

WealthTV

THE AUDIENCE



IT'S YOUR LIFE...SPEND IT WELL



Income & Education

They are Highly Educated, making over \$100,000 per year with a High Household Value.

| <u>Popularity Index</u> | <u>WealthTV</u> |
|--------------------------------|-----------------|
| High Household Income (100K+) | 1.70 |
| High Household Value | 1.62 |
| Greater than College Education | 1.73 |



Source: Rentrak TV Essentials, 4/2009

Spending Power

They are Elite Spenders with extensive buying power.

| Popularity Index | WealthTV |
|-------------------------|-----------------|
| Elite Spender | 1.82 |
| Power Spender | 1.81 |
| Big Spender | 1.46 |



Source Rentrak TV Essentials, 4/2009

Who is the Viewer?

Sean & Virginia: An upscale, affluent couple with children out of the house.

| <u>Popularity Index</u> | <u>WealthTV</u> |
|-------------------------|-----------------|
| Mature, Upscale Woman | 1.51 |
| Affluent Guys | 1.67 |
| Affluent Empty Nesters | 1.50 |

**Popularity index reads as follows: "The WealthTV Viewer is 50% more likely to be Affluent Empty Nesters when compared with the National Average."*



Source: Rentrak TV Essentials, 4/2009

WealthTV Audience Summary

- Broad appeal network with target age group of Adults 25-49+
- High viewership in well educated homes making over \$100,000 annually
- Higher percentage than the national average with those considered Elite, Power Spenders
- Original programming lineup compelling to high income females and males. Programming skews towards men 70/30.
- Appeal to the Affluent with WealthTV & WealthTV HD

Source: Kersey Research Strategies Study, 1/2008 and Rentrak TV Essentials, 4/2009