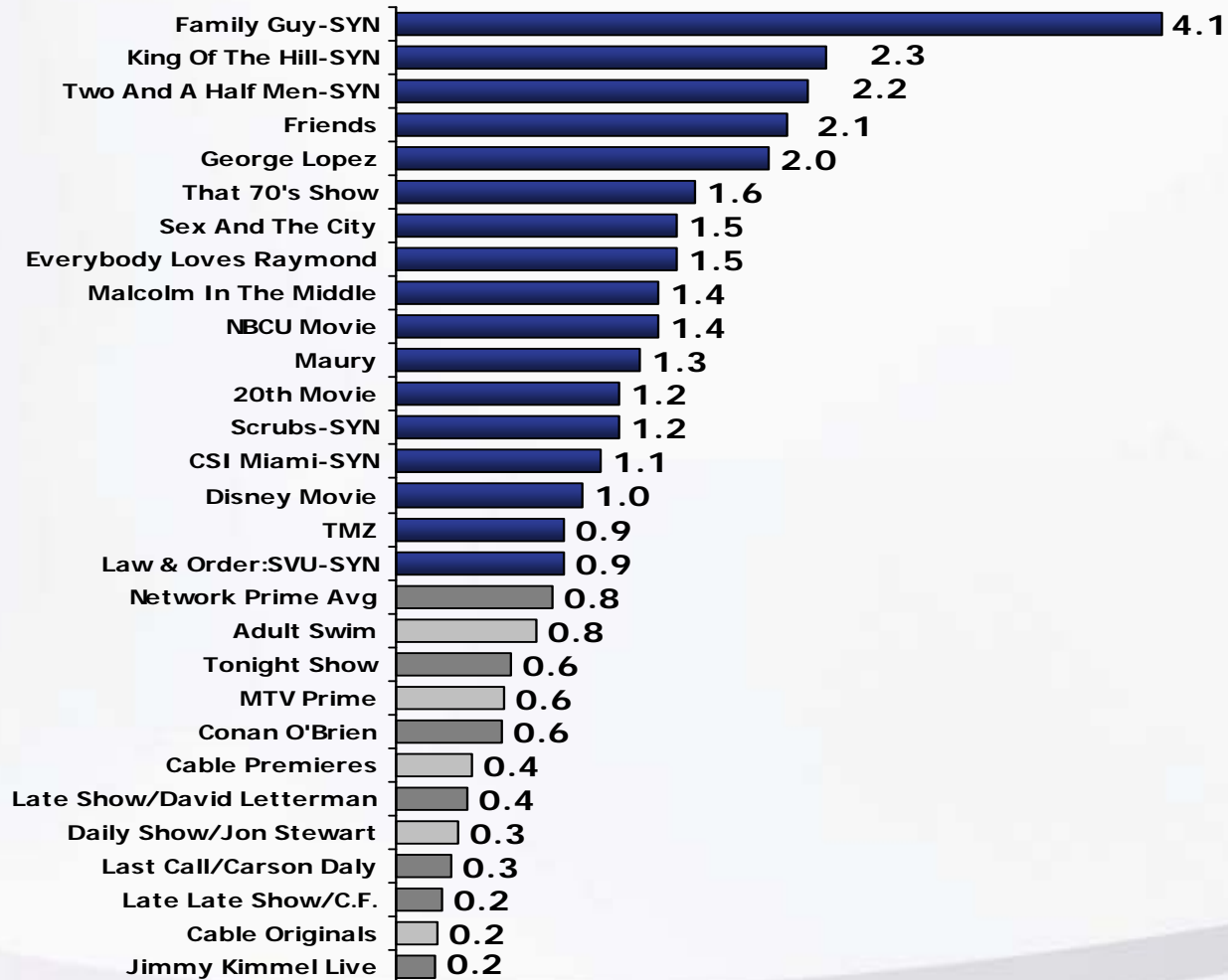


Source: Nielsen 5/26/08-8/31/08 AA/GAA%
Syndication, 5 Network Total Day, Cable Prime
Live+3 Commercial Ratings
Excludes sports, children's programming and specials

