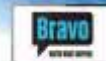


The Essential Guide



NCC
media



Planning & Buying Local Market
Cable Television & Digital Media

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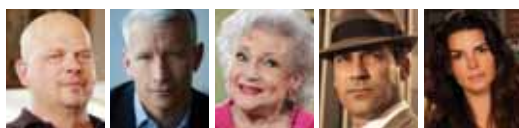
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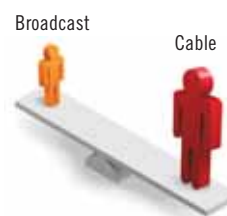
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NCC Media and our owners—Comcast, Time Warner Cable and Cox Media—have implemented a remarkable new set of strategic growth initiatives and partnerships.

Among these recent developments, the most important and fascinating one is the forming of alliances between NCC, cable operators and satellite and telco programming distributors, including DIRECTV, AT&T U-verse and VERIZON FiOS.

We now offer advertisers a local market ad platform that will significantly expand your ad penetration, your consumer reach and the GRP's available to you in cable programming.

We call this platform I⁺: Cable... Satellite...and Telco... Interconnected.

All told, I⁺ adds over 11 million homes to NCC's reach. That's 26 million new consumers, able to receive and respond to your local ads in cable programming for the first time. The increase in ad reach in major markets like Los Angeles, Dallas, Atlanta, Phoenix and others is especially important as it will eradicate any remaining ad agency cable penetration buying impediments.

Beyond I⁺, we have made significant investments in new targeted ad technology, eBusiness improvements and SMART⁺ consultative resources. These initiatives, combined with cable's remarkable ascendancy in programming and audience, enable NCC to deliver more reach to more consumers more effectively than ever.

Our affiliates have accelerated their development of cable, online, and digital TV ad platforms, and there are more opportunities for you to utilize real multiplatform marketing opportunities than ever before. Interactive platforms like iTV and VOD, and NCC's dominant locally targeted online networks can ensure that your local market message will be everywhere via one integrated media buy.

There's never been a better time to put cable programming and NCC's digital platforms to work for your brands. We are going to prove to you that cable, and NCC Media, should be the centerpiece of your local market media plans.

Sincerely,

A handwritten signature in black ink, appearing to read 'Greg Schaefer', written in a cursive, stylized script.

Greg Schaefer
President, NCC

Cable is the media of choice



Cable operators' new partnerships with Satellite and Telco providers, and viewers' ever increasing connection to our programming has made Cable the media of choice for 2012 and beyond. Get connected with NCC Media, and access more consumers in every market.



Learn more about our industry leading SMART+ suite of consultative products. Get detailed information on WHY cable deserves a prominent position in your local media plan and HOW to most effectively plan and buy cable to maximize your investment.



Get engaged by the new local market digital media platforms that connect with consumers on more screens than ever before. Video On Demand, Interactive TV, Mobile Marketing, and a robust local Online network are all available for multiplatform success.

GET CONNECTED

At NCC Media we have deepened our connection with Cable, Satellite and Telco program providers, turning technological and creative innovations into opportunities for your advertising efforts. NCC is staying one step ahead of important trends in TV programming, audience migration, digital media products and new distribution technologies.

Take your cue from viewers who continue to spend more time with Cable, year after year and deepen your connection with Cable programming and NCC Media.

NCC Media is connected to agencies, clients and consumers

About NCC Media

NCC Media is the advertising sales, marketing, and technology company that is owned by cable industry leaders—Comcast, Cox Media and Time Warner Cable and represents virtually every other multichannel program provider in the US. One organization providing a connection to 80 million + Cable, Telco, and Satellite homes in all 210 US markets.



- **OVER 80 MILLION**
Cable, Telco, & Satellite homes
- **200+ MILLION**
Consumers
- **iTV, VOD, ONLINE**
Digital platforms & much more

Interconnects

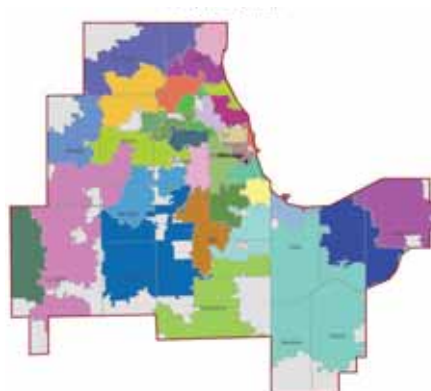
Interconnects make it easy to plan and buy cable in local markets. With only one buy, one commercial and one invoice, an advertiser can reach an entire market full of cable homes with one call.

In 1996 there were only a few cable interconnects. But NCC and cable industry technical breakthroughs vastly expanded the opportunity. Today, there are 135 interconnected markets

in the US. Cable interconnects allow advertisers to reach the whole market, without limiting the opportunity to place ads on individual cable systems to reach targeted geographies.

Reaching targeted consumers in local markets on cable networks has never been easier or more effective. NCC is your single-source connection to all interconnects, and all cable homes, throughout the entire US.

Chicago DMA 36 Cable Systems 1 Interconnect



Interconnects are collections of two or more cable TV systems in a market working together to distribute commercials.



Cable operators launch I⁺ with groundbreaking partnerships

The biggest recent news story for NCC and our agency customers is I⁺. In 2011, Comcast Spotlight, Cox Media, Time Warner Cable Media, and NCC Media launched I⁺, a revolutionary new local market ad platform.

Leading cable operators have significantly expanded local market ad penetration, by incorporating DIRECTV, Verizon FiOS, and AT&T U-verse subscriber homes into their offerings. NCC Media will now offer national spot ad-

vertisers this integrated reach in the best cable programming on major networks to 11+ million additional cable homes. With millions more to come.

DirecTV alone initially adds 6 million homes to NCC's multichannel coverage in the US with dramatic reach and penetration impact in 25 key markets. Broad rollouts began in mid-2011, with all markets coming online in 2012.



FiOS and AT&T U-verse with 5 million cable homes combined, will be able to slice and dice their messages down to the cable system (zone) level.

I⁺ will help make local cable multichannel advertising the big-reach cornerstone of local media buys, and eliminate any remaining minimum penetration guidelines.

Higher Market Penetration

More Impressions

Greater Consumer Reach



comcast
SPOTLIGHT

cox
Media

Time Warner Cable
Media

DIRECTV

AT&T U-verse
TV

FiOS

Cable has reached a new viewing milestone

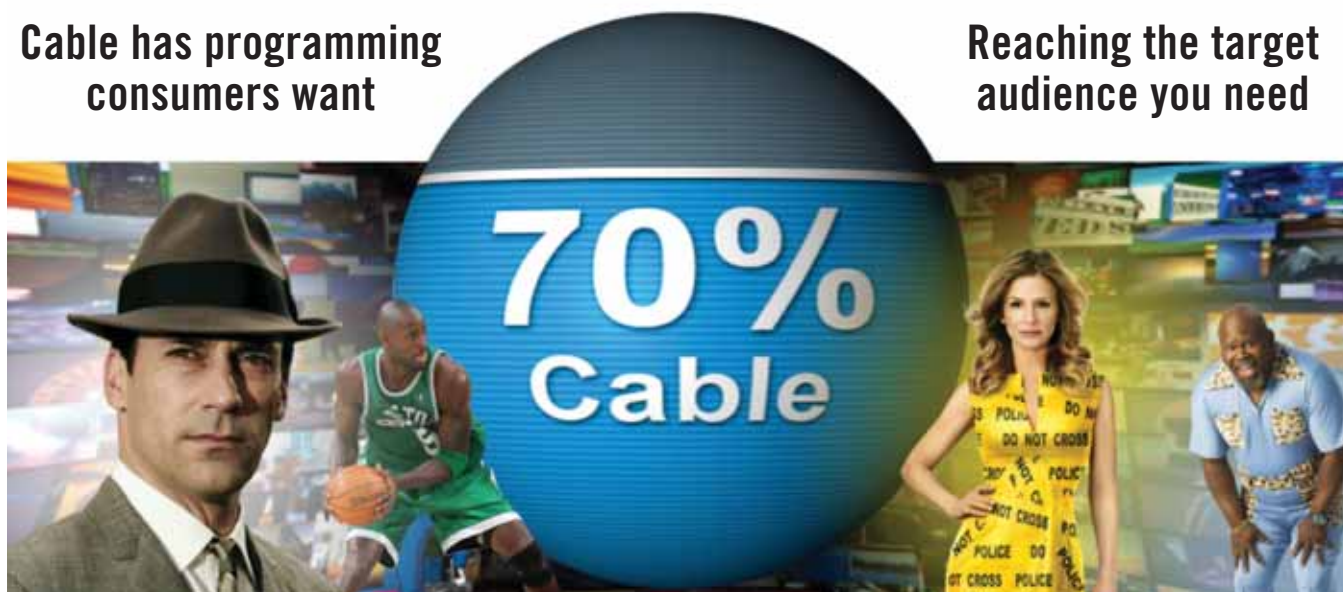
The core of what NCC does is connect viewers to commercial messages in programming they love. And what they love, more than ever, is cable programming. In 3rd quarter 2010, new episodes of popular returning series and a flood of new pro-

gram launches allowed cable to surpass 70% of all viewing to ad supported television—on homes, on A18-49 and A25-54 in Prime and Total Day. During Weekend daytime hours, cable exceeded 80% of viewing.

This viewer migration to cable is one of the best reasons to shift your brand's media allocation from local broadcast to Spot Cable, especially with the advent of I+ and all of the new rating points now available through NCC.

Cable has programming consumers want

Reaching the target audience you need



And who's watching cable?

Digital Cable homes are home to your best consumers. They buy more of everything you have to sell.

| | |
|---|------------|
| Household Income \$75k+ | 129 |
| Value of Home \$500k+ | 134 |
| Bought New Vehicle | 111 |
| Professional/Managerial | 122 |
| Value of Securities Owned: \$250k+ | 121 |

NCC connects advertisers to consumers in the best television programs

The viewer's connection to cable is all about programming. Programming is the driving force.

NCC Media provides you access to the full spectrum of cable programming in every market across more than 60 networks. Hun-

dreds of the most exciting new shows are on cable; shows that appeal to every type of targeted consumer group—young adults, sports enthusiasts, executives, parents and more. Cable programmers will continue to create new, original scripted and reality

hits in 2012 and beyond, providing you with more local market viewers, more impressions and more advertising value than ever.

Viewers connect with cable



Programming is the driving force



Hundreds of star-studded series, movies and reality shows

Every league in every sport in every market

Trusted landscape of local/national news and information networks

GET SMART

In 2011 NCC Media launched SMART+ a new and expanded version of our suite of advanced consultative products and applications. SMART+ does some of the heavy lifting for media buyers, planners and executives. Select from a long list of SMART+ resources developed by our team of experts to target your brand's best consumer prospects, eliminate costly media waste, build a stronger ad schedule, and extract more value from your local media plan.

SMART: The acronym for success in cable

The next time someone asks you why cable deserves its own line item on your media plan you'll have a bullet-proof answer; "Because it's SMART". SMART represents the top 5 attributes for all the products represented by NCC Media—rolled into one acronym for success.



SIMPLE

Spot Cable is simple to plan and simple to buy.



MARKET FOCUSED

Focused on markets and the television marketplace.



ADAPTABLE

Select the right cable networks, dayparts, and programs for your brand in every market.



ROI DRIVEN

Improve consumer reach and effective frequency—eliminate doubt and waste.



TARGETED

Advanced targeting to precisely reach consumers where they live and buy.

Our commitment at NCC is to provide investment grade media intelligence to make it easier for advertisers and agencies to chart a course toward a more effective media plan. SMART Buy, SMART Plan and a dozen other analyses are part of SMART+ suite of products.



SIMPLE

**Cable has never been
easier to plan and buy**

Ten years ago, NCC deployed an eBusiness suite of products that made cable work for you in local markets. NCC has invested significant time and resources to make our eBusiness application the best in the television industry. These applications are continually improved to meet ever-changing marketplace needs.

eBusiness: Supports agencies with expert resources

Agency.spotcable.com provides NCC agency customers with a suite of secure electronic solutions from online planning, to interactive proposals, to order and contract management, to electronic invoice tracking and downloads. From proposal to invoice, NCC's team of eBusiness professionals ensure that your schedules run accurately as ordered, deliver as planned and bill as negotiated.

NCC leads the industry in the development of seamless eBusiness solutions that allow agencies to access information simply and effectively on all Cable, Satellite and Telco platforms. Our team of professionals provide expert consultation on eBusiness technologies, agency buying processes and agency stewardship systems.





MARKET FOCUSED

Focused on the evolving media landscape in every market

NCC Media has the resources to identify trends in local and national media that assist advertiser decision making in markets. By focusing on the most relevant indicators of change in the television marketplace we learn how viewing patterns continue to change. All indicators now point to significant changes that impact media planning.

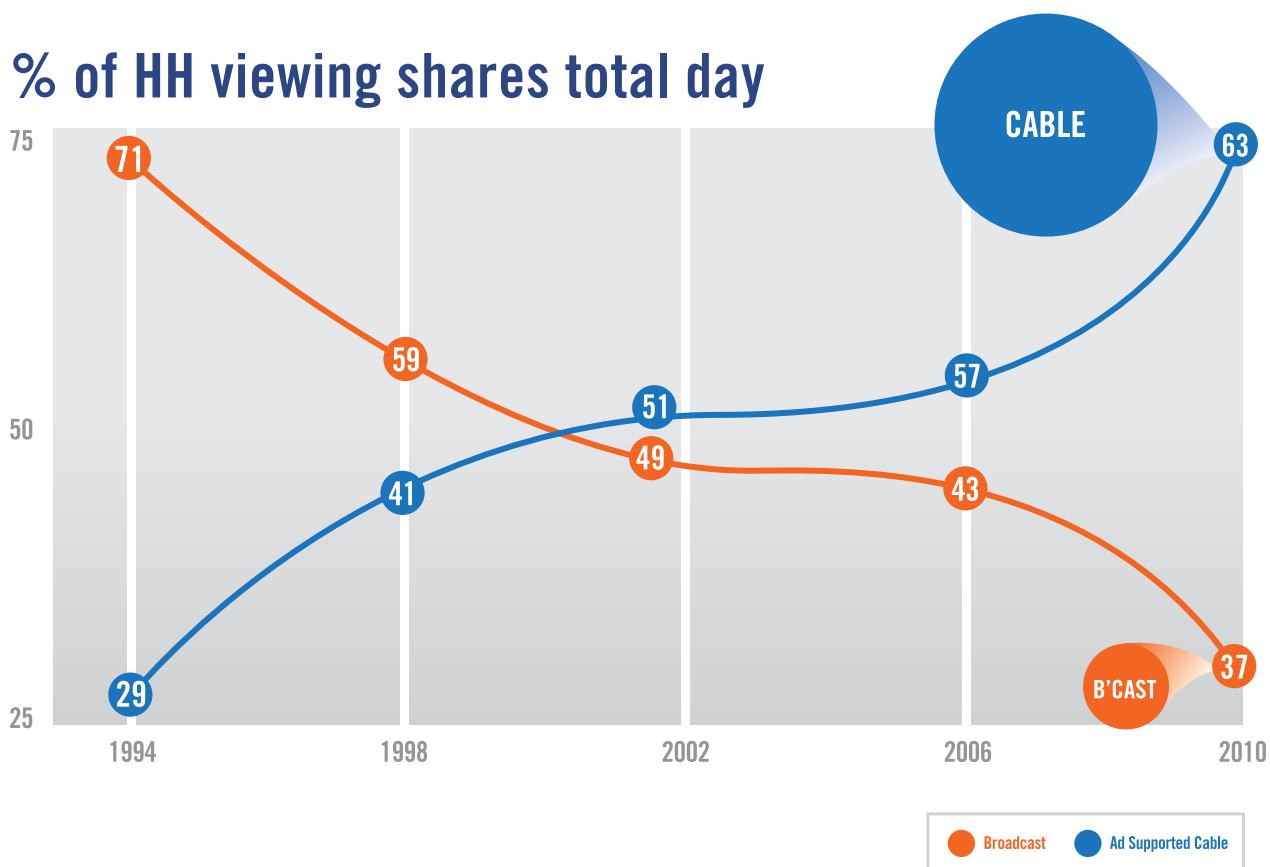
Viewer migration from broadcast to cable continues

Cable programming continues to attract more viewers from broadcast by the millions, nationally and in every local TV market, year after year. Ad supported cable continued its growth in share of viewing by taking in 63% of the household viewing share in 2010 compared to the six broadcast networks' 37% household share. Cable has programming to serve every taste, every type, every target...everyone.

