



r e s e a r c h

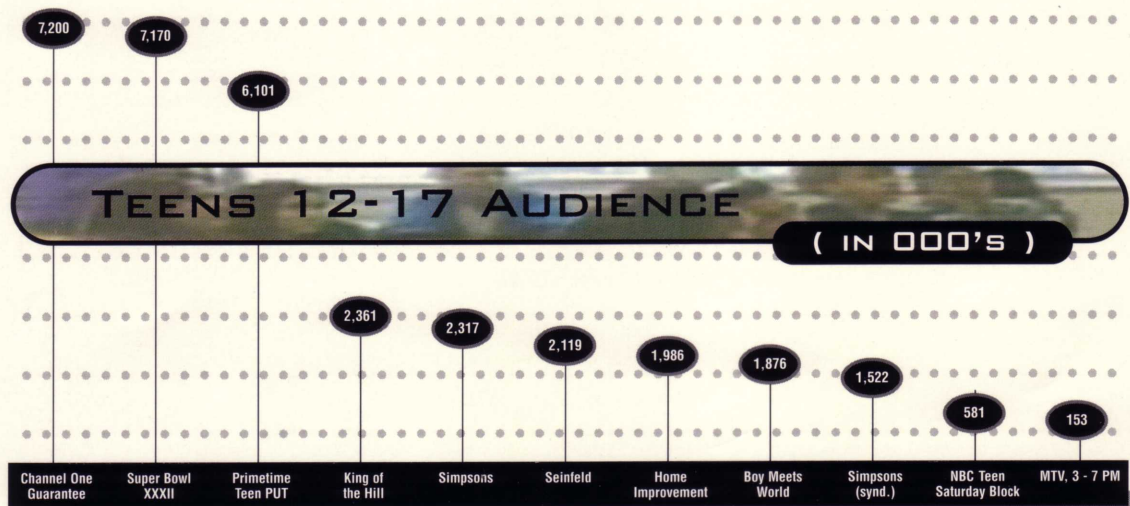
Channel One Network[®]

Channel One is viewed by more teens than any other program on television

Channel One reaches 8.1 million teenagers; nearly 37% of all 12 to 17 year olds

- *Channel One is seen by as many teens as the Super Bowl.*
- *Channel One's audience exceeds the combined number of teens watching anything on television during Primetime!*
- *Huge ratings. Unsurpassed reach. Unparalleled impact among teen viewers.*

UPDATE



SOURCE: NIELSEN (SEPT '97 - DEC '97), R.D. PERCY