

Results
from the 2007/08
SNTA Member Survey



Syndication's Communication Advantage

 **CBS** TELEVISION
DISTRIBUTION

 **Disney** * **abc**
DOMESTIC
TELEVISION

 **NBC**  **UNIVERSAL**
TELEVISION DISTRIBUTION



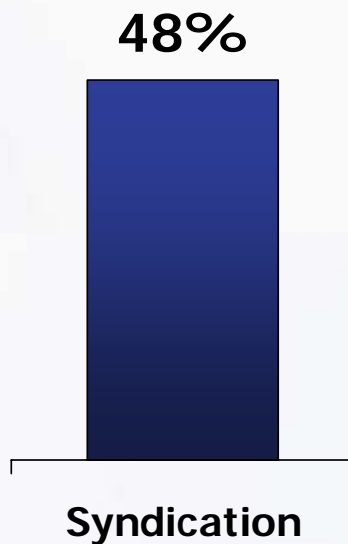
Syndication's Communication Advantage

- **More "A" positions than network and cable**
- **Higher percentage of "first-minute" commercials** in any break
 - First commercial minute of each pod is highly rated
- **Shorter breaks** than prime network and cable
 - Shorter pods means more commercial viewers for syndication
- **Low Clutter** exclusive national pods
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Syndication: Half Are "A" Positions

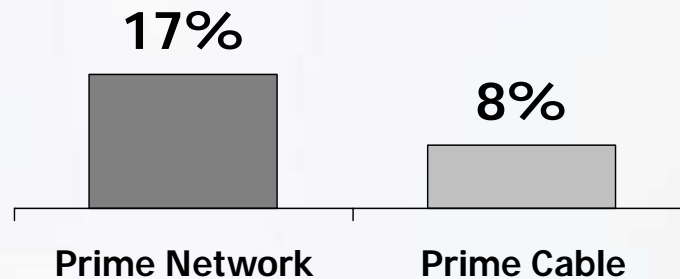
% A Positions
M-F Synd. Strips



Source: SNTA 07/08 Member Survey. Percentages based on :30 unit basis.
Average M-F Strips (Ent. News, Sitcoms, Game, Talk, Court).

National Syndication: 3x To 6x More "A's" Than Network Or Cable

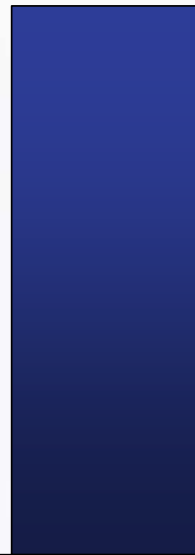
% A Positions
Average



Syndication: 86% "First-Minute" Positions

% A/B Positions
M-F Synd. Strips

86%



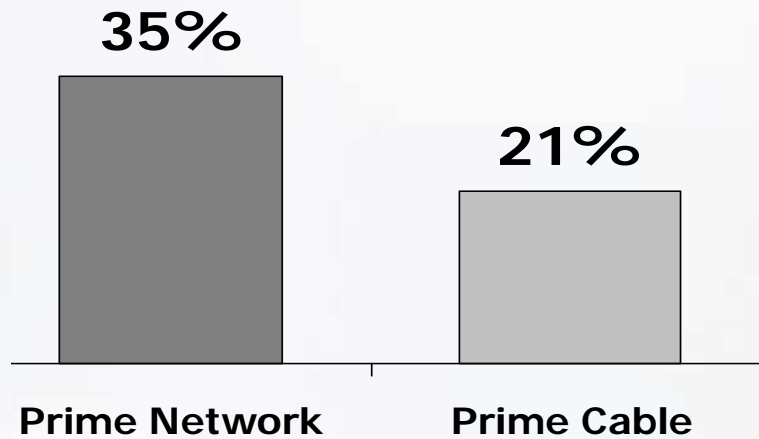
Syndication



Source: SNTA 07/08 Member Survey. Percentages based on :30 unit basis.
Average M-F Strips (Ent. News, Sitcoms, Game, Talk, Court).