SMART TIP

Accelerated growth in cable share of viewing and declining broadcast shares are two excellent reasons to quickly increase your cable budgets.

% of HH viewing shares total day



It's harder than ever to buy the GRP's you need in local broadcast in prime and local news.

For buyers, it is more difficult than ever to meet local market GRP guidelines and goals. Double-digit rated shows are a thing of the past. Buying to the tenths and hundredths of rating points is now essential to reach your target audience.

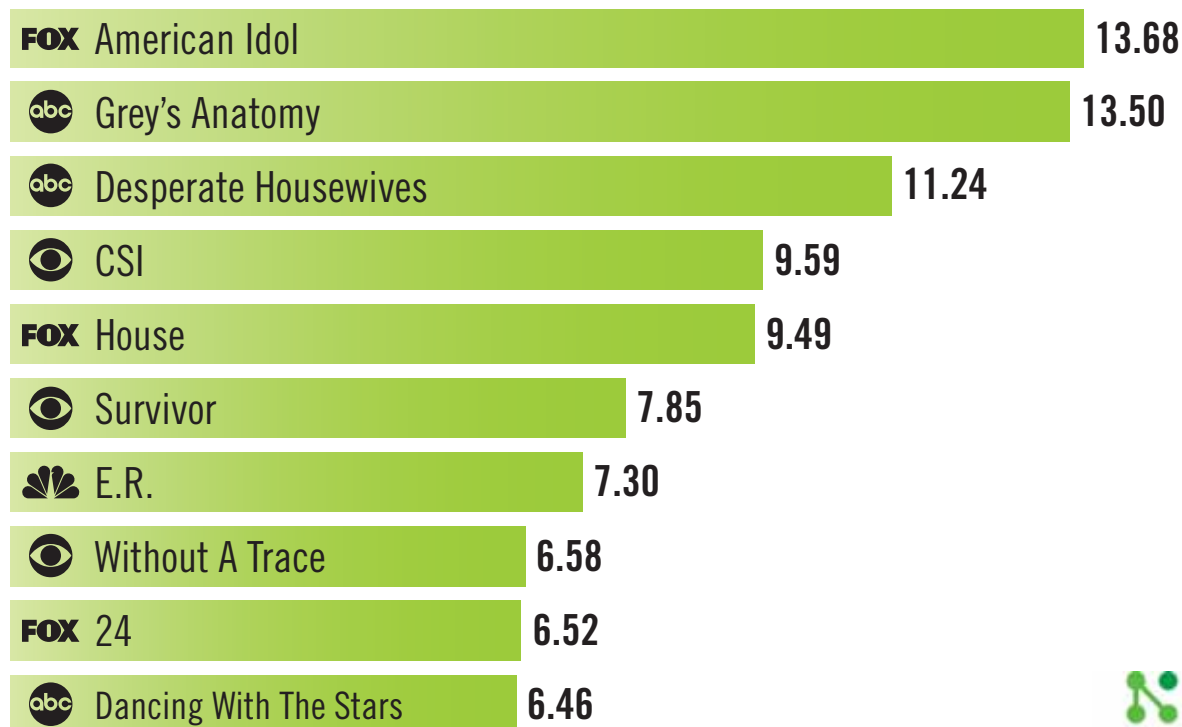
According to Nielsen, 87% of all broadcast programs on the 4 major broadcast networks now deliver under a 2 demo rating on A18–49.

Market Facts:

- The top 100 prime programs that capture the most advertiser interest comprise only 4% of all primetime programs in television per week.
- The top 100 cable programs for 3rd Qtr. 2010 to 2nd Qtr. 2011, delivered an aggregate of 507 A18–49 GRP's. Broadcast's top 100 delivered only 444: **-12.5%** less than cable.

In February 2006, the top 10 broadcast prime programs averaged just over a 9 demo rating.

Feb. 2006 (A25–54 rating)



2006 Top 10 Average = 9.22











Declining viewership on broadcast with limited inventory creating a shortage of rating points in prime, local news and other dayparts

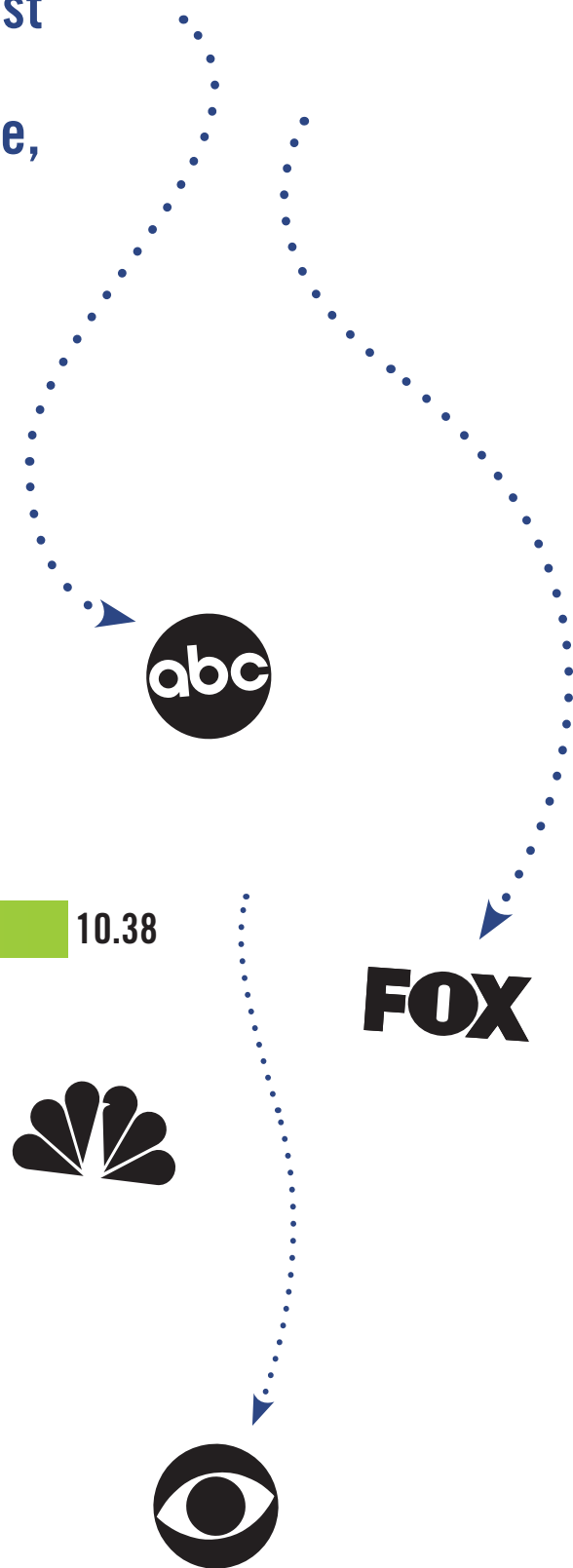
This causes ad campaigns to build excess frequency and minimal reach when using traditional broadcast-heavy buying specifications in local and national spot TV. Expect this trend to continue unabated, as more viewers in every US market choose quality cable programming in every daypart.

By February of 2011, the top 10 program average dropped by 31% to a 6.33.

Feb. 2011 (A25-54 rating)

| | |
|---|-------|
| FOX American Idol | 10.38 |
|  NCIS | 6.54 |
|  Big Bang Theory | 6.39 |
|  Modern Family | 6.39 |
|  Two And A Half Men | 6.06 |
|  Grey's Anatomy | 5.93 |
| FOX House | 5.80 |
|  Mike & Molly | 5.35 |
|  Mentalist | 5.33 |
|  How I Met Your Mother | 5.18 |

2011 Top 10 Average = 6.33



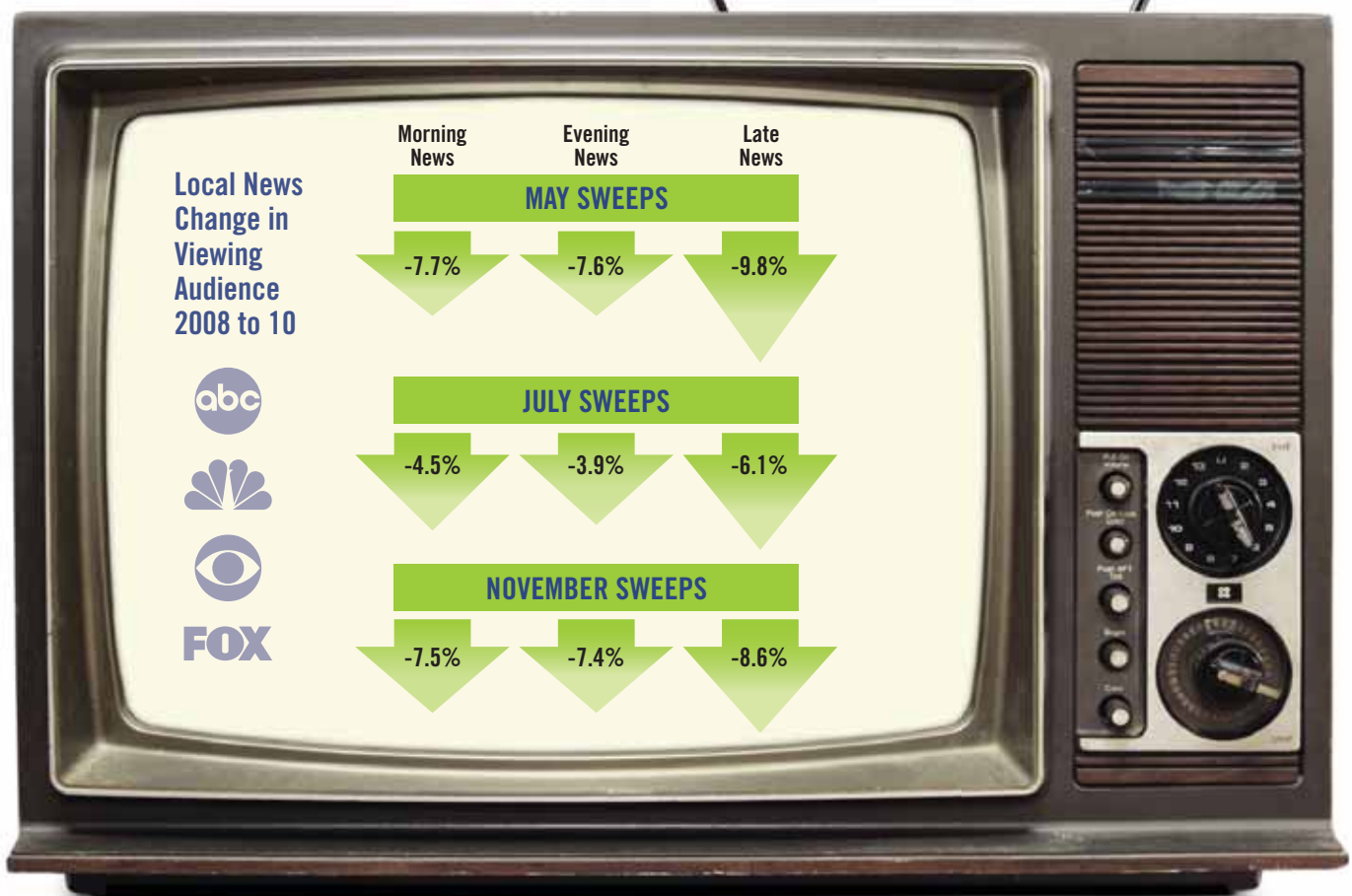
The erosion of local broadcast news viewing is accelerating

Affiliate local newscasts are seeing their viewership decline to unthinkable low levels, and the trend is accelerating. Relying on heavy local news GRP goals means that consumer reach for ad campaigns is compromised, and the same viewers are hit over and over with redundant commercial messages.

Consider a new evaluation of the local television mix. Replace 25% or more of your local news GRP's with cable news, entertainment and sports throughout the day in your local market planning and buying specs. More consumer reach, with optimal frequency.

"Among the 4 major network affiliates, viewership was still down—for the fourth year in a row—in all sweeps and all of the major local news time slots: morning, early evening and late news across all sweeps periods studied."

—PEW STATE OF THE NEWS MEDIA, 2011



Despite efforts by stations to expand news hours and avails to preserve local news viewing (and revenue) overall ratings continue to fall.

