



THE HISTORY CHANNEL®

THE MARKET

The 19th-century French novelist George Sand once wrote, “Every historian discloses a new horizon.” In today’s multimedia age, those words seem especially appropriate for The History Channel®. Widely recognized as the place “Where History Lives™,” The History Channel has made this academic subject a destination for commercial television viewing.

The History Channel’s critically acclaimed content defies the stereotype of an increasingly fragmented media market where consumer attention is often fleeting and superficial. Day in and day out, The History Channel escorts avid viewers on an often eclectic and always fascinating march through the millennia of human history.

Thought-provoking series such as *Decoding the Past*, *Digging for the Truth*, *Modern Marvels*, and compelling specials like *Rome: Engineering an Empire*, *Lincoln*, Peabody Award-winning *Rwanda: Do Scars Ever Fade*, and *How William Shatner Changed the World* demonstrate The History Channel’s expert ability to open doors and bring intelligence, insight, and top production values to diverse subject matter from the ancient to the contemporary.

In little more than a decade The History Channel has become a far-reaching international brand. It is now available to more than 89 million homes in the United States and is seen in over 125 countries in 20 languages. Consistently a leader in credibility, quality, and loyalty, the brand captured the coveted number-one ranking in 2005 as the most distinctive cable television network and as the favorite channel among male viewers (Spring 2005 Beta Research).

The companion Web site www.history.com attracts more than 2 million unique users and over

★★★
THE ONLY ASPECT OF
HIS LIFE THAT HASN'T
BEEN EXPOSED:
HIS PRESIDENCY.

JFK - A Presidency Revealed
Sunday Nov. 16th 8pm

20 million page views each month — ranked with Internet powerhouses Google and Yahoo as one of the top three Web sites in brand equity (Spring 2005 Equitrend).

ACHIEVEMENTS

Credibility and commitment, along with national and grassroots partnerships, have woven The History Channel brand into the fabric of American life — well beyond the media marketplace. While building brand awareness, The History Channel has

become a model for public service. In fact, the brand’s EMMY® Award-winning *Save Our History*® campaign has made history in its own right.

Save Our History’s collaboration with Preserve America, an initiative led by First Lady Laura Bush, marked the first-ever partnership between the White House and a consumer brand. Since 2004, the two programs have worked together to mobilize communities and schools to preserve historic landmarks, sites, and artifacts.

Teaming with a wide range of other partners — organizations, schools, museums, municipalities, cable systems, advertisers, celebrities and more — The History Channel has spurred hundreds of history education and preservation projects both large and small.

The History Channel marketed the cause, clearing over 100,000 public service announcements that aired nationally and in local markets, frequently featuring prominent political figures like Mrs. Bush and former New York City Mayor Rudolph Giuliani or celebrities like George Lopez and Mekhi Phifer.

Significant resources have been earmarked to individual cities and towns, the most prominent example being The History Channel partnership with the Big Apple. Valued at \$19.5 million by the City of New York, this effort encompasses a New York City Official History Center, historic landmark trolley tours, and a package of on-air advertising to promote tourism.

Elsewhere across America — Los Angeles and Philadelphia are benefiting from The History Channel teacher-training sessions, grants and scholarships, classroom material, and public service announcements. Videos produced and donated by The History Channel are playing at scores of

For Two Hours It Won't Kill You
To Love The French.

The French Revolution
From Terror to Triumph
January 17th 9pm/8c

Has Evolution
Made A Monkey
Out Of You?

Ape To Man
The Evolution of Evolution.
August 7th 9pm

The World's First
Superdome
(With parking for thousands of chariots)

Rome:
Engineering a History
Live! Only on History Channel
August 14th 9pm/8c

Premiere Event

Maybe Now You Can Comprehend
The Size Of An Oil Tanker.

Oil Tankers
Modern Marvels Wednesdays

sites including the Alamo and Ellis Island. Thousands of Girl Scouts are earning The History Channel merit badge as “history detectives” in their local communities. From Fyffe, Alabama, where students recorded oral histories of World War II veterans, to Lewiston, Idaho, where old gravesites were mapped, The History Channel brand is inspiring people of all ages.

Longest-running of all the brand’s outreach efforts is *The History Channel Classroom*, which launched with the network in 1995. Weekday mornings, thousands of schools in all 50 states receive commercial-free educational television programming, along with extensive online support. Weekly program updates are emailed to over 140,000 teachers. Twice a year, over 220,000 teachers are also sent the brand’s *Idea Book for Educators*™ — part of a package of educational services that makes The History Channel the nation’s largest provider of extracurricular materials in the field of history.

HISTORY

The History Channel debuted New Year’s Day 1995 as the second cable television network jointly owned by The Hearst Corporation, ABC, Inc., and NBC. While various programs in the history genre were well received on sibling A&E Television Network®, many industry pundits considered an all-history channel too risky.