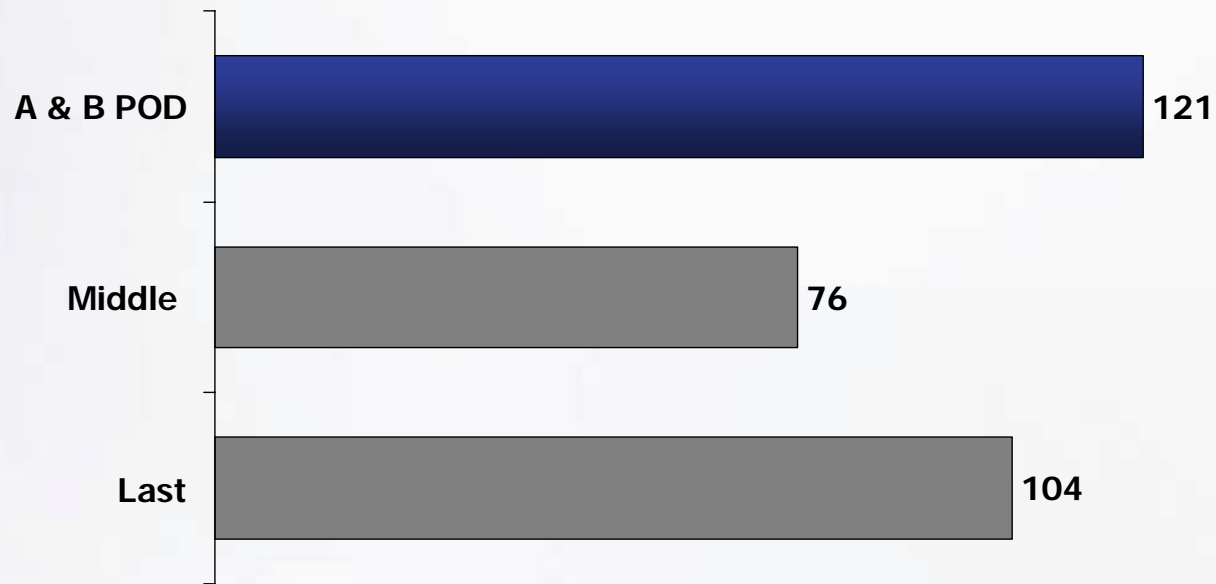
3x To 4x More "A/B" Commercials Than Network Or Cable

% A/B Positions
Average



A 21% Recall Advantage

Relative Index Adult Unaided Ad Recall

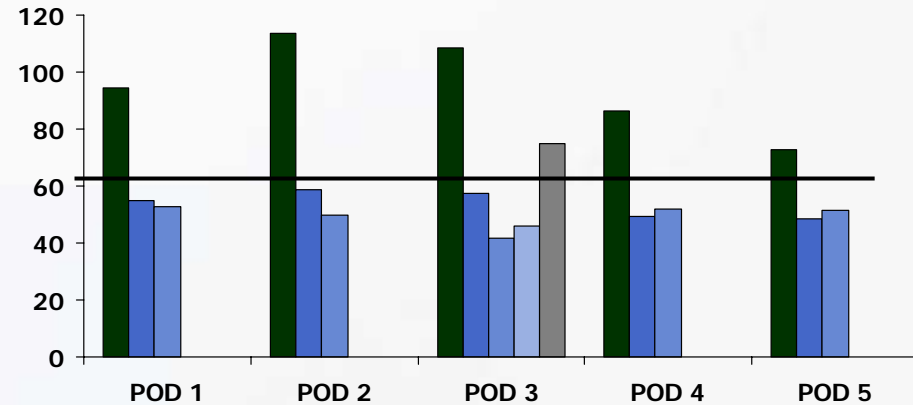
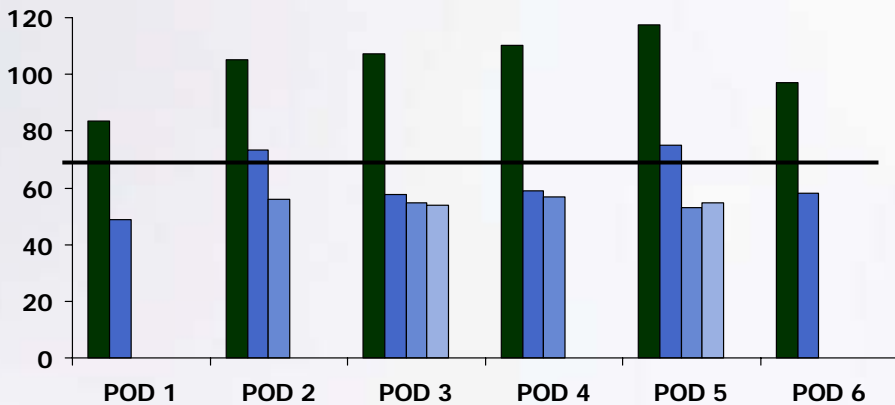