Syndication: Higher Rated For Adults 18-24



A18-24

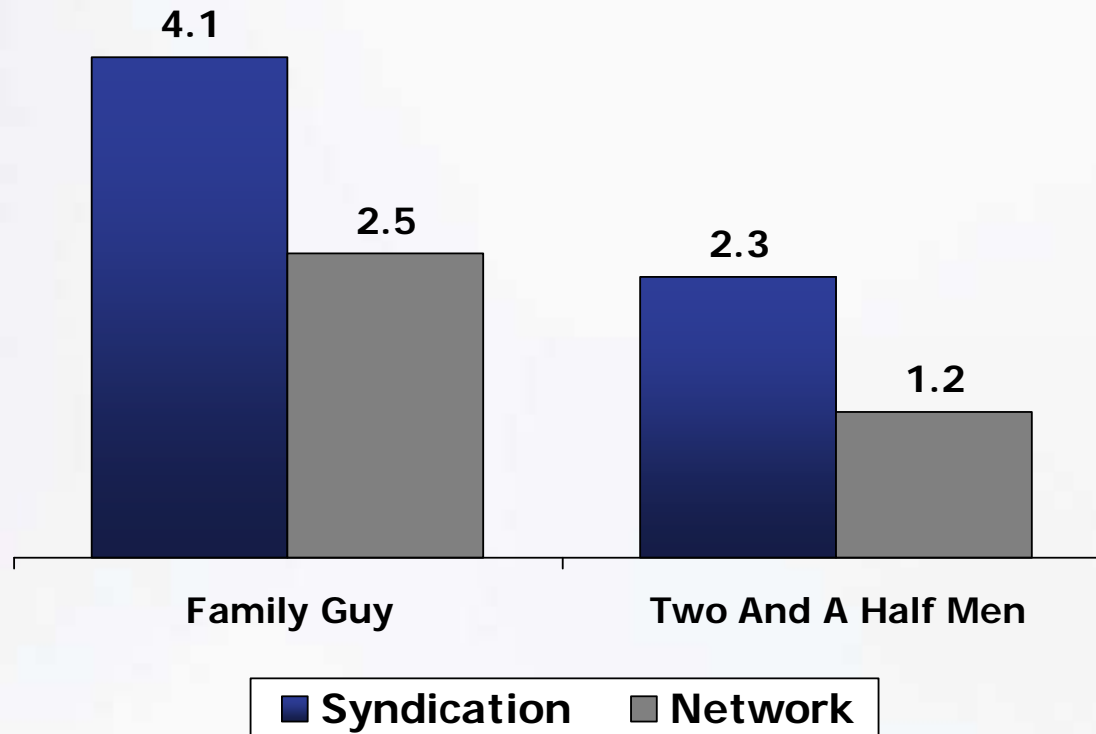


Two And A Half Men, Family Guy: More Laughs In Syndication

SYNDICATION

OFF TO
COLLEGE
2008

A18-24



Syndication Fridays: Hot All Summer Long

SYNDICATION

OFF TO
COLLEGE
2008

Friday Adults 18-24 # Of Top Ten Programs Summer 2008



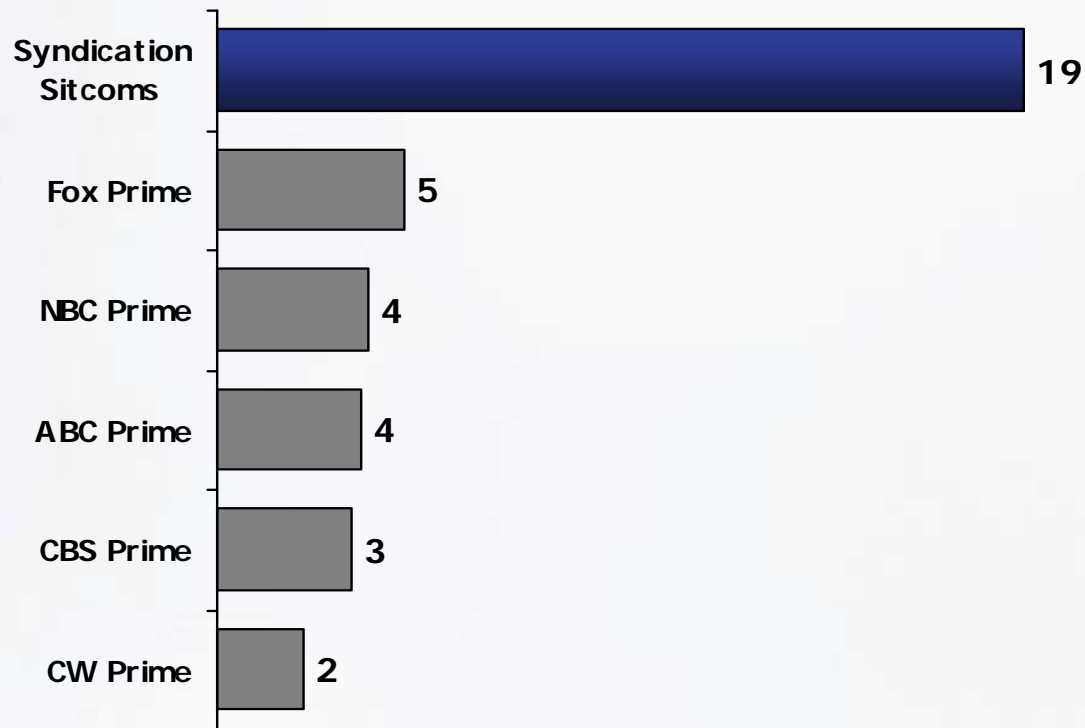
■ Syndication ■ Network



Higher Daily Reach

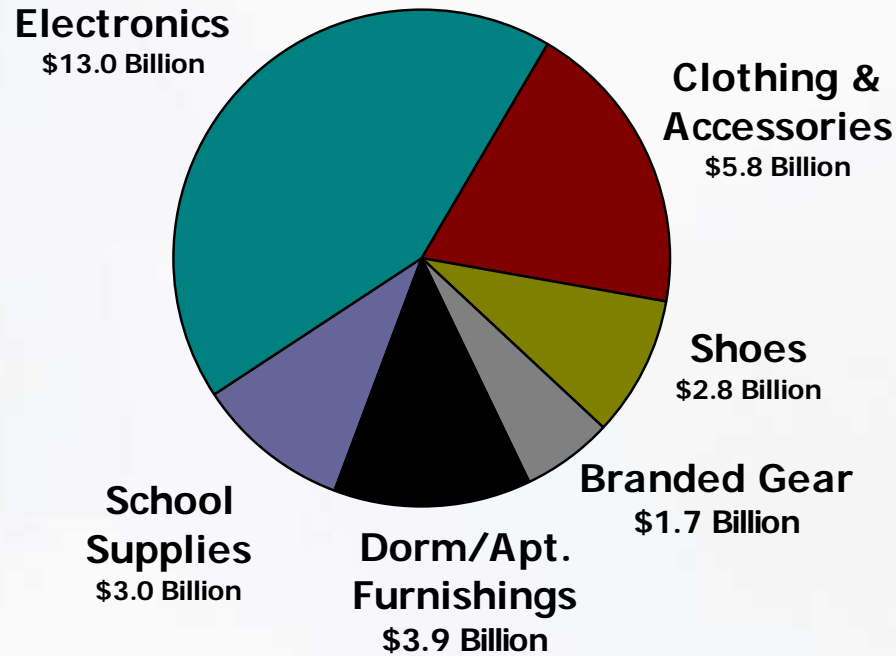
SYNDICATION
OFF TO
COLLEGE
2008

Thursday Adults 18-24 Reach Live



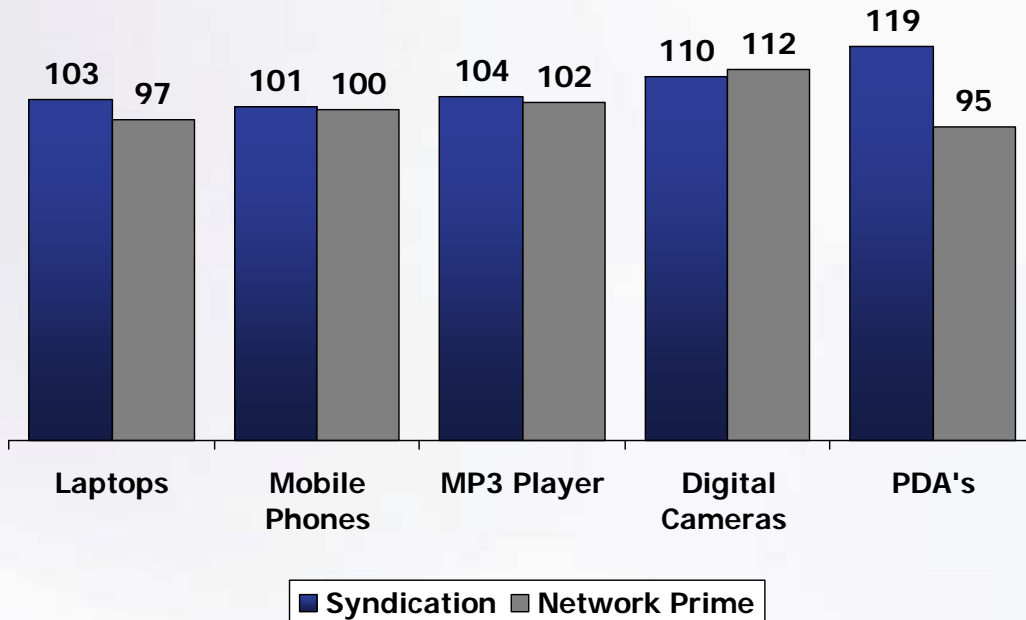
Electronics: #1 Category For College Students