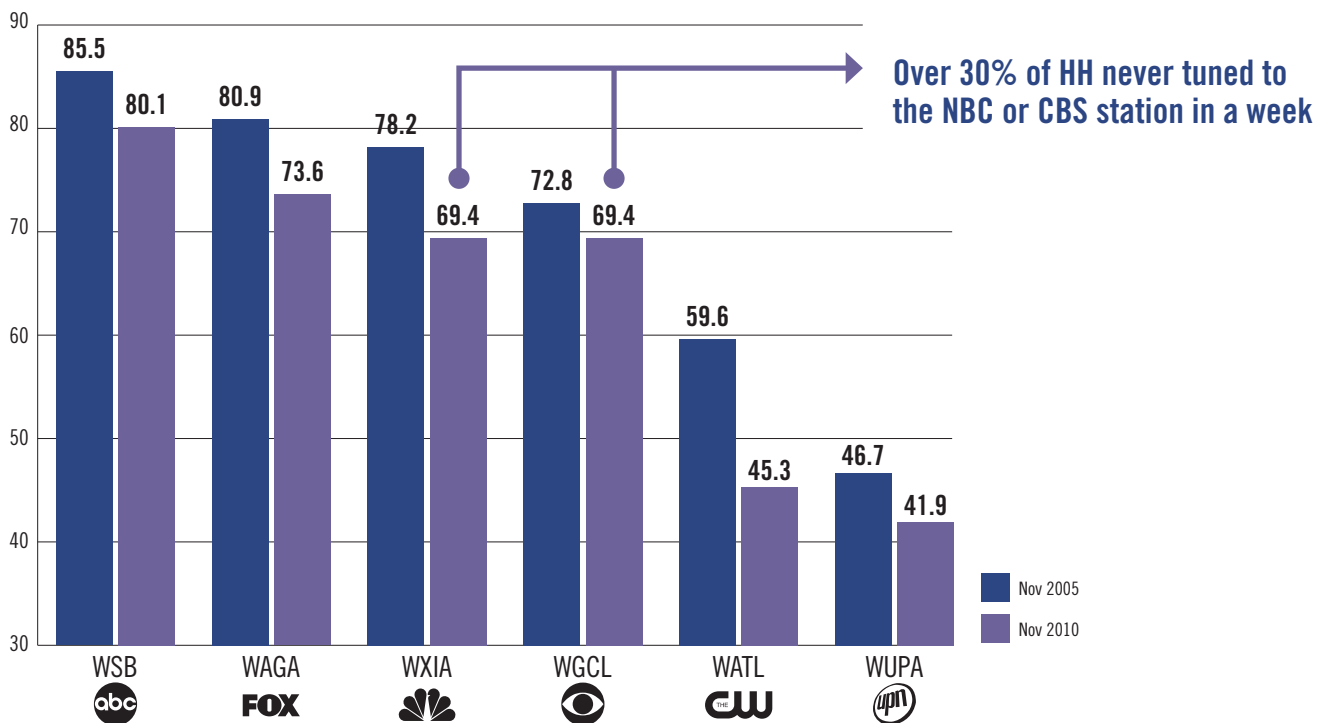
Diminishing local broadcast reach

The number one value proposition for broadcast television for the past 50 years has been universal reach. Twenty years ago, network affiliates regularly reached over 90% of their market. By 2010, many stations' net weekly circulation dropped to the mid 60s with some stations as low as 41% today. Thus, actual local broadcast TV reach is at or below the cume figures for wired cable in most markets.

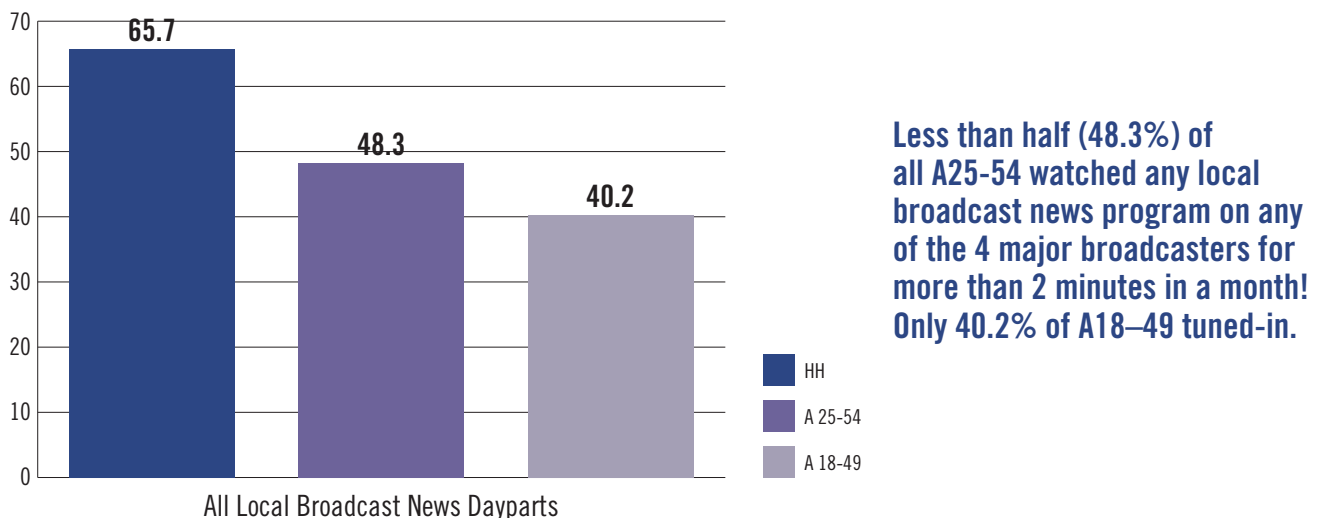
SMART TIP

Many individual local broadcast stations may no longer be essential to your media plan. Cable is a SMART replacement.

Net weekly circulation for local broadcast Atlanta DMA, Nov 2010 vs. Nov 2005



Net monthly circulation for local broadcast news in Atlanta



Less than half (48.3%) of all A25-54 watched any local broadcast news program on any of the 4 major broadcasters for more than 2 minutes in a month! Only 40.2% of A18-49 tuned-in.

Source: NSI average weekly cume, Atlanta Nov. 2010 vs Nov. 2005, M-SU, 7A-1A.

Source: Nielsen Persons Cume Study 2008 (2010 due out end of 2011 or early 2012 for update). TVView Reach and Frequency System.

Improve your network ad campaigns in major markets with Spot Cable

Network cable and broadcast leave brands vulnerable in major markets. Most agencies and marketers assume that network television schedules perform evenly across the U.S.—more or less. The reality is very different. Typically, a network cable schedule will under perform by 10-20% or more in major markets and over-perform in smaller markets. This delivery is in stark contrast to the way most products sell. The identical result is achieved on network broadcast schedules.

SMART TIP

Use Spot Cable to complement network cable and broadcast schedules with more exposure among key consumers in major markets.

Import Auto—Network Cable Schedule

| 56 Metered Markets | | Network Cable HH GRP's | % Performance vs. Average |
|--------------------|--------------|---------------------------|------------------------------|
| Underdelivery | Overdelivery | | |
| New York | | 338.6 | -14% |
| Los Angeles | | 303.8 | -22% |
| Chicago | | 318.3 | -19% |
| Philadelphia | | 383.8 | -2% |
| Dallas | | 327.9 | -16% |
| San Francisco | | 278.9 | -29% |
| Boston | | 334.1 | -15% |
| | Atlanta | 408.2 | 4% |
| Washington | | 370.1 | -6% |
| Houston | | 312.9 | -20% |
| Detroit | | 349.4 | -11% |
| Phoenix | | 352.9 | -10% |
| Seattle | | 380.6 | -3% |
| | Tampa | 403.4 | 3% |
| Minneapolis | | 320.5 | -18% |
| Denver | | 330.8 | -16% |
| Miami | | 362 | -8% |
| | Cleveland | 421.2 | 7% |
| | Orlando | 394.5 | 1% |
| Sacramento | | 364.1 | -7% |
| St. Louis | | 384.1 | -2% |
| Portland, OR | | 276 | -30% |
| | Pittsburgh | 414.7 | 6% |
| | Charlotte | 414.4 | 6% |
| Indianapolis | | 391.7 | 0% |
| | Raleigh | 453.7 | 16% |
| | Baltimore | 405.6 | 3% |
| San Diego | | 392.4 | 0% |

Average for 56 Metered Markets 392 HH GRPs

| 56 Metered Markets | | Network Cable HH GRP's | % Performance vs. Average |
|--------------------|-----------------|---------------------------|------------------------------|
| Underdelivery | Overdelivery | | |
| | Nashville | 406.7 | 4% |
| | Hartford | 434.7 | 11% |
| Salt Lake City | | 282.7 | -28% |
| Kansas City | | 380.5 | -3% |
| Cincinnati | | 382.2 | -2% |
| | Columbus, OH | 407.7 | 4% |
| Milwaukee | | 382.2 | -2% |
| | Greeville-Spart | 434.3 | 11% |
| | San Antonio | 425.4 | 9% |
| | West Palm Beach | 481.2 | 23% |
| | Birmingham | 474.2 | 21% |
| | Las Vegas | 501.3 | 28% |
| | Norfolk | 474.4 | 21% |
| Albuquerque | | 368.1 | -6% |
| Oklahoma City | | 362.1 | -8% |
| | Greensboro | 421 | 7% |
| | Jacksonville | 464.6 | 19% |
| Austin | | 364.4 | -7% |
| | Louisville | 456.1 | 16% |
| | Memphis | 469.4 | 20% |
| | New Orleans | 548.5 | 40% |
| Buffalo | | 390.5 | 0% |
| Providence | | 382.6 | -2% |
| | Richmond | 449 | 15% |
| | Knoxville | 459.5 | 17% |
| Tulsa | | 347.3 | -11% |
| | Ft. Myers | 401.2 | 2% |
| | Dayton | 409 | 4% |

Average for 56 Metered Markets 392 HH GRPs

| Underdelivery | Overdelivery |
|---------------|--------------|
| 0 to -10 | 0 to +10 |
| -10 to -20 | +10 to +20 |
| -20 to -30 | +20 to +30 |
| -30 + | +30 + |

Source: Nielsen National People Meter & TVS DMA; Nielsen Sweep Data: NOV'10; Dec '10 Kantar Schedule

Note: Analysis done on HH as demo reporting in diary markets is underestimated significantly and will lead to inaccurate conclusions.

Spot Cable schedules complement and improve network cable ad schedules

A healthy dose of Spot Cable improves your network cable ad schedules. You can put more weight on Tier 1 networks in premium dayparts in major markets under-served by network cable. Or, buy programming and special events in key markets not available on network due to price or sellout.

This Asian import aired 338 spots on 17 cable networks in one week. While that seems like a lot, a closer look reveals significant opportunity to improve visibility on the highest rated cable networks, in premium dayparts, in the markets that matter.

All highlighted dayparts have 3 or less spots a week—many with 1 per week or none at all. These are the Spot Cable opportunities.

Asian Import Auto Network Cable Schedule: Year End Event

Analysis of Number of Units Airing in Each Daypart on Each National Cable Network

| PROPERTY | M-F 6A-9A | M-F 9A-12P | M-F 12P-4P | M-F 4P-7P | M-SU 7P-11P | M-SU 11P-1A | M-SU 1A-5A | S-SU 6A-12P | SA-SU 12P-4P | SA-SU 4P-7P | TOTAL UNITS |
|-------------|--------------|---------------|---------------|--------------|----------------|----------------|---------------|----------------|-----------------|----------------|----------------|
| AFAM | 0 | 0 | 0 | 0 | 2 | 1 | 0 | 0 | 0 | 0 | 3 |
| BRAV | 0 | 0 | 2 | 9 | 6 | 3 | 0 | 0 | 0 | 0 | 20 |
| COM | 0 | 8 | 5 | 3 | 9 | 2 | 0 | 9 | 1 | 1 | 38 |
| DISC | 0 | 0 | 0 | 0 | 2 | 2 | 0 | 0 | 1 | 4 | 9 |
| ENN | 4 | 0 | 16 | 5 | 4 | 17 | 0 | 0 | 0 | 7 | 53 |
| ESP2 | 6 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 8 |
| ESPN | 2 | 0 | 1 | 2 | 1 | 3 | 2 | 0 | 0 | 0 | 11 |
| FOOD | 0 | 0 | 0 | 0 | 2 | 1 | 3 | 0 | 1 | 0 | 7 |
| FX | 0 | 0 | 0 | 1 | 8 | 7 | 0 | 5 | 3 | 2 | 26 |
| HGTV | 0 | 0 | 0 | 0 | 2 | 0 | 1 | 0 | 0 | 0 | 3 |
| MSNB | 0 | 6 | 2 | 7 | 12 | 2 | 2 | 4 | 2 | 4 | 41 |
| NGC | 0 | 2 | 6 | 8 | 8 | 3 | 5 | 2 | 1 | 1 | 36 |
| SYFY | 0 | 0 | 0 | 0 | 11 | 3 | 8 | 3 | 7 | 3 | 35 |
| TBS | 0 | 0 | 0 | 0 | 5 | 1 | 1 | 6 | 0 | 0 | 13 |
| THC | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 1 | 2 | 6 |
| TNT | 0 | 0 | 0 | 0 | 5 | 4 | 0 | 0 | 4 | 0 | 13 |
| USA | 0 | 0 | 0 | 0 | 7 | 8 | 1 | 0 | 0 | 0 | 16 |
| Grand Total | 12 | 18 | 32 | 36 | 84 | 58 | 24 | 29 | 21 | 24 | 338 |

Dovetail Opportunities

NCC Media opportunities on cable to increase exposure on high rated networks in prime and/or weekend dayparts.





A

ADAPTABLE

SMART Buy—NCC helps you select the right cable networks, dayparts, and programs for your brand in every market.

Unlike local broadcast, cable has dozens of networks and hundreds of programs in each market to choose from when developing a SMART Buy for your brand. Choice is what makes cable adaptable to deliver your consumer.

How does SMART Buy work?

The SMART Buy process is a unique consultative tool-set developed by NCC and utilized by many of America's leading ad agencies. Backed by in-depth research, including Nielsen MarketBreaks and Scarborough, SMART Buy guides you to the right networks, dayparts, and programs for brands in every US market. The new SMART Buy+ captures Satellite and Telco data as well. SMART Buy enables media buyers and planners to reach America's best consumers effectively and efficiently.

SMART BUY

It starts with your brand's consumer profile...

We use our long list of trusted industry data and research resources to produce a multi-layered view of your consumers.

Primary targets

Typically, agencies evaluate Cable against a primary target, usually the age and gender bracket. This is often adopted as the buying target, but does not fully portray other consumer characteristics that can now be used for targeting.

Secondary targets

Clients have a wide range of demographic and lifestyle information available on a brand that can now be processed through SMART Buy to add depth to the media decision making process. Qualifiers with the following attributes are just a few of the many available.

- Household Income
- Education
- Regionality
- The Presence of Children



Select the right networks for your brand

Remember, unlike a TV station, we offer advertising opportunities in up to 60 networks in many markets. Whether a network is ultimately recommended to you depends on how well it performs, not only in delivering the primary age and gender demographics, but on other met-

rics which define a brand's core consumers. Tools like Nielsen MarketBreaks make it possible to know network appeal among consumer groups such as new car buyers, home owners, and upscale audiences. Let us take you through our analysis, step by step.