Low Commercial Index Outside The First Minute

C3 Commercial Index Adult 18-49 in DVR HHs

ER
5/3/07

Grey's Anatomy
5/10/07



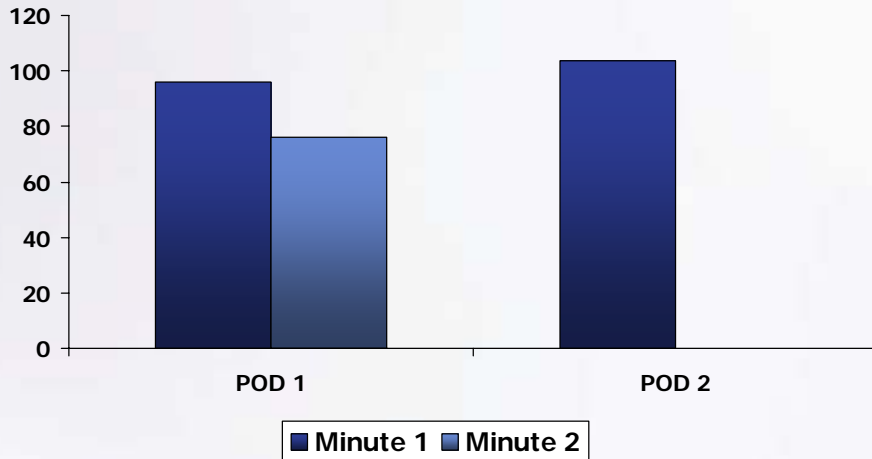
■ Minute 1 ■ Minute 2 ■ Minute 3 ■ Minute 4 ■ Minute 5



