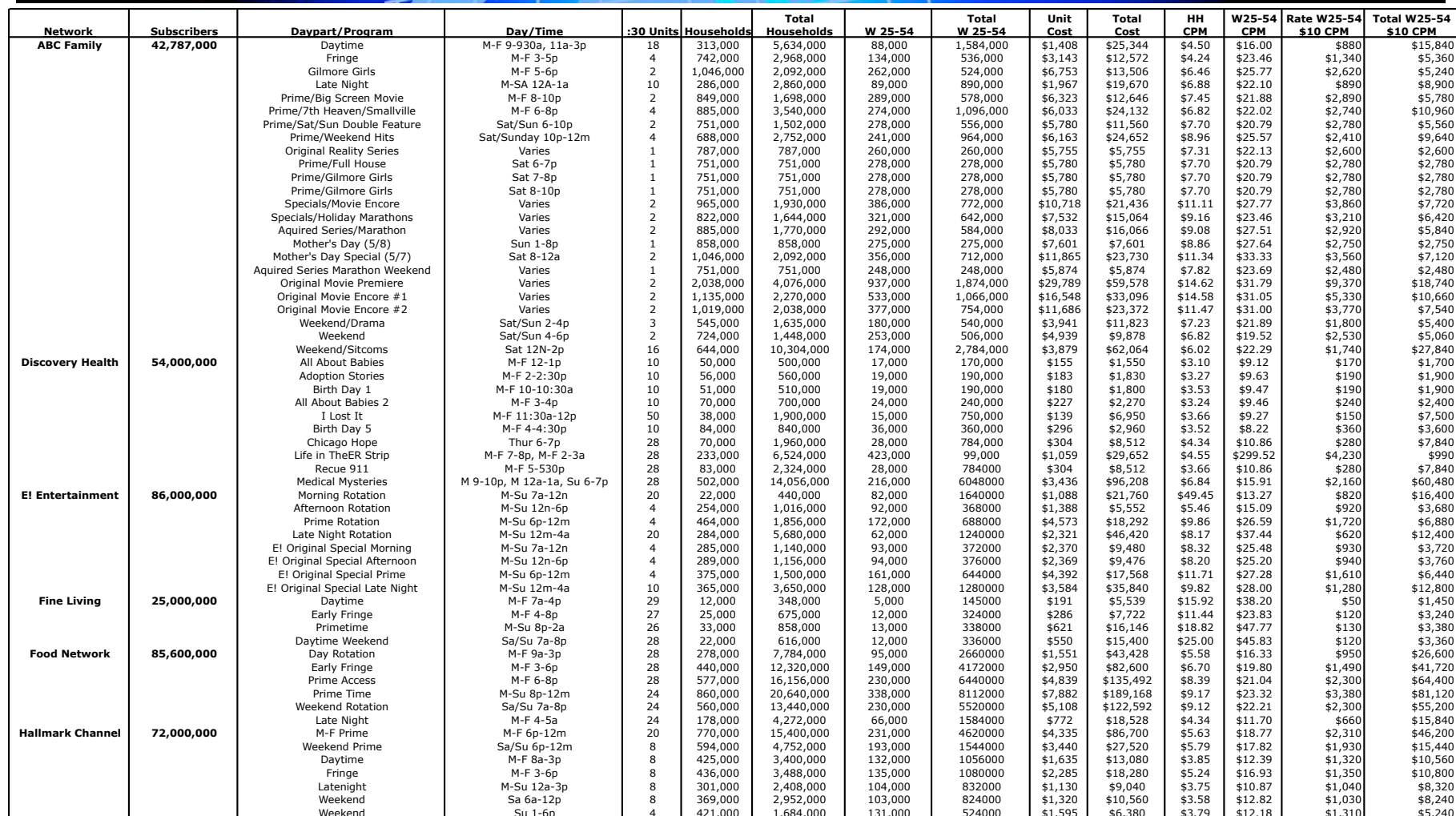




BIG IDEAS



Network	Subscribers	Daypart/Program	Day/Time	:30 Units	Households	Total Households	W 25-54	Total W 25-54	Unit Cost	Total Cost	HH CPM	W25-54 CPM	W25-54 \$10 CPM	W25-54 \$10 CPM
HGTV	87,000,000	Morning Rotation	MF 7-9a	10	204,000	2,040,000	79,000	790000	\$828	\$8,280	\$4.06	\$10.48	\$790	\$7,900
		Daytime	M-F 9a-4p	10	443,000	4,430,000	187,000	1870000	\$2,027	\$20,270	\$4.58	\$10.84	\$1,870	\$18,700
		Early Fringe	M-F 4-7p	3	381,000	1,143,000	161,000	483000	\$2,180	\$6,540	\$5.72	\$13.54	\$1,610	\$4,830
		Prime Access	M-Su 7-8p	4	647,000	2,588,000	292,000	1168000	\$5,405	\$21,620	\$8.35	\$18.51	\$2,920	\$11,680
		Prime Time 1	M-Su 8-10p	4	1,240,000	4,960,000	591,000	2364000	\$11,772	\$47,088	\$9.49	\$19.92	\$5,910	\$23,640
		Prime Time 2	M-Su 10p-12m	4	1,068,000	4,272,000	516,000	2064000	\$9,876	\$39,504	\$9.25	\$19.14	\$5,160	\$20,640
		Weekend Morning	Sa/Su 7a-1p	10	593,000	5,930,000	237,000	2370000	\$4,894	\$48,940	\$8.25	\$20.65	\$2,370	\$23,700
		Weekday Rotation	Sa/Su 1-7p	4	647,000	2,588,000	282,000	1128000	\$5,020	\$20,080	\$7.76	\$17.80	\$2,820	\$11,280
		M-F Daytime	M-F 7a-4p	8	625,000	5,000,000	231,000	1848000	\$4,200	\$33,600	\$6.72	\$18.18	\$2,310	\$18,480
		Weekend Day	Sa/Su 10a-6p	8	1,195,000	9,560,000	193,000	1544000	\$9,500	\$76,000	\$7.95	\$49.22	\$1,930	\$15,440
Lifetime	88,939,000	Early Fringe	M-F 4-6p	8	649,000	5,192,000	132,000	1056000	\$5,000	\$40,000	\$7.70	\$37.88	\$1,320	\$10,560
		Prime	M-Su 6p-12m	8	935,000	7,480,000	135,000	1080000	\$8,700	\$69,600	\$9.30	\$64.44	\$1,350	\$10,800
		Latenight	M-Su 12a-2:30a	18	812,000	14,616,000	104,000	1872000	\$5,900	\$106,200	\$7.27	\$56.73	\$1,040	\$18,720