Example:

TARGETING LUXURY SEDAN CAR BUYERS

Client's Key Targets

| | |
|-----------------|--|
| Demo Target | A25-54 |
| Consumer Target | A25-54 HHI \$75K+ A25-54 New Car Prospects* Decision Maker on Upscale Asian Import Sedan |

Each network is scored on its index of performance



*New Car Prospect: Bought New Car Past 3 Years

| Spot Cable Networks | PRIMARY TARGET | SECONDARY TARGETS | | |
|----------------------|--|---|---|--|
| | A 25-54: Total Composite (Nielsen) | A 25-54: Household Income 75K+ (Nielsen) | A 25-54: New Car Prospects (Nielsen) | A 25-54: Decision Maker on New Luxury Import Sedan (MRI) |
| | Index to POP | Index to Median | Index to POP | Index to Median |
| BRVO | 138 | 181 | 149 | 142 |
| ENT | 126 | 138 | 124 | 126 |
| ESPN | 123 | 157 | 131 | 115 |
| ESPN2 | 117 | 130 | 116 | 107 |
| FOOD | 113 | 134 | 114 | 116 |
| HGTV | 103 | 153 | 109 | 148 |
| TBSC | 127 | 121 | 107 | 111 |
| TRAV | 125 | 138 | 117 | 125 |
| CMDY | 116 | 118 | 117 | 101 |
| DISC | 126 | 139 | 104 | 104 |
| DIY | 115 | 192 | 161 | 149 |
| HIST | 119 | 123 | 102 | 97 |
| NGC | 102 | 125 | 150 | 113 |
| OXYG | 123 | 120 | 104 | |
| STYLE | 116 | 156 | 167 | 76 |
| TLC | 110 | 121 | 103 | 118 |
| VS | 133 | 205 | 179 | |
| CNBC | 72 | 113 | 68 | 126 |
| FX | 118 | 106 | 101 | 84 |
| GOLF | 83 | 141 | 96 | 124 |
| TNT | 120 | 119 | 98 | 92 |
| VH1 | 118 | 90 | 90 | 112 |
| WE | 115 | 106 | 95 | |
| Alternative Networks | | | | |
| ADSM | 85 | 73 | 82 | |
| AEN | 121 | 91 | 88 | 95 |
| AMC | 102 | 88 | 80 | 85 |
| APL | 102 | 97 | 70 | 87 |
| BET | 98 | 53 | 55 | 0 |
| CMT | 117 | 70 | 58 | 0 |
| CNN | 75 | 92 | 76 | 113 |
| FAM | 101 | 93 | 79 | 67 |
| FOXNC | 61 | 91 | 63 | 99 |
| HALL | 76 | 55 | 53 | 29 |
| HLN | 98 | 85 | 67 | 121 |
| LIF | 114 | 100 | 91 | 67 |
| MSNBC | 74 | 96 | 64 | 126 |
| MTV | 86 | 83 | 92 | 104 |
| NAN | 61 | 49 | 42 | 81 |
| NICK | 49 | 36 | 28 | 102 |
| SPD | 104 | 108 | 88 | 95 |
| SPIKE | 122 | 118 | 81 | 74 |
| SYFY | 125 | 92 | 77 | 81 |
| TOON | 46 | 34 | 29 | 88 |
| TRU | 115 | 87 | 65 | |
| TVL | 101 | 66 | 58 | 79 |
| TWC | 96 | 79 | 61 | 83 |
| USA | 99 | 90 | 74 | 94 |
| LMN | 91 | 73 | 109 | 69 |
| MTV2 | 72 | 50 | 43 | 67 |
| OWN | 92 | 123 | 97 | |

Rating the networks for performance

SMART Buy analysis for Luxury Sedan Car Buyers. The performance metrics are aligned side by side to identify those networks that are most valuable to your particular campaign.

Clear Choices

Those networks that perform consistently well across all metrics.

Good Additions

Networks that performed well against most metrics, but not necessarily all.

Daypart Value

Networks that find unique strength in core dayparts.

- Clear Choices
- Good Additions
- Daypart Value
- Index 100+
- Network Unreportable

Choose the right mix of dayparts

Cable viewership is very strong across multiple dayparts, not just prime time, and SMART Buy helps us uncover concentrations of your target consumer when-

ever they are watching. Our custom daypart research is available for a wide variety of consumer targets. Here, we selected A25-54 with household incomes of \$75k

or more. That means that this data represents the daypart viewing patterns of upscale viewers in the Nielsen sample.

SMART TIP

There are abundant opportunities to reach consumers outside of traditional Prime in Late and Early Fringe, Weekend Day, Early Morning and even Daytime.

Dayparts To Reach A25-54 HHI \$75K+

| | M-F 6a-9a | M-F 9a-12n | M-F 12n-4p | M-F 4p-7p | M-SU 7p-11p | M-SU 11p-1a | SS 6a-12n | SS 12n-4p | SS 4p-7p |
|----------------------|--------------|---------------|---------------|--------------|----------------|----------------|--------------|--------------|-------------|
| BRVO | 137 | 121 | 145 | 168 | 203 | 189 | 139 | 172 | 161 |
| ENT | 113 | 107 | 109 | 105 | 146 | 169 | 158 | 120 | 130 |
| ESPN | 166 | 131 | 117 | 157 | 161 | 178 | 166 | 129 | 134 |
| ESPN2 | 163 | 122 | 88 | 117 | 134 | 151 | 126 | 131 | 130 |
| FOOD | 0 | 80 | 102 | 110 | 157 | 138 | 144 | 124 | 133 |
| HGTV | 95 | 100 | 131 | 133 | 164 | 177 | 165 | 158 | 153 |
| TBSC | 91 | 88 | 114 | 149 | 130 | 109 | 110 | 110 | 142 |
| TRAV | 88 | 131 | 106 | 107 | 150 | 153 | 156 | 135 | 144 |
| CMDY | 0 | 89 | 76 | 86 | 121 | 155 | 115 | 108 | 109 |
| DISC | 0 | 96 | 95 | 129 | 156 | 163 | 121 | 127 | 125 |
| DIY | 192 | 181 | 201 | 215 | 186 | 184 | 189 | 195 | 183 |
| HIST | 89 | 96 | 83 | 97 | 135 | 140 | 137 | 120 | 138 |
| NGC | 0 | 88 | 105 | 110 | 103 | 102 | 107 | 103 | 108 |
| OXYG | 92 | 95 | 116 | 106 | 134 | 127 | 127 | 117 | 104 |
| STYLE | 151 | 160 | 155 | 148 | 135 | 147 | 127 | 136 | 122 |
| TLC | 111 | 95 | 124 | 109 | 125 | 134 | 148 | 119 | 103 |
| VS | 80 | 126 | 97 | 166 | 229 | 219 | 103 | 124 | 148 |
| CNBC | 135 | 110 | 76 | 105 | 138 | 167 | 0 | 0 | 0 |
| FX | 67 | 76 | 68 | 81 | 127 | 109 | 108 | 99 | 105 |
| GOLF | 188 | 99 | 98 | 105 | 176 | 206 | 147 | 135 | 136 |
| TNT | 70 | 76 | 86 | 105 | 144 | 131 | 106 | 96 | 130 |
| VH1 | 56 | 74 | 65 | 68 | 104 | 95 | 107 | 89 | 93 |
| WE | 0 | 96 | 101 | 77 | 111 | 105 | 109 | 116 | 129 |
| Alternative Networks | | | | | | | | | |
| ADSM | 0 | 0 | 0 | 0 | 72 | 73 | 0 | 0 | 0 |
| AEN | 54 | 46 | 66 | 74 | 105 | 97 | 109 | 116 | 108 |
| AMC | 0 | 62 | 71 | 82 | 103 | 102 | 68 | 67 | 84 |
| APL | 77 | 105 | 100 | 78 | 104 | 109 | 87 | 80 | 92 |
| BET | 58 | 54 | 51 | 29 | 54 | 79 | 46 | 49 | 61 |
| CMT | 49 | 62 | 38 | 48 | 78 | 79 | 110 | 85 | 84 |
| CNN | 129 | 89 | 72 | 75 | 90 | 118 | 114 | 99 | 87 |
| FAM | 49 | 95 | 76 | 82 | 102 | 91 | 87 | 89 | 106 |
| FOXNC | 124 | 85 | 75 | 78 | 90 | 136 | 99 | 88 | 74 |
| HALL | 0 | 42 | 46 | 33 | 56 | 62 | 68 | 56 | 71 |
| HLN | 144 | 90 | 78 | 73 | 65 | 107 | 97 | 83 | 67 |
| LIF | 103 | 126 | 94 | 78 | 98 | 141 | 101 | 77 | 79 |
| MSNBC | 117 | 70 | 75 | 73 | 102 | 137 | 95 | 111 | 95 |
| MTV | 44 | 60 | 59 | 49 | 106 | 85 | 79 | 95 | 94 |
| NAN | 0 | 0 | 0 | 0 | 37 | 64 | 0 | 0 | 0 |
| NICK | 43 | 41 | 34 | 28 | 38 | 0 | 38 | 33 | 41 |
| SPD | 106 | 94 | 63 | 82 | 117 | 116 | 138 | 90 | 114 |
| SPIKE | 0 | 82 | 88 | 97 | 126 | 130 | 142 | 144 | 152 |
| SYFY | 66 | 74 | 73 | 101 | 104 | 95 | 77 | 79 | 86 |
| TOON | 45 | 42 | 31 | 24 | 30 | 0 | 45 | 34 | 37 |
| TRU | 0 | 0 | 58 | 61 | 90 | 95 | 0 | 84 | 88 |

- Clear Choices
- Good Additions
- Daypart Value
- Index 100+
- Network Unreportable
- Net Doesn't Air In Daypart

Note: Dayparts are indexed to the median for all networks, M-SU 7a-1a

Source: Nielsen Market Breaks, May '10



Add all the right programming

With networks and dayparts secured, we turn to individual high-value program selection. By examining the audience concentration within the core demographic, SMART Buy identifies the best programs to reach the target consumer. Here, for example, is a selection of cable shows that appeal to upscale A25-54 according to Nielsen. Your NCC representative can provide hundreds of programs with targeted appeal to ANY target group. NCC can also guide you to the best regional news, information, and sports networks that enhance your buy.



Customize to meet local market conditions

What plays well where

TV viewing can differ dramatically region by region in the US... that's why so many advertisers use Spot Cable rather than, or in addition to, network cable. To

ensure local market viewing attributes are taken into account, we layer Scarborough local market data over our network recommendations to determine the

appeal of particular networks in specific markets. All 75 markets available in Scarborough are reported. The analysis is a two-step process.

1. Among all the recommended networks, those indexing under a 65 should be reconsidered, as they may not be appropriate for that particular market—it could be content, regional tastes, or any combination of factors.

2. Conversely, alternative networks—or those networks not recommended by SMART Buy—that indexed above a 135 should be considered for addition to the list. There is something about these networks that plays inordinately well in certain markets.

| | Albany | Albuquerque | Atlanta | Austin | Bakersfield | Baltimore | Birmingham | Boston | Buffalo | Charlotte | Chattanooga | Chicago | Cincinnati | Cleveland | Colorado Springs | Columbus | Dallas | Denver | Detroit |
|----------------------|--------|-------------|---------|--------|-------------|-----------|------------|--------|---------|-----------|-------------|---------|------------|-----------|------------------|----------|--------|--------|---------|
| BRVO | 144 | 95 | 113 | 157 | 73 | 126 | 77 | 118 | 63 | 132 | 72 | 100 | 93 | 167 | 72 | 129 | 100 | 87 | 158 |
| ENT | 92 | 134 | 117 | 97 | 144 | 160 | 124 | 96 | 84 | 152 | 154 | 127 | 110 | 153 | 175 | 178 | 104 | 87 | 150 |
| ESPN | 107 | 89 | 126 | 125 | 73 | 111 | 144 | 114 | 87 | 123 | 109 | 97 | 125 | 120 | 152 | 159 | 119 | 94 | 122 |
| ESPN2 | 121 | 76 | 139 | 146 | 81 | 91 | 175 | 88 | 107 | 155 | 128 | 74 | 146 | 146 | 161 | 170 | 133 | 78 | 95 |
| FOOD | 156 | 103 | 129 | 121 | 78 | 141 | 145 | 115 | 82 | 121 | 93 | 128 | 113 | 126 | 118 | 116 | 106 | 105 | 103 |
| HGTV | 120 | 93 | 162 | 121 | 100 | 153 | 171 | 122 | 115 | 165 | 128 | 131 | 154 | 117 | 102 | 100 | 131 | 128 | 141 |
| TBS | 102 | 118 | 129 | 100 | 87 | 136 | 115 | 101 | 104 | 135 | 114 | 103 | 111 | 107 | 120 | 109 | 108 | 89 | 104 |
| TRAV | 133 | 132 | 85 | 133 | 48 | 102 | 139 | 79 | 135 | 82 | 107 | 151 | 126 | 104 | 131 | 120 | 123 | 70 | 132 |
| CMDY | 129 | 96 | 111 | 143 | 97 | 113 | 106 | 81 | 82 | 96 | 71 | 119 | 123 | 134 | 140 | 110 | 100 | 100 | 97 |
| DISC | 106 | 116 | 107 | 120 | 82 | 97 | 104 | 99 | 98 | 111 | 86 | 106 | 102 | 99 | 144 | 109 | 117 | 100 | 97 |
| DIY | 140 | 72 | 176 | 147 | 187 | 249 | 179 | 98 | 245 | 121 | 138 | 122 | 250 | 146 | 226 | 200 | 159 | 107 | 196 |
| HIST | 104 | 76 | 88 | 106 | 81 | 110 | 127 | 88 | 112 | 89 | 80 | 96 | 123 | 122 | 130 | 132 | 103 | 84 | 93 |
| NGC | 90 | 104 | 77 | 110 | 122 | 110 | 85 | 79 | 115 | 96 | 90 | 65 | 126 | 75 | 137 | 109 | 113 | 73 | 81 |
| OXYG | 88 | 109 | 117 | 131 | 102 | 86 | 115 | 48 | 179 | 107 | 145 | 97 | 99 | 113 | 140 | 92 | 97 | 79 | 60 |
| TLC | 138 | 139 | 122 | 113 | 141 | 126 | 142 | 111 | 138 | 150 | 127 | 145 | 131 | 126 | 154 | 133 | 100 | 109 | 125 |
| VRS | | | 78 | 111 | | 86 | | 155 | 289 | | | 119 | | | | 160 | 155 | 160 | 291 |
| CNBC | 102 | 37 | 110 | 123 | 77 | 86 | 81 | 95 | 64 | 105 | 74 | 105 | 82 | 90 | 124 | 86 | 85 | 84 | 117 |
| FX | 97 | 107 | 88 | 72 | 58 | 156 | 75 | 100 | 118 | 155 | 120 | 104 | 129 | 172 | 113 | 119 | 121 | 62 | 103 |
| GOLF | 117 | 99 | 71 | 76 | | 77 | | 91 | 145 | 112 | | 72 | | 134 | | 250 | 125 | 128 | 181 |
| TNT | 89 | 114 | 110 | 108 | 104 | 105 | 123 | 85 | 95 | 131 | 82 | 99 | 83 | 137 | 121 | 113 | 106 | 77 | 95 |
| VHI | 121 | 129 | 120 | 79 | 101 | 121 | 53 | 72 | 99 | 109 | | 93 | 82 | 148 | 102 | 129 | 88 | 93 | 124 |
| Alternative Networks | | | | | | | | | | | | | | | | | | | |
| ADSM | | | 90 | 110 | | | 115 | | | | | 135 | 146 | | | 94 | 99 | 123 | 92 |
| AEN | 97 | 106 | 112 | 99 | 75 | 118 | 91 | 105 | 130 | 127 | 97 | 111 | 103 | 116 | 115 | 108 | 92 | 79 | 109 |
| AMC | 138 | 79 | 134 | 102 | 81 | 87 | 118 | 87 | 100 | 130 | 62 | 123 | 94 | 95 | 132 | 137 | 75 | 79 | 128 |
| APL | 81 | 97 | 100 | 114 | 101 | 108 | 143 | 78 | 102 | 87 | 93 | 96 | 137 | 109 | 112 | 94 | 86 | 78 | 84 |
| BET | | | 144 | | | 107 | 150 | | | 72 | | 70 | 81 | | 138 | 93 | 96 | | 69 |
| CMT | 98 | 158 | 109 | 114 | 118 | 55 | 133 | 61 | 89 | 165 | 154 | 40 | 87 | | 131 | 128 | 76 | 105 | 116 |
| CNN | 81 | 87 | 140 | 98 | 72 | 97 | 119 | 108 | 69 | 104 | 89 | 97 | 100 | 104 | 87 | 105 | 96 | 77 | 110 |
| FAM | 77 | 130 | 117 | 73 | 73 | 93 | 111 | 95 | 87 | 131 | 101 | 100 | 106 | 150 | 119 | 148 | 66 | 87 | 81 |
| FOXNC | 120 | 74 | 131 | 92 | 80 | 94 | 142 | 98 | 80 | 126 | 126 | 89 | 87 | 121 | 103 | 91 | 102 | 77 | 100 |
| HALL | 73 | 100 | 84 | 55 | 87 | 77 | 111 | 52 | 79 | 124 | 128 | 48 | 76 | 101 | 94 | 113 | 58 | 86 | 67 |
| HLN | 114 | 124 | 129 | 128 | 90 | 88 | 109 | 77 | 86 | 106 | 118 | 96 | 97 | 100 | 104 | 125 | 106 | 74 | 86 |
| LIF | 91 | 100 | 101 | 80 | 68 | 87 | 123 | 82 | 98 | 146 | 98 | 87 | 96 | 99 | 103 | 96 | 85 | 82 | 86 |
| MSNBC | 115 | 79 | 96 | 150 | 88 | 102 | 100 | 81 | 108 | 149 | | 92 | 92 | 91 | 206 | 128 | 77 | 97 | 125 |

