



CARTOON NETWORK™

Cartoon
Network



CARTOON NETWORK

Cartoon Network is an outrageous environment that celebrates all kinds of cartoons from original series and shorts to the best in action-adventure and anim . Coupled with its top-rated Website for kids and families, Cartoon Network presents branded, high energy entertainment that includes original comedy series such as *Foster's Home for Imaginary Friends*, *Camp Lazlo*, *The Grim Adventures of Billy & Mandy*, and *Out of Jimmy's Head*, as well as action-based shows like *Ben 10*, *Pok mon*, *Diamond and Pearl*, and *Naruto*.

NETWORK PROGRAM FORMAT

Local Avails: 2 minutes per hour
Times: 1-minute at 00:25 and 1-minute at 00:55
Insertion Hours: Mon-Thurs/Sat-Sun 6am-11pm & Fri 6am-6am

NETWORK INFORMATION

Subscribers: 95.6 million
Source: Nielsen Universe Estimates, October 2007
Service Type: Basic, Wireless, VOD
Satellite Feed: Dual
Launch Date: October 1992
Ownership: Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. Quality cartoon entertainment for the entire family.
2. Some of the most loyal viewership. K2-11 watched Cartoon Network 69.0 minutes on an average daily basis for October 2007.
Source: Cartoon Network Research based on Nielsen Media Research NPower; Period: October 2007 (10/01/07-10/28/07); M-Sa 6A-11P, Su 6A-10P; Only includes networks whose total day ratings meet minimums
3. Cartoon Network finished 2nd for the 07-08 STD through October 07 among K/B 2-11 for Sellable Day versus ad-supported cable.
Source: Cartoon Network based on Nielsen Media Research data; Period: 07-08 STD: 08/27/07-10/28/07; Data is Live; Excludes other Turner Networks
4. In 3Q'07, 34% of P18-49 who watched Cartoon Network have kids 6-11.
Source: Cartoon Network Research based on Nielsen Media Research Marketbreaks; Period: 3Q'07: 07/02/07-09/30/07; Data is Live Plus 7



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RESEARCH

VIEWER TARGETED

Persons: 18-34, 18-49, 25-54, 35+

Kids & Boys: 2-11, 6-11, 9-14

Persons & Men: 12-17

VIEWER PROFILE

Cartoon Network P2+:

Median Age:	10	Ethnicity Breakdown:	
Median HHI:	\$48K	% White	67%
Median Single Income:	\$43K	% Black	21%
% College 4+ years College:	18%	% Other:	12%
% Households with Children:	89%	% Hispanic Origin	19%

Source: Cartoon Network Research based on Nielsen Marketbreaks.
 Median Age/Median HHI/Median Single Income: Nielsen NPower Report Period:3Q'07 (07/02/07-09/30/07)

VIEWER LIFESTYLE

Base: Kids 6-11

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Usually buy video/computer games at the video store	119
Play with trading cards	117
Favorite hobby/activity to do after school is play video games	116
Play video/computer/internet games everyday	115
Bought DVD's or video games with own money in last 30 days	115
Rating of video games played is T (Teen)	113
Use TV to listen to music (like music videos or radio on TV)	111
Bought school lunch/breakfast with own money in last 30 days	111
Rating of video games played is E (Everyone)	111
Rented a movie or video game with own money in last 30 days	110
Have any video game system at home	109
Own any action figures	109
Favorite hobby/activity to do after school is watch TV	108
Get \$10 to \$14 in spending money a week	106

Source: Cartoon Network Research based on MRI data; 2006 American Kids Study; Base: Kids 6-11;
 Read as: Cartoon Network viewers are 15% more likely than the average U.S. population to play video/computer/internet games everyday.

DAYPART VIEWING

64% Male/36% Female

Day	Time	P2-11	P6-11	P9-14	P12-17	P18-34	P18-49	P25-49	P25-54	P18+	P35+
Total Day*											
Mon-Sat/Sun	6a-11p/6a-10p	55%	38%	28%	15%	16%	24%	17%	18%	30%	14%
Mon-Sun	6a-10a	51%	39%	30%	16%	21%	29%	19%	20%	34%	13%
Mon-Sun	10a-2p	56%	37%	27%	14%	16%	24%	17%	19%	30%	14%
Mon-Sun	2p-5p	57%	37%	26%	15%	14%	23%	16%	18%	29%	14%
Mon-Sun	5p-8p	57%	39%	27%	15%	14%	22%	17%	18%	28%	14%
Mon-Sun	8p-11p	54%	37%	29%	18%	15%	24%	17%	18%	28%	13%

Source: Cartoon Network Research based on Nielsen Media Research Live data; 3Q'07 (07/02/07-09/30/07).
 *Total Day: M-Sa 6a-11p/Su 6a-10p.