The History Channel proved the skeptics wrong. From its initial telecast, the network sent a clear signal that this programming vehicle, like a sports car, had tremendous forward momentum. The first show was *The History of the Automobile: Corvette*.

Launching with just 1 million cable subscribers, The History Channel became one of the fastest-growing cable networks. Ratings in its key target area of adult males ages 25 to 54 have risen every year the network has been measured, since 1997. With an upscale audience that’s more than 70 percent male, The History Channel has proven particularly attractive to advertisers seeking to reach upscale men who don’t necessarily watch sports networks.

Over the years, The History Channel has been the recipient of Emmy and Peabody awards and virtually every big-name programming, marketing, and promotion accolade the television and advertising industries have to offer.

THE PRODUCT

Great storytelling is of course at the heart of The History Channel’s success. Viewers travel with fevered conquistadors in search of the lost city of El Dorado. They share world-shaping leadership decisions with Alexander the Great, William the Conqueror, and Catherine the Great.

On a regular basis, viewers turn to *Modern Marvels* for an up-close look at wondrous architectural, engineering, scientific, and social accomplishments. *Digging for the Truth* goes on location to explore ancient mysteries, while *Deep Sea Detectives* uses 21st-century technology to expose long-held underwater secrets. *Engineering an Empire* looks at the world’s greatest engineering

feats, and *Decoding the Past* examines history’s most amazing prophecies.

Given the increasing appetite for content from The History Channel, and the full plate of topics available, it’s no surprise that brand extensions have also been served up. History International™, launched in 1998, specializes in original

significant clash between the English and Native Americans, to Freedom Summer (June 21, 1964) in the aftermath of the murders of civil rights workers Andrew Goodman, Michael Schwerner, and James Chaney. In between, the original film collection covers Shays’ Rebellion, the gold rush, Antietam, the deadly Homestead steel mill strike, the assassination of President McKinley, the Scopes trial, Einstein’s letter about the nuclear bomb, and Elvis Presley’s national TV debut.

PROMOTION

Whether on cable networks, in the advertising pages of major newspapers, or on a tabletop card at the local pizzeria, The History Channel makes its presence known. With different television programs to promote and numerous promotional partners eager to participate, the brand’s marketing is at times ubiquitous.

Consumers could conceivably hear about *Explore FDR’s America* sweepstakes with Amtrak, AAA, American Airlines, and Southwest Airlines in the morning. Then, over a pizza lunch, they might be encouraged to go online, learn about *Rome: Engineering an Empire* and possibly win a trip to the Eternal City. That same evening, they could be watching a network commercial before the movie starts at their local theater.

The History Channel’s marketing campaigns often prove as grabbing — and as eclectic — as the television fare they promote. In 2005, thousands of applications were received for the *Modern Marvels* “Invent Now” Challenge, conducted in partnership with the National Inventors Hall of Fame. Equally impressive was the response to a National Mental Health Association promotion tied to a *Lincoln* special dealing with that president’s depression.

programming from a global perspective. The History Channel en español™ debuted Spanish-language programs of interest to Latinos in 2004, and Military History Channel followed a year later. Consumers have the opportunity to build their own library of home videos from The History Channel, and *The History Channel Magazine* extends the brand’s popularity to print.

RECENT DEVELOPMENTS

In April 2006, The History Channel premiered its highly anticipated television project, *10 Days That Unexpectedly Changed America*, a collection of 10 powerful and poignant documentary films. This landmark series focuses on events that triggered seismic shifts in America’s political, cultural, and social landscape. In the selection of these events, well beyond the obvious, and in the choice of 10 different award-winning documentarians and filmmaking teams, *10 Days* is designed to shed new light on American history.

Using a wide range of storytelling techniques, *10 Days That Unexpectedly Changed America* offers viewers a fresh perspective on well-known historical incidents while also shining a light on the tremendous impact of less frequently cited events, from the Massacre at Mystic on May 26, 1637, telling the story of the Pequot War, the first

BRAND VALUES

The History Channel brings history to life in a powerful manner and provides an inviting place where people experience history personally and connect their own lives to the great lives and events of the past in order to understand the present and the future.

THINGS YOU DIDN’T KNOW ABOUT THE HISTORY CHANNEL

- The History Channel is a category on *Jeopardy*.
- On-site videos produced and donated by The History Channel can be seen at over 50 historic sites throughout the country, including Independence Hall, the Smithsonian’s National Museum of American History, the Alamo, Ellis Island, National Constitution Center, and the Liberty Bell.
- The History Channel brand extends to travel services, toys, and games.
- Tiger Woods, Mike Piazza, Ozzy Osbourne, 50 Cent, Charlie Rose, Roseanne Barr, and even Tony Soprano all share at least one thing in common: The History Channel is one of their favorite networks.