Source: Scarborough USA Plus, Feb. '09 - March '10

Under 65 Among Recommended Networks
Over 135 Among Alternative Networks

SMART Buy solutions: Research based, buyer approved

Cable has dozens of networks and thousands of programs in every daypart in each market to choose from when considering a media buy. By summarizing the information in an easy to digest overview, both sellers and buyers

will have a reference point for approvals, negotiations and buy execution. This format highlights the SMART Buy recommended networks dayparts and programming with strong consumer appeal for your ad campaign.

| NCC The Right Networks, Dayparts & Programs for A25-54 Luxury Import Sedan Buyers | | | | | | | | | | | | | | |
|---|--------------------|--------|--------|---------|-------|----------|--------|--------------------|-------|---------------------|-------|---------------|-------|--------|
| Brochure for P 25-54 INCOME 75K+ | | | | | | | | | | | | | | |
| THE RIGHT NETWORKS | THE RIGHT DAYPARTS | | | | | | | THE RIGHT PROGRAMS | | | | | | |
| | Mon-Fri | | | Mon-Sun | | Weekends | | Program | Index | Program | Index | Program | Index | |
| | 6-9a | 9a-12n | 12n-4p | 4-7p | 7-11p | 11p-1a | 6a-12n | | | | | | | 12n-4p |
| HGTV | | | | | | | | HOME RULES | 149 | BATTLE ON THE BLOCK | 131 | HOUSE HUNTERS | 124 | |
| | | | | | | | | TOUGH AS NAILS | 146 | HOUSE CRASHERS | 130 | SARAH'S HOUSE | 124 | |
| | | | | | | | | SELLING NEW YORK | 142 | HOLMES ON HOMES | 128 | HAMMER HEADS | 124 | |
| HISTORY | | | | | | | | | | | | | | |
| daynet | | | | | | | | | | | | | | |
| tbs | | | | | | | | | | | | | | |
| TLC | | | | | | | | | | | | | | |
| TNT | | | | | | | | | | | | | | |
| Travel Channel | | | | | | | | | | | | | | |
| VH1 | | | | | | | | | | | | | | |
| VERSUS | | | | | | | | | | | | | | |
| We | | | | | | | | | | | | | | |
| Source: Nielsen Market Breaks, May '10 & Nielsen Universe Est. | | | | | | | | | | | | | | |

| NCC The Right Networks, Dayparts & Programs for A25-54 Luxury Import Sedan Buyers | | | | | | | | | | | | | | |
|---|--------------------|--------|--------|---------|-------|----------|--------|------------------------------|-------|----------------------------|-------|-------------------------|-------|--------|
| Brochure for P 25-54 INCOME 75K+ | | | | | | | | | | | | | | |
| THE RIGHT NETWORKS | THE RIGHT DAYPARTS | | | | | | | THE RIGHT PROGRAMS | | | | | | |
| | Mon-Fri | | | Mon-Sun | | Weekends | | Program | Index | Program | Index | Program | Index | |
| | 6-9a | 9a-12n | 12n-4p | 4-7p | 7-11p | 11p-1a | 6a-12n | | | | | | | 12n-4p |
| Bravo | | | | | | | | WATCH WHAT HAPPENS LIVE | 171 | K. GRIFFIN: MY LIFE D-LIST | 138 | HOUSE | 103 | |
| | | | | | | | | REAL HOUSEWIVES OF NYC | 170 | BRAVO MOVIE | 123 | | | |
| | | | | | | | | TOP CHEF MASTERS | 168 | TOP CHEF | 120 | | | |
| | | | | | | | | 9 BY DESIGN | 166 | MILLIONAIRE MATCHMAKER | 119 | | | |
| | | | | | | | | REAL HOUSEWIVES OF NJ | 162 | REAL HOUSEWIVES OF OC | 112 | | | |
| | | | | | | | | TABATHAS SALON TAKEOVER | 145 | THE WEST WING | 106 | | | |
| COMEDY CENTRAL | | | | | | | | DAILY SHOW | 128 | | | | | |
| | | | | | | | | COLBERT REPORT | 118 | | | | | |
| | | | | | | | | SOUTH PARK | 105 | | | | | |
| | | | | | | | | CHAPPELLES SHOW | 100 | | | | | |
| CNBC | | | | | | | | BIG MAC: INSIDE MCDONALDS | 159 | SQUAWK BOX 6A | 118 | TOTAL RECALL | 106 | |
| | | | | | | | | TIL DEBT DO US PART | 138 | SQUAWK BOX 7A | 114 | OPTIONS ACTION | 106 | |
| | | | | | | | | OPRAH EFFECT | 133 | COCA-COLA: THE REAL STORY | 110 | THE APPRENTICE | 104 | |
| | | | | | | | | THE SUZE ORMAN SHOW | 127 | BEYOND THE BARREL | 110 | AMERICAN GREED | 103 | |
| | | | | | | | | NEW AGE OF WAL-MART | 125 | SQUAWK BOX 8A | 108 | | | |
| | | | | | | | | MAD MONEY | 124 | SQUAWK BOX 7-30A | 106 | | | |
| Discovery | | | | | | | | TWO WEEKS IN HELL | 157 | SWORDS | 118 | | | |
| | | | | | | | | AMERICAS DEADLIEST SEAS | 154 | MAN VS. WILD | 110 | | | |
| | | | | | | | | CONSTRUCTION INTERVENTION | 136 | WORST-CASE SCENARIO | 109 | | | |
| | | | | | | | | DEADLIEST CATCH | 130 | WEIRD OR WHAT | 107 | | | |
| | | | | | | | | INTO THE UNIVERSE WITH ST | 126 | BEHIND BARS | 102 | | | |
| | | | | | | | | SWAMP LOGGERS | 125 | EXTREME LOGGERS | 101 | | | |
| E! | | | | | | | | CHICKEN LATELY | 141 | 30 BEST & WORST BEACH BOX | 114 | PRETTY WILD | 103 | |
| | | | | | | | | THE SOUP | 135 | SEXTEST | 112 | ON E! | 102 | |
| | | | | | | | | SOUP PRESENTS | 130 | KENDRA | 111 | KOURTNEY KHLOE TAKE M | 101 | |
| | | | | | | | | GIULIANA & BILL | 119 | E! NEWS SPECIAL | 110 | | | |
| | | | | | | | | E! NEWS | 116 | DAILY 10 | 104 | | | |
| | | | | | | | | 20 BEST & WORST PLSTIC BRORY | 114 | 15 MOST NOTORIOUS WOMEN | 104 | | | |
| ESPN | | | | | | | | ESPN ORIGINAL DOCUMENTA | 153 | E: 60 | 141 | NBA PLAYOFFS CONF FILE | 132 | |
| | | | | | | | | NFL LIVE | 152 | PARDON THE INTERRUPTION | 141 | SPORTSCENTER WEEKEND | 132 | |
| | | | | | | | | BASEBALL TONIGHT | 151 | SPORTSCENTER LATE | 140 | SPORTSCENTER MORNING | 132 | |
| | | | | | | | | BASEBALL TONIGHT L | 146 | SPORTSCENTER 1AM L | 140 | MLB REGULAR SEASON RE | 131 | |
| | | | | | | | | SPORTSCENTER LATE L | 143 | SPORTSCENTER MORNING | 134 | MLB SUNDAY NIGHT | 129 | |
| | | | | | | | | SPORTS REPORTERS | 142 | NBA FASTBREAK L | 133 | OUTSIDE LINES W/AND AM | 129 | |
| ESPN 2 | | | | | | | | PARDON THE INTERRUPTION | 151 | E: 60 | 132 | FEATURE: PASSION FOR SI | 122 | |
| | | | | | | | | MLB REGULAR SEASON L | 149 | NFL LIVE | 130 | POKER STARS | 120 | |
| | | | | | | | | ESPN NEWS | 144 | BASEBALL TONIGHT L | 129 | SPORTSCENTER MORNING | 120 | |
| | | | | | | | | ESPN ORIGINAL DOCUMENTA | 142 | MIKE & MIKE IN THE MORN L | 128 | MMA LIVE | 119 | |
| | | | | | | | | NASCAR NOW | 138 | NBA FASTBREAK L | 127 | AROUND THE HORN | 117 | |
| | | | | | | | | COLLEGE FOOTBALL LIVE | 136 | BASSMASTERS | 123 | SPANISH FLY | 113 | |
| food | | | | | | | | ALEX'S DAY OFF | 138 | CHOPPED | 115 | 5 INGREDIENT FIX | 107 | |
| | | | | | | | | DINERS, DRIVE INS & DIVES | 123 | GOOD EATS | 112 | WHAT WOULD BRIAN B. MA | 107 | |
| | | | | | | | | IRON CHEF AMERICA | 122 | FN CHALLENGE | 111 | PARTY LINE W/ HEARTY BO | 106 | |
| | | | | | | | | PRIVY CHEF OF BEVERLY HILLS | 121 | BEST THING I EVER EATE | 110 | TEN DOLLAR DINNERS | 105 | |
| | | | | | | | | ACE OF CAKES | 117 | SPICE & EASY | 109 | GRILL IT WITH B.FLAY | 105 | |
| | | | | | | | | THROWDOWN W/ BOBBY FLAY | 115 | CHEFS VS CITY | 108 | RACHAELS VACATION | 105 | |
| | | | | | | | | JUSTIFIED | 113 | | | | | |
| FX | | | | | | | | | | | | | | |
| | | | | | | | | GOLF CHANNEL ACADEMY | 302 | WHATS IN THE BAG | 189 | GOLF CENTRAL | 155 | |
| | | | | | | | | PLAYING LESSONS | 209 | PERSONAL LESSONS | 187 | STORY OF GOLF | 155 | |
| | | | | | | | | CHAMPIONS TOUR URNG CTR | 197 | EURO TOUR WEEKLY | 180 | PGA TOUR CBS | 155 | |
| | | | | | | | | GREY GOOSE 19TH HOLE | 195 | GOLF CHANNEL CINEMA | 161 | GOLF FIX | 148 | |
| | | | | | | | | QUEST FOR THE CARD | 195 | GOLF FITNESS | 157 | TRUMPS FABULOUS WORL | 146 | |
| | | | | | | | | HANEY PROJECT | 191 | NATIONWIDE TOUR | 157 | GOLF'S AMAZING VIDEOS | 135 | |
| The Golf Channel | | | | | | | | | | | | | | |

ended Dayparts

Recommended Dayparts

Note: Dayparts are indexed to the median for all networks

Source: Nielsen Market Breaks, May '10

Win with *Sports* SMART BUY

While conventional wisdom says that most sports have universal appeal across the USA, the reality is that some sports play inordinately well in some markets and less well in others. There are water-cooler sports in every market, and your ad campaign should be targeted accordingly to generate reach against passionate sports fans.

Sports SMART Buy analyzes the performance of every major sport in every market based on Nielsen data for all regularly scheduled/post season cable and broadcast games. Metrics are expressed as a ratings index to reflect the sport's value and to indicate the density of individual sports enthusiasts in each market. Based on your targeting criteria, NCC can develop a potent regional and local sports ad platform for your campaign.

The sports that appeal to the sports enthusiast in Charlotte and Chicago are very different.

CHARLOTTE



CHICAGO



| | Boston | | Charlotte | | Chicago | | Los Angeles | | Philadelphia | | San Francisco | |
|--------|-----------|----------|-----------|----------|-----------|----------|-------------|----------|--------------|----------|---------------|----------|
| SPORTS | DMA Index | DMA Rtg. | DMA Index | DMA Rtg. | DMA Index | DMA Rtg. | DMA Index | DMA Rtg. | DMA Index | DMA Rtg. | DMA Index | DMA Rtg. |
| | 198 | 2.7 | 60 | 0.8 | 115 | 1.6 | 100 | 1.4 | 295 | 4.0 | 161 | 2.2 |
| | 108 | 2.6 | 75 | 1.8 | 111 | 2.6 | 174 | 4.1 | 84 | 2.0 | 92 | 2.2 |
| | 80 | 0.5 | 68 | 0.4 | 94 | 0.6 | 95 | 0.6 | 73 | 0.5 | 111 | 0.7 |
| | 380 | 1.9 | 67 | 0.3 | 268 | 1.3 | 100 | 0.5 | 376 | 1.8 | 234 | 1.1 |
| | 54 | 0.2 | 77 | 0.2 | 57 | 0.2 | 64 | 0.2 | 63 | 0.2 | 95 | 0.3 |
| | 103 | 12.7 | 109 | 13.4 | 110 | 13.6 | 68 | 8.4 | 112 | 13.8 | 78 | 9.6 |
| | 45 | 0.8 | 234 | 4.1 | 38 | 0.7 | 43 | 0.8 | 78 | 1.4 | 49 | 0.9 |
| | 82 | 0.8 | 138 | 1.4 | 77 | 0.8 | 69 | 0.7 | 70 | 0.7 | 77 | 0.8 |
| | 88 | 0.7 | 144 | 1.2 | 75 | 0.6 | 112 | 0.9 | 93 | 0.8 | 91 | 0.7 |
| | 56 | 0.6 | 204 | 2.0 | 92 | 0.9 | 46 | 0.5 | 78 | 0.8 | 45 | 0.4 |
| | 40 | 0.9 | 105 | 2.4 | 62 | 1.4 | 74 | 1.7 | 58 | 1.4 | 47 | 1.1 |
| | 104 | 3.4 | 76 | 2.5 | 88 | 2.9 | 72 | 2.4 | 85 | 2.8 | 83 | 2.7 |
| | 101 | 1.8 | 74 | 1.3 | 75 | 1.3 | 166 | 2.9 | 131 | 2.3 | 144 | 2.6 |

Top Sports Tier 1 Tier 2



Source: Nielsen HH Ratings for games on Cable & Broadcast, indexed to the median HH Ratings for each sport in all 56 Metered Markets; Includes all regular and post-season games Season'09: NBA, NHL; Season'10: MLB (excluding World Series), NFL (regular season only), X-Games (winter & summer), NCAA Football, NCAA Basketball, WNBA, US Open, NASCAR, PGA and MLS; Olympics (summer'08).