Back to College Spending
\$30.1 Billion



Syndication's A18-24 Viewers Are Valuable Electronics Users

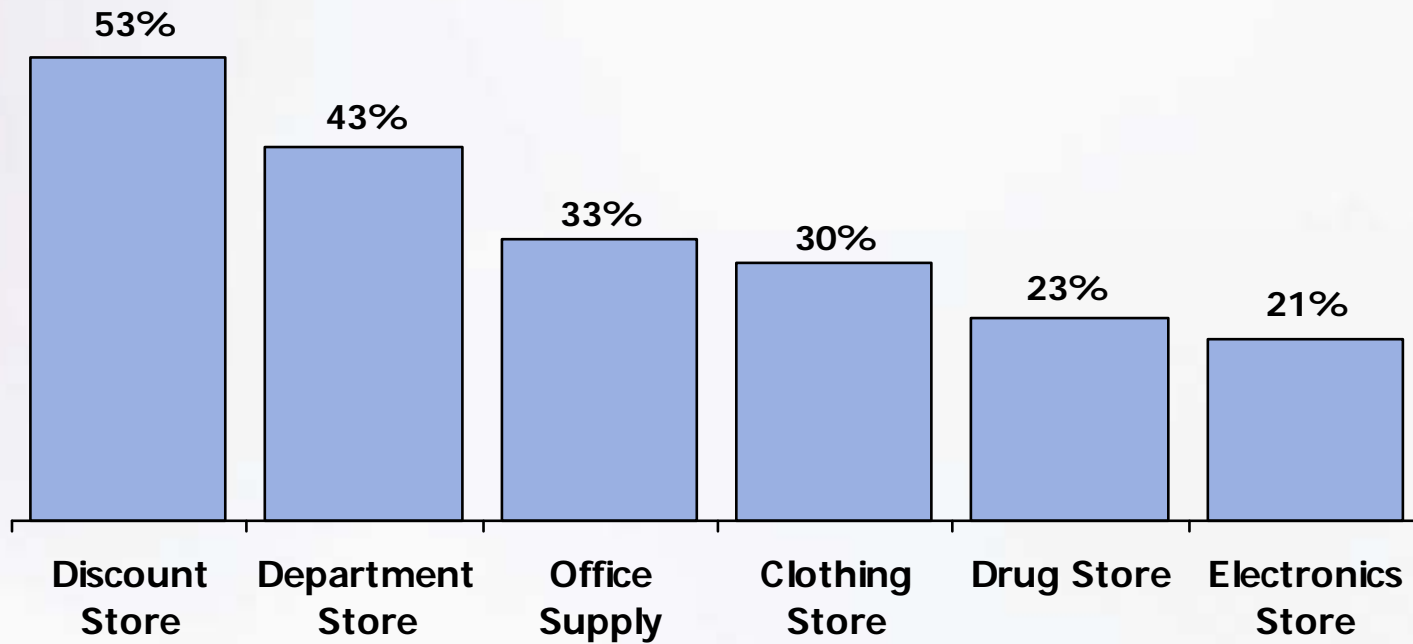
Use Electronics



Source: MRI Spring 2008. Base=A18-24.
 PDA's Index: Have a standalone PDA
 MP3 Player Index: Bought standalone or used as a feature
 Laptops Index: Intent to Purchase in the next 12 months
 Mobile Phone Index: Bought in the last 12 months
 Digital Camera Index: Own

