





E!

E! is the ultimate destination for entertainment fans and adult consumers who crave the latest on celebrities, entertainment & pop culture. E! connects these consumers to the world of Hollywood in a positive, fun, witty and aspirational way. From our Red Carpet Coverage to E! News & True Hollywood Story, we're your #1 source for everything entertainment. The power of the E! brand translates flawlessly to the digital world. E! Everywhere offers content across multiple platforms including VOD, Wireless, Satellite Radio, Online and Digital Download.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	1-minute at 00:15 1-minute at 00:45
Insertion Hours:	Mon-Sun 7am-4am

NETWORK INFORMATION

Subscribers:	92 million <small>Source: October 2007 Universe Estimates</small>
Service Type:	Basic, VOD, Podcasting
Satellite Feed:	Dual
Launch Date:	June 1990
Ownership:	Comcast Corporation

BENEFITS TO ADVERTISERS

- 1. The Most Extensive Entertainment Coverage On Television!**
E!'s programming lineup includes popular series like the *E! True Hollywood Story*, *The Soup*, *E! News*, *The Daily 10*, *Dr. 90210*, *The Girls Next Door* and *E! Entertainment Specials*, along with *E! Live From The Red Carpet Coverage* of the biggest events in Hollywood including The Grammys®, The Academy Awards®, The Primetime Emmy® Awards and The Golden Globes®.
Plus, E! has a line-up of original programming with fashion reviews, live film premieres, holiday program stunts and a wide variety of nightly entertainment specials.
- 2. E! Is A Leader In Reaching Upscale Adults!***
E! reaches a desirable, active audience of young, college-educated, upscale, professional Adults 18-49. E! has one of the highest concentrations in cable for reaching Adults 18-49 with a household income of \$75K+.
- 3. E! Performs For Advertisers**
Nothing else looks, sounds or feels like E!. The dynamic attitude and look of E! attract a hard-to-reach, young, upscale, active adult viewers every day. E! Entertainment coverage and unique style provide an exciting platform for advertisers.
- 4. E! Online Extends Your Reach To Upscale Demographics***
E! Online (<http://www.eonline.com>) Entertainment's Home Page provides the latest daily news and celebrity inside information in a fun, irreverent tone maximizing the brand awareness and reach of E! Entertainment Television. E! Online presents up-to-the-minute entertainment news, original features, gossip, music and movie reviews, live-event coverage and E!-branded merchandise for film, TV and music. Plus, E! Online brings you **The Vine! @ E! Online**. It's E! with a broadband twist -- a cluster of 24/7 broadband video channels offering up-to-the-minute insider entertainment news and information.



RESEARCH

VIEWER TARGETED

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

Men: 18-34, 18-49, 25-54

Women: 18-34, 18-49, 25-54

VIEWER PROFILE

Base: A18+

E! Audience Composition

	<u>% Comp</u>	<u>Index</u>		<u>% Comp</u>	<u>Index</u>
Household Income \$75K+	42%	127	Graduated college plus	28%	110
Household Income \$100K+	56%	128	Attended college/Graduate School +	64%	121
Professional/Managerial	27%	115	Currently attending college/university	12%	152
			Live in A/B county	77%	109
Median Household Income	\$66,059		Have Internet Access	77%	118
Median Age	37.9 years		Household owns 4+ TV set	30%	120

Source: MRI Doublebase 2007

VIEWER LIFESTYLE

Base: A18+

<u>Electronics/Technology</u>	<u>Index</u>	<u>Lifestyle/Activities</u>	<u>Index</u>
Watched VOD programming	194	Watched pay-per-view sports events on TV	204
HH subscribers to digital cable	151	Read women's fashion magazines	202
Purchased 11+ video games/last year	140	Read music magazines	177
Own MP3 player	131	Read bridal magazines	166
Most recent TV purchase was HD	129	Participate in fantasy sports	156
<u>Expenditures/Last Year</u>		<u>Automotive/Financial/Travel-Last Year</u>	
Spent \$100+ on baby furniture & equipment	144	Selected new imported vehicle with most recent auto purchase/lease	125
Spent \$1,000+ on clothing	135	Have a 529 college savings plan	123
Spent \$2,500+ on big ticket household furnishings	137	Selected sports utility vehicle with most recent auto purchase/lease	118
Spent \$100+ on sports clothing	133	Spent \$3,000+ on foreign vacations/last 3 years	118
Spent \$200+ on children's toys/games	130	Spent \$5,000+ on domestic vacations/last year	115
<u>Online Activities</u>		<u>Health Conscious/Last Year</u>	
Visited a TV network or TV show's website	191	Exercise 2+ times/week at health club	144
Downloaded music	173	Aerobics/last year	140
Looked for employment online	171	Rollerblading/in-line skating/last year	139
Watched online video	170	Jogging/running/last year	138
Used instant messenger	154	Purchased athletic shoes/last year	120
<u>Food/Beverages/Last 6 Months</u>			
Had frozen hot snacks	122		
Chewed gum	113		
Had frozen snacks (not ice cream)	113		
Used Breath freshener	112		

Source: MRI Doublebase 2007

DAYPART VIEWING

Base: A18+

35% Male/65% Female, Total Day 7A-4A

Daypart			Audience Composition			
			<u>P18-34</u>	<u>W18-34</u>	<u>P18-49</u>	<u>W18-49</u>
Mon-Sun	Total Day	7a-4a	44%	30%	74%	49%
	Morning	7a-12p	39%	27%	72%	49%
	Afternoon	12p-6p	45%	31%	72%	49%
	Prime	6p-12a	43%	30%	73%	49%
	Late	12a-4a	49%	31%	79%	48%

Source: Nielsen Media Research Live ratings 2006-07 season



E!