		ROS Daytime	M-F 8a-12n	32	66,000	2,112,000	26,000	832000	\$408	\$13,056	\$6.18	\$15.69	\$260	\$8,320
		ROS Fringe	M-F 12n-6p	32	104,000	3,328,000	46,000	1472000	\$683	\$21,856	\$6.57	\$14.85	\$460	\$14,720
		ROS Weekday Primetime	M-F 6p-2a	24	170,000	4,080,000	75,000	1800000	\$1,718	\$41,232	\$10.11	\$22.91	\$750	\$18,000
		ROS Latenight	M-F 2-3a	30	93,000	2,790,000	34,000	1020000	\$660	\$19,800	\$7.10	\$19.41	\$340	\$10,200
		ROS Weekend Daytime	Sa/Su 8a-2p	30	120,000	3,600,000	61,000	1830000	\$865	\$25,950	\$7.21	\$14.18	\$610	\$18,300
		ROS Weekend Prime	Sa/Su 2p-3a	4	181,000	724,000	86,000	344000	\$1,697	\$6,788	\$9.38	\$19.73	\$860	\$3,440
		Talk Sex	S-S 11p-12a	2	181,000	362,000	86,000	172000	\$1,697	\$3,394	\$9.38	\$19.73	\$860	\$1,720
Oxygen	53,983,000	Morning	M-Su 6a-12n	20	30,000	600,000	14,000	280000	\$134	\$2,680	\$4.47	\$9.57	\$140	\$2,800
		Afternoon	M-Su 12n-6p	10	63,000	630,000	35,000	350000	\$445	\$4,450	\$7.06	\$12.71	\$350	\$3,500
		Prime	M-Su 6p-12m	10	78,000	780,000	49,000	490000	\$754	\$7,540	\$9.67	\$15.39	\$490	\$4,900
		Late Night	M-Su 12m-3a	10	45,000	450,000	26,000	260000	\$233	\$2,330	\$5.18	\$8.96	\$260	\$2,600
		ROS Prime	M-su7p-1a	20	144,000	2,880,000	61,000	1220000	\$1,240	\$24,800	\$8.61	\$20.33	\$610	\$12,200
		ROS Late	M-Su 1a-5a	20	70,000	1,400,000	30,000	600000	\$212	\$4,240	\$3.03	\$7.07	\$300	\$6,000
		ROS Day	M-F 10a-4p	20	65,000	1,300,000	26,000	520000	\$340	\$6,800	\$5.23	\$13.08	\$260	\$5,200
		ROS Access	M-F 4-7p	20	101,000	2,020,000	40,000	800000	\$558	\$11,160	\$5.52	\$13.95	\$400	\$8,000
		ROS Weekend	Sa/Su 10a-7p	20	151,000	3,020,000	73,000	1460000	\$1,158	\$23,160	\$7.67	\$15.86	\$730	\$14,600
Totals				1,102		314,282,000	13,222,000	101,272,000	\$2,129	\$2,346,524	\$7.47	\$23.17	\$132,220	\$1,080,000