



r e s e a r c h

Channel One doesn't just deliver teen viewers - it delivers the hardest to reach teen viewers

Channel One even penetrates the lightest viewers among teens

- Advertisers who target teens know they watch an average of 10 hours less television a week than other groups
- "Traditional" television vehicles reach the same viewers over and over again. A typical schedule delivers 50% of impressions against the heaviest-viewing 20% of the audience and only 2% of impressions against the 20% who are the lightest viewers.
- Channel One's unique delivery reaches heavy and light viewers equally.

No waste. No wearout. Just impact.

HOW VIEWING IMPRESSIONS ARE DISTRIBUTED:

TRADITIONAL TEEN SCHEDULE
VS. CHANNEL ONE

