

TV One is a network designed to entertain, inform and energize a diverse audience of African American adults. Viewers connect to TV One online, on demand and via social media. Featuring a unique array of originals including movies, reality, current affairs, plus popular sitcoms, critically acclaimed dramas and awards ceremonies, our promise is to authentically “REPRESENT” the best in Black culture.



AUDIENCE PROFILE



52M*
DISTRIBUTION



83% P2+
AA
AUDIENCE



65%/35%
FEMALES/
MALES



62%
COLLEGE
EDUCATED



\$42,400
MEDIAN
INCOME

Highest AA Comp% on Television overall- Cable & Broadcast

*Nielsen; National Toolbox; Live+3; 2Q20 (03/30/20 - 6/28/20); TV One Primetime and Originals; UE July 2020; further qualifications available upon request.

PERFORMANCE HIGHLIGHTS

TV ONE

- 2Q20 is up over the past five quarters in Households, P25-54 and P18-49
- P25-54 and P18-49 increased +18% and +27% in Prime, respectively from 2Q19 to 2Q20 and P25-54 +21% and P18-49 +25% in Total Day, respectively
- TV One P25-54 and TV One AA P25-54 are up year-to-date and season-to-date in Prime and Total Day



#5 Network among AA P25-54 against all ad-supported cable networks

#5 Network season-to-date, among AA W25-54

TOP PERFORMING SERIES

ATL HOMICIDE S2

- Ratings up +3% from S1 with P25-54
- A Top 5 cable network with AA P25-54 & AA W25-54 in its Monday 9pm time period

FATAL ATTRACTION

- A Top 5 cable network with AA P25-54, AA W25-54, AA P18-49, AA W18-49 in its Monday 9pm time period
- Ranked in Multichannel News' top 20 "stickiest shows"



UN Sung

- #3 Cable Original Series among AA W25-54 on Sunday in its 10 pm timeslot
- #1 series on Cable among AA 25-54 on Sundays at 10pm (premiere run 2/23-4/19/2020)

UNCENSORED

- A Top 5 cable network with AA P25-54 & AA W25-54 in its Sunday 9pm time period



MARKETING SOLUTIONS THAT WORK

Tap into new opportunities with the African American adult market. We'll make it easy by providing what is needed to get the job done.

RESOURCES

- Affiliate Website
 - Cross Channel Spots
 - Key Art
 - Social Media Content
 - Programming One Sheets
 - Local Ad Sales Support
 - TV One Rewards
- Tent Pole Opportunities
 - Q1 Black History
 - Q2 Black Music
 - Q3 Summer Binge
 - Q4 Holiday

For more information, visit TVOnePartners.com

*Source: Nielsen, National Toolbox; Live+3; 2Q20 (03/30/20 - 6/30/20); Season-To-Date (9/23/19-6/28/20); Total Day = M-Su 6a-6a, Prime = M-Su 6p-12a; Competitive ranking of all Ad supported Cable networks

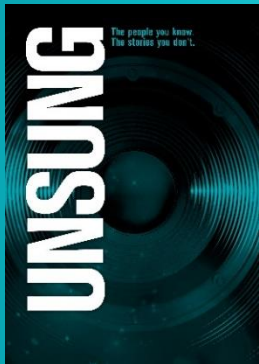


2020 TV ONE ORIGINAL SERIES AND FAN FAVORITES



ATL HOMICIDE

One hot city. Two cool detectives. Former detectives, David Quinn and Vince Velazquez explore some of Atlanta's grittiest homicides. Now the network's #2 True Crime series with strong appeal to the male audience.



UNsung

TV One's signature music biography series sheds much-deserved light on some of the most influential, talented and, somehow, forgotten R&B, soul, funk, hip hop, disco and gospel artists of the last 30 years.



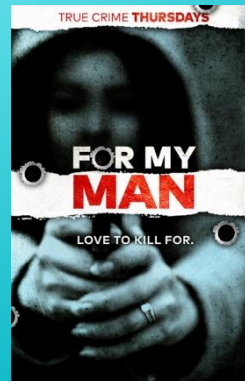
UNCENSORED

This edgy docu-series delves into the back stories of the biggest stars of music, film, television, sports and pop culture.



FATAL ATTRACTION

Driven by powerful, real-life stories, Fatal Attraction weaves together intimate first-person interviews, exclusive interrogation footage and rare archival material that gives the viewer a glimpse into the dark heart of a dangerous romance.



FOR MY MAN

A true crime series that features the salacious and shocking stories of women who have been arrested for a crime they did in the name of love.

2020 ORIGINAL MOVIES

- STEPPIN' BACK TO LOVE
- BLOOD ON HER BADGE
- COINS FOR LOVE
- CHRISTMAS DILEMMA

TV One offers a variety of original movies including Biopics, Dramas, Holiday, True Crime, Black History AND MUSIC

2020 SPECIALS & DOCUMENTARIES



URBAN ONE HONORS



THE BEAT DON'T STOP

CONTACTS

RORI PETERS

SVP, Content Distribution & Sales Strategy
rpeters@tvone.tv
301.755.2902

JOHNNY MILES

Sr. Manager, Content Distribution
jmiles@tvone.tv
301.755.2839

LATANYA BUTLER

VP, Marketing & Partnerships
lbutler@tvone.tv
301.755.2926

CAMILLE THELEMAQUE-BEARDEN

Account Executive
cthelemaque-bearden@tvone.tv
301.755.0018

