

# NETWORK PROFILES

## Omaha



A&E gives viewers an emotional experience and connects them to fascinating stories and characters. From a unique brand of Real-Life series to critically acclaimed documentaries. From original dramas, movies and miniseries to the best in off-net dramas.



CNBC is the recognized global leader in business news, providing real-time financial market coverage and business information. It's mission is to report on events that affect our global economy.



ABC Family features original movies, series and specials about today's families with all of their diversity, dysfunction, humor and passion. Real families, Real stories, Real heart. ABC Family is the only place where advertisers can speak to the entire family.



Viewers have 24-hour access to the people, places and events shaping the globe. CNN connects audiences with the world wherever and whenever they want it, and report the news with all of the insight and humanity viewers have come to expect.



AMC is a 24-hour, movie-based network dedicated to the "movie fans." The network offers a comprehensive library of popular movies and an increasingly visible, critically-acclaimed, slate of original programming that is a diverse mix of original series and specials.



Comedy Central is the first choice for distinctive comedy. Classic comedy movies, holiday-based programming, and stand-up round out a schedule with a point of view characterized by topicality, wit and relevance.



Animal Planet brings people of all ages together by tapping into a fundamental fascination with animals through an array of fresh programming that includes humor, competition, drama and spectacle from the animal kingdom.



Cooking Channel is an entertainment brand dedicated to today's more passionate food lover. From the creators of the Food Network, it's for food people, by food people.



Black Entertainment Television is the leading African-American multi-media entertainment company. Programming line-up is divided into music, entertainment, news and public affairs programming blocks designed to entertain, educate and inform.



The nation's premier provider of high-impact, real-world entertainment, offering a signature mix of programming focused on adventure, science, exploration, history and in-depth, behind-the-scenes glimpses at the people, places and organizations that shape our world.



BTN (Big Ten Network) is dedicated to capturing the passion and tradition of the Big Ten Conference. Showcasing hundreds of live sporting events each year in stunning high-definition along with award winning original programming and in depth studio analysis,



A kid's life is all about accomplishing things and finding out what you can do, and Disney XD is a window into that world with characters, action and stories that inspire kids to give it their best. It's where kids have fun challenging themselves and discovering their strengths.



Formerly the Biography Channel, FYI is where viewers meet fascinating people in the public eye, from those who make Hollywood happen to those who just make life interesting. Biography®, original series, original short features and movies are woven together for a dynamic people-watching experience.



DIY Network is your television source for the best how-to when it comes to any type of do-it-yourself project. Informational and entertaining, programs and experts answer your most sought-after questions, plus offer creative projects that will inspire you to do something out of the ordinary – yourself.



Bravo is the cable network that plugs people into arts, entertainment and pop culture with original programming, acclaimed off-network dramas, comedy and music specials, movies and by showing a whole different side of celebrities.



E! Entertainment is devoted entirely to celebrities, entertainment and Hollywood, featuring daily news updates, celebrity interviews, and specials. E! goes behind-the-scenes of Hollywood and beyond.



Drawing from the world's largest cartoon library, Cartoon Network has been a consistent ratings leader with its innovative packaging of beloved cartoon characters and developing original, exclusive new cartoons.



ESPN offers more than 4,800 hours of live and/or original sports programming. The round-the-clock coverage includes news, information and lifestyle programs geared towards the sports fan.



Country Music Television keeps you connected to country with original programs, live concert series, exclusive world premiere videos, and a diverse play list that includes chart-topping hits and the latest cutting-edge releases.



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ESPN2 is a differentiated 24-hour sports network that features more than 3,900 hours a year of live original sports programming, complementing and extending the ESPN viewing experience.



ESPN Classic is the only 24-hour television network featuring the greatest games, most memorable stories and biggest names in sports history. The network's programming includes vintage games, rare sporting events, films, interviews, series, documentaries and original productions that complement today's live sports calendar.



ESPNEWS is a 24-hour sports news network that features continuous sports news, highlights, scores, analysis, live press conferences, statistics, and the first marriage between online (ESPN.com) and on-air.



ESPNU features extensive studio programming and live coverage of games, including college football, college basketball, lacrosse, volleyball, wrestling and other Olympic sports, as well as exciting high school football and basketball action.