Syndication: Shorter Pods, More Commercial Viewers

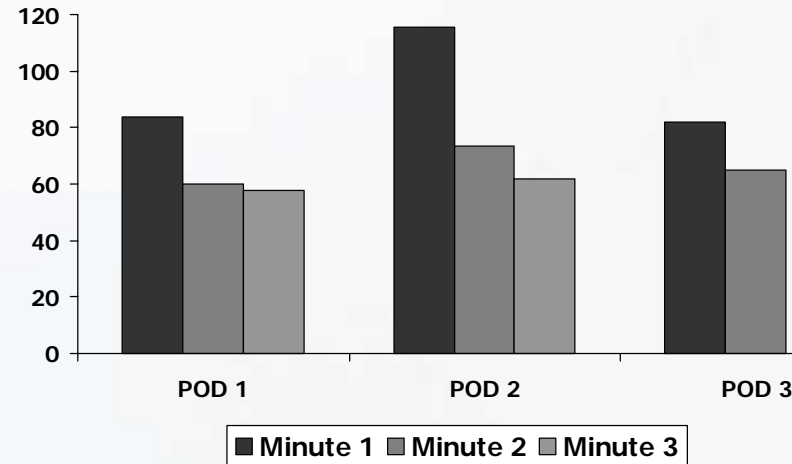
Syndication: Two And A Half Men

C3 Commercial Index
Adults 18-49 in DVR HH's



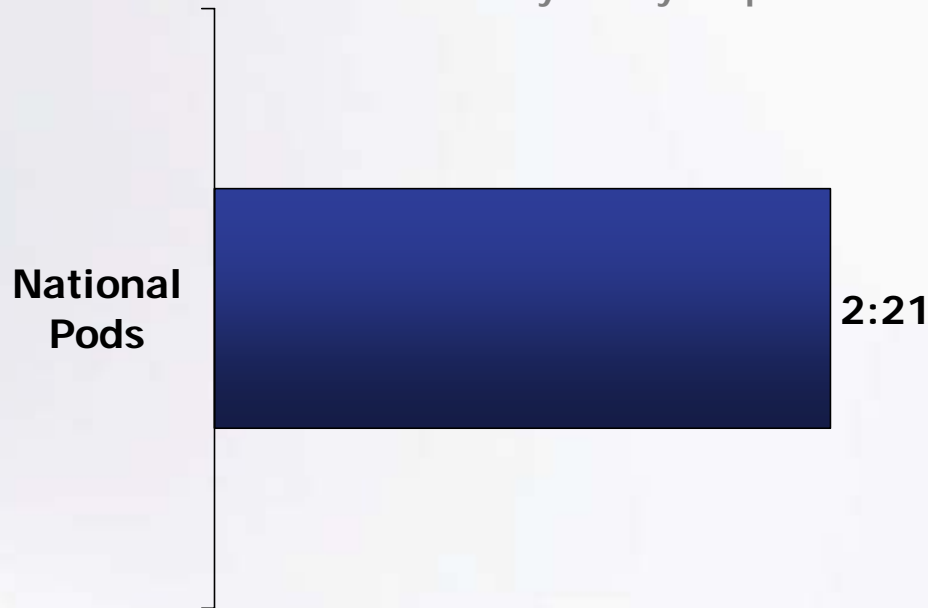
Network: Two And A Half Men

C3 Commercial Index
Adults 18-49 in DVR HH's



Syndication Has Short Breaks

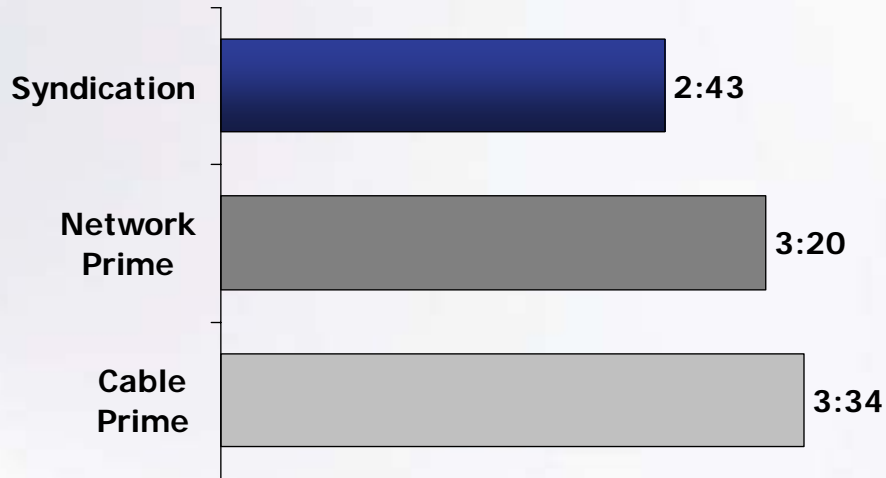
Average Length of Breaks
Monday-Friday Strips



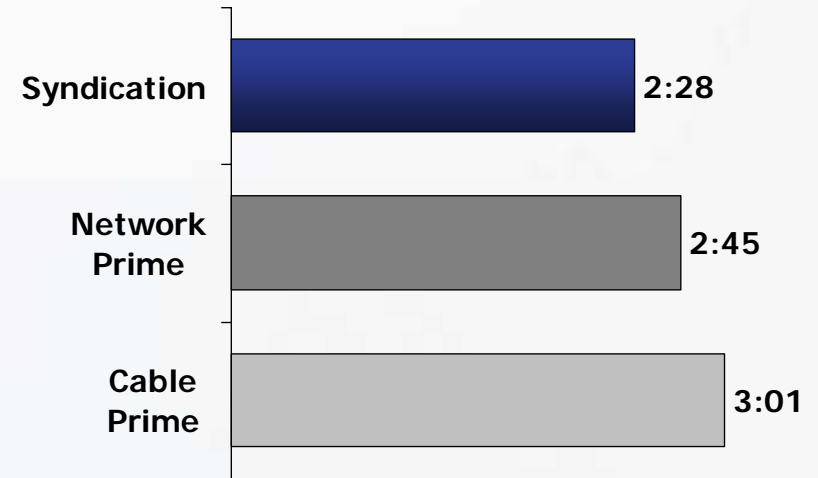
- At just over 2 minutes in length, findings are consistent with MAGNA Global analysis