Select the right sports, the right teams, and the right games throughout the year

Between ESPN, ESPN2, the new NBC Sports Network, TNT, TBS, SPEED, the Golf Channel, and dozens of regional sports networks like YES and NESN, NCC has the sports world covered in every market. From the NBA and NHL in January to NCAA Football Bowl games in December, NCC Sports offer a full assortment of programs all year long. And by planning local market cable sports via NCC, you can generate massive ratings for your campaigns in key markets.

1st Quarter 2012

| | |
|--|-------------|
| NCAA Football Bowl Games | January |
| Bowl Championship Series (New) | January |
| NCAA Basketball Regular Season | Jan–Feb |
| Australian Open Tennis | January |
| Winter X-Games | January |
| NHL All Star Game | January |
| NHL Regular Season | Jan–April |
| NBA Regular Season | Jan–April |
| NBA All Star Weekend | February |
| Bassmasters Classic | February |
| MLB Spring Training | March |
| NCAA Basketball Conference Tournaments | March |
| NIT Basketball | March |
| NCAA Men's Basketball Tournament (New) | March |
| NCAA Women's Tournament | March–April |

2nd Quarter 2012

| | |
|-------------------------------|------------|
| Masters Golf Tournament | April |
| NFL Draft | April |
| NHL Playoffs | April–June |
| NBA Playoffs | April–June |
| MLB Regular Season | April–June |
| MLS Regular Season | April–June |
| NASCAR Season | April–June |
| The Players Golf Tournament | May |
| French Open Tennis | May–June |
| College Softball World Series | May–June |
| College Baseball World Series | June |
| U.S. Open Golf Tournament | June |
| Wimbledon Tennis | June–July |

3rd Quarter 2012

| | |
|------------------------------|-----------|
| MLB Regular Season | July–Sept |
| NASCAR Season | July–Sept |
| MLS Regular Season | July–Sept |
| Tour de France | July |
| MLB Home Run Derby | July |
| British Open Golf | July |
| PGA Championship | August |
| NFL Pre Season | August |
| Summer X-Games | August |
| Little League World Series | August |
| NCAA Football Regular Season | Aug–Sept |
| U.S. Open Tennis Tournament | Aug–Sept |
| FedEx Cup Golf Playoffs | Aug–Sept |
| NFL Regular Season | September |
| NCAA Football Regular Season | September |

4th Quarter 2012

| | |
|--------------------------------|----------|
| MLB Playoffs | October |
| NCAA Football Regular Season | Oct–Nov |
| NASCAR Chase for the Cup | Oct–Nov |
| MLS Playoffs | Oct–Nov |
| NFL Regular Season | Oct–Dec |
| NHL Regular Season | Oct–Dec |
| President's Cup Golf | November |
| NBA Regular Season | Nov–Dec |
| NCAA Basketball Regular Season | Nov–Dec |
| NCAA Football Bowl Games | December |

SMART TIP

Some of the highest-rated games in the country air on cable. Every Cable proposal should include all the right games in your market.





Sports Center is sponsored
locally by hhgregg

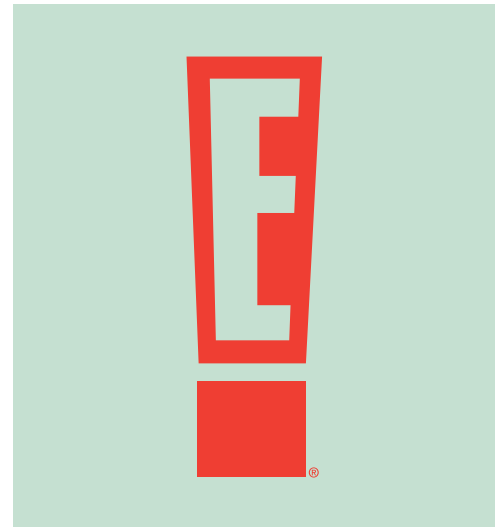


**NCC Media offers
advertisers network
quality local market
promotional
campaigns**



metroPCS[®]

Permission to speak freely.SM



We create hundreds of unique promotional tie-ins and branding opportunities every year, connecting advertisers to the best networks, shows, and stars on TV.

Discovery CARMAX

Win a trip For 2 to Costa Rica!

Discovery Channel and CarMax are giving away a 7-day/6-night vacation for two to Costa Rica! Your adventure will include snorkeling, exploring, hiking and more. Enter below for a chance to win!

First Name:

Last Name:

Phone:

Email:

City:

State:



LifeTime

Enter below for your chance to WIN A FASHIONISTA EXPERIENCE IN NEW YORK CITY!

Bud Light Lime and Project Runway want to send you and a friend to New York City for the ultimate Fashionista experience! One lucky winner and guest will fly roundtrip to New York City, where you'll be picked up in style in a sedan and taken to stay in the fashionable new Standard Hotel! You'll be there for 2 nights, one of which you'll dine amongst artists, designers, and fashion's elite with a \$200 gift certificate to a hot restaurant in the chic Meatpacking district. But that's not all...we're also giving you a gorgeous Project Runway designer handbag to bring with you as you walk the streets of NYC in style!

First name:

Last name:

Email:

Phone:

Birthdate:

Address:

City:

State:

Zip:

☐ Yes, I'd like to receive news and offers from Bud Light.

SUBMIT ENTRY

A large, dark blue stylized letter 'R' is positioned inside a circular frame that is partially cut off by the left edge of the page. The 'R' is bold and sans-serif.

ROI DRIVEN

Return on advertiser investment remains the #1 measure of success for ad agencies and their clients.

At NCC Media we have assembled a small army of research and marketing analysts dedicated to ensuring that your media plan will reach more consumers more effectively in every market you buy. Call your NCC representative for any of the SMART+ custom consultative media analyses for your brand.

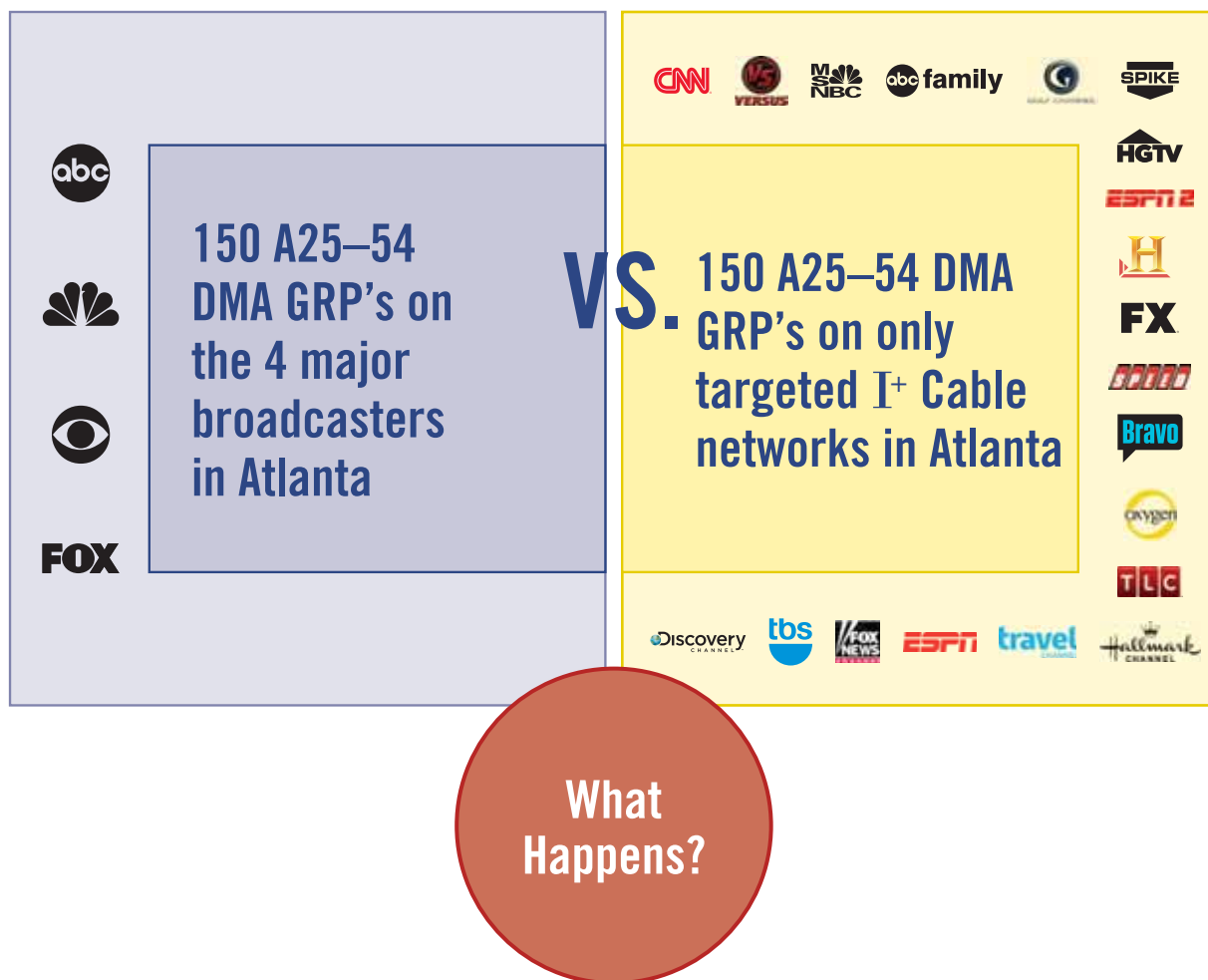
ROI driven: Extract more value from your local media plan

SMART PLAN

With growing audience and penetration, *Cable can now be utilized as the primary reach component in a local market television media plan.* To support this, NCC performs custom reach and frequency analyses for scores

of clients and agencies every year. We are now able to capture local market reach among viewers in our new I+ universe, which includes satellite and telco homes. We use Nielsen's Persons Cume study, which captures viewing in minutes

and tracks individuals from one show to the next. Recently, NCC performed reach analyses on the 23 I+ markets measured by Nielsen LPM. As a sample demonstration we will show the potential in Atlanta, a typical market.



Cable increases consumer reach in every local market

The New Media Math—How do you get to the highest consumer reach attainable today in a market? Include more Cable.



Local Broadcast Only Plan **34.7%**

150 GRP's on the 4 major local broadcasters, using preferred daypart mix reaches 34.7% of all Atlantans 25-54.



Wired Cable Alone **36.5%**

A 150 point schedule on the wired cable platform reaches 36.5% of A25-54 in the market. Viewers spend more time with cable. Yes, wired cable alone beat broadcast.



I+, Cable, Telco & Satellite (DVR) Homes **44.6%**

150 GRP's run on new I+ platform that now includes Telco and Satellite/DVR HH expands reach by 29% over local broadcast.

+29% = 265,000 New Atlantans



60% I+ & 40% Local Broadcast **49.3%**

Nielsen data recommends investing 60% of your local television GRP's on NCC's I+ platform and 40% on Local Broadcast. Reach half of all Atlantans— up from a third on local broadcast alone.

OPTIMAL REACH

It's time to take a new look at how cable (and now I+) is represented in your media plan.

Improve effective frequency with cable

Reach is just half the story. The other part is frequency—how often a viewer sees your commercial. With too little exposure, there will be no impact on consumer behavior. Conversely, you can cause viewer fatigue and actually turn consumers away by

hitting the same viewer over and over again with your commercial. This is what often happens with local broadcast news-heavy buys, due to reaching the same limited audience night after night. It has become imperative that you use more Cable to

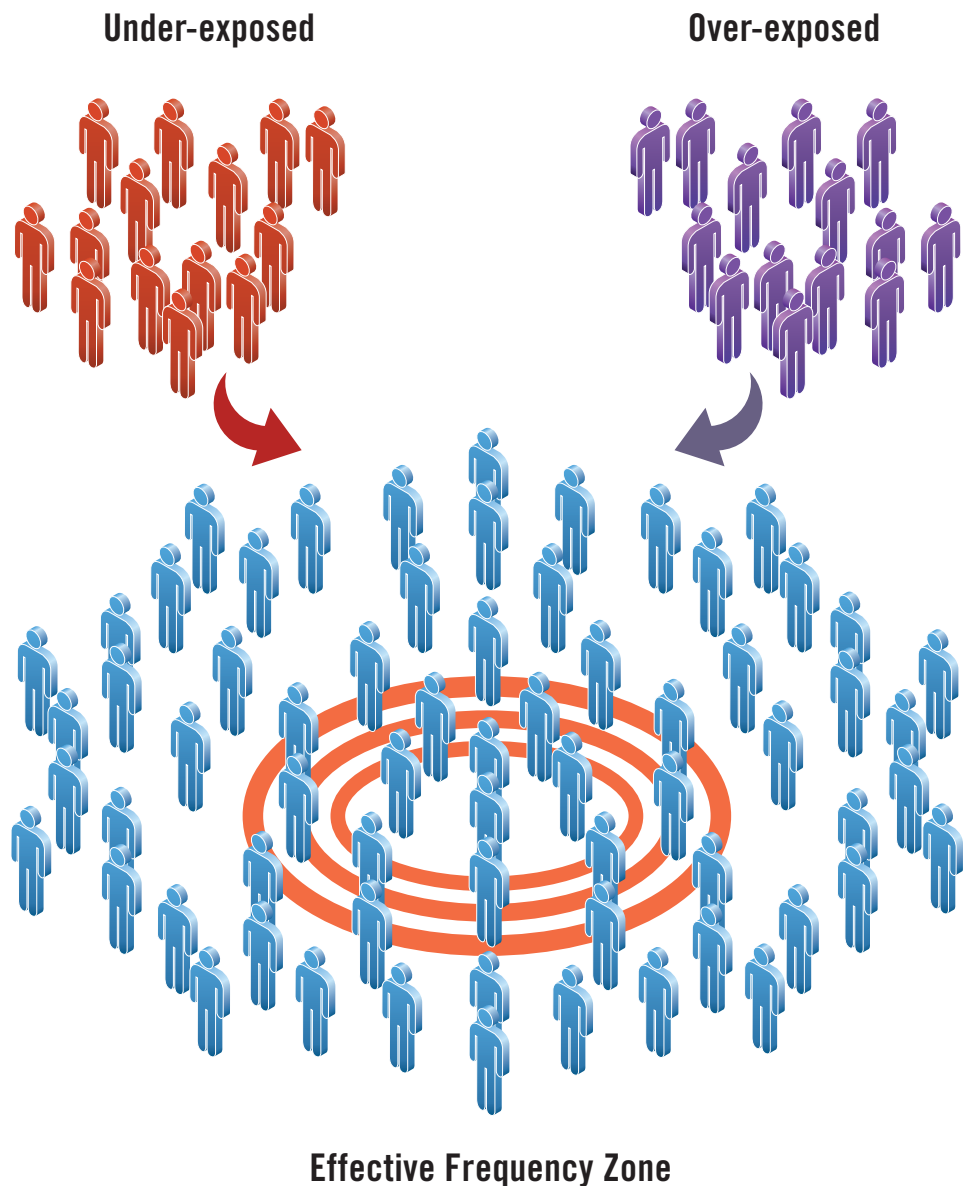
improve the frequency distribution of your campaign. NCC SMART+ analysis can help by moving millions of impressions into the “Effective Frequency Zone” from areas of extreme under or over-exposure.