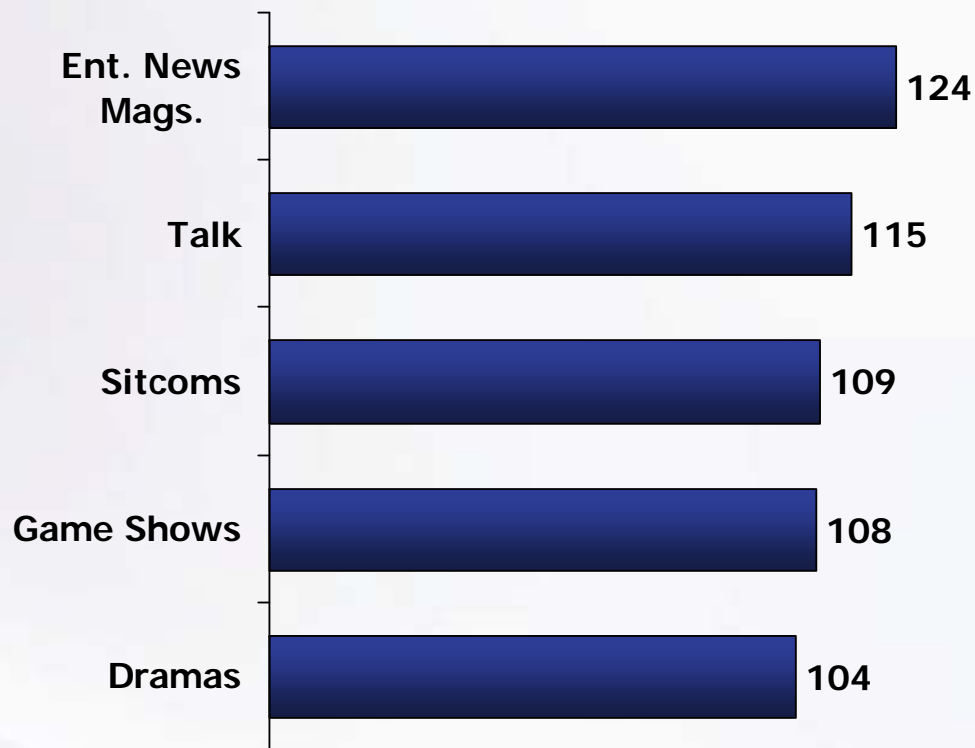
Shopping By Retail Outlet

Where Consumers Plan to Shop For
Back to College Merchandise



Syndication Viewers Shop For Clothes At Department And Discount Stores

Adults 18-24 Index

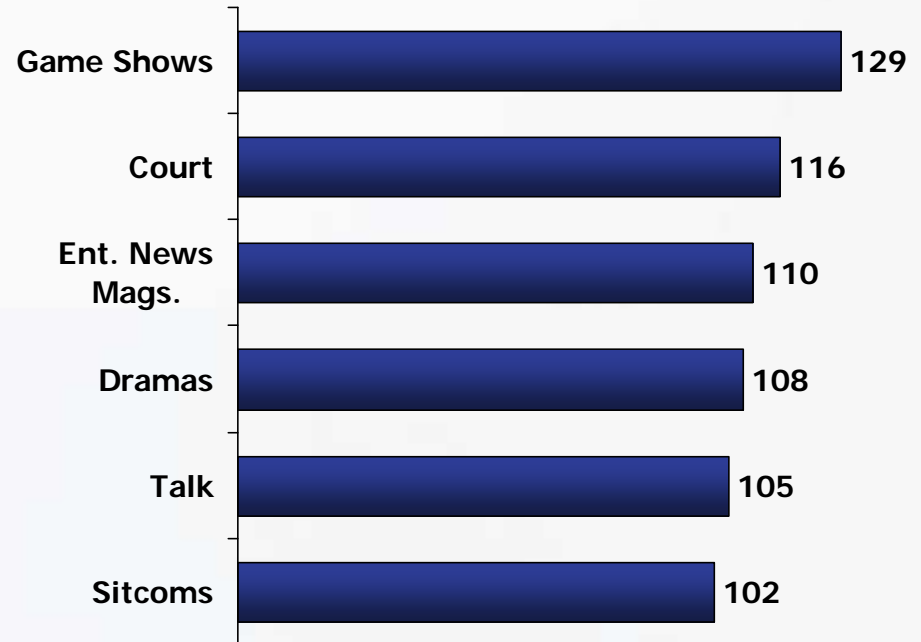
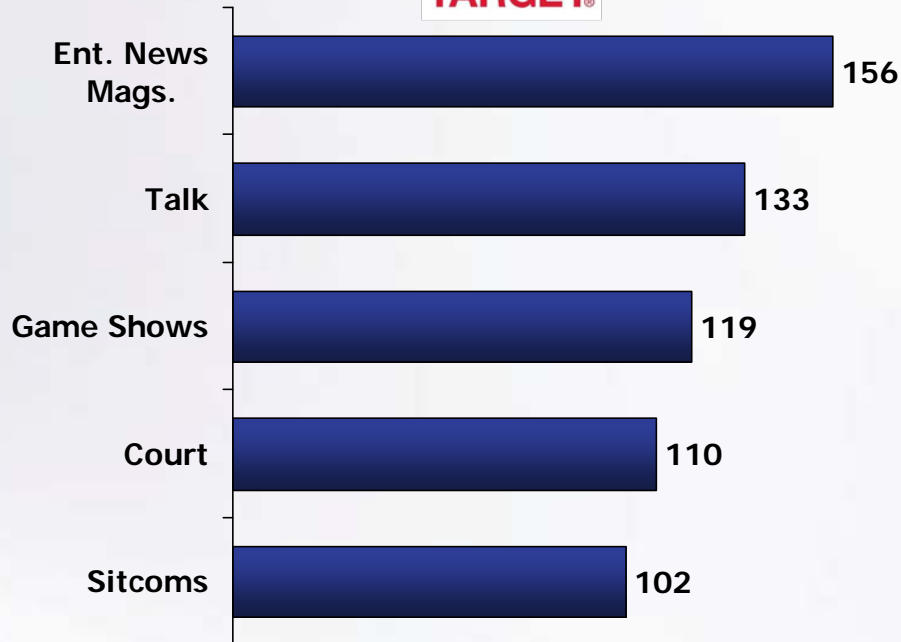


Source: MRI Spring 2008. Base=A18-24.
Index: Bought clothing at a department or discount store in the last 6 months.