MAGNA: Syndication's Breaks Are Shorter Than Network Prime and Cable

Average Commercial Pod Length
(1 Hour Shows)



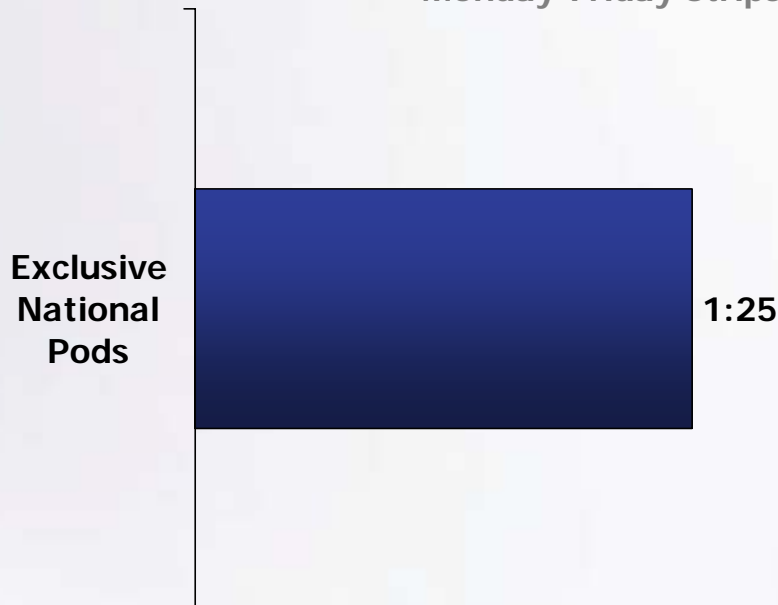
Average Commercial Pod Length
(1/2 Hour Shows)



Source: Magna Global Commercial Pod Study 3.0.
Analysis of Nielsen Media Research data, November 2006 – February 2007.
Note: Commercial pod lengths include national, local and promo time

