



# NATIONAL GEOGRAPHIC CHANNEL



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Based at the National Geographic Society headquarters in Washington, D.C., the **National Geographic Channel** (NGC) is a joint venture between National Geographic Ventures (NGV) and Fox Cable Networks (FCN). Since launching in January 2001, NGC initially earned some of the fastest distribution growth in the history of cable and more recently the fastest ratings growth in television. The network celebrated its fifth anniversary January 2006 with the launch of NGC HD which provides the spectacular imagery that National Geographic is known for in stunning high-definition. NGC has carriage with all of the nation's major cable and satellite television providers, making it currently available to more than 66 million homes. For more information, please visit [www.nationalgeographic.com/channel](http://www.nationalgeographic.com/channel).

## NETWORK PROGRAM FORMAT

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|                         |  |
|-------------------------|--|
| <b>Local Avails:</b>    | 2 minutes per hour   |
| <b>Times:</b>           | 1st Avail - Between 00:15 and 00:30<br>2nd Avail - Between 00:45 and 00:57 |
| <b>Insertion Hours:</b> | 9am-6am Monday-Sunday  |

## NETWORK INFORMATION

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|                        |  |
|------------------------|--|
| <b>Subscribers:</b>    | 66 million<br><small>Source: NGC Internal Research Program</small> |
| <b>Service Type:</b>   | Basic, Digital, SD/HD simulcast, VOD                               |
| <b>Satellite Feed:</b> | Single   |
| <b>Launch Date:</b>    | January 2001   |
| <b>Ownership:</b>      | National Geographic Television & Film and Fox Cable Networks       |

## BENEFITS TO ADVERTISERS

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NGC is top-ranked among all cable networks

**#1 in:**

- Viewer desire to see the network in HDTV

**# 3 in:**

- High Quality
- Distinctive
- Has many original programs/series
- Bold/Tries new things
- Pays more attention to commercials on this network

Source: Beta Brand Identity Study, 2007

## RESEARCH

### VIEWER TARGETED

Persons: 18-54, 25-54

Men: 18-54, 25-54

Women: 18-54, 25-54

### VIEWER PROFILE

Base: A18+

|  |           |
|--|-----------|
| % Adults 25-54:                        | 57%       |
| Median Age:                            | 47%       |
| Median Individual Income: <sup>2</sup> | \$41,012  |
| Median Household Income: <sup>2</sup>  | \$52,000  |
| Median Value of Home: <sup>2</sup>     | \$220,002 |

Sources: Nielsen Media Research, NGC 2006-07. 9/25/06-9/30/07

<sup>2</sup> MRI Spring 2007

### VIEWER LIFESTYLE

#### NGC A25-54 Viewer Index

| <u>Travel</u>  | <u>Index</u> | <u>Computer/Technology</u>                               | <u>Index</u> |
|--|--------------|--|--------------|
| I accompanied my spouse on business-foreign travel past 3 years                | 331          | I bought 7+ software programs/past year                  | 155          |
| My last international trip was for business & pleasure                         | 298          | I play video games online                                | 151          |
| I have taken 11+ domestic plane trips for business                             | 262          | Friends ask my advice before buying electronic equipment | 151          |
| I have taken 11+ domestic round trips by plane last 12 months                  | 254          | I spent over \$500 on computer software/last year        | 143          |
| I have taken 4+ international plane trips for business during the past 3 years | 210          | I love to buy new gadgets and appliances                 | 134          |
| My last international trip was only for business purpose                       | 208          | I try to keep up with developments in technology         | 132          |
| I have taken 11+ domestic round trips with an over-night stay/past 12 months   | 148          | I intend to purchase a computer/next 18 months           | 131          |
| I have spent \$1,000+ on domestic travel/past year                             | 137          | I'm always one of the first to have new electronic equip | 130          |
| I have spent \$5,000+ on any foreign trip                                      | 136          | I'm willing to pay anything for the electronic I want    | 130          |
| I have taken 11+ domestic plane trips for vacation/personal                    | 133          | I own or play video games                                | 119          |
| I have taken 4+ international plane trips during/past 3 years                  | 131          | I own gaming software                                    | 114          |
| I love the idea of traveling abroad  | 129          | <u>Automotive/Next 12 Months</u>                         |              |
| I have taken 11+ domestic round trips/last 12 months                           | 128          | I'm considering a hybrid                                 | 149          |
| I stayed in a hotel during my last domestic trip                               | 125          | I'm likely to buy or lease a new car or light truck      | 147          |
| I have traveled internationally during/past 3 years                            | 125          | I have a child of driving age in my home (16 or 17)      | 126          |
| I like to vacation somewhere different every time                              | 112          | I like to keep up with the latest in automotive tech     | 114          |
|  |              | I like to buy a new car every two or three years         | 112          |
|  |              | People always ask my advice before buying a car          | 108          |
|  |              | I get many options when I buy a new car                  | 107          |

Source: Simmons NCS, Spring 2007 Adult Full Year (May 2006-June 2007)