The Problem:

30,298 Atlantans saw this advertisers’ ad more than 16 times on the broadcast only campaign!

The Solution:

The 60/40 Cable/Broadcast mix moved **793,000 A25-54 impressions** into the “Effective Frequency Zone” reducing those that were under-or-over-exposed.



Expand dayparts & networks to extend cable reach

We asked Nielsen to evaluate a sample spot cable schedule that we see virtually every day—a six-network schedule in prime (M-Su 6p-12mid): TBS, TLC, HGTV, FOOD, Lifetime, and USA Network. We then built a

second schedule—same GRPs—but this time we added six more targeted networks to the mix: E!, Bravo, A&E, The Weather Channel, FX and TNT. We opened up the dayparts to Mon-Fri 4p-2a and on weekends from 10a-2a.

Cable audiences are often bigger, and more efficient to buy, in non-traditional prime hours. Net result: reach in the Boston DMA improved by 10%—an extra 88,160 Bostonians.

More networks and more dayparts equals more consumer reach

Original Submission

M-Su 6p-12m 6 networks



Improved Plan

M-F 4p-2a; Sa/Su 10a-2a 12 networks



**+88,160
Bostonians
reached**

Cable offers prime consumer ratings in dayparts far beyond typical prime time hours. Plan and buy to your best consumer targets, whenever they are available.

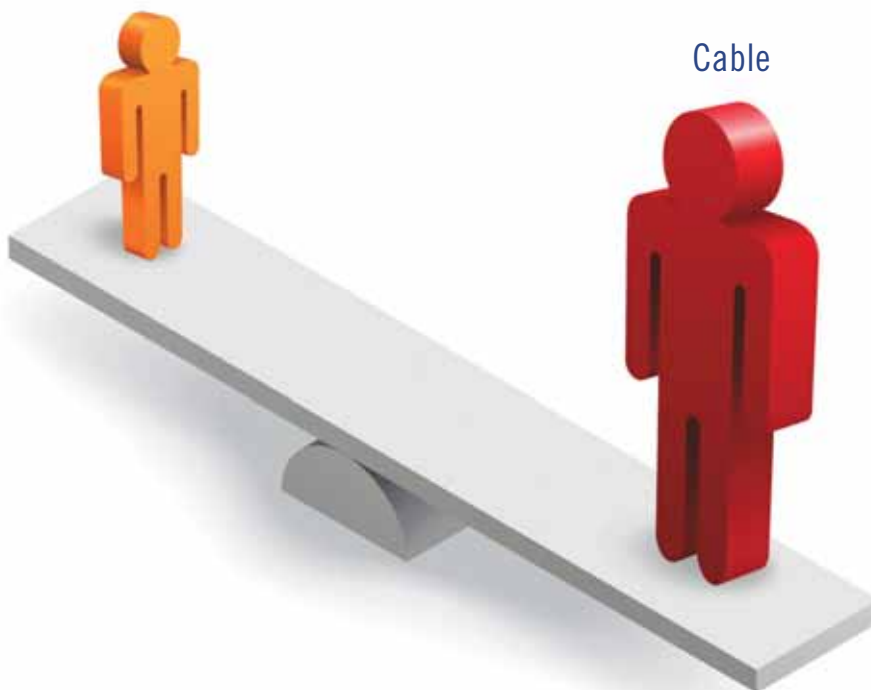
A25-54 consumer ratings in dayparts on each network indexed to prime consumer ratings on the same network

| Network | A25-54 New Car Prospect Rtg. | Index to Prime Rating | | | | |
|---------|------------------------------------|-----------------------|-------------|--------------|--------------|-------------|
| | M-Su 8p-11p | M-F 4p-7p | M-Su 11p-1a | Sa-Su 9a-12n | Sa-Su 12n-4p | Sa-Su 4p-7p |
| AMC | 0.26 | 64 | 78 | 67 | 84 | 116 |
| CMDY | 0.36 | 45 | 108 | 40 | 49 | 53 |
| CNN | 0.21 | 87 | 138 | 63 | 68 | 60 |
| ENT | 0.26 | 43 | 109 | 114 | 87 | 83 |
| ESPN2 | 0.11 | 76 | 77 | 124 | 93 | 122 |
| FAM | 0.40 | 52 | 31 | 69 | 91 | 112 |
| FOOD | 0.35 | 55 | 86 | 108 | 88 | 72 |
| FX | 0.48 | 50 | 62 | 66 | 79 | 93 |
| HALL | 0.10 | 46 | 158 | 112 | 130 | 137 |
| OWN | 0.08 | 30 | 109 | 99 | 124 | 112 |
| OXYG | 0.11 | 39 | 82 | 73 | 103 | 103 |
| SPEED | 0.09 | 21 | 72 | 136 | 70 | 135 |
| SPK | 0.28 | 52 | 57 | 54 | 67 | 109 |
| TVL | 0.17 | 70 | 113 | 51 | 46 | 60 |
| VH1 | 0.16 | 42 | 68 | 54 | 81 | 113 |

Sources: Nielsen NPower May, 2011 new car prospect ratings; Nielsen PXP, Feb 2011, TView R+F Software

SMART POINTS**A new way to evaluate price vs. value**

New information from Nielsen allows agencies and clients to know the “Consumer Density” of programming, including for the first time, local broadcast news qualitative data. By evaluating traditional demo GRPs side by side with consumer GRPs, it is clear that the incorporation of Cable into virtually any media plan in local markets delivers a marketer’s message to more *consumers*, not just demo viewers, more effectively. We can show ratings for new car buyers, homeowners, HH Income 75K+, parents, and many more consumer variables.

Pound for pound cable delivers your message to more consumers than broadcast – a lot more!**Local Broadcast****Cable**

SMART Buy remains the #1 source for identifying the best networks, dayparts and programs for your brand in every market. SMART Points is the resource that proves the impact on consumer efficiencies when you engineer a schedule of consumer-dense cable programming.

NCC will work with you to develop a SMART Points sample analysis for your brand to review the relationship between the Demo Cost Per Point and the new Nielsen based Consumer Cost Per Point. Irrespective of the market, spot cable is consistently more efficient on consumers than local broadcast.

MARKET FACT:

If you buy a 1.0 A25-54 DMA rating point on Philadelphia’s highest rated late newscast—WPVI, the ABC Affiliate, you would receive a .72 A25-54 \$75K+ Consumer Rating



Jim Gardner
Late news anchor
ABC, Philadelphia.

If you bought a 1.0 A25-54 DMA rating point in “On the Record with Greta Van Susteren” on Fox News Channel in Philadelphia you would receive a 1.83 A25-54 \$75K+ Consumer Rating. That’s 2½ times more consumer density.



Greta Van Susteren
Host and correspondent
FOX News Channel.

*Where Would
You Advertise?*



T

TARGETED

Advanced digital targeting puts your money where your market is.

NCC Media is the industry leader in putting the right message in front of the right consumer precisely where they live. We now take consumer targeting to a new level by offering advertisers an unprecedented range of technology and research to target viewers based on retail sales, ethnicity, voting district, household income and much more.

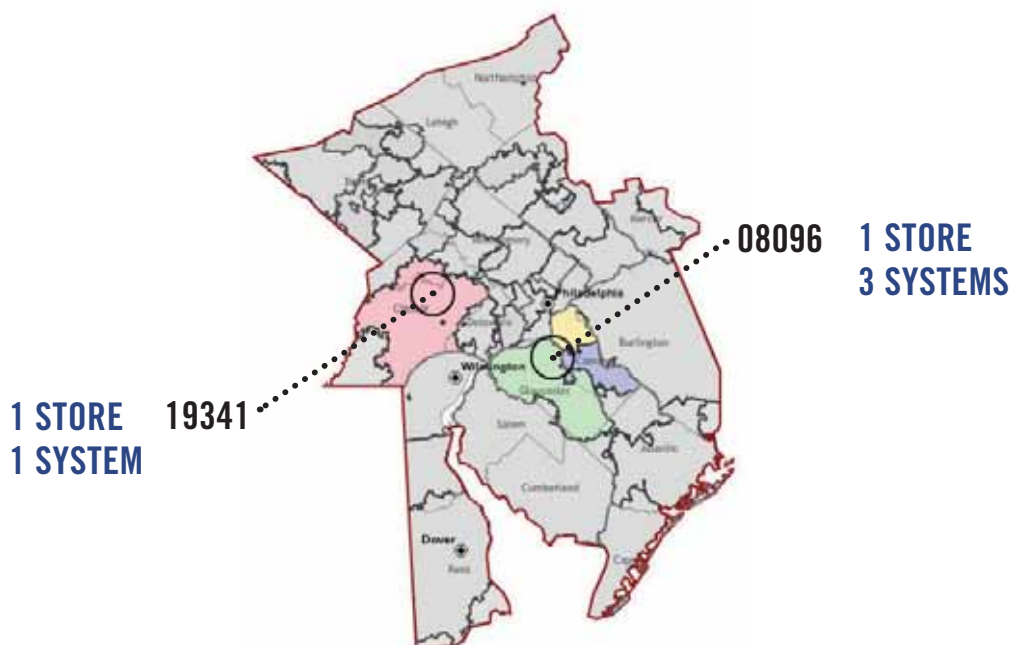
Geo-target consumers where they live

Cable offers a unique opportunity to segment markets for your brand. This allows advertisers to send a targeted message to particular clusters of consumers. The most common application of geo-targeting is at the cable system level. There are over 2300 cable systems

across 210 DMA's, making the cable system the most targeted television advertising available today. In a retail application, NCC Media digitally matches each retail location's Zip Code to a cable system. In the case of one retailer in Philadelphia that knows their consumer

base lives within a 10 mile radius, NCC was able to recommend one cable system that specifically addressed their need. For another, a 10 mile radius included 3 Cable systems.

Recommended Cable Coverage: Philadelphia DMA systems in 5-mile radius of two Philadelphia stores



State

Market

County

System



Market Segmentation

Using custom creative in custom geographies

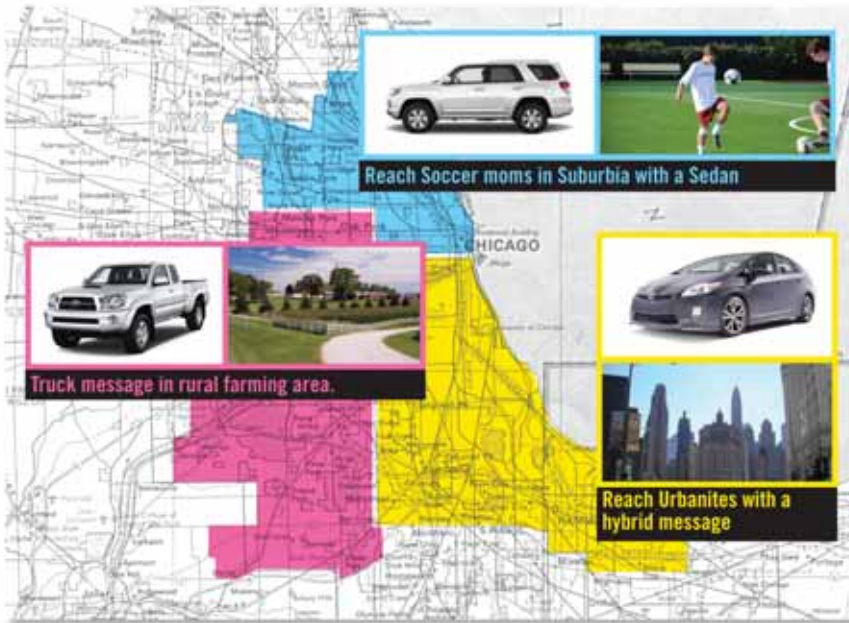
There are two digital cable technologies that deliver a unique message to select cable systems within a market, running at the same time, with one order.

AdTag™



AdTag enables advertisers to target cable consumers with a commercial that drives them to a specific location in their area, discusses price points, co-op retailers, etc.

AdCopy™



AdCopy allows advertisers to promote different products or services to different customers simultaneously. With one execution, an automotive dealer group may advertise their hybrid in the metro part of a market, and support a truck in outlying rural areas.

Digital trafficking of commercials makes AdTag and AdCopy possible, and only cable has it.

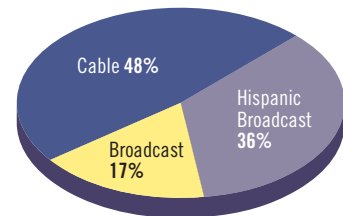
Staying one step ahead of the multicultural market

Hispanic marketers have relied on Spanish language broadcast networks as a mainstay of their media plans for decades now. But, the lion's share of the US Hispanic consumer market lives in a few dozen key markets, and is bilingual. And English will only become more dominant through acculturation in the future.

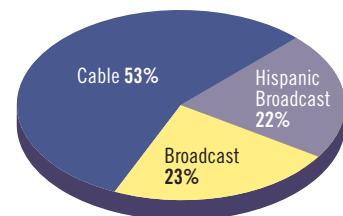
Today, Hispanics spend nearly half (48%) of all their television viewing time with cable programming and cable's appeal continues to grow every year.

That's 33% more viewing than the time Hispanics spend with Spanish language broadcasters. Among upscale Hispanic homes cable's share is even higher (56%)

Marketers are beginning to invest heavily with NCC Media to reach upscale, acculturated Hispanics, in key markets, in English and Spanish language cable programming. If you want to reach the new generation of Hispanic consumers where they live and shop, dedicate a larger share to spot cable in your next media plan.



All Hispanic HH Viewing = 100%



All \$50K+ Hispanic HH Viewing = 100%

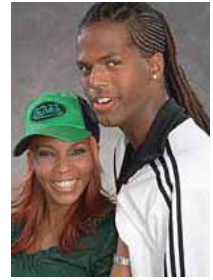


Source: Nielsen National People Meter L+SD data accessed through N-Power (M-Su 6p-12a), May'11 (4/25/11-5/29/11); English Language Broadcast includes ABC, CBS, NBC, FOX, MyNetwork TV, CW; Spanish Language Broadcast includes Univision, Telemundo, Telefutura, TV Azteca; Cable includes all Spanish & English language ad supported networks; Cable includes satellite viewing.

Reach more multicultural consumers in key markets

If you have responsibility for marketing and selling consumer brands, you are no doubt aware of the intense need to identify all the diverse demographic and lifestyle segments that comprise your consumer base. For most marketers today, the highly differentiated multicultural market is a sizeable and valuable part of that base.

