



**WE KNOW DRAMA™**

TNT



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TNT, the “destination for drama,” engages viewers’ hearts and minds with 100% dramatic entertainment including powerful original dramas, proven acquired series, blockbuster movies and championship sports coverage. After a third season, TNT’s original crime drama, *The Closer*, is the top ad-supported series of all time with households and total viewers.\* In 2008, *The Closer*, starring Kyra Sedgwick returns along with another season of *Saving Grace*, starring Holly Hunter. In primetime, TNT offers a dramatic line-up of hit series including *Without a Trace*, *Law & Order* and *Cold Case*. Every weekday, TNT’s Primetime in the Daytime presents television’s best dramas all in one place. On weekends, TNT presents blockbuster premiere movies, including *Four Brothers*, *King Kong*, *The Da Vinci Code* and *Mission Impossible 3*. The drama of sports is on TNT with spectacular coverage of NBA, NASCAR and championship golf.

\*Source: Turner Research from Nielsen Media Research data. Averages include original first run episodes only for each season of the program. Based on data starting Q4 '93 to Present (start of current Nielsen Program Names system) among HH and P2+. Averages based on final Live +7 data (12/26/05 - 08/05/07), Live + Same Day (8/28/06 - 08/19/07) and Live (prior to 12/26/05) among ad supported cable networks.

## NETWORK PROGRAM FORMAT

<b>Local Avails:</b>	3 minutes per hour
<b>Times:</b>	3 floating 1-minute breaks per hour
<b>Insertion Hours:</b>	24 hours per day

## NETWORK INFORMATION

<b>Subscribers:</b>	96.2 million <small>Source: Nielsen Universe Estimates, September 2007</small>
<b>Service Type:</b>	Basic, VOD, Wireless, Hi-Definition
<b>Satellite Feed:</b>	Dual
<b>Launch Date:</b>	October 1988
<b>Ownership:</b>	Turner Broadcasting System, Inc.

## BENEFITS TO ADVERTISERS

1. TNT’s *The Closer* remains the top ad-supported cable series of all time, with households and total viewers.  
Source: Turner Research from Nielsen Media Research data. Averages include original first run episodes only for each season of the program. Based on data starting Q4 '93 to Present (start of current Nielsen Program Names system) among HH and P2+. Averages based on final Live +7 data (12/26/05 - 08/05/07), Live + Same Day (8/28/06 - 08/19/07) and Live (prior to 12/26/05) among ad supported cable networks.
2. *Saving Grace* is ad-supported cable’s #1 new series in 2007.  
Source: Turner Research from Nielsen Media Research data. Based on the most current available data among Households for 2007 to date (1/01/07 - 10/21/07): Final Live+7 (1/01/07 - 10/07/07) and preliminary Live+Same Day (10/08/07 - 10/21/07).
3. TNT’s Primetime in the Daytime out delivers the prime 18-49 audience of 55 other networks.  
Source: Turner Research from Nielsen Media Research data. Based on the most current available data among P18-49 for 2007 to date (1/01/07 - 10/28/07) for ad supported cable networks: Final Live+7 (1/01/07 - 10/14/07) and preliminary Live+Same Day (1/01/07 - 10/28/07).
4. TNT offers spectacular coverage of NBA regular season and playoffs, including the All-Star Game, NASCAR and championship golf.



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**RESEARCH**

**VIEWER TARGETED**

Adults, Men and Women: 18-34, 18-49, 25-54

**VIEWER PROFILE**

Median Age:	48	<b>Upscale Breaks:</b>		<b>Ethnic Breakdown</b>	
Median HH Income:	\$48,000	Income \$75K+	30%	White:	77%
4+ Years College:	26%	Income \$100K+	18%	Black:	16%
Households with Children:	37%	Income \$75K+/POM	11%	Other:	7%
Owns Home:	74%	Income \$100K+/POM	7%	Hispanic:	6%

Source: Nielsen Media Research, 9/18/06-9/23/07, M-Sa 8p-11p/Su 7p-11p (excluding sports). Median age reflects P2+, College Education, Ethnic breakdown and Upscale breaks are based on P18+. Presence of Children reflect percent distribution of Homes of total composite.

