

2014 Ratings: Turner nets earn top rankings

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TURNER BROADCASTING will close out 2014 with top-ranked positions in several key multiplatform categories:

Three Turner networks - TBS, Adult Swim & TNT - ranked among basic cable's Top 10 in primetime for adults 18-49, with TBS as the #1 entertainment network.

Two networks - Adult Swim & TBS - hold the #2 and #3 slots, respectively, in primetime delivery of adults 18-34.

Adult Swim ranked #1 in total day across several demos, including adults 18-24, 18-34, 18-49 & 18-54, and it ranked #1 in primetime with adults 18-24.

Cartoon Network is the #1 kids network in VOD.

Bleacher Report climbed to #2 among all digital non-league sports sites.

Turner Digital ranked in the Top 10 overall and #1 among broadcast and cable networks, with an average reach of 125 million unique visitors per month in 2014.

Turner Broadcasting's television, digital and mobile platforms reached an average of 78% of adults 18+ per month through the first three quarters of 2014.

Additional details are included below and in the attached charts covering 2014. Charts are also included for Q4 2014, December and the final week of December.

As always, we appreciate your coverage of the Turner brands. We hope you have a very safe and happy New Year!



TURNER DIGITAL reached 125 million average monthly uniques for 2014 year-to-date, a +16% increase compared to the previous year, with double-digit growth (+60%) in Turner's mobile audience. Turner Digital's year-over-year multiplatform audience growth (+16%) was four times higher than the industry rate (+4%). Turner Digital ranked 8th in average monthly multiplatform uniques, up three

spots compared to the previous year, and ahead of all broadcast/cable television networks.



ADULT SWIM hit a major milestone as basic cable's #1 network with young adults 18-34 in total day for the 10th consecutive year, while also securing #1 in total day with adults 18-24, 18-49 and 18-54, as well as #1 in primetime among adults 18-24. Adult Swim was also #1 in the "Cutting Edge" category in VOD and scored video-play and game-play growth in 2014. The Adult Swim Games mobile portfolio has earned nearly 72 million downloads, while its Steam game, *Jazzpunk*, was lauded as one of the best indie games of the year.



TBS won the 2014 race by ranking as basic cable's #1 entertainment network among adults 18-49 in primetime for the third consecutive year. TBS's original series success for the year included *Cougar Town*, *Ground Floor* and *American Dad!*, all of which landed spots among basic cable's Top 15 scripted comedies with adults 18-49. And *The Big Bang Theory* on TBS remained the #1 off-net comedy for the fourth consecutive year.



TNT scored six of basic cable's Top 15 original dramas, more than any other network, with *Rizzoli & Isles*, *The Last Ship*, *Major Crimes*, *The Librarians*, *Murder in the First* and *Falling Skies*. TNT is also home to three of the year's Top 10 new series on basic cable, with *The Last Ship* and *The Librarians*

topping the charts among total viewers. Demonstrating the strength of Turner's TV Everywhere strategy, TNT saw significant increases in VOD, digital and mobile viewing, pushing shows like TNT's *The Last Ship*, *Rizzoli & Isles* and *The Librarians* well past 12 million viewers per episode in multiplatform reach.



TURNER SPORTS continued to set records in 2014, including the exclusive presentation of the 2014 NCAA Division I Men's Basketball National Semifinals "teamcasts" across TBS, TNT and truTV, which delivered the two most-watched college basketball telecasts in cable television history. Bleacher Report also registered a record-setting year, surpassing several key milestones in 2014 and climbing to #2 among all digital non-league sports sites for the first time, based on Comscore multiplatform uniques. It has held the position for a majority of the year, including in the latest Comscore report for November 2014.



CARTOON NETWORK was the only top kids network to retain its kids 6-11 audience and see growth in 2014. Continuing to be a leader with boys, the network also grew among girls 6-11 by +10%. Cartoon Network was also the #1 kids network in VOD and had three #1 apps (*Adventure Time: Card Wars*, *Monsters Ate My Birthday Cake* and *Calling All Mixels*) in 2014. In addition, the network launched its new content app, CN Anything, to great viewer and industry acclaim, with Google choosing it as one of its "Best Apps of 2014."



TRUTV is already scoring positive results after undergoing an extensive brand and programming refresh in October, including +47% primetime growth with adults 18-49 in the ninth week since the brand launch; a primetime audience that's five years younger, with a median age of 38; and 20% more subscribers to the truTV channel on YouTube. Providing a firm foundation for the new lineup and generating significant media buzz, the returning hit *Impractical Jokers* ranked #1 in its timeslot, while *The Carbonaro Effect* was in the Top 10 for its timeslot.