Our Exclusive National Pods Are Even Shorter

Average Length of Breaks
Monday-Friday Strips

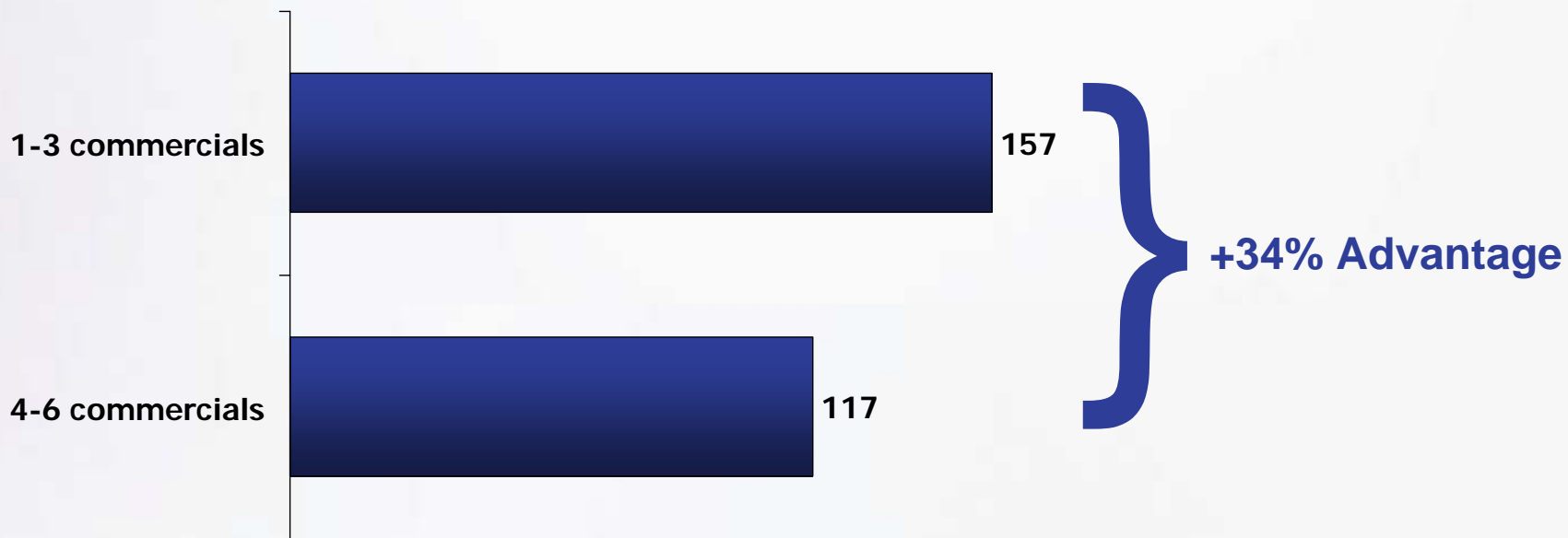


- **Short commercial breaks** for national advertisers
 - No local commercials
 - Competitive protection
- **Less than three commercials** in length, on average
- **Advantageous for high clutter categories**
 - Automotive
 - Telecommunications
 - Restaurants
 - Retail



Fewer Commercials = Better Recall

Relative Index Adult Unaided Ad Recall by Number of Commercials in Break



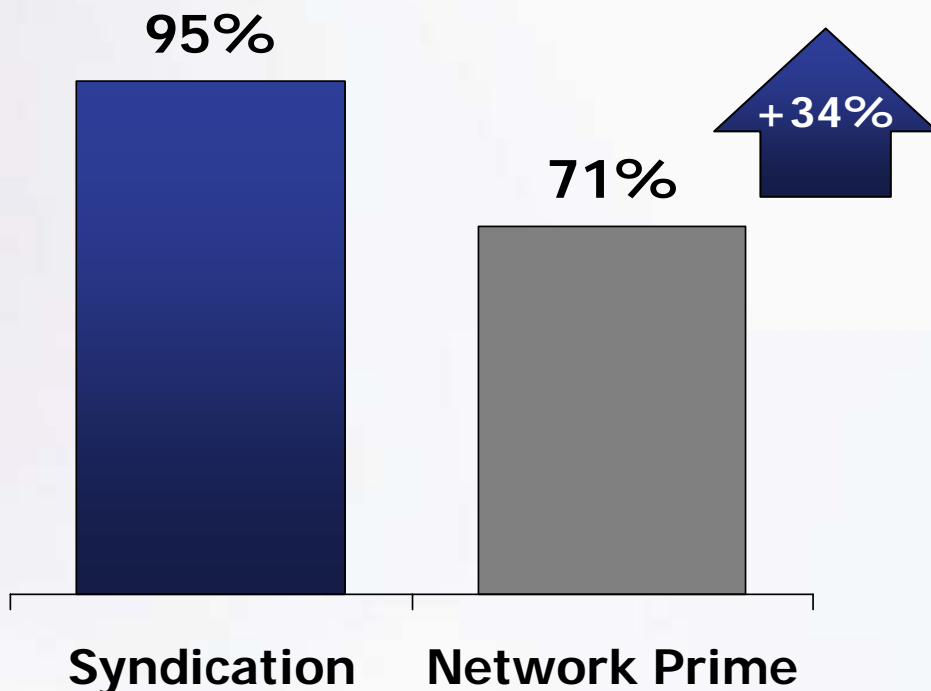
- 1-3 commercials in a pod have a 34% recall advantage



Syndication Retains Viewers In DVR HHs

C3 Rating to Program Rating

A18-49 in DVR Households



- Syndication retains 95% of its program ratings during commercial breaks
- Network prime loses 29% of its program ratings



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Syndication:
Television That Engages