### DAYPART VIEWING

| <u>Daypart</u> | <u>A25-54 VPVH</u> |
|----------------|--------------------|
| Daytime        | 509                |
| Early Fringe   | 597                |
| Prime          | 665                |
| Late Fringe    | 707                |
| Weekend        | 657                |
| Overnight      | 689                |

Source: Nielsen Media Research, NGC 2006-07. 9/25/06-9/30/07

## PROGRAMMING

**PROGRAMMING GENRES:** Science/Technology, Travel/Adventure, Wildlife/Animal, News/Information

### VIEWER TARGETED PROGRAMMING

**Adults 25-54:** *Dog Whisperer, Explorer, Is It Real, Naked Science, NGC Presents, Thrill Zone, Taboo, Situation Critical, The Building*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

#### Signature Series

**Explorer** - NGC's Emmy® award-winning series returns for a new season of unforgettable adventures, extraordinary stories and remarkable destinations. Whether exploring some of Mother Nature's most powerful predators or chronicling the lives of North Korean citizens under an oppressive government regime, *EXPLORER* opens eyes, takes viewers to the front lines and tackles the story from the inside. Special episodes also include reports from investigative journalist and NGC correspondent Lisa Ling

**Dog Whisperer** - *Dog Whisperer* is the hugely popular series that follows Cesar Millan as he goes directly into the homes of dog owners – without any prior information about the dog's case – and documents the remarkable transformations that take place under his calm, assertive guidance. Cesar once again travels the country, working with owners from more than 12 cities from Miami to Minneapolis and San Diego to New York, rehabilitating dogs, training owners and sharing his "exercise, discipline, affection" formula for balance.

**Taboo** - National Geographic Channel's popular *Taboo* series takes viewers on a high-definition journey beyond their comfort zones and across cultural borders to explore rituals and customs that are acceptable in some cultures but forbidden, illegal, or reviled in others.

**Man Made** - NGC brings the everyday to life with a new, innovative series on the power of technology. From the aluminum can to massive skyscrapers, *Man Made* tells the extraordinary stories behind ordinary things and traces their evolution from raw material to finished product. Experience the complex details and human ingenuity behind the gadgets and structures we see every day . . . and most likely take for granted . . . until now.

**Naked Science** - When was the universe born? How fast are our glaciers melting? Strip down the most pressing questions of our time and dissect them under a tightly focused lens as another season of *Naked Science* examines the most intriguing scientific inquiries on the world stage.

**Wild** - From tarantulas to cougars to penguins . . . watch as everything that bites, stalks, or waddles takes center stage. From colorful creatures to powerful predators, get up close and personal with some of Mother Nature's most untamed creations - on their own turf. With the industry's most respected scientists and cinematographers, enjoy the core of what we do - our *Wild* world -- as it's presented in spectacular imagery in every exciting episode.

#### SPECIALS

#### 1st Quarter

Six Degrees Could Change The World  
Fight Science (2x :60)

#### 2nd Quarter

Human Footprint  
Earth Report  
Super Pride

#### Megastructures:

- Beijing Olympic Stadium
- Bank of America Building

#### 3rd Quarter

Earth The Biography  
The Building (6 x :60)

## LEADING NATIONAL ADVERTISERS

|                       |                          |                    |                       |
|-----------------------|--------------------------|--------------------|-----------------------|
| Acura                 | Ford                     | Miller Brewing     | T. Rowe Price         |
| Alaska Tourism        | Fox Filmed Entertainment | Mitsubishi         | TD Waterhouse         |
| America Online        | GE Corporate & Financial | New Line Cinema    | Texas Instruments     |
| American Express      | General Motors           | Nissan             | TIAA-CREF             |
| Audi                  | Gillette                 | Nokia              | Tourism Australia     |
| Bank of America       | Hawaii Tourism           | Paramount Pictures | Totoya                |
| Best Buy              | Hewlett Packard          | Pepsico            | Travelocity           |
| BMW                   | Honda                    | Petco              | Tyco International    |
| Bridgestone/Firestone | Hyundai/Kia              | Pfizer             | United Airlines       |
| British Petroleum     | IBM                      | Phillips           | Visa                  |
| Capital One           | Jeep                     | Porsche            | Volkswagen            |
| Carnival Cruise       | Johnson & Johnson        | RadioShack         | Wachovia              |
| Chase                 | Kodak                    | RE/MAX             | Wal-Mart              |
| Cingular              | Liberty Mutual           | Royal Caribbean    | Warner Bros. Pictures |
| Citibank              | L.L. Bean                | Shell              | WebMD                 |
| DHL                   | Lowe's                   | Smith Barney       | Xerox                 |
| Diamond Trading       | Marriott                 | SONY Electronics   | XM Satellite          |
| Farmer Insurance      | Mercedes                 | Staples            | Yamaha                |
| Federal Express       | Microsoft                | Starwood Hotels    |                       |

## NETWORK CONTACTS

### National Geographic Channel

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## WEBSITE INFORMATION

Consumer Website: [www.nationalgeographic.com/channel](http://www.nationalgeographic.com/channel)  
Affiliate Website: [www.foxcable.com.com](http://www.foxcable.com.com)  
National Ad Sales Website: [www.ngcadsales.com](http://www.ngcadsales.com)