They Look For Values At Target And Walmart

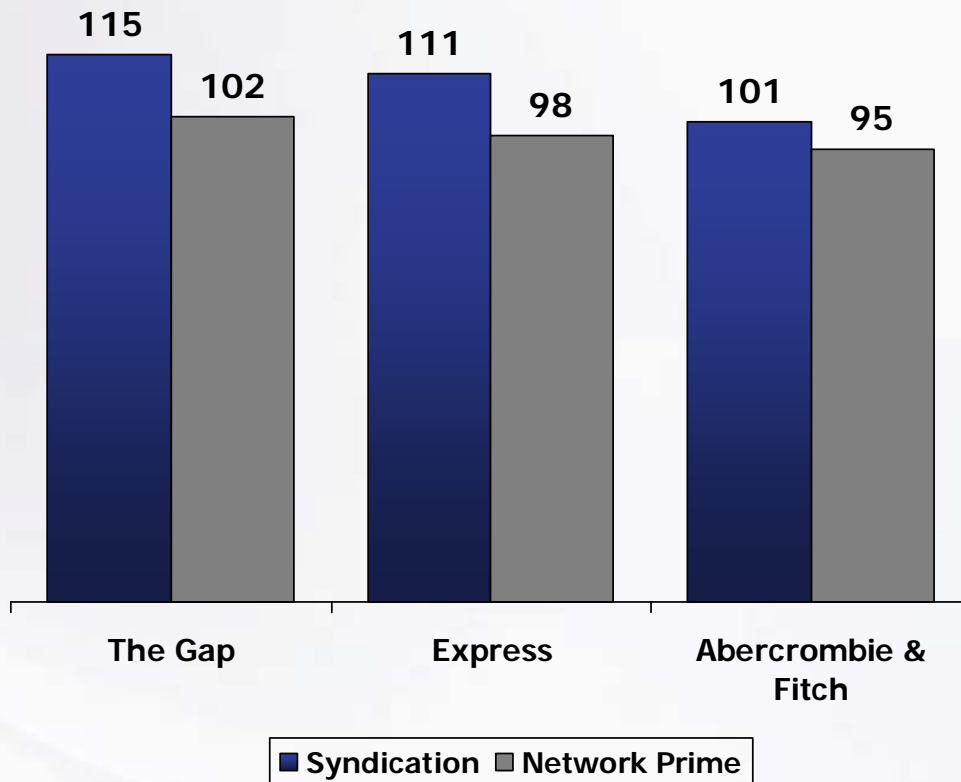


A18-24 Index



They Shop At Branded Clothing Retailers

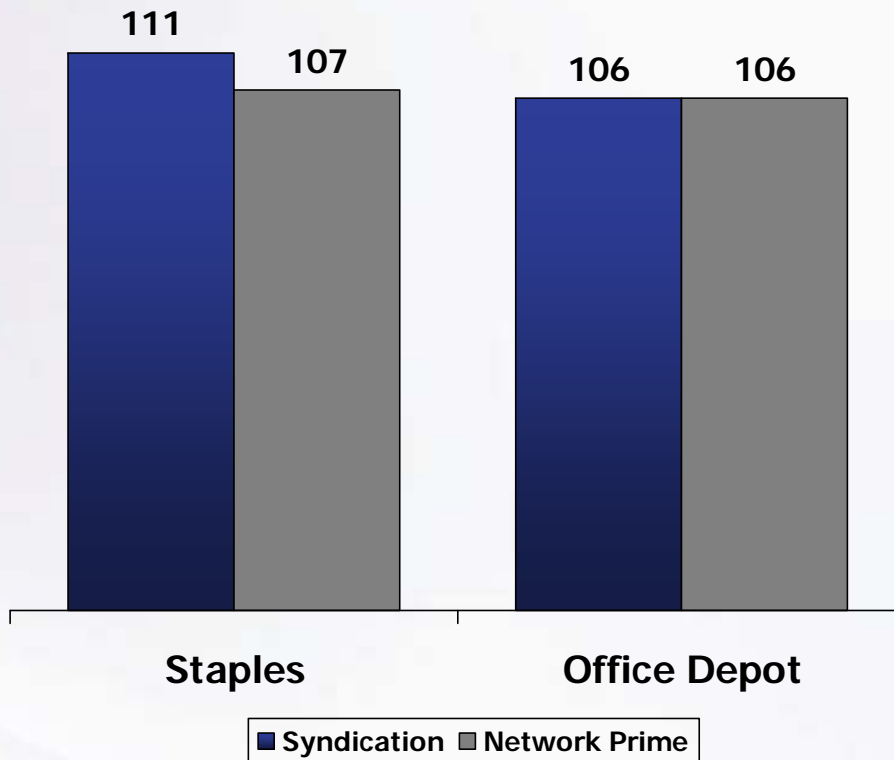
Adults 18-24 Index:



Source: MRI Spring 2008. Base = A18-24 Index: Shopped 1 or more times in the last 30 days.

Syndication Viewers Frequent Office Supply Stores

Adults 18-24 Index:

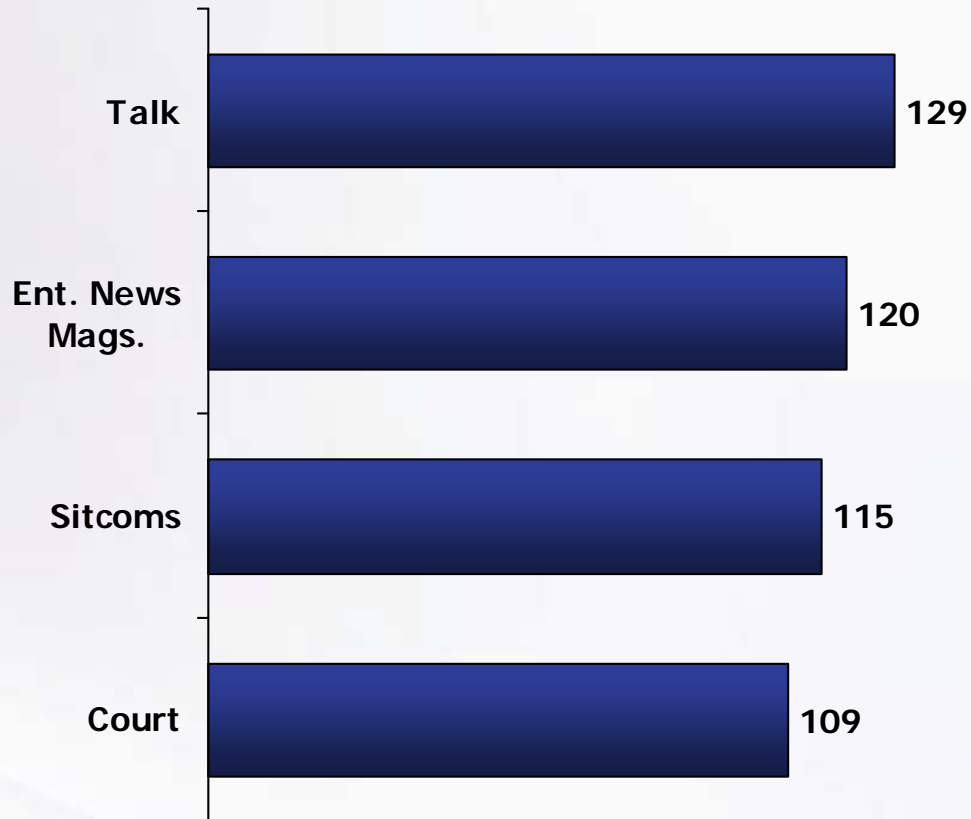


Source: MI Spring 2008. Base = A18-24.
Index: Shopped 1+ times in the last 30 days



Syndication Viewers Get Their Gear At Electronic Stores

Adults 18-24 Index:

