



WE KNOW DRAMA™

### THE MARKET

With over 200 channels in the current television universe, viewers have more choice than ever. As a result, television networks must define their brands to let viewers know what to expect as they navigate this vast universe of choice. In 2001, TNT left behind its “general entertainment” identity to become the first and only network dedicated to drama. TNT is creating a home for a core group of viewers: drama lovers, who are drawn to television that engages their hearts and minds and rewards them with a whole range of emotions.

Drama lovers prefer one-hour drama series, dramatic movies, and championship sports over other viewing choices; this group is mainly composed of college-educated, higher-income adults who are married, have families, and live in large cities and suburbs. TNT is building a home for drama lovers, as conveyed in its tag line/mission statement: “We Know Drama.”

### ACHIEVEMENTS

TNT has become cable’s number-one destination for drama, accounting for more viewing of drama

series and movies than any other basic or premium cable network. The focus on drama has led TNT to become basic cable’s number-one network in delivery of adults 18–49 and 25–54 in prime time for 2002. TNT has also become the number-one basic cable entertainment network in delivery of key upscale demos for adults 18–49 including professional/managerial, living in “A” counties, household incomes of \$75K+, and 4+ years of college.

TNT’s focus on satisfying drama lovers has led the network to unprecedented success as a movie creator and presenter. The all-weekend-long movie strategy has not only created a highly rated movie destination, it has established a launching pad for TNT’s successful run of original film dramas. TNT Originals such as *The Mists of Avalon*, *James Dean*, *Crossfire Trail*, and *Door to Door* have generated record-breaking ratings (often outdrawing broadcast network competition) and a track record in Emmy, Golden Globe, and SAG Award honors that leads the basic cable category.

### HISTORY

Created by Ted Turner, TNT launched in 1988 as Turner’s challenge to the broadcast networks. Just two years later, TNT was in more than 50 million cable homes, making it the fastest-growing cable network in industry history.

In the early days, TNT was known for quality and variety with a strong library including MGM classic movies and Hanna-Barbera cartoons. As the network grew, TNT presented professional sports like the NFL and the NBA. Production of original movies became a centerpiece of programming, earning big ratings and critical acclaim.

Throughout the 1990s, TNT consistently delivered some of cable’s highest ratings and garnered numerous honors including Primetime Emmys as well as Screen Actors Guild and Golden Globe awards. In 2001, to further differentiate itself from the competition, TNT officially unveiled its new positioning as the first and only network dedicated to drama.

### THE PRODUCT

Living up to the promise that “We Know Drama,” TNT has assembled a first-rate lineup of dramatic series, blockbuster theatrical movies, and championship sports, and TNT continues to create powerful original films and drama series.

In its mission to meet the needs of drama lovers, TNT invests in original dramas with top talent and production values. Major Hollywood filmmakers and actors continue to make original films for TNT, with upcoming productions including the

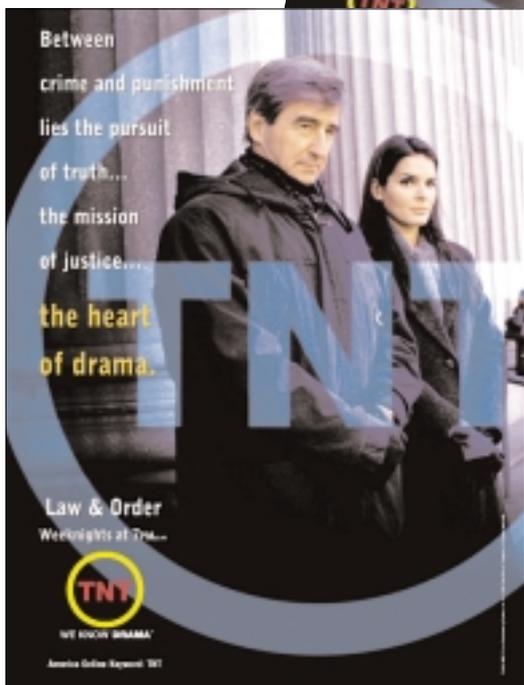




sweeping Western *Monte Walsh* (starring Tom Selleck and Isabella Rossellini, from the director of *Lonesome Dove*), Simon Wincer, the thriller *Second Nature* (executive produced by and starring Alec Baldwin), and the multipart epic *Julius Caesar* (with an all-star cast that includes Chris Noth).

TNT is the drama lovers' weekend destination for movies. Friday nights on TNT are home to blockbuster theatricals like *The Perfect Storm*, *Gone in 60 Seconds*, *Erin Brockovich*, and *Proof of Life*. Saturday nights are dedicated to the "New Classics," featuring a lineup of Hollywood's most memorable films including *Backdraft*, *The Mummy*, *Jerry Maguire*, and *The Matrix*.

