



Laugh More

TV Land is dedicated to presenting the best in entertainment on all platforms for consumers in their 40s and 50s. Armed with a slate of original programming, acquired classic shows, hit movies and full-service website, TV Land is now seen in over 90 million U.S. homes. TV Land PRIME is TV Land's prime time programming destination designed for people in their mid-forties and the exclusive home to the premieres of the network's original programming, contemporary television series, acquisitions and movies.

Viewer Profile

Age

| | |
|---------|-----|
| 18 – 34 | 19% |
| 35 – 54 | 45% |
| 55+ | 36% |

Gender

| | |
|--------|-----|
| Male | 42% |
| Female | 58% |

Education

| | |
|------------------|-----|
| Attended College | 37% |
|------------------|-----|

Household Income

| | |
|------------------|-----|
| \$75K+ | 26% |
| \$50K - \$74,999 | 18% |
| \$30K - \$49,999 | 20% |

Home Ownership

| | |
|-----------|-----|
| Own Home | 68% |
| Rent Home | 29% |

Presence of Children

| | |
|----------------|-----|
| 1+ Child in HH | 32% |
|----------------|-----|

Median Age 49.7

Median of Household Income 45.5

Programming Highlights

- Hot in Cleveland
- Everybody Loves Raymond
- The Andy Griffith Show
- Sanford & Son
- I Dream of Jeannie
- Harry Loves Lisa
- The Cosby Show
- Home Improvement
- How'd You Get so Rich
- The Nanny



Everybody Loves Raymond



I Dream of Jeannie



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.