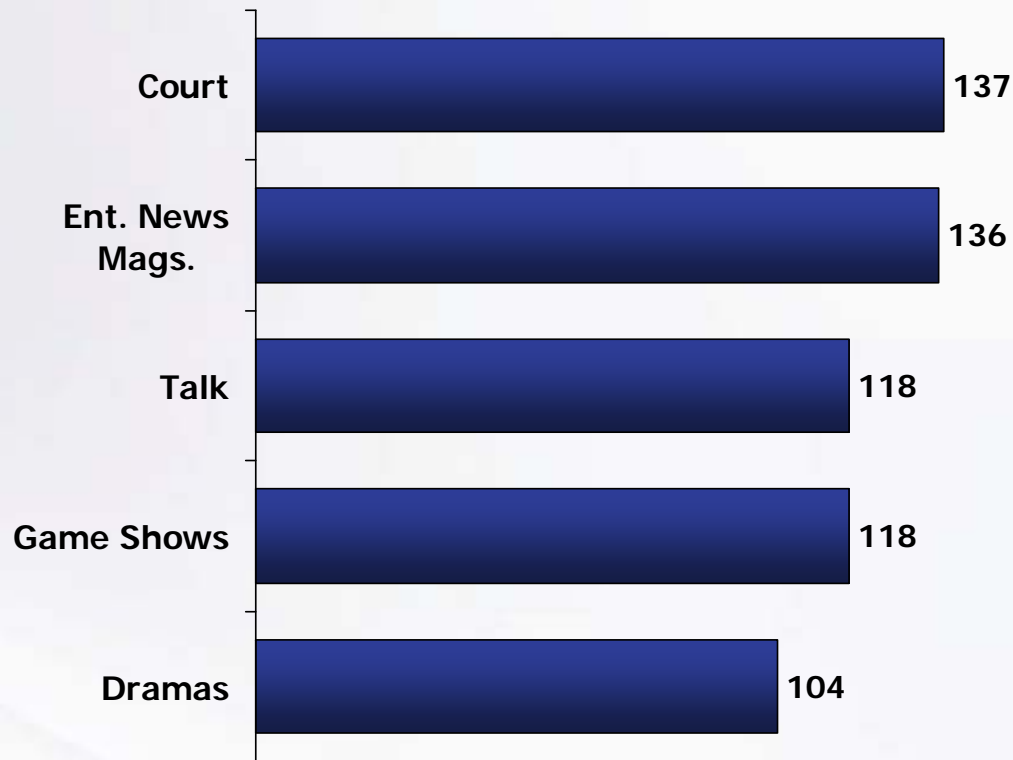


Source: MRI Spring 2008. Base=A18-24.
Index: Shopped 1+ times at Best Buy or Radio Shack in the last 30 days



Syndication Viewers Are Pharmacy Customers

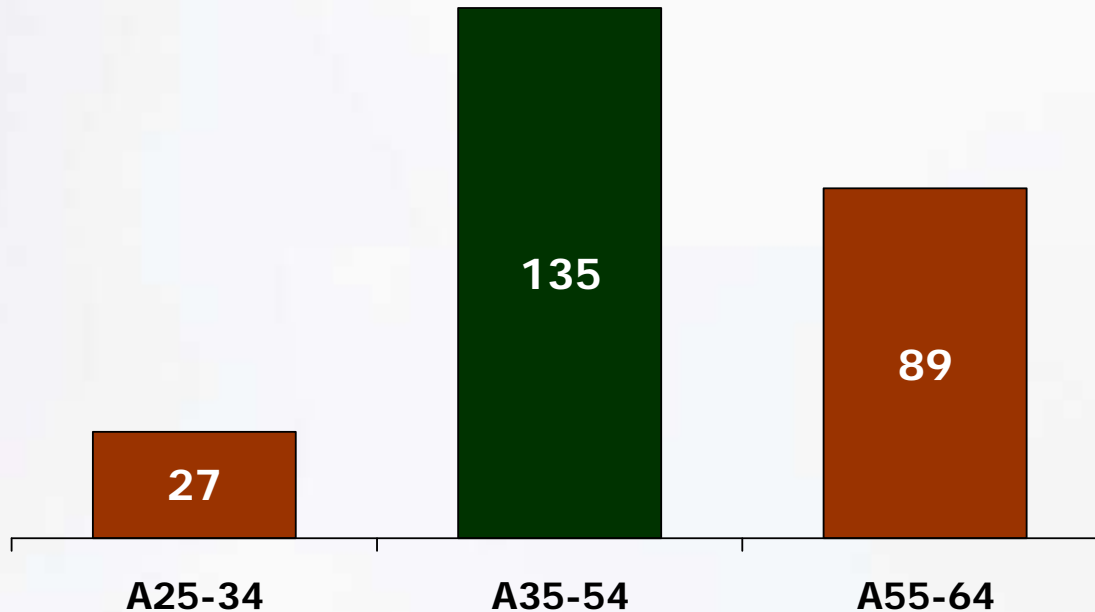
Adults 18-24 Index:



Source: MRI Spring 2008. Base=A18-24.
Index: Shopped CVS Pharmacy, Rite Aid or Walgreens 3+ times in the last 30 days

