

CHANNEL ONE IS WATCHED BY MORE HUNGRY TWEENS THAN ANY OTHER TELEVISION NETWORK



If you're trying to reach these 9-14 year olds, you need to check out Channel One. This award-winning news show delivers more Tween viewers than any other programming you can buy.

AVERAGE RATING, TWEENS 9-14

CHANNEL ONE NEWS 12.6

TGIF 12.0

SNICK 4.1

FOX PRIME 3.1

TNBC 2.4

Source: Nielsen, fourth quarter '98; reflects Channel One's guaranteed delivery.

What's more, our audience consumes enormous quantities of snack food. Tweens eat salty snacks, candy & dessert foods 11 billion times each year, and those same hungry kids spend over \$5 billion annually at fast-food restaurants.

Besides spending their own money, Tweens affect purchases in nearly 18 million households. In fact, according to their parents, 75% of all snack food purchases are influenced by their kids. To make your Tween media buy as effective as possible, call us now.

Source: "A Day in the Life of a Teen's Appetite" (1998)
"How Teens Influence Weekly Grocery Shopping" (1998)



New York 212 508 6800

Channel One Network®

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