

Syfy

Imagine Greater

Syfy is a media destination for imagination-based entertainment. With year round acclaimed original series, events, blockbuster movies, classic science fiction and fantasy programming, a dynamic Web site (www.Syfy.com), and a portfolio of adjacent business (Syfy Ventures), Syfy is a passport to limitless possibilities. Originally launched in 1992 as SCI FI Channel, and currently in 98 million homes, Syfy is a network of NBC Universal, one of the world's leading media and entertainment companies. (Syfy. Imagine greater.)

Viewer Profile

Age

18 – 34	25%
35 – 54	41%
55+	35%

Gender

Male	52%
Female	48%

Education

Attended College	44%
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Household Income

\$75K+	31%
\$50K - \$74,999	19%
\$30K - \$49,999	20%

Home Ownership

Own Home	67%
Rent Home	30%

Presence of Children

1+ Child in HH	37%
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Median Age 48.0

Median of Household Income 50.2

Programming Highlights

- Haven
- Ghost Hunters
- Eureka
- Sanctuary
- Warehouse 13
- Merlin
- Stargate Universe
- Destination Truth
- Caprica
- Beast Legends



Eureka



Ghost Hunters



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.