A35-54: The College Parent Demographic

Index to Adults 18+

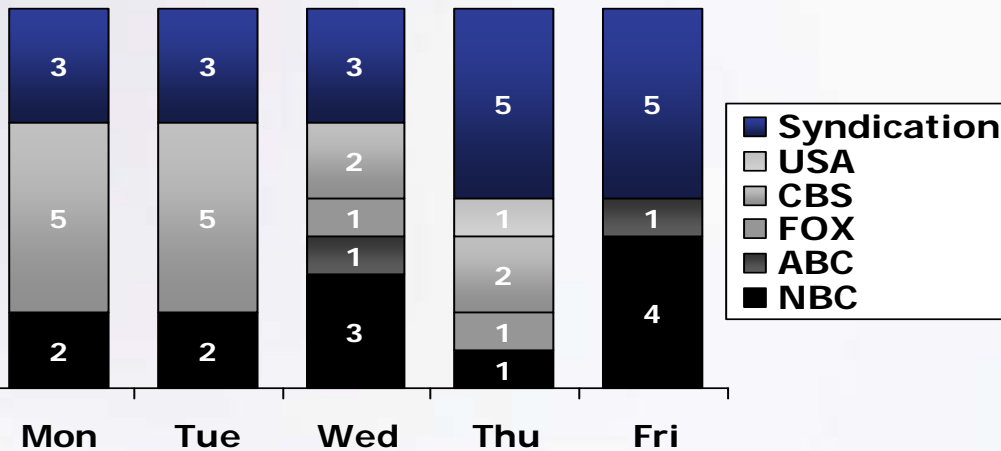


Summer 2009 Is Off To A Great Start

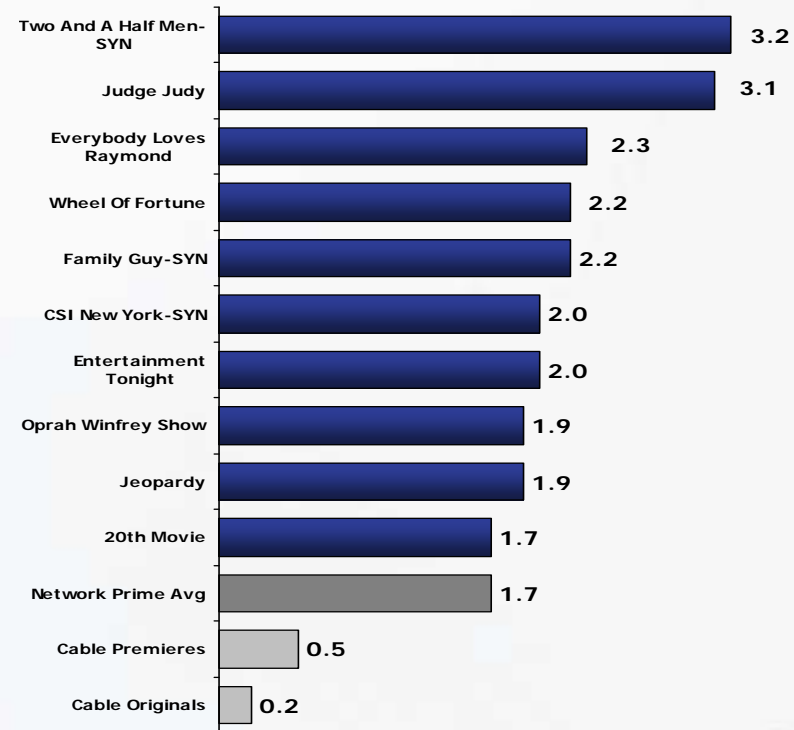
JUNE
2009



Adults 35-54
of Shows in Top 10
C3 Ratings Rank



Adults 35-54
Top Rated Shows
C3 Ratings Rank

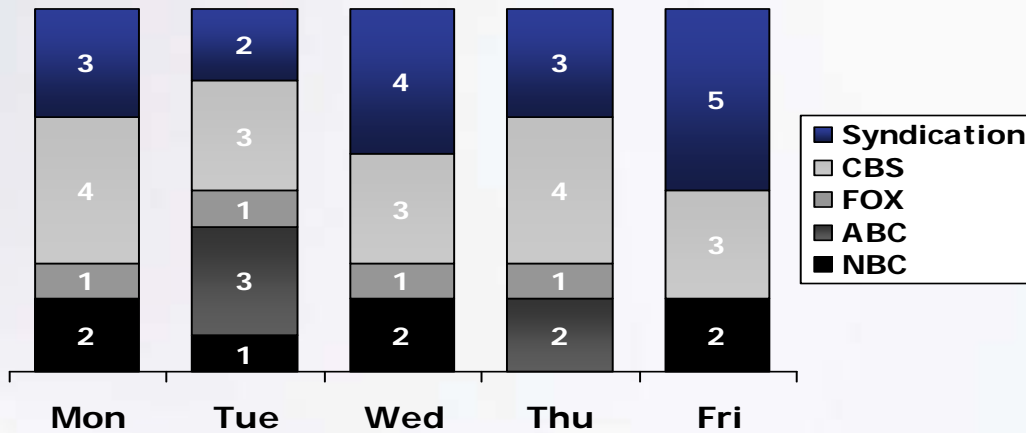


Source 1: Syndication, 5 Network Total Day, Cable Prime
 Source 2: Syndication, 5 Network Prime, Cable Premieres & Cable Originals
 Nielsen NPower 5/25/09-6/28/09; AA/GAA% Live+3 Commercial Ratings
 Excludes sports, children's programming and specials

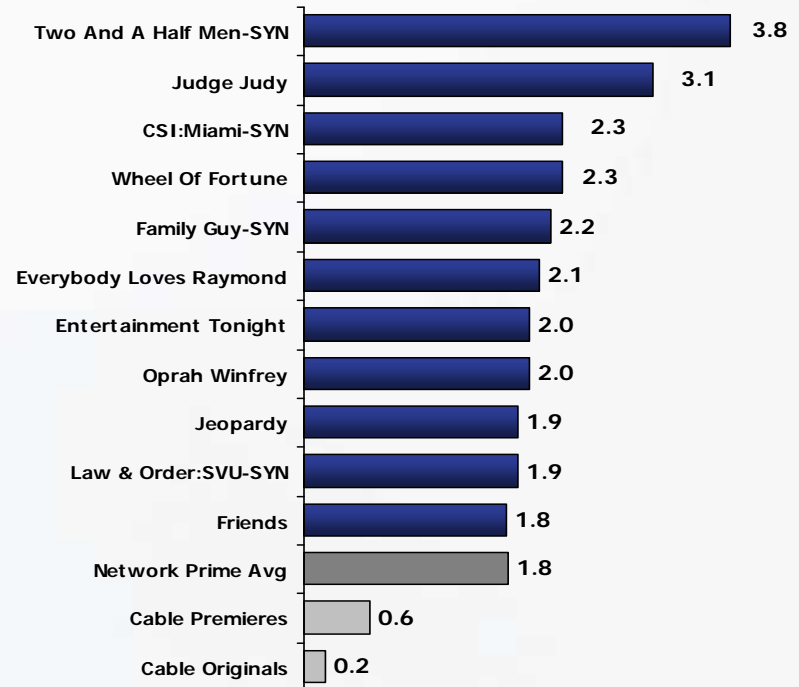
Syndication: Tops At Reaching Parents Of College Students



Adults 35-54
of Shows in Top 10
 C3 Ratings Rank



Adults 35-54
Top Rated Shows
 C3 Ratings Rank

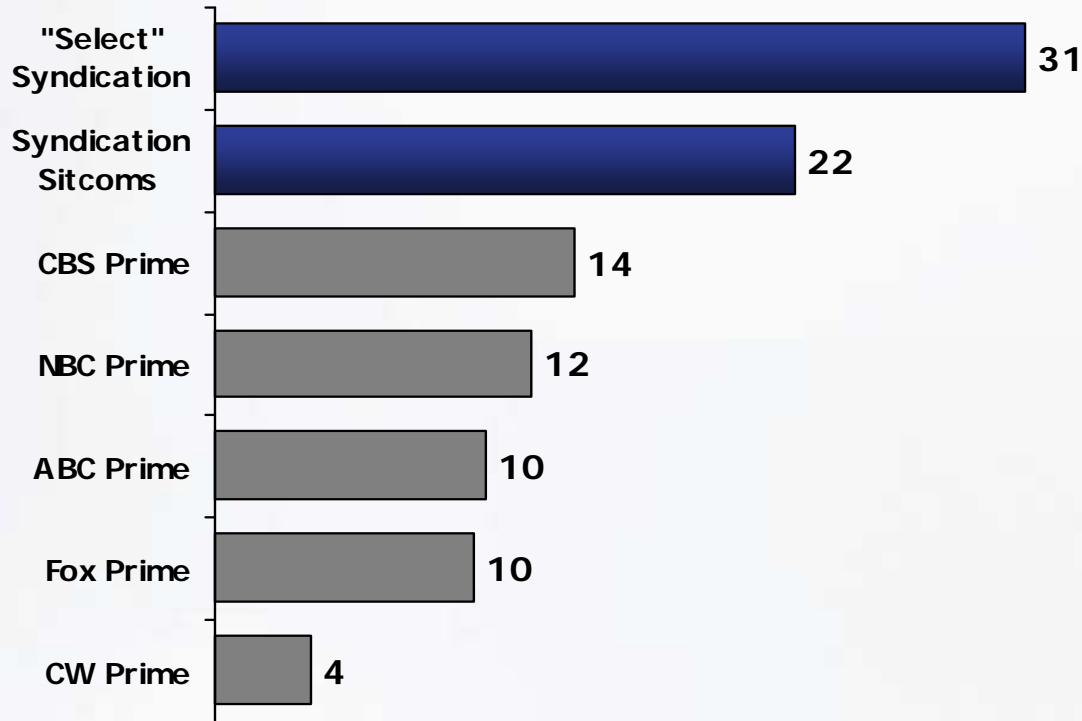


Source 1: Syndication, 5 Network Total Day, Cable Prime
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 Nielsen NPower 5/26/08-8/31/08; AA/GAA% Live+3 Commercial Ratings
 Excludes sports, children's programming and specials

