



NOT REALITY. ACTUALITY.™

truTV



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truTV is the destination for all-real stories told from an exciting and dramatic first-person perspective. With high-stakes, action packed originals in primetime, truTV attracts desirable viewers and gives them unique access to places not typically seen or known. truTV offers a number of distinctive, high-profile series and specials from top-name producers including *Black Gold*, *Tornado Hunters*, *Ski Patrol*, and *Ocean Force*. Combined with returning favorites like *Forensic Files*, *Psychic Detectives*, *Haunting Evidence*, and *Most Daring*, truTV creates an optimum environment for advertisers and shapes a unique brand that continues to experience rapid growth in all key demos.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	1-minute at 00:28 and 2-minutes at 00:53
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	90.7 million <small>Source: Nielsen Universe Estimates, December 2007</small>
Service Type:	Basic, VOD
Satellite Feed:	Dual
Launch Date:	As Court TV July 1991; Re-launched as truTV in January 2008
Ownership:	Turner Broadcasting System, Inc.

BENEFITS TO ADVERTISERS

1. truTV (formerly Court TV) concluded 2007 as its most-watched year in primetime in its history truTV posted strong primetime gains over 2006 across all demos including: A18-49 (+19%) and A25-54 (+21%).
2. truTV was the fastest growing ad-supported cable network in primetime for A25-54.
3. The truTV weeknight primetime (8pm) action block was a viewer destination, growing significantly from prior year. Impressively, this block now ranks 9th among A25-54, up 6 places from 2006.
4. The truTV prime action strip displayed impressive delivery increases: A18-49 (+40%), A25-54 (+42%) and attracted young male viewing: M18-34 (+49%) and M18-49 (+43%).
5. 4th Quarter 2007 has become the eighth consecutive quarter of yearly primetime growth in key demos for truTV.
6. truTV delivers strong commercial minute ratings, with one of the highest indices in cable.
7. truTV primetime length of tune ranks among the best of ad-supported cable.

Source: Nielsen: Media Research 1/01/07-12/9/07, 4Q07 information based on 9/24/07-12/9/07

RESEARCH

VIEWER TARGETED

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

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

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

VIEWER PROFILE

Median Age:	52	Ethnic Breakdown	
Median HH Income:	\$38,000	White:	78%
4+ Years College:	14%	Black:	16%
Households with Children:	34%	Other:	6%
Owns Home:	74%	Hispanic:	6%

Source: Nielsen Media Research, 9/18/06-9/23/07, M-Sa 8p-11p/Su 7p-11p (excluding sports). Median age reflects P2+, College Education and Ethnic breaks are based on P18+. Presence of Children reflect percent distribution of Homes total composite.

VIEWER LIFESTYLE

Watched truTV (Court TV) during past 7 days (Index: Par = 100)

Automotive/Very Likely	Index	Consumer Electronics/Past 12 Month/Very Likely	Index
Intent to purchase: motorcycle	134	Intent to purchase: big screen TV (43"-65")	126
Intent to purchase: 2 door car	130	Intent to purchase: home theatre system	122
Intent to purchase: lease a vehicle	128	Intent to purchase: flat/plasma screen TV	120
Intent to purchase: van/mini-van	122	Intent to purchase: digital video camera	119
Bought new domestic auto/last 12 months	117	Intent to purchase: portable DVD player	117
Intent to purchase: SUV	115	Intent to purchase: large screen TV (27"-42")	115
Intent to purchase: truck	110	Intent to purchase: desktop computer	114
Intent to purchase: new vehicle	108		
		Home Furnishing/Past 12 Months	
Financial Services/Past 12 Months		Bought a wall unit/wall system	126
Acquired an auto loan	109	Bought recliner	117
		Bought dining room furniture	114
Quick Service Restaurants:		Shopping/Retail/Most Agree	
13+ visits during /last 30 days	114	Always the first of friends to try new products	120
		Tends to make impulse purchases	111
Movie Attendance		Influenced by what is hot	111
Attends 1 or more a week	121	Brand name is best indication of quality	110
Prefers to see new movies/opening weekend	111	Prefer to buy with credit card, instead of waiting	110
		Considers themselves to be "spenders" rather than "savers"	107
Wireless		Internet Usage	
3+ phones in household	111	Visited TV network's website	119
Phone has web enabled technology	110	Obtained information: real estate	112
		Obtained information: automotive purchases	111

Source: MRI Doublebase 2007, weighted to population (000) P18+

DAYPART VIEWING

truTV Daypart	W18+	M18+	P18-34	P18-49	P25-54	W18-34	W18-49	W25-54
Access	49.5%	50.5%	19.8%	45.8%	48.0%	9.5%	22.4%	24.9%
Prime	53.3%	46.7%	16.2%	43.5%	48.1%	8.7%	23.6%	26.4%
Late	62.9%	37.1%	13.6%	40.7%	46.2%	8.8%	25.4%	29.1%
Weekend	56.4%	43.6%	22.5%	55.2%	55.0%	12.3%	30.6%	31.1%

truTV (Court TV) Source: Nielsen Media Research, 9/18/06-9/23/07. Dayparts (excludes sports and specials): Access is M-F 6P-8P; Primes is M-Sa 8P-12A; Weekend reflects Sa/Su 12P-8P; Late reflects M-Sun 12A-3A/Su12A-3A.

