



Viewer Profile

Age

18 – 34	28%
35 – 54	37%
55+	34%

Gender

Male	75%
Female	25%

Education

Attended College	42%
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Household Income

\$75K+	41%
\$50K - \$74,999	17%
\$30K - \$49,999	17%

Home Ownership

Own Home	70%
Rent Home	26%

Presence of Children

1+ Child in HH	35%
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Median Age 46.1

Median of Household Income 59.6

Reaching more than 75 million homes, NBC Sports Network is the 24/7 cable platform for NBC Sports' rich heritage of unmatched storytelling, best-in-class production and ability to use broad promotion to make big events bigger.

Programming Highlights

- NHL
- Indy Racing League
- College Football
- The Tour De France
- Professional Bull Riders
- World Extreme Cagefighting
- Versus Country
- Sports Soup
- Hunt for Big Fish with Larry Dahlberg



World Extreme Cagefighting



Indy Racing League



Source: The Nielsen Co., National TV Toolbox. Live+SD HH ratings, Cable, 1/1/10-12/31/10. Simmons OneView as of 6/6/11. Base: Adults 18+ Index of 100 = National Norm.