

(oxygen)<sup>™</sup>

**Viewer profile**

Have computer w/Internet access and TV in same room . . . . . **57%**

Of the above, regularly use Internet/watch TV simultaneously . . . . . **43%**

Source: Oxygen Segmentation Study, Sept. 2000

# A breath of fresh air



Photo courtesy of Oxygen

The first network to Web launch before hitting the TV airwaves, it's an audience of already loyal



Photo courtesy of Oxygen

fans. Whether Oxygen online, or on TV, it's a place for women to slow down and breathe deeply. That's because Oxygen is

the stuff of which life is made. It's living, loving and learning about all that's healthy, wealthy and wise. It's women creating relationships, caring for children, playing sports, going shopping and impacting the world. If you're looking to drive home a message, you can catch them where they live. Women get Oxygen, because Oxygen gets women.



Photo courtesy of Oxygen

## Local commercials

- **Three minutes per hour at...**



[www.oxygen.com](http://www.oxygen.com)

## On the Oxygen interest meter...

Women ages 18-34 interested in Oxygen:

**48%**

Non-cable women interested in Oxygen:

**47%**

Interest among women surveyed in Oxygen advertising markets:

**82%**



Source: Oxygen, interest poll 2000



## What you get...

Oxygen has committed \$400 million over five years to produce original, exclusive programming.

The first and only network to combine advocacy, technology and creativity for the single purpose of entertaining and informing women.

Access to an organization at the forefront of the TV-'Net convergence revolution, combining the wide reach of cable TV with the power of the Internet.

Industry support and positive momentum, as evidenced by 10 million households at launch, as well as commitments from major cable MSOs and national advertisers.

Association with the individual who has an unparalleled connection with women: Oprah Winfrey. Need we say more?

## What's on...

Oxygen is original programming for the way women live: shows that invigorate in the morning, stimulate during the day and unwind in the evening. Serving up content that exudes attitude and energy, it's introspective, entertaining and above all, fresh.

- **Inhale** — Kick start the day with high-octane yoga.
- **Trackers** — Hang out where tech-savvy teen girls rule.
- **Oprah Goes Online** — Join Oprah and best friend Gayle King on a guided tour of all that's cyberspace.
- **As She Sees It** — Documentaries on the real lives of real women.
- **SheCommerce** — The Web's best products and prices.
- **Exhale with Candice Bergen** — Frank and funny, it's the place where they're ready to reveal all.
- **Oxygen Sports** — A sporting look at women around the world.
- **I've Got a Secret** — Celebrity judges have just 45 seconds to deduce contestants' hidden talents, bizarre vocations and the like.
- **Pajama Party** — A talk/variety show that mingles the ingredients of the classic sleepover with the grown-up friskiness of celebrities in their PJs.

## Who watches...

They're women who want to do great things! Oxygen has broad appeal to all types of women, regardless of income, age, household structure or educational attainment.

## What they buy...

Women purchase 90% of home products, clothing, health care and perishable items; they buy or influence the purchase of 85% of new vehicles sold in the U.S.; they make 80% of all retail purchases; women also handle 75% of family finances; and, they make 73% of all health care decisions. (Sources: Quirk's Marketing Research Review, New Vehicle Study Survey, Waters Molitor Study on the Purchasing Influence of Women, N.W. Ayer & Partners, Women's Consumer Network).

## Who advertises...

Oxygen enjoys the advertising support of national advertisers that acknowledge women's substantial purchasing power.

- |                             |                   |                    |
|-----------------------------|-------------------|--------------------|
| • <b>AOL</b>                | • <b>Hershey</b>  | • <b>Nestle</b>    |
| • <b>Ford Motor Company</b> | • <b>IBM</b>      | • <b>Pier 1</b>    |
| • <b>Geico</b>              | • <b>Kodak</b>    | • <b>Toys R Us</b> |
|                             | • <b>WorldCom</b> | • <b>Yahoo</b>     |