

Travel
channel



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TRAVEL CHANNEL

Travel Channel is the network for travelers, by travelers. Only Travel Channel offers information and journeys that are explorations of possibilities, escapes from the norm and connections to moments that expand horizons and enrich lives.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	3 - one minute breaks floating within the hour
Insertion Hours:	9am - 3am (ET) Monday - Sunday

NETWORK INFORMATION

Subscribers:	87.4 million <small>Source: NHI Universe Estimates, February 2007</small>
Service Type:	Basic
Satellite Feed:	Single
Launch Date:	February 1987
Ownership:	Discovery Communications, Inc.

BENEFITS TO ADVERTISERS

- Travel Channel is a destination for knowledge and information**
 - Travel Channel has seen an increase in viewers who very much describe the network as informative, growing from 69% of viewers in 2003 to 77% in 2006, ranking the network among the top ten.
 - Viewers surveyed also described Travel Channel as very much providing distinct programming placing it among the top ten networks in this category.
 - Nearly half of viewers (46%) felt Travel Channel provided valuable programming.
 - Similarly, upscale viewers place Travel Channel among the top ten networks they very much describe as being "Informative", "Distinct" and "Valuable".

Source: 2006 Beta Cable Subscriber Brand Identity Study (among nets with 70+ million subscribers). Upscale based on viewers with HHI \$75K+.
- Travel Channel offers Advertisers a captivated audience**
 - Travel Channel ranks among the top five networks for the third consecutive year with those who very much describe themselves as paying more attention to commercials on Travel Channel versus advertisements on other networks.
 - Travel Channel also ranks among the top 10 networks among upscale viewers who very much describe themselves as paying more attention to commercials on Travel Channel as opposed to advertisement on other networks.

Source: 2006 Beta Cable Subscriber Brand Identity Study (among nets with 70+ million subscribers). Upscale based on viewers with HHI \$75K+.
- Travel Channel is favored by upscale viewers for its quality, distinct programming and breathtaking images.**
 - Upscale viewers place Travel Channel among the top ten networks providing programs that are "Offers something different from others", "Has programs that you can learn from" and is "Inspirational".¹
 - Travel Channel ranks among the top five networks as very much described by upscale viewers as a channel they would like to see in HDTV.²

Source: 1. Millward Brown, Brand Equity Study 4Q'06; Base A18+ \$75K+.
2. 2006 Beta Cable Subscriber Brand Identity Study (among nets with 70+ million subscribers). Upscale based on viewers with HHI \$75K+.
- Travel Channel is one of the fastest growing major cable network**
 - Travel Channel gained nearly 5 million subscribers year to year, ranking it second among all major cable networks for universe growth.

Source: Nielsen Media Research 05/06 Season VS 04/05 Season, (among nets with 70+ million subscribers)
- Travel Channel delivers an upscale audience**
 - Travel Channel ranks among the top ten cable networks for posting upscale concentrations of M25-54 HHI \$125K+, \$100K+, \$75K+ and \$75K+POM.¹
 - Travel Channel over-indexes the US population for delivering affluent men with a household income of \$150K+.²

Sources: 1. Nielsen Media Research 05/06 Season (9/26/05-9/24/06) Prime M-Sun 8P-11P (among nets with 70+ million subscribers).
2. Mendelsohn 2006 Affluent Head of Household Survey HHI \$150K+



TRAVEL CHANNEL

RESEARCH INFORMATION

VIEWER TARGETED

Persons: 25-54

Men: 25-54

Women: 25-54

VIEWER PROFILE

	Base: A18+			Base: M18+			Base: W18+		
	Total U.S.	TRV	Index	Total U.S.	TRV	Index	Total U.S.	TRV	Index
Median Age:	44.30	47.30		43.50	46.90		45.10	47.80	
Median Individual Income:	\$33,831	\$389,772	118	\$40,310	\$47,389	118	\$27,577	\$32,668	118
Median Household Income:	\$52,310	\$62,101	119	\$55,840	\$65,378	117	\$48,811	\$58,594	120
Median Home Value:	\$146,282	\$161,868	111	\$147,693	\$164,706	112	\$144,896	\$158,421	109
% Any College:	52.3%	59.2%	113	51.9%	60.3%	116	52.6%	58.0%	110
Occupation: POM:	22.7%	26.3%	116	23.4%	27.7%	118	21.9%	24.6%	112
HHI \$75K+:	32.1%	39.6%	123	34.4%	42.4%	123	29.9%	36.3%	121
HHI \$100K+:	19.0%	24.2%	128	20.4%	25.7%	126	17.7%	22.5%	127
HHI \$150K+:	7.3%	9.2%	126	7.9%	9.7%	122	6.7%	8.6%	128
Travel: Foreign or domestic	59.0%	67.8%	115	58.5%	67.4%	115	59.4%	68.3%	115