**VIEWER LIFESTYLE**

Watched TNT during past 7 days (Index: Par = 100)

<u>Automotive/Very Likely</u>	<u>Index</u>	<u>Consumer Electronics/Past 12 Months/Very Likely</u>	<u>Index</u>
Intent to purchase: 2 door car	117	Spent over \$1,000 on audio equipment	114
Bought new domestic auto/last 12 months	114	Intent to purchase: Big screen TV (43"-65")	113
Intent to purchase: SUV	111	Bought home theater/entertainment system	109
Intent to purchase: motorcycle	110	Intent to purchase: flat/plasma screen TV	106
Intent to purchase: lease a vehicle	106	Bought multi-component system	105
<b><u>Financial Services/Past 12 Months</u></b>		<b><u>Home Furnishing/Past 12 Months</u></b>	
Acquired a personal line of credit	129	Bought vertical blinds	108
Acquired an auto loan	118	Bought a wall unit/wall system	105
Have a 401K+ Plan	110	Spent over \$1,000 on big ticket furniture	104
<b><u>Home Improvements/Very Likely</u></b>		Bought family room furniture	103
Intent to purchase: remodel bathroom	111	<b><u>Internet Usage</u></b>	
Intent to purchase: add rooms/additions	110	Visited TV network's website	122
Intent to purchase: convert room to home office	109	Bought DVD online	121
Intent to purchase: remodel kitchen	107	Obtained information: automotive purchase	115
<b><u>Movie Attendance</u></b>		Obtained information: financial information	109
Prefers to see new movies/opening weekend	112	Obtained information: real estate	109
<b><u>Wireless</u></b>		<b><u>Quick Service Restaurants</u></b>	
Phone has PDA combinations	117	13+ visited during last 30 days	114
3+ Phones in household	113		
Phone has web enabled technology	110		
Phone has text messaging	106		

Source: MRI Doublebase 2007, weighted to population (000) P18+

**DAYPART VIEWING**

<u>Daypart</u>	<u>W18+</u>	<u>M18+</u>	<u>P18-34</u>	<u>P18-49</u>	<u>P25-54</u>	<u>W18-34</u>	<u>W18-49</u>	<u>W25-54</u>
Daytime	66.9%	33.1%	24.9%	52.7%	52.0%	17.0%	34.7%	34.0%
Access	63.1%	36.9%	17.7%	41.9%	47.4%	11.9%	26.4%	29.6%
Prime	58.3%	41.7%	18.9%	45.4%	49.6%	10.7%	25.2%	27.5%
Late	52.0%	48.0%	25.6%	58.4%	59.7%	12.6%	28.9%	29.6%
Weekend	55.8%	44.2%	25.9%	57.7%	58.8%	13.0%	30.0%	30.7%

TNT Source: Nielsen Media Research, 9/18/06-9/23/07 (excludes sports and specials); Daytime reflects M-F 9A-5P; Access is M-F 6P-8P; Prime is M-Sa 8P-11P/Su 7P-11P; Weekend reflects Sa/Su 6A-7P; Late reflects M-Su 12A-3A.



