



r e s e a r c h

Channel One Network[®]

With Channel One, your reach is more effective

- *Channel One reaches its audiences quickly. Since you don't waste time building reach you can quickly achieve strong levels of effective 3+ reach.*
- *By contrast, MTV builds reach slowly. In a typical flight of 200 GRP's, Channel One reaches 36.0% of teens three or more times while MTV reaches just 24.4% of teens three or more times... a 47.5% advantage for Channel One.*