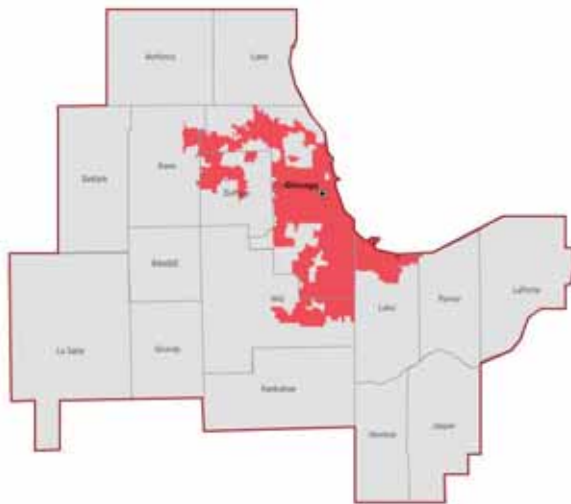
NCC connects your brand to those cable systems within a market that have the highest concentration of multicultural homes, driving the message to your consumers with pinpoint accuracy.



Multicultural Market Segmentation: Reach Hispanic and African American audiences within their cable system coverage areas

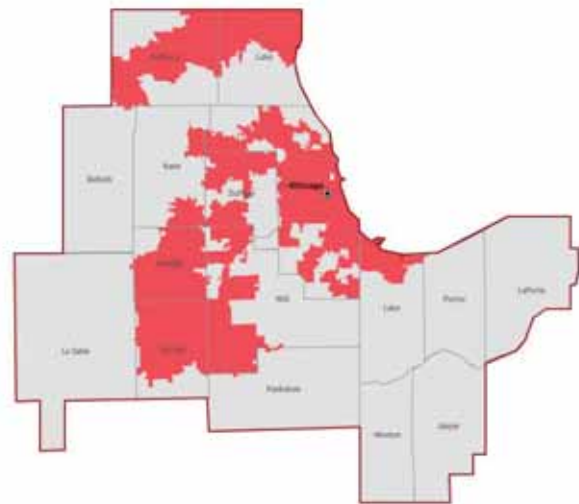
Recommended Cable Coverage Chicago DMA

**African American Interconnect*
Coverage Area**



■ Covers 80% of African Americans in DMA

**Hispanic Interconnect*
Coverage Area**



■ Covers 80% of Hispanic Americans in DMA

Of the 36 total cable systems in Chicago, only 9 are needed to reach 80% of African Americans. Only 6 systems are needed to reach 80% of Hispanics.

*Includes all cable systems covering 80% of African American and Hispanic Americans population in coverage area
Source: Nielsen Hisp. Universe Estimates Jan. 2011. Nielsen Nov. '10 Cable, Claritas 2011 AMS CableTrack

NCC Media: Expert micro-targeting

NCC Media took a SMART approach with a European import automotive company looking for an effective alternative to an expensive overly broad national network buy. We uncovered a handful of cable systems in 14 markets that represented almost half of all brand sales in the US by aligning Polk auto registration data with cable systems.

When a leading affluent European sports car manufacturer needed to make a difference they came to NCC.

Just 11.6% of the population, almost half of all US brand sales for this brand.

The campaign ran on targeted Spot Cable in June and July 2010

The Result:

- In the areas supported with a Spot Cable campaign sales increased by an average of 88%.
- In the areas not supported with a Spot Cable campaign sales went up 16%.
- Can we build a sales based geo-targeted consumer network for your brand?



Source: NCC Media Research, AMS Cable Track; R.L. Polk Co.

BE EVERYWHERE

Target consumers – Anytime.
Anywhere. Any Screen.

Today's consumers live in a world of multiple screens, and there is a need for integration to bring a consistent marketing message to consumers across all screens. NCC can now do that for you. Our digital and online ad platforms can be seamlessly integrated into your Cable campaigns on a local or multi-market footprint.

NCC Online Media reaches targeted local consumers

NCC is the national representative for virtually every Cable ISP, selling online video and display inventory to advertisers and agencies on a market by market or national basis.

55% of everyone with broadband internet today receives their internet service from their cable operator.

NCC will connect your marketing message to 35 million visitors every month. Cable ISP sites are the go-to 'gateway' sites for e-mail, local news and information. They provide a low clutter environment that ensures max consumer engagement.



NCC Digital Media offers advertisers leading local sites in virtually every market

Consumer reach is a #1 selling proposition for NCC's cable sites. Every cable ISP site offers massive reach and is inherently local.

Unlike TV station and newspaper sites like NYT.com, where up to 80% of your page views come from outside the desired market, cable online sites are virtually 100% local. The ads you place in Vegas stay in Vegas and are viewed only by the people that live and buy there.



In Phoenix, Cox.net delivers over 2x the unique viewers as the closest competitor (Yelp).

In Philadelphia Xfinity.com out performs even Philly.com.

Targeting lifestyles and consumer audience behaviors

Engage the interested

In addition to cable ISP sites, NCC Online Media has access to ad space on thousands of other websites via our network. We can recommend many large and targeted category and lifestyle sites to develop effective online campaigns for your brand.



Put your brand in the Engagement Zone

In addition to display and high impact visits, NCC's In-banner video and in-stream pre-roll availabilities can supercharge your online campaign and engage users more effectively.



Introducing the Online SMART Buy

The Online SMART Buy is a unique product within the SMART+ suite of consultative resources that recommends the most relevant consumer focused sites for your online media buy both nationally and locally. Culling the best online prospects from over 5,000 sites and scores of content categories, NCC works to run your campaign in premium environments to reach your most valuable web consumers.



ONLINE SMART BUY

NCC interactive media engages consumers

iTV

Interactive TV is now a reality. With just a click of the remote, interested viewers can become your brand's loyal consumers by requesting a coupon, sample or more information.

You can bring a new dimension to the :30 spot you are already running. An overlay, with a fulfillment back-end, invites the viewer to interact with your brand, and creates a relationship. We have executed dozens of successful iTV programs in many markets, and our digital sales team can work with you to plan iTV campaigns for your brand.

VOD

Video on Demand represents another opportunity for interested viewers to engage with your brand. Viewers, driven from your commercials and promotional announcements on cable programming, use the remote to select long form programming from an advertiser or sponsorship of relevant existing content. It's a great way to drive a deeper relationship with consumers.

Every digital platform can be integrated into your Cable proposal seamlessly.



NCC Mobile: Engage consumers on-the-go

Integrated Spot Cable campaigns can now reach individual mobile consumers. Mobile marketing delivers one-to-one messages via hand-held devices.

- Delivers short text messages and offers to ready-to-buy consumers
- Facilitates the development of opt-in consumer relationships via mobile coupons and social media links
- Implementation is quick and inexpensive; response is immediate



Original text offer



Double opt-in

Xbox LIVE

NCC Media now represents Xbox LIVE for select locally targeted ad campaigns! Microsoft's premier online gaming and entertainment service delivers the elusive Men 18-34 demo in a captivating, engaging environment. And NCC can integrate your ads into Xbox LIVE on a market by market basis. It's as easy as adding another cable network to your buy.



Investment grade consultative research

NCC Research gives you the expert knowledge to confidently invest in our expanding array of cable and digital media products. Our array of syndicated research services allows us to ensure you are maximizing your advertising campaigns and achieving a strong ROI.



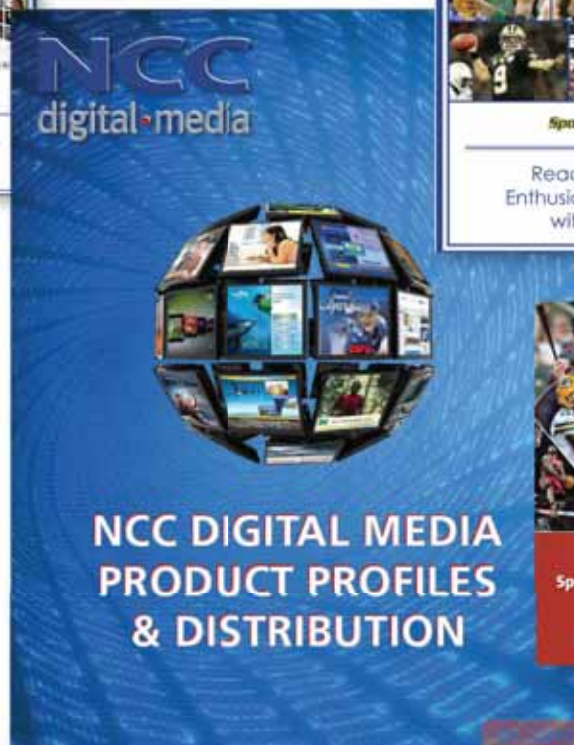
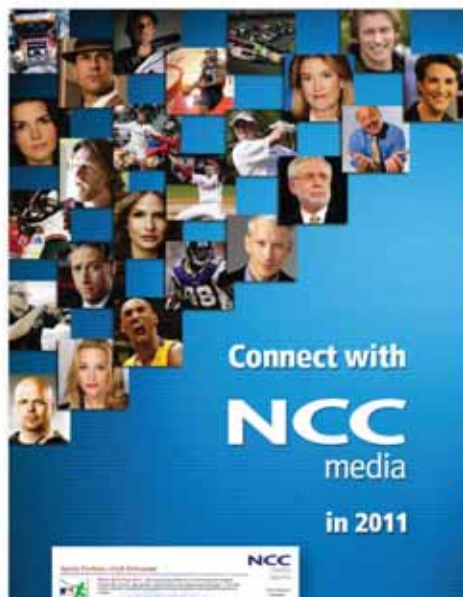
NCC Cable and Digital Media at a glance

| | | | |
|---|----------------------|--|--------------|
| NCC Multichannel Video Programming Distribution* | HH 80 million | Cable, Telco and Satellite Penetration | 70% |
| DMA Coverage | All 210 | Number of US Cable Systems | 2,328 |
| Avg. Total Weekly Avails/Per Market | 25,000+ | Insertable Nets—Top 50 Mkt Avg | 42 |
| VOD HH | 45 million | VOD Markets | 187 |
| iTV HH | 20 million | iTV Markets | 59 |
| Cable Operator Online ISP Unique Visitors | 43 million | Cable Operator % of All Broadband Homes in US | 55% |

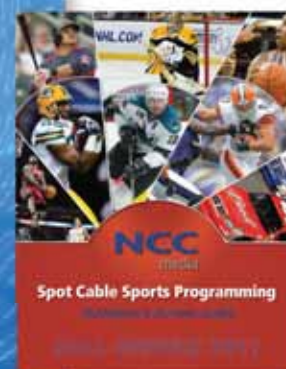
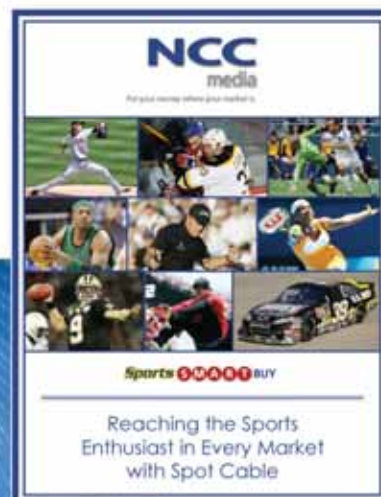
*Based on several recent agreements between major cable operators, Direct TV, FiOS and AT&T U-verse

Consultative resources

Ask your NCC representative for copies of each of these consultative resources for your buying, planning and account groups.



- ☐ Connect with NCC Media
- ☐ NCC Marketing and Promotions Showcase
- ☐ Consultative Media Resources
- ☐ Consumer Smart Buys
- ☐ Hispanic and African American Market Profiles
- ☐ Quarterly Cable Sports and Entertainment Calendar
- ☐ Geo-targeting Retail Mapping Tool
- ☐ Case Study
- ☐ NCC Digital Media Product Profiles & Distribution
- ☐ NCC Integrated Media Overview
- ☐ Local Market Online Site Analyses
- ☐ Local Market Profiles
- ☐ Smart Buy Methodology
- ☐ Smart Plan Reach and Frequency
- ☐ And More...



The company we keep

NCC is proud to represent all of America's leading multichannel video program distributors including the following:



Top 10 key media buying and planning guidelines for spot television

Planning and buying cable requires different approaches in order to extract maximum value for advertisers. As you develop spot TV specs for

cable, follow these 10 parameters to improve the effectiveness and return on your local market ad investment.

- 1. Designate a unique line item in your local TV media plan for Cable.** Cable requires its own set of unique guidelines to be bought effectively. Applying broadcast specs to cable forces a square peg on a round hole.
- 2. Improve network cable ad campaigns that significantly under serve major markets for your client.** Even heavy network cable plans do not maximize target consumer reach. Complement network cable plans with targeted doses of Spot Cable in major markets where your product sales are concentrated.
- 3. Remove minimum ratings thresholds.** Valuable target audiences are available in a wide array of cable programming. I+ partnerships with FiOS, AT&T U-verse and Direct TV allow planners to drop minimum ratings criteria and allow for greater reach.
- 4. Buy Spot Cable in all dayparts.** Traditional broadcast daypart goals do not make sense for today's cable viewership, and limit your flexibility, value and efficiency. Cable delivers ratings and concentrations of consumers in daytime, late night and prime dayparts seven days a week.
- 5. Include all Cable, Telco and Satellite options available in each market.** The new I+ partnerships will deliver far greater ad penetration and significantly increase available cable GRP's in many markets. I+ should be planned in and encouraged for purchase in all available markets.
- 6. Approve SMART Buy methodology for buyers.** NCC can confidently recommend the right Cable networks, dayparts, and programs—a blueprint to deliver your best consumer prospects in every market.
- 7. Avail Cable for all markets on every buy you have planned.** Allow competition with broadcast TV for every dollar in your budget and get more value from your local TV plan by considering and buying Cable. Declining broadcast audiences and significant cable ratings growth mean that most advertisers benefit by allocating 30% or more of their local GRP goal to Cable in virtually every market.
- 8. Build Cable Sports into your plans.** Target the right teams, leagues, and games in every local market, and get massive reach among sports enthusiasts.
- 9. Use Cable to target multicultural consumers.** Vastly expand your reach to Hispanic and African American consumers with precise targeting.
- 10. Go multi-platform.** Plan and buy NCC Digital Media platforms in tandem with your Cable buys in each available market. Engage consumers and provide breakthrough campaigns for your client. The best integrated opportunities in media are available from NCC on a massive scale.

Make NCC Media a larger part of your plans in 2011 and beyond.

Notes

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**NCC**

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6th Floor
New York, NY 10174
Phone: (212) 548-3300

ATLANTA

(404) 267-3600

BOSTON

(617) 267-0077

CHICAGO

(312) 527-5755

CLEVELAND

(216) 901-9295

DALLAS

(214) 932-2910

DENVER

(303) 273-0012

DETROIT

(248) 728-0800

KANSAS CITY

(913) 663-5013

LOS ANGELES

(310) 254-2220

MIAMI

(305) 443-9050

MINNEAPOLIS

(612) 334-3310

NEW YORK

(212) 548-3300

SAN FRANCISCO

(415) 844-1440

SEATTLE

(206) 903-6440

ST. LOUIS

(314) 290-7000

WASHINGTON D.C.

(301) 951-2620

nccmedia.com