Syndication: High Reach Leading Into The Weekend

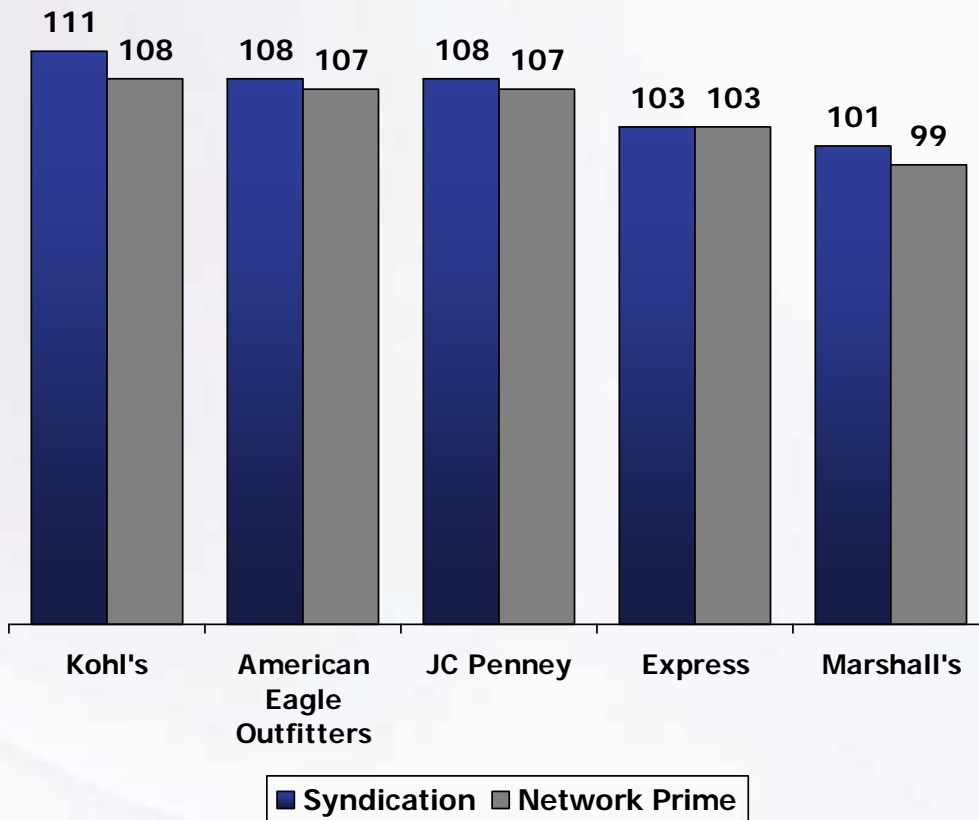
SYNDICATION
OFF TO
COLLEGE
2008

Thursday Adults 35-54 Reach Live



Syndication's Adult Viewers Shop At Clothing Retailers

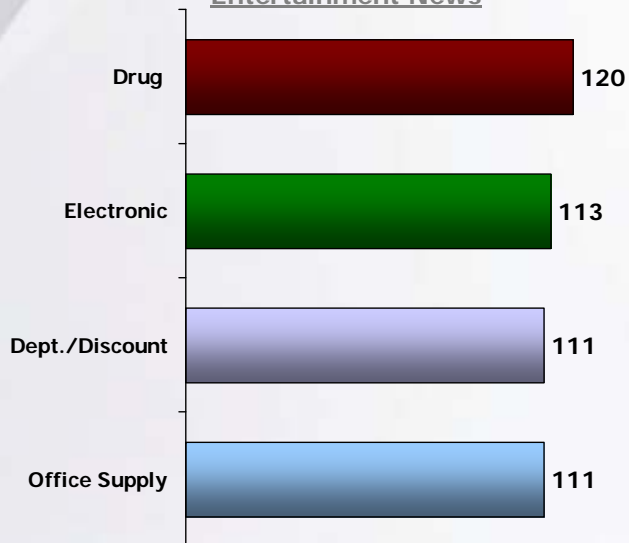
Adults 35-54 Index:



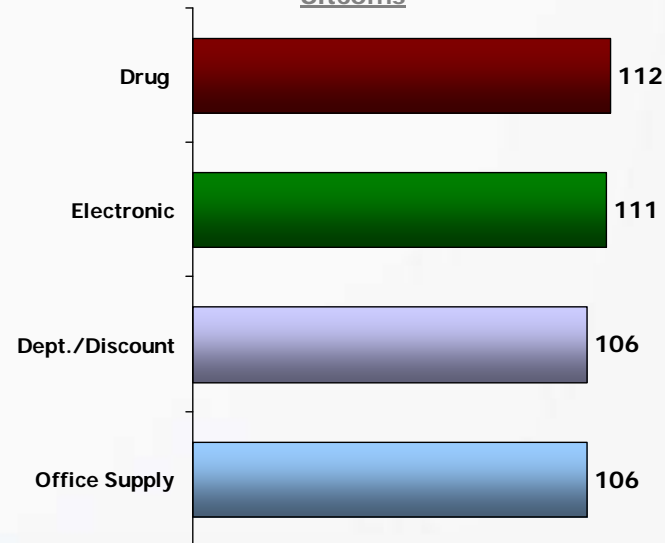
Source: MRI Spring 2008. Base = A35-54
Index: Shopped 1 or more times in the last 30 days.

Syndication's Adult Viewers Shop Popular "Off To College" Outlets

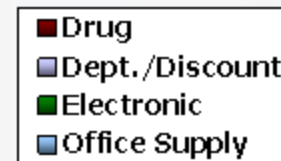
Entertainment News



Sitcoms



Talk



Source: MRI Spring 2008. Base=A35-54.
 Drug Store Index: Shopped CVS Pharmacy, Rite Aid or Walgreens 3+ times in the last 30 days
 Electronic Stores Index: Shopped 1+ times at Best Buy or Radio Shack in the last 30 days
 Office Supply Stores Index: Shopped Office Depot, Office Max, or Staples 1+ times in the last 30 days
 Department/Discount Store Index: Bought clothing at a department or discount store in the last 6 months



Syndicated Television: *Valuable College-Bound Families*