A unique lifestyle network that strives to surprise and engage its viewers with likable hosts, personalities, and the variety of things they do with food. The network is committed to exploring new, different, and interesting ways to approach food through pop culture, adventure, and travel.



The FOX News Channel is a 24-hour general news service devoted to delivering fair and balanced coverage of the day's events. FNC is on track to become the world's premier television news service for the 21st Century.



Born of the FOX Sports DNA, FOX Sports 1 is the new national sports network that puts fans first. FOX Sports 1 will feature over 1,500 hours per year devoted to exclusive, live coverage of the most compelling sporting events in the world.



Fox Sports Net (FSN), is a collection of regional sports cable television networks. In addition to regional programming, Fox Sports Net has some national prime time programming such as The Best Damn Sports Show Period and Chris Myers Interviews.



FX is the flagship entertainment cable network from FOX. As a leading supplier of distinctive original programming, FX claims three of cable's top original series among A18-49 viewers. FX also has a strong library of theatrical movies and an impressive roster of acquired hit series.



The Game Show Network offers around-the-clock play. The network not only provides sensational interactive programming, but also the newest and most challenging games and the retro fun of vintage games.



The Golf Channel's programming schedule includes more LIVE golf coverage than all other networks as well as news, instruction and original productions. In addition to being the exclusive television home of the Nationwide Tour, European Tour and Canadian Tour, the Golf Channel is the exclusive cable home of the Champions Tour.



Great stories with great actors and a brand synonymous with quality, have made Hallmark Channel one of the fastest-growing cable networks. Delivering more hours of original movies and miniseries than any other cable network in 2005, Hallmark Channel is "Where great stories come to life."



Throughout the weekdays and on weekends, Headline News delivers concise, fast-paced news for viewers on the go. It's the information viewers need to know, when they need to know it. And now prime time is the place to be for the hard-to-reach affluent and young audiences.



The History Channel reveals the power and passion of history as an inviting place where people experience history personally and connect their own lives to the great lives and events of the past. The History Channel is the only place "Where the Past Comes Alive."



The view from across our borders can be very different from our own. H2 takes you to countries around the globe to experience history and culture through their eyes. Find out more about the world, help make sense of current events and understand how we got to where we are today.



HGTV provides an inside look at the emotional center of life—the home. Its wide variety of programming is a combination of entertaining stories, helpful information and insights from hosts who are recognized experts in their fields. Full of ideas and often just plain fun, HGTV brings real people, real places and real life, home.



Lifetime is the leading source of entertainment and information for and about women. Women have a powerful emotional connection to Lifetime that begins with our programming. Lifetime not only provides a sanctuary from the rigors of everyday life, but a common ground for all women to connect on issues relevant to them.

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Lifetime Movie Network is the 24-hour, seven-days-a-week, ad-supported network that airs contemporary films for and about women including made-for-television movies, mini-series, select theatrical films and independent film acquisitions. Lifetime Movie Network extends the brand that women trust.



MSNBC brings the power of NBC News, the most respected news organization in the world, to cable 24 hours a day, 7 days a week. Delivering real-time information that is fast, fair and accurate, MSNBC presents the news in a way that is compelling to the 21st century news user.



MTV the music authority where young adults turn to find out what's happening and what's next in music and popular culture. Only MTV can offer the consistently fresh, honest, groundbreaking, fun and inclusive youth-oriented programming found nowhere else in the world. MTV is a network that transcends all the clutter, reaching out beyond barriers to everyone who's got eyes, ears and a television set.



MTV2 is a music channel featuring a seamless programming combination of music and the culture it inspires. MTV2's fast-paced style breaks all the traditional rules of television with a dynamic environment filled with music video hours, music based programming, and strange and captivating MTV2 shows.



NGC brings adventure, exploration, culture and natural science to life through passionate storytelling, spectacular imagery and expert eyewitness accounts. NGC offers a wide breadth of relevant programming to immerse viewers in the world's stories as they unfold, including award-winning documentaries and specials.



NBC Sports Network provides an anytime destination for people to satisfy their primal need for competition with in-depth coverage of exclusive live events and original programming. NBC Sports Network is a movement to protect the ideals and tradition of pure sport and competition, giving it a voice and home on TV.



