



## NETWORK OVERVIEW 2017-2018

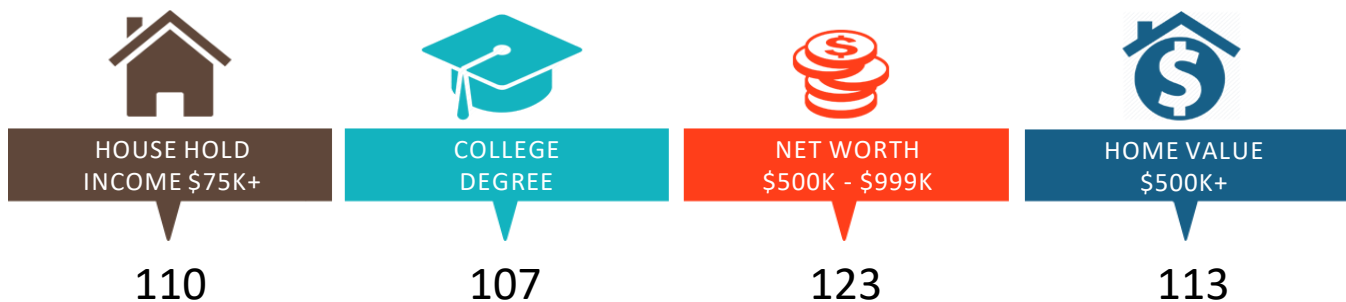
### OVATION CONTENT AND BRAND

- Ovation is the only cable network dedicated to showcasing the world of Art and artistic expression
- A dynamic mix of high quality Original Arts programming, both traditional and contemporary, with a complimentary schedule of acquired series and programs, films, documentaries and theatricals
- Brands can target the best customers out there, avoiding waste
- Great opportunities for added value and portable branded content

### NATIONAL DISTRIBUTION

- Digital Basic Cable Tier in nearly 50M homes
- On track to be in 52M homes by the end of 2017
- VOD and TVE
- You Tube premium channels and active social community

## AUDIENCE



Source: 2016 MRI Fusion

### DEMOGRAPHICS

- Core Demographic of A25-54, with Consistent **Year Over Year** Growth
  - ✓ Total Day Growth A25-54 +1%
  - ✓ Total Day Growth A18-49 +8%
  - ✓ Total Day Growth W25-54 +3%
  - ✓ Total Day Growth W18-49 +7%
- Highly Desirable, Engaged Audience with spending power
  - ✓ Median HH Income **\$68k**
  - ✓ Median HH Net Worth **\$265k**

Source: Nielsen Npower C3 Full Year, 2015 (12/29/14-12/27/15), 2016 (12/28/15-12/25/16). Total Day M-F 8A-3A, Sa-Su 12N-3A, 2016 MRI

# ART EVERYWHERE PROGRAMMING PALATE

Ruthless Royals

Artists + Icons

Red Carpet Cinema

Secrets + Crimes

Art On The Edge



HALCYON  
VERSAILLES  
THE TUDORS  
THE BORGSIAS

ARTISTS + ICONS  
MOVIES

ARTISTS + ICONS  
DOCS

RED CARPET  
CINEMA

Celebrity  
conversations  
with David Poland

OVATION'S  
SECRETS  
+  
CRIMES

XCOMPANY

THE  
ARTFUL  
DETECTIVE

THE METHOD

the  
Da Vinci  
list

THE  
ART  
OF  
the art of everyday

## PROGRAM HIGHLIGHTS

VERSAILLES

Q4 17 | 10 EPISODES | 60 MINS

Ovation is proud to announce season 2 of our critically-acclaimed original series **Versailles**. Versailles tells the story of King Louis XIV, who at age 28, commissions Versailles: the most beautiful palace in Europe and the battleground for romantic intrigue and struggles for absolute power.

HALCYON

2017 | 8 EPISODES | 60 MINS

From the producers of Downton Abbey and The Crown, **The Halcyon** is a critically-acclaimed drama that takes you inside a bustling and glamorous five-star hotel at the center of London during World War II. A captivating look at the private lives of London socialites and visiting hotel guests through the dark prism of war - revealing the extraordinary impact it has on families and relationships.

XCOMPANY

2018 | 28 EPISODES | 60 MINS

Inspired by the true story of Camp X, a top-secret Allied spy training facility in Lake Ontario, **X Company** follows the stories of five highly skilled young recruits, torn from their ordinary lives and trained to conduct one risky mission after another to help Allied forces change the world.

the  
Da Vinci  
list

ONGOING | 30 MINS

Ovation invites you to take a culinary and cultural journey around the world. From Rome to Paris, Tokyo to Mexico City, we'll count down a region's best food, historical sites and cultural activities. **The Da Vinci List** shows us that the destination can be just as appetizing as the journey.

## CUSTOM CONTENT

*Ovation, Where Art & Commerce Connect*

- Presenting Sponsorships
- Billboards
- Custom tagged tune-ins
- Custom Interstitials
- Social and digital partnership extensions available
- In-show lower thirds messaging