Dramatic series are a cornerstone of programming for drama lovers. Weekdays, TNT is the home for Primetime in the Daytime — a stellar daytime lineup of television's best dramatic series, including *ER*, *Law & Order*, *NYPD Blue*, and *The X-Files*. By combining all these favorite dramas together in one exciting daypart, TNT gives viewers more of the top-rated dramatic series they love and want to watch.



TNT is also committed to championship sports as live dramatic programming, led by its exclusive coverage of two sports known for intense drama: NASCAR and the NBA. In a landmark six-year deal with the NBA beginning in the 2002/2003 season, TNT's exclusive NBA coverage includes 52 regular-season games and approximately 45 NBA playoff games. TNT is also proud to have exclusive coverage of the NBA All-Star Game as well as the entire NBA All-Star weekend of events.



NASCAR is the ultimate professional sport to pay off TNT's promise of delivering 100 percent dramatic entertainment. From July to November, TNT is the exclusive cable home for live NASCAR Winston Cup and Busch Series racing.

#### RECENT DEVELOPMENTS

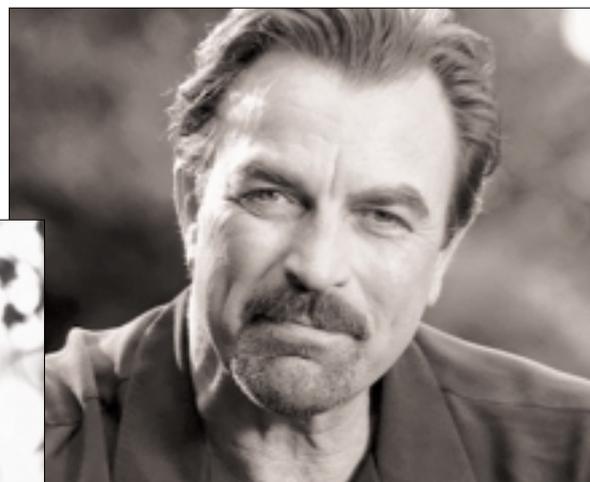
In October 2002, TNT announced that it will develop a diverse lineup of dramatic original films as part of the network's \$300 million investment in original programming. This new development slate complements TNT's commitment to drama while bringing viewers entertaining, quality original movies from some of the top filmmakers in the business. TNT's new slate includes adaptations of *Night Over Water*, the number-

one national bestseller by author Ken Follett, and *Pleading Guilty*, based on Scott Turow's number-one best-selling novel. Academy Award®-nominated and Emmy® Award-winning writer Neil Simon will write and executive produce a contemporary turn on his beloved piece *The Goodbye Girl*. Also in development are *Where Is the Mango Princess?*, starring Emmy®-winning actress Julianna Margulies; *I, Jesse James*, executive produced by John Woo; and *SWAT*, a Jan de Bont action-adventure movie.

TNT has blazed new trails in how a television network can share its brand landscape with sponsors. In April 2002, TNT and Johnson & Johnson announced a multiyear collaboration for the development and production of original films, a signifi-

cant collaboration between a national television network and a national advertiser.

TNT's Web site, [www.tnt.tv](http://www.tnt.tv), is building a community called The Drama Lounge for drama lovers to share their enthusiasm for specific programs and drama in general via entertaining and interactive features and applications.



#### PROMOTION

In addition to a new on-air look, logo, and tagline, TNT introduced an advertising campaign as a vital part of its branding initiative. TNT's "Drama Is..." image campaign features dramatists including Whoopi Goldberg, Ashley Judd, Tom Selleck, Dennis Hopper, Patrick Stewart, Martin Short, Allison Janney, Richard Schiff, Joan Allen, Martin Scorsese, William H. Macy, Dennis Franz, Noah Wyle, and Sam Waterston offering their personal insights and anecdotes about drama. TNT extended this campaign to include special promotional spots that put a focus on major studio releases. The spots demonstrate TNT's appreciation for movies and for drama by showing audiences what's new from Hollywood. So far, "Drama Is..." spots have been created for major studio releases with stars including Meg Ryan, Denzel Washington, Harrison Ford, Cameron Diaz, Catherine Zeta-Jones, Renee Zellweger, and Richard Gere.

#### BRAND VALUES

TNT promises to engage the hearts and minds of viewers with dramatic programming that offers a powerful combination of compelling stories and interesting characters, mixed with excitement, action, suspense, romance, and humor.

#### THINGS YOU DIDN'T KNOW ABOUT TNT

- TNT's weekday daytime drama lineup, which includes *Law & Order*, *NYPD Blue*, *ER*, and *The X-Files*, boasts a combined 60 Emmy® wins.
- The "Drama Is..." image campaign is completely unscripted. The actors share candid, extemporaneous insights about drama.
- TNT Originals have earned a combined 128 Primetime Emmy nominations; in 2002, TNT earned 23 nominations, the most ever for a basic cable network in one year.