NFL Network is every football fans dream. Seven days a week, 24 hours a day, 365 days a year, a television network solely devoted to the most popular sport in America, professional football. NFL Network is a melting pot of gridiron greats from the NFL's past, present and future.



Nickelodeon celebrates kids by putting them first in everything. Nick believes kids are empowered and live their lives as an adventure. Programming is centered around world famous Nicktoons and live-action originals plus the latest in pop culture. Nickelodeon is kids' home base on the TV dial, where they revel in the adventures of being a kid.



OWN: Oprah Winfrey Network is the first-ever television network devoted to entertaining, empowering and inspiring viewers to live their best life.



The only women-owned and operated cable network, Oxygen delivers entertainment for an audience of fun-loving and independent women. Oxygen airs shows they want to watch, with characters that are as fresh, provocative, funny and as unexpected as they are.



Spike's mission is to be the leading entertainment brand for guys across all relevant platforms, locations and media. Spike targets and delivers men on multiple demographics by speaking to the fun, brazen, risk-taking part inside all guys. Spike has developed a special relationship with guys, it's a state of mind shared by all men and one that you can tap into.



Syfy is a television network where "what if" is what's on. Syfy fuels the imagination of viewers with original series and events, blockbuster movies and classic science fiction and fantasy programming.



TBS is the home of laugh-out-loud, relatable comedy. Television's funniest original comedic series, Hollywood's biggest blockbusters, and the top four sitcoms in ad-supported cable are all together under one very funny roof. TBS turns movies into events and presents coverage of Major League Baseball, PAC 10 and Big XII Conference College Football.



Telemundo is a Spanish-language broadcast television network, with a mission to inform, empower, inspire and entertain Hispanics in the U.S. and audiences around the world, featuring original productions, leading news programs and first-class sports events.



Life is unpredictable, unrehearsed and yes, unscripted. TLC is your lifeline—programming that is fun, smart, informative and innovative—an entertaining link to real people and real experiences.



TNT, the first and only network dedicated to drama, engages the hearts and minds of viewers by delivering 100% dramatic entertainment with original series, powerful one-hour dramas, original films, blockbuster premiere movies, championship sports coverage and more.



Travel Channel is the only television network that celebrates our passion for travel. Travel Channel speaks to the many travelers that live within each of us by focusing on all aspects of the experience of travel. From escaping your daily life to exploring and immersing in the journey, Travel Channel leads us to a place where great stories are told.

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truTV is the home of the most exciting REAL stories told by the fascinating people who lived them. With more real, high-stakes originals, truTV is the destination for viewers who want to experience real-life excitement and venture to places they can't normally go.



TV Land's broad mix of hit sitcoms, popular dramas, variety shows, westerns, and an exciting lineup of originals have all contributed to make TV Land a popular destination for TV fans. TV Land, where the classics you love inspire the originals you won't want to miss.



Combining hit sitcoms, big studio movies, irreverent reality television and newsworthy specials, TV One delivers real life and entertainment programming from the African American point of view.



From the red carpets of the award shows to the emerging Idols POP, formerly TV Guide Network, is live, behind the scenes and close up with the personalities consumers want to know.



An American Spanish language broadcast television network that is owned by Univision Communications. Programming includes telenovelas and other drama series, sports, sitcoms, reality and variety series, news programming, and imported Spanish-language feature films. It has one of the largest audiences of Spanish-language television viewers in the world.



USA Network is not only a place where characters live; it's a place where characters come alive. The network continues its solemn promise to deliver only the best in original series programming to its viewers. Success has been based on the strength of original shows that highlight strong, likeable characters. In addition, USA boasts over 30 PGA TOUR events each year along with the premier tennis grand slam event on television, the US Open.



VH1'S original series, concerts, live events, music, movies & new music videos consistently keep adults connected to the music and pop culture they love. Music is their passion, which is why VH1 is the music source for adults in more than 88 million homes nationwide.



The Weather Channel is the premier source for local, regional, national and international weather. A team of expert forecasters clearly illustrates the where, when and whys of weather, interpreting its course and how it impacts the lives of the viewers.