PROGRAMMING

PROGRAMMING GENRES: Real Engager, Action, Investigative

VIEWER TARGETED PROGRAMMING

Real Engager: *Black Gold, Man vs. Cartoon, Ski Patrol, Real Hustle*

Action: *Most Daring, Speeders, Ocean Force, Crisis Point, Most Shocking, Hot Pursuit, The Smoking Gun Presents: The World's Dumbest Criminals*

Investigative: *Forensic Files, Dominick Dunne's Power, Privilege and Justice, The Investigators, Haunting Evidence, Psychic Detectives, Suburban Secrets, Body of Evidence*

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

NEW PROGRAMS

Speeders: Get behind the wheel and go coast-to-coast with America's Finest as they pull over unsuspecting speeders in a high-octane show that captures real motorists at their worst.

Ocean Force: Ocean Force follows all the action with the lifeguards of Huntington Beach, OC featuring daring rescues and sensational surfers on one of the world's most beautiful, and sometimes most dangerous, beaches. Handling everything from drunken brawls to dangerous ocean water rescues, the lifeguards never stop working to make playtime safe.

Ski Patrol: This exciting, character-driven series gets viewers up close and personal with the men and women who work in some of the most extreme environments in the country. These folks do everything from dynamiting snowdrifts to performing daring out-of-bounds rescues to busting unruly snowboarders looking to party on the slopes.

Black Gold: Few jobs have higher stakes than those of "wildcatters" in Texas, oil prospectors who race one another to tap into the last remaining U.S. reserves. Follow the wildcatters and their crew of roughnecks as they risk their lives, limbs and hundreds of thousands of dollars setting up rigs in an attempt to strike oil.

Crisis Point: This series will tell the most incredible stories of officers who have survived extremely dangerous situations. Viewers will be hanging on to the edge of their seats as each tale is brought to life through a mix of gripping dramatic recreations and footage of the actual events.

The Smoking Gun Presents: The World's Dumbest Criminals: The people behind the infamous Smoking Gun website countdown their list of the most insane and clueless bad guys in the criminal world. If you are really stupid and want to commit a crime, be sure - like all of the criminals featured in these shows - to do it in front of a camera. Viewers will delight in seeing bad guys making simple mistakes that cost them their freedom.

Man vs. Cartoon: Cartoon antics have always been part of pop culture fantasy - thrilling to watch, but impossible to accomplish in real life...until now. Through modern technology and ingenuity, *Man v. Cartoon* brings to life the stunts, contraptions, and mad inventions of Wile E. Coyote and other favorite WB animated characters.

Most Daring: This high-adrenaline series features REAL everyday heroes in the most death-defying moments ever caught on tape. Each episode tells the nail-biting tale of a hero who puts everything on the line to save the life of a stranger.

Popular Established Programs

Forensic Files®: This is the show that started it all. Experts put together the pieces of a seemingly unsolvable case using the latest crime-solving technology.

Dominick Dunne's Power, Privilege and Justice®: The foremost chronicler of the prominent and powerful, Dominick Dunne has made a career of covering society's elite - especially as they fall from grace. Get the inside scoop from the best-selling author and Vanity Fair columnist as he examines the real-life cases of the rich and infamous.

Hollywood Heat™: Jam-packed with the latest and greatest sizzling stories about the glamorous world of entertainment, this weekly, half-hour series breaks crime and justice entertainment news with celebrity interviews, on-set visits, and commentary from legal and entertainment industry pundits.

The Investigators™: These award-winning documentaries focus on powerful, real stories from the front lines of the American justice system. Each episode features real-life intrigue, mined from the fascinating case files of elite investigators and profilers who represent the cutting-edge of investigation.

Haunting Evidence™: This bold series takes the paranormal/crime-solving phenomenon one step further when psychic profiler Carla Baron, clairvoyant John J. Oliver, and paranormal investigator Patrick Burns visit "haunted" crime scenes and attempt to provide new insight into cold cases.

The Saturday Night Solution™: Hosted by Kristen Eykel and Dave Holmes, *the Saturday Night Solution* presents fun facts about investigation, forensics, and science.

LEADING NATIONAL ADVERTISERS

Please contact truTV directly for information.

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Websites: www.trutv.com
Affiliate Website: www.turnerresources.com