

The Spike logo is a shield-shaped emblem. It features a horizontal bar at the top, the word "SPIKE" in a bold, sans-serif font in the center, and a downward-pointing arrow at the bottom. The shield is filled with a light gray color.

SPIKE

TM

GET MORE ACTION



SPIKE TV

Spike is an entertainment brand dedicated to men. We are a destination that inspires and defines men through bold, action packed original entertainment.

Spike is for Men!

- We're a network for men.
- We speak for men.
- We program for men.
- We develop shows for men.
- We develop content for men.
- We're a brand for men.

NETWORK PROGRAM FORMAT

Local Avails:	2 minutes per hour
Times:	2 floating Avails; (:60 breaks per hour) 1-avail will hit in both the first half and second half-hour
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	96,065,000 (U.S.) <small>Source: Nielsen Media Research, October 2007</small>
Service Type:	Basic
Satellite Feed:	Single
Launch Date:	August 2003
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

Things You Gotta Know About Spike!

- Spike's original programming is young (median age of 38) and male (66% male).**
Source: NMR, MultiTrak, 3Q07 (7/2/07-9/30/07). Prime (M-Sun/7P-12A). Live Data.
- Spike is delivering more A18-49 in Prime (+5%) and Total Day (+7%).**
Source: NMR, MultiTrak, 3Q07 (7/2/07-9/30/07) vs. 3Q06 (6/26/06-9/24/06). Prime (M-Sun/7P-12A), Total Day (M-Sun/9A-4A). % diff based on 000s. Live Data.
- Spike's Power Block** of automotive programming has the highest M18-49 audience comp of any major cable net in the time period.
Source: NHI; 3Q'07; Sat 12-2p/Sun 10a-1p; MC M18-49 Dist base P2+; fully distributed ad-supported cable channels

We will be your ultimate resource to speak to, understand and connect with men.

Spike's M18+ Audience are Valuable Shoppers!

On average, the M18-49 Spike viewer spends more money than the typical M18-49 on items including:

	<u>Index</u>	<u>Electronics</u>	<u>Index</u>
Clothing			
Sports Clothing-Amount spent in total/past month	120	Video Game Systems-Amount Spent In Total On	
Athletic Shoes-Amount spent in total/past year	115	Hardware/past year	133
Clothing Expenditures-Amount spent in total/past year	106	Video Game Systems-Amount Spent In Total On Video	
		Games/in past year	139
Home Furnishings		Camcorders-Amount Spent In Total/past year	111
Big Ticket furniture items-Amount spent in total year	112	MP3 Players-Amount Spent In Totaling/past year	121
		Personal Computers At Home-Amount Spent In Total:	
Stores		Most Recent Purchase	114
Convenience Stores-Amount Spent In Total in a month	113	Personal Computers At Home-Amount Spent On	
Food Stores-Amount Spent In Average Week	106	Software in past year	116
		Telephones And Accessories (Owned Not Leased)	
		Amount spent in total in past year	107

Source: MRI Doublebase 2007, weighted to Population (000) - Base: A18+



SPIKE TV

RESEARCH

VIEWER TARGETED

Men: 18-24, 18-34, 18-49, 25-34

Persons: 18-24, 18-34, 18-49, 25-34

VIEWER PROFILE

Spike attracts an ideal male audience that the Broadcast Networks can't deliver.

<u>SPIKE</u>	<u>% Male</u>	<u>Median Age</u>
Spike Total Day	58%	41.5
Spike Prime	54%	42
Broadcast Network Prime	41%	45.9

Source: Spike=Nielsen Media Research, Multitrak, Most Current Data
Broadcast=Nielsen Media Research, Galaxy Explorer, Most Current Data.

VIEWER LIFESTYLE

<u>Engaged with Technology/Technology Attitude/Agree</u>	<u>Index</u>	<u>Entertainment Addict</u>	<u>Index</u>
"I give others advice when they are looking to buy technology or electronics"	118	Bought 11+ video games/video game system	163
"I'm willing to pay more for top quality electronics"	106	Bought 11+ DVD's	127
"I'm fascinated by new technology"	106	Intend to purchase: home theater system	127
		Bought 8+ DVD's	
		Movie attendance-prefer to see a new movie: opening weekend	126
<u>Cellular/Digital Phones/Last 30 Days</u>			
Personally used with feature: video	162		
Personally used with feature: web enabled	159	<u>Diners & Drinker/Last 7 Days</u>	
Personally used with features: camera	127	Heavy users: Regular/domestic beer/ale: (7+)	145
Appliance, hardware & electronic stores: 4+ times	117	Heavy users: Regular/cola drinks, not diet: (8+)	145
Internet-times looked at/used: 5+ times per day	113	heavy users: Energy drinks: (5+)/last 30 days	141
		Heavy users: Imported beer/ale: (4+)	133
		Heavy Users: Fast Food & drive-in restaurants: (9+)/last 30 days	118
<u>Auto-centric/Very Likely</u>			
Intent to Purchase/Buy/Lease: motorcycle	136		
Intent to Purchase/Buy/Lease: sport utility vehicle	124		
Intent to Purchase/Buy/Lease: new vehicle	118		
Intent to Purchase/Buy/Lease: truck	118		

Source: MRI Spring 2007, weighted to Population (000). Base=All

DAYPART VIEWING

<u>Daypart</u>			Index to Total U.S.		
			<u>M18-34</u>	<u>M18-49</u>	<u>P18-49</u>
Daytime	Mon-Fri	9a-3p	166	171	122
Early Fringe	Mon-Fri	3p-7p	123	156	116
Primetime	Mon-Sun	7p-12a	126	132	116
Late Night	Mon-Sun	12a-4a	171	156	133
Weekend	Sat/Sun	2p-7p	166	169	120
Total Day	Mon-Sun	9a-4a	140	147	120

Source: Nielsen Media Research MarketBreaks, 2006-2007 TD (9/25/06-9/9/07) U.S. AA% Index P2+.

