

REELZCHANNEL News – September 2011

The Kennedys' winning streak continued, taking home another winged statuette at last night's 63rd Primetime Emmy Awards. Barry Pepper won Lead Actor in a Miniseries or Movie for his portrayal of Bobby Kennedy. The night's win brings *The Kennedys* total Emmy wins to four.

The Pillars of the Earth also won an Emmy for Best Sound Editing in a TV Miniseries. REELZCHANNEL will be airing this sweeping nine-part miniseries starting Sunday, December 4. *The Pillars of the Earth* stars Ian McShane, Rufus Sewell, and Donald Sutherland.

PROGRAMMING

Capping off Emmy Weekend on REELZ, supermodel **Cheryl Tiegs** hosts “**Fashion Fanatics: Emmy Awards**” on Monday to dish on all things fashion from the 63rd Primetime Emmy Awards alongside renowned jewelry and style expert **Michael O'Connor**, fashion guru **Kym Douglas**, CMT host and model **Alecia Davis** and *Extreme Makeover* star and celebrity stylist, **Sam Saboura**. Tiegs along with the Fashion Fanatics will dissect every detail, assess every outfit and declare the “best” and “worst” as seen at the Nokia Theater in downtown Los Angeles.

Sunday on ***Game On! with John Salley***, host and four-time NBA champion John Salley gets up close and personal with boxing legend **Sugar Ray Leonard** who reveals that in his new autobiography *The Big Fight: My Life In and Out of the Ring* he “...couldn't tell half a truth of something that bothered me for 30-something years.” Salley also talks with Style Network stars **Tia and Tamera Mowry** about their hit reality series *Tia and Tamera*, the new men in their lives and the new baby! Plus, *Gun Hill Road* star **Esai Morales** battles fellow Brooklyn boy Salley for NYC bragging rights.

Also on Sunday, catch the 15th **Annual PRISM Awards** at 4pm ET/ 1pm PT as Nancy O'Dell hosts a tribute to this year's winners with Steven Tyler, Peter Krause, KaDee Strickland, Alison Haislip, Melora Hardin, Tony Denison, Robert Forster, and many more, celebrating the art of making a difference through accurate portrayals of substance abuse, addiction, mental illness, treatment and recovery.

** Integration Ideas For This Week:**

Holiday Cooking with Celebrity Chefs (airs 12/2/11)

In addition to the extensive list that was included in the bulletin last week, here are some additional thought starters for potential sponsors of the show:

- Glade Scented Candles
- Dixie Paper Plates
- Party City

WEEKLY SPECIALS

Please refer to the Specials Calendar for a complete list of 2011 specials.

9/19/11 – Fashion Fanatics: Emmy Awards (Airing tonight, our panel of industry experts get together to discuss all the fashion hits and misses from the Primetime Emmy Awards. This show will feature host and legendary former supermodel Cheryl Tiegs, as well as jewelry/style expert Michael O'Connor, *Extreme Makeover* star and stylist Sam Saboura and fashion expert and frequent guest on the *Ellen DeGeneres Show* Kym Douglas.)

10/7/11 – Whatever Happened To: The Cast of Footloose (In honor of the new *Footloose* movie on October 14th, we're going back in time to find the stars of the original version – Kevin Bacon, Lori Singer, Sarah Jessica Parker, John Lithgow and Dianne Wiest – to see where they are now)

10/21/11 – Inside The X-Factor (We'll take viewers behind-the-scenes of one of this fall's most anticipated new reality competition shows with our special correspondent Tony Cowell, Simon's older brother.)

10/28/11 – Top Ten Scary Movies (In this Halloween special, we'll count down some of the scariest movies of all time)

11/4/11 – The Kennedys (In this half hour special, we'll get viewers ready for the return of *The Kennedys* on REELZCHANNEL November 6-14)

11/11/11 – Breaking Dawn: The Beginning of the End (Leading up to the release of *The Twilight Saga: Breaking Dawn-Part 1*, we'll prepare Twilight fans for the "beginning of the end," including a look-back at previous movies in the franchise, our exclusive set visits, interviews with the stars and more)

11/18/11 – Holiday Cooking with Celebrity Chefs (We'll go into the kitchens or restaurants of the biggest names in food television and have them teach us how to prepare their favorite holiday dishes)

11/25/11 – Richard Roeper's Holiday Movie Preview (Our movie expert Richard Roeper will offer his unique take on the movies being released during the biggest movie season of the year)

CONSUMER MARKETING

Primary promotion/marketing calendar:

- 9/20-10/9 10.5 promotion (on-air, Ovation, web, snipes)
- 10/2-10/14 *The Kennedys* (on-air, Ovation web, social media, snipes, out of home – gradually building leading up to premiere)

- 11/6-12/12 The Pillars of The Earth (on-air, Ovation, web, social media, snipes, out of home)

ONLINE AND MOBILE

- Feature articles this week:
 - Emmys follow-up coverage (ongoing)
 - Off: Jacob Black vs. Nathan Harper – Abduction (Thursday)

AD SALES

Sponsorship Executions:

- Barilla billboards to run throughout programming in Q3
- Bayer “First Fans” and “See You in Line” sponsorship to air 5 times per quarter in 2011
- GEICO sponsorship of “My Favorite Movie” 2 times per week in Q3
- Showtime sponsorship in *Hollywood Dailies* on 9/30 for *Homeland* and *Dexter*
- USPS sponsorship of The Kennedys 11/6-11/9

RESEARCH HIGHLIGHTS

- Distribution: 57,805,000 HH (*Nielsen Media Research, September 2011*)
 - 3rd fastest growing in terms of number of HH (+6,594,000 past year)
 - 2nd fastest growing in terms of percentage (+12.9% past year)

NOTE: September 2011 reflects a Nielsen “adjustment” to the household universe, from 115.9 million to 114.7 million. From August to September 2011, almost all networks had declines in household estimates. Networks like ABC Family, ESPN, HGTV and MTV lost roughly 1 million households, whereas REELZCHANNEL: had a 264,000 net household decline, less proportionally than most other cable nets. Taking a full year view, REELZCHANNEL remains a top network for HH increases.
- Impressions: Past year growth, Average Minute, Live + SD (*Nielsen Media Research, August 2011 vs. August 2010*)
 - Household +157% full day, 86% primetime
 - A18-49 +164% full day, 73% primetime
 - A25-54 +157% full day, 72% primetime
 - A35+ +150% full day, 80% primetime
 - F18-49, +120% full day, 64% primetime
 - F25-54 +180% full day, 69% primetime
 - F35+, +136% full day, 79% primetime
 - M18-49 +200% full day, 80% primetime
 - M25-54 +175% full day, 74% primetime
 - M35+ +160% full day, 78% primetime
- Ratings: %HH Live+SD (*Nielsen Media Research, August 2011*)
 - Full-day average for June was 0.101 (+120% past year)
 - Primetime average for June was 0.159 (+61% past year)

- Overall male skew in July: 61% full day, 62% primetime (*Nielsen Media Research, June 2011*)
- Reelz.com: 1,096,017 monthly unique visitors (*Google Analytics, August 2011*)
- YouTube: 16,165,337 video views (*Google Analytics, August 2011*)