PROGRAMMING

PROGRAMMING GENRES: Award Ceremonies, Entertainment, Comedy, Fashion, Reality, Women

VIEWER TARGETED PROGRAMMING

Women 18-34 & 18-49: *Chelsea Lately*, *The Daily 10 & The Daily 10 Weekend*, *Dr. 90210*, *E! Entertainment Specials*, *Live from the Red Carpet*, *E! News*, *E! True Hollywood Story*, *The Girls Next Door*, *The Simple Life*, *The Soup*, *Sunset Tan*, *Yo on E! (New Series)*, *Keeping Up with The Kardashians (New Series)*, *Snoop Dogg's Father Hood (New Series)*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Award Show Coverage - Step right up for a first-row seat to see the stars and all the excitement with our live coverage of the fashion, flair, glitz and glamour.

Chelsea Lately - This daily program is an irreverent look at top breaking news stories, celebrity tales that just won't die and other hot topics of the day. Chelsea will feature guests, comedic field packages and viewer call-ins.

The Daily 10 & The Daily 10 Weekend - The top 10 entertainment stories of the day with hosts Debbie Matenopoulous, Sal Masekela and Catt Sadler.

Dr. 90210 - Is a reality documentary series that peels back the top layer of glamour, money, beauty and sex that permeates Beverly Hills; exposing what life is really like for top-notch Beverly Hills plastic surgeons.

E! Entertainment Specials - The hottest trends, the biggest stars and breaking stories are all subjects of these timely specials.

E! News - The entertainment news leader. Ryan Seacrest and Giuliana Rancic bring you the hottest entertainment stories, trends and celebrity interviews every day.

E! True Hollywood Story - Reveals the truth behind Hollywood's sensational stories and the secret lives of celebrities. Features in-depth interviews, rare footage, photographs and dramatic re-enactments.

The Girls Next Door - This unique reality series takes viewers behind closed doors to reveal the world of Hugh Hefner's mansion as it has never been seen before: through the eyes of the women who live, play and party with him.

Saturday Night Live - Join E! for a classic episode of Saturday Night Live every Saturday night.

The Simple Life - Watch America's favorite "celebutantes" Paris Hilton and Nicole Richie as they unleash their patented brand of mischief and mayhem on the American people.

The Soup - Joel McHale dips into the festering petri dish of celebrity culture and extracts choice chunks of hilarity. Antibiotics not included...

Sunset Tan - A look inside one of L.A.'s most popular tanning salons, where the rich and the famous go to look their best.

Yo on E! (New Series): Hosted by Michael Yo, this interactive talk show brings celebrities, pop culture, and gossip to its audience. Taking the interactive experience to the next level, we communicate with listeners via phone calls, email, text messaging, and voicemail.

Keeping Up with The Kardashians (New Series): Cameras capture the animated arguments, practical jokes, PMS tantrums and pure craziness that characterizes this one-of-a kind family as well as their group of celebrity pals.

Snoop Dogg's Father Hood (New Series): In this hilarious and heartwarming new series, E! takes viewers inside the life of Calvin Broadus, Jr. to reveal what really makes Snoop Dogg tick.



E!

LEADING NATIONAL ADVERTISERS

Alltel	Ford Motor Company	Masterfoods	The Andrew Jergens
American Dairy Queen	Fox Broadcasting Co.	Match.com	T-Mobile
American Express	Gap	Nestlé USA	Twentieth Century Fox
Anheuser-Busch	Geico Insurance	Nissan North America, Inc.	Universal Pictures
AT&T Mobility	General Motors	Paramount Pictures	Verizon
Buena Vista Home	Honda	PepsiCo	Victoria's Secret
Cadbury Schweppes/Adams	Hyundai/Kia	Procter & Gamble	Visa
Citibank	Johnson & Johnson	SONY Pictures	Wal-Mart Stores, Inc.
Cold Stone Creamery	Kraft/General Foods	StateFarm	Warner Bros. Home Video
DaimlerChrysler	Labs Garnier	Subway Restaurants	Warner Bros. Inc.
Dave & Buster	Las Vegas Conv. & Visitors	Target Stores	Warner Bros. Independent Films
Diageo	Lions Gate	TGI Friday's	Wyeth Pharmaceuticals
Federated/Macy's	L'Oreal		

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