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PROGRAMMING

PROGRAMMING GENRES: Animation, Comedy, Action, Family, Kids

VIEWER TARGETED PROGRAMMING

Kids and Boys 2-5: *Land Before Time* and *Baby Looney Tunes*

Kids and Boys 6-11: *Foster's Home for Imaginary Friends*, *Chowder*, *Camp Lazlo*, *The Grim Adventures of Billy & Mandy*, *Out of Jimmy's Head*, *Ben 10*, and *My Gym Partner's a Monkey*

Kids and Boys 9-14: *Naruto*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Foster's Home for Imaginary Friends - Cartoon Network's top series returns with new adventures of Mac, a normal 8-year-old, and Blooregard Q. Kazoo, his imaginary friend, who lives at *Foster's Home for Imaginary Friends*.

Ben 10 - Imagine you're a kid with the powers of a superhero. Now try to imagine you're a kid with the powers of ten superheroes! Welcome to the exciting and unpredictable world of *BEN 10*.

Out of Jimmy's Head - In this show that blends live action and animation, Jimmy is a normal kid who ends up with the transplanted brain of world-famous animator Milt Appleday. Now he can see and hear Milt's famous characters everywhere he goes - but nobody else can.

Chowder - In the fantastical city of Marzipan, a young chef's apprentice, *Chowder*, finds his way into and out of endless culinary adventures. The sweet visual style belies a hilariously chaotic world that spans far beyond Mung Daal's amazing kitchen.

The Grim Adventures of Billy and Mandy - Happy-go-lucky Billy and cynical Mandy become best friends with the Grim Reaper after winning an otherworldly limbo contest against the messenger of Death.

Camp Lazlo - Lazlo is a monkey who wreaks good-natured havoc on his highly structured summer home, Camp Kidney.

Class of 3000 - From the mind of music-sensation Andre Benjamin, *CLASS OF 3000* revolves around the adventures of a classroom of musical outcasts and their whimsical teacher at the Westley School for the Performing Arts in Atlanta, Georgia.

My Gym Partner's A Monkey - Through an administrative mix-up (a typo changing "Lyon" to "Lion"), 12-year-old Adam Lyon becomes the only human student at Charles Darwin Middle School, where the animal inhabitants of the local zoo and aquarium send their kids.

Naruto - Twelve years ago, a nasty demon decimated a village but was contained in a baby who is now a student at a ninja academy. To become a master ninja, he must learn to control his powers without destroying those around him.

Show Premieres & Stunts

Transformers Animated (Series Launch - January 2008) - The new year brings us a new twist on an old classic: *TRANSFORMERS: ANIMATED*. It's those high-octane, beloved robots-in-disguise from the 1980s, saving the world from the Decepticons.

George of the Jungle (Series Launch - January 2008) - George is back in an all new series, along with his friends Ursula, Magnolia and an ape affectionately named Ape.

Kids Next Door: Rally for The Finale (Premieres January 2008) - Codename: *Kids Next Door* are about to embark on their final mission. The tribute begins with a marathon of the best KND episodes of all time and ends with the premiere of the KND one hour series finale!

Chop Socky Chooks (Series Launch - February 2008) - Meet three kung fu chickens, Chucky Chan, KO Joe and Chick P. Tune in as they protect the world from Dr. Wasabi, relying only on their super spy technology, martial arts and keen fashion sense.

Mr. Men (Series Launch - February 2008) - This animated sketch comedy show brings to life the beloved *Mr. Men* and *Little Miss* books by Roger Hargreaves. Whether they are on a farm, at the beach or just goofing around, the *Mr. Men* gang always manage to tickle your funny bone.

Ben 10: Alien Force (Series Launch - April 2008) - Ben Tennyson, now 15 years-old, dons the Omnitrix once again when Grandpa Max mysteriously disappears after leaving behind clues of a massive alien invasion!



CARTOON NETWORK

LEADING NATIONAL ADVERTISERS

Please contact Cartoon Network directly for information.

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WEBSITE INFORMATION

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