PROGRAMMING

PROGRAMMING GENRES: Animation, Automotive, Award Ceremonies, Comedy, Drama (General), Entertainment, General Variety, How-To, Movies, Reality, Science Fiction, **Sports:** Extreme, Wrestling, Mixed Martial Arts

VIEWER TARGETED PROGRAMMING

Men: 18-34 and 18-49: *The Ultimate Fighter*, *Pros vs. Joes: Last Joe Standing*, *DEA*, *The Factory*, *Guys Choice*, *Scream 2008*, *Video Game Awards*, *TNA: Impact!*, *MLE: Major League Eating*, *UFC Fight Night Live*, *MuscleCar*, *Horsepower TV*, *Trucks! Xtreme 4x4*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Originals:

The Ultimate Fighter - *The Ultimate Fighter* is a reality television series and mixed martial arts competition where MMA fighters compete against each other for the title of Ultimate Fighter, winning a six-figure, multi-fight contract with the UFC.

Pros vs. Joes: Last Joe Standing - This hour long sports competition show pits regular guys against world class professional athletes. Joes from all over the country compete to become the "Last Joe Standing!"

DEA - *DEA* is Spike's first action-packed unscripted narrative following a group of Detroit agents risking their lives as they execute high-risk operations and rid our streets of drugs.

The Factory - An improvised send-up of blue collar America in the vein of "*The Office*" and "*Curb Your Enthusiasm*," Spike's first original comedy, "*The Factory*," follows the day-to-day lives of four disinterested small town factory workers as they spend their time fraternizing in lieu of doing their drab work.

Tentpole Events

Guy's Choice - Spike's *Guy's Choice* lets the men pick their favorites from hot wheels to cool gadgets, sexy women and the best in entertainment.

Scream 2008 - This awards show honors everything that's great about horror, sci-fi, fantasy and some comic book culture sprinkled in.

Video Game Awards - This awards show pays homage to the accomplishments of the past year in the video game industry.

Series:

TNA: Impact! - The new wrestling alternative, Total Nonstop Action Wrestling's iMPACT! delivers a distinct brand of high-risk, live-action athletic entertainment.

MLE: Major League Eating - *Major League Eating* features professional eaters from around the globe as they battle each other in all out eating competitions. *MLE* professionals Taken Kobayashi, Joey Chestnut, and Sonya Thomas chow down on a variety of foods such as, doughnuts, jalapenos, hot dogs and chicken wings.

Sports & Documentary Specials

UFC Fight Night Live - A live mixed martial arts event which features competition between highly skilled professional fighters who utilize the disciplines of Jiu-Jitsu, Karate, Boxing, Kickboxing, Wrestling, and other forms held by the Ultimate Fighter Championship.

Automotive Block

MuscleCar - *MuscleCar* is a half-hour series celebrating America's love affair with fabled 60s and 70's era muscle cars.

Horsepower TV - *Horsepower TV* covers tricks and secrets on how to build high performance engines.

Trucks! - *TRUCKS!* covers the world of street trucks with projects on how to build, fabricate, paint and customize America's favorite vehicles!

Xtreme 4x4 - This series covers 4x4s, how-to projects, extreme off-road events and off road lifestyles all hosted by real enthusiasts with real world experiences.

Movies

Star Wars, Empire Strikes Back, Return of the Jedi, Star Wars Episode I: The Phantom Menace, Star Wars Episode II: Attack of the Clones, Star Wars Episode III: Revenge of the Sith, Ong Bak, Crash & Burn, Sharpshooter and A History of Violence.

SPIKE

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SPIKE TV**LEADING NATIONAL ADVERTISERS**

20th Century FOX	Domino's Pizza	Nike	Quiznos
American Express	Electronic Arts	Nintendo	Taco Bell
America Online	Geico Insurance	Nissan	Target Stores
Anheuser-Busch	Gemini	Paramount Pictures	TGIF
AutoZone Inc.	General Motors	Pepsi Co.	T-Mobile
Best Buy	Gillette	PlayStation	Toyota
Bridgestone	Harley Davison	Procter & Gamble	U.S. Air Force
Burger King	Heineken	RadioShack	U.S. Army
Cadbury	Honda	Red Bull	Ubi Soft
Castrol	IBM	Reebok	Unilever
Chrysler	KIA	Rock Star Video Game	Universal Pictures
Cingular	Levi Strauss	Sega	Valvoline
Circuit City	MasterFoods	Sonic	Verizon
Coca-Cola	McDonald's	SONY Pictures	Warner Brothers
Corona	Microsoft	Subway	Weinstein Company
Diageo	Miramax		

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WEBSITE INFORMATION

Consumer Website: www.spiketv.com

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