Source: MRI Doublebase 2006

VIEWER LIFESTYLE

Base: A25-54

	Index		Index
Travel		Electronics	
Use cruise line Princess	224	Personally owns a wide angle lens	159
Take 2+ cruises	166	Personally owns lens filters	148
Use travel agent/internet travel site for local sightseeing (foreign)	161	Spend \$350+ for camcorder	147
Spent \$6,000+ on foreign vacations	157	Personally owns a telephoto zoom lens	143
Spent \$3,000+ on foreign vacations	150	Spend \$2,000+ for home PC	129
Use the cruise line Royal Caribbean	143	Personally owns a PC software communications/fax	126
Use travel agent/internet travel site to plan entire trip (foreign)	140	Spend \$1,000+ for TV sets	125
Use travel agent/internet travel site for hotel reservations (foreign)	137	Personally owns a PC software web authoring	123
Spent \$2,000+ on domestic vacations	136	Household owns a minidisk player/recorder	123
Take a cruise of more than one day	136	Spend \$200+ for PDA/handheld computer	121
Book an all inclusive travel package	131	Household owns a home entertainment system	119
Spent 5+ nights in hotels/motels/past year	129	Household owns a portable radio/ape player	114
Use travel agent/internet travel site for flight reservations (foreign)	124		
Use the cruise line Carnival	121	Investing	
		Invest in mutual funds managed by Charles Schwab	162
Credit Card Usage		Invest in mutual funds managed by American Century	135
Owns a credit card issued by Bank of America	127	Owns tax exempt funds	131
Spend \$750+ in last month	117	Contact a broker for advice or price quotes	125
Use a credit card for business purposes	117	Owns preferred stocks	123
Owns a credit card issued by Capital One	117	Owns mutual funds (bonds)	121
Owns a credit card issued by Citibank	115	Have acquired or added a mutual funds	118
Owns a credit card issued by Chase	115	Owns any stocks	116
		Do any financial planning or money management counsel	111
Movies		Automobile	
Attend two or three movies a month	119	Lease a new vehicle recently	133
Prefer to see a movie on opening weekend	109	Purchase an imported vehicle-bought new	118
Attend 1+ movie a week	107	Purchase a domestic vehicle-bought new	115
		Purchase or lease a new vehicle	113

Source: MRI Doublebase 2006

DAYPART VIEWING

Please contact Travel Channel representative directly for information.



TRAVEL CHANNEL

PROGRAMMING INFORMATION

PROGRAMMING GENRES: Travel/Adventure, Lifestyle, Food/Cooking, Entertainment, Family

VIEWER TARGETED PROGRAMMING

Adults 25-54

Anthony Bourdain No Reservations, John Ratzenberger's Made in America, Taste of America with Mark DeCarlo, Passport With Samantha Briown, World Poker Tour, Best Places To Find Cash and Treasure, Not Your Average Travel Guide, Most Haunted, Bizarre Foods, Mysterious Journeys, Palin's Journeys, Globe Trekker, Amazing Vacation Homes

NEW PROGRAMS FOR 2007/POPULAR ESTABLISHED PROGRAMS

1st Quarter

Michael Palin's Hemingway Adventure
Anthony Bourdain Season 3
Taste of America
Best Places to Find Cash and Treasure
Most Haunted
Not Your Average Travel Guide
Living with the Kombai
Beach Weekend
Sandblasters
Hawaii Weekend

2nd Quarter

Full Circle with Michael Palin
World Poker Tour Season 2
World Poker Tour Special: Fathers and Sons
1000 Places to See Before You Die
Tribal Life: Tanna Island
National Parks Week
Bizarre Foods
Green Getaways with Sam Brown

3rd Quarter

Into Alaska with Jeff Corwin
Most Haunted
Vegas Weekend
Elvis Night
5 Takes Latin America

Please Note: All schedules subject to change.



TRAVEL CHANNEL

LEADING NATIONAL ADVERTISERS

Please contact your Discovery Channel representative.

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