More and more media personalities and programming are making the move to cable…is your advertising?

- **Oprah Winfrey**, **Martha Stewart** and **Conan O’Brien** have all made the switch to cable; Conan is a hit in late night, and Oprah and Martha continue to grow viewership among women of all ages.

- After being canceled by the CW in May 2009, BET acquired the rights to the series *The Game*, producing a season four that has shattered ratings records for the network.

- Major sporting events have been moving to cable for years including **Monday Night Football** and the **Major League Baseball Playoffs**.

- Most recently acquired: the **NCAA Football Bowl Championship Series** including the Fiesta, Sugar, Orange and National Championship Bowls, which scored record-breaking ratings for ESPN, and now a partnership of **NCAA Basketball’s March Madness** programming.