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## PROGRAMMING

**PROGRAMMING GENRES:** TNT Original Series, TNT Original Limited Series, TNT Original Movies, Acquired Series, Premiere Movies, NBA, NASCAR, Championship Golf

### VIEWER TARGETED PROGRAMMING

**Women:** *The Closer*, *Saving Grace*, TNT Original Movies, *Without a Trace*, *Law & Order*, *Cold Case*, *ER*, *Judging Amy*, *Charmed*

**Men:** *The Closer*, *Saving Grace*, NBA, NASCAR, *Championship Golf*, TNT Original Movies

**Adults:** *The Closer*, *Saving Grace*, TNT Original Movies, *Without a Trace*, *Law & Order*, *Cold Case*, NBA, NASCAR, *Championship Golf*

### NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

***The Closer*** - In the summer of 2008, the #1 series in of all time\* returns to TNT for another heart-pounding season. The intense, critically acclaimed, original drama stars Golden Globe® winner Kyra Sedgwick as a strong, confident LAPD interrogator, lacking a few social graces, whose unusual interrogation tactics solve high profile murder cases.

Source: Turner Research from Nielsen Media Research data. Averages include original first run episodes only for each season of the program. Based on data starting Q4 '93 to Present (start of current Nielsen Program Names system) among HH and P2+. Averages based on final Live +7 data (12/26/05 - 08/05/07), Live + Same Day (8/28/06 - 08/19/07) and Live (prior to 12/26/05) among ad supported cable networks.

***Saving Grace*** - Ad-supported cable's #1 new series in 2007, *Saving Grace* is back in 2008. Academy Award®-winning actress Holly Hunter stars as Grace, an unapologetic, fast-living Oklahoma City cop who is given a last chance to change her self-destructive ways due to a life altering event.

Source: Turner Research from Nielsen Media Research data. Based on the most current available data among Households for 2007 to date (1/01/07 - 10/21/07): Final Live+7 (1/01/07 - 10/07/07) and preliminary Live+Same Day (10/08/07 - 10/21/07).

***Primetime Dramatic Series*** - TNT brings the powerful dramas and proven series that audiences know and love to primetime. From uncovering suspicions to revealing the truth, TNT has assembled a line up of television's best and most watched dramas, including TNT originals like *The Closer* and *Saving Grace* to acquired hits such as *Law & Order* and *Cold Case*.

***Primetime in the Daytime*** - From secret agents and cunning cops to bewitching sisters, TNT's primetime in the daytime line-up of critically acclaimed drama series include *Without a Trace*, *Law & Order*, *ER*, *Las Vegas* and *Charmed*.

***Premiere Movies*** - The stars shine on TNT with a line-up of blockbuster movie premieres that feature unforgettable dramatic performances from top-billed stars like Tom Cruise, Tom Hanks and Naomi Watts. In 2008, movie premieres include *Four Brothers*, *King Kong*, *The Da Vinci Code* and *Mission Impossible 3*. TNT presents one thrilling movie three nights in a row - Friday, Saturday and Sunday - reaching broadcast sized audiences.

***Sports*** - The drama of sports in on TNT with spectacular coverage of the NBA with 52 regular season games, NBA All-Star Weekend, Playoffs including the Western Conference finals; NASCAR coverage of 6 consecutive Sprint Cup races and championship golf, featuring The Open Championship, The PGA Championship and The PGA Grand Slam of Golf.

***Specials*** - TNT presents special events throughout the year such as the Screen Actor's Guild Awards®, Black Movie Awards and Christmas in Washington along with other themed television events.

*Programming subject to change.*

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## LEADING NATIONAL ADVERTISERS

Please contact TNT directly for information.

## NETWORK CONTACTS

### Affiliate Marketing:

Turner Network Sales, Inc.  
101 Marietta Street NW  
22nd Floor  
Atlanta, GA 30303

Turner Network Sales, Inc.  
353 Sacramento Street  
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### Affiliate Ad Sales Support:

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### National Ad Sales:

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Group Sales & Marketing

Linda Yaccarino  
Executive Vice President,  
General Manager, TBS/TNT/truTV  
Turner Entertainment Sales

Technical Hotline/24-Hour Authorization Center: (404) 827-2458

## WEBSITE INFORMATION

Consumer Website: [www.tnt.tv](http://www.tnt.tv)  
Affiliate Website: [www.turnerresources.com](http://www.turnerresources.com)