



CORPORATE PROFILE

GSN: Fun, hip, original, classic, interactive and totally innovative

Since its launch in 1994, Game Show Network (GSN) has evolved from being the home of game show favorites to becoming the industry leader for original interactive programming.

In early 2001, Liberty Media bought half of the network from Sony Pictures Entertainment, and together these partners hired a new CEO, Rich Cronin, and invested heavily in programming, marketing and interactivity.

Now, in over 50 million homes, Game Show Network is firmly entrenched as part of America's cultural fabric. GSN has initiated an aggressive prime time schedule expansion, growing from two original series in 2001 to a half-dozen new game show strips during the 2002-03 season. These series include CRAM, WINTUITION, LINGO, FRIEND OR FOE?, RUSSIAN ROULETTE and WHAMMY!. The network is also home to several popular acquired series, among them, GREED, LOVE CONNECTION, THE WEAKEST LINK, FAMILY FEUD, THE NEWLYWED GAME and MATCH GAME.

Additionally, all of Game Show Network's original programming and select acquisitions have been enhanced for interactive play-along. There are now 65 hours per week of "sync-to-broadcast" interactive games that offer computer users an engaging "play-along" TV/PC experience, with opportunities to win major prizes.

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With GSN's new interactive programming, the network's household viewership grew by 25 percent during the third quarter of 2002, according to Nielsen Media Research. In the coveted Adults 18-to-49 demographic category, Game Show Network jumped 56 percent in November 2002 versus November 2001. Game Show Network is, indeed, making robust gains across the entire demo spectrum: Adults 25-to-54 viewership in prime time moved up 32 percent and Adults 18-to-34 jumped 74 percent. This impressive viewership growth has allowed the network to realize 70 percent growth in gross advertising sales for the 2002-03 upfront season versus the previous year.

PROGRAMMING: "Owning the Game Position"

Upon taking over the reins at Game Show Network in the May 2001, President and CEO Rich Cronin sought to expand the network's ownership of the "game show position" in U.S. television to own the broader "games on television."

In order to accomplish this, Mr. Cronin brought on Bob Boden as GSN's Senior Vice President of Programming. Mr. Boden, considered a true game show guru in Hollywood, was charged with overseeing the creation of a prime time block of new, original interactive series. These new shows, WHAMMY!, FRIEND OR FOE?, RUSSIAN ROULETTE, LINGO and WINTUITION, all launched in 2002 to strong ratings. Perhaps the most unique of all is the hybrid game/reality show CRAM, which just debuted January 6, 2003.

Another innovative melding of game show and reality series is GSN's "celebrity-based" concept, CHUCK WOOLERY: NATURALLY STONED, billed by Mr. Cronin as "Project Greenlight" meets "The Osbournes." The new show, which complements Mr. Woolery's current GSN hosting on new episodes of LINGO and classic episodes of LOVE CONNECTION and GREED, will follow his on-set and family life with wife Teri, granddaughter of Ozzie and Harriett Nelson.

TECHNOLOGY: GSN is the trailblazer of interactivity

Continuing its goal to launch an interactive component with each new series, Game Show Network has premiered seven sync-to-broadcast interactive television (iTV) programs in conjunction with each of the network's new game show debuts in the 2002-2003 TV season. Under the guidance of John P. Roberts, Senior Vice President of Interactive and Online Entertainment, the network has additionally launched four stand-alone multi-player Shockwave games for gaming enthusiasts who want to play GSN's interactive games 24 hours a day, seven days a week. With the combination of these two exciting technologies, the game play at Game Show Network has made the company the industry leader in interactive television.

Now with over 65 hours per week of unprecedented interactive play-along enhancements, Game Show Network intends to expand its sync-to-broadcast offerings in the coming year to include such classic GSN favorites as MATCH GAME and FAMILY FEUD. (GREED has been interactive since launching on GSN in early 2001.)

Game Show Network's interactive programming appeals to a wide demographic of participants, as evidenced by its registrant base of players on gameshownetwork.com. Remarkably, in less than one year, the number of iTV users registering as GSN interactive players has increased from 6,000 to over 700,000. Much of GSN's registrant base includes advertisers' highly-coveted demos of Adults 18-34 and 18-49.

MARKETING: Branding games on TV worldwide

Dena Kaplan, Senior Vice President of Marketing, describes Game Show Network's mission as owning the category of games on television through innovative, contemporary programming and marketing that attracts a younger adult audience.

As part of GSN's fully-integrated approach to marketing and promotions, the network

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uses all of its traditional and interactive assets to showcase its TV programming and advertisers' product lines.

One of the more ambitious marketing/ad sales product-placement campaigns went behind the recent launch of CRAM, the network's hybrid game show/reality series. General Motors linked its Saturn division's new 2003 Ion sports coupe and sedan models to an overall product-placement and sponsorship deal.

A bevy of other innovative sponsor tie-ins on themed promotions have been created to garner such blue-chip advertisers as AT&T, Burger King, M&M Mars, Kraft Foods, Discover® Card and Tresemme hair products as marketing partners. The 2002 tie-in contests included "To Russia With Luck" (for the summer 2002 launch of RUSSIAN ROULETTE) with AT&T and Discover® Card, and the "Big Bucks and More Big Bucks" multimedia campaign (for the spring 2002 premiere of WHAMMY!-THE ALL NEW PRESS YOUR LUCK) with Burger King and M&M's.

In further reaching Adults 18-to-49 and other young demos, additional local promotions have teamed GSN with cable affiliates in contests and tours. For instance, a multi-city "Answer Kids" National Talent Search was launched to audition and find kids to appear as "know it alls" in WINTUITION. The search was sponsored by such cable affiliates as Comcast Communications, AT&T Broadband and Charter Communications.

Under Kaplan's leadership, GSN's marketing department has created Clio, Cannes Silver Lion, CTAM and PROMAX/BDA award-winning marketing campaigns and other promotions that have significantly expanded awareness of Game Show Network's brand among consumers, distributors, press and the advertising community.

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ADVERTISING SALES: “TiVo-proof” viewing & great demos

The fast-paced, hip and fun nature of Game Show Network’s new, original prime time series--coupled with GSN’s online interactive technology—and strong delivery growth -- has made the network one of television’s most appealing destinations for advertisers.

In little more than a year since Michael Sakin, Senior Vice President of Ad Sales, created Game Show Network’s first-ever in-house advertising sales team, GSN has become one of the fastest growing networks in upfront and quarterly ad revenues.

Under Sakin’s leadership, Game Show Network has posted an impressive 70 percent growth in advertising revenues during the fall 2002 upfront season (compared to year prior 2001-02) and increased the daily “scatter” advertising market by an outstanding 540 percent, more than five times the original billings compared to the year-ago season.

GSN has added over 50 new advertisers, including such blue-chip sponsors as General Motors’ Saturn division, AT&T, Best Buy, Burger King, Discover® Card, Old Navy, Dr Pepper and Suzuki. Many of these clients’ packages have included a unique sponsorship presence on GSN’s ground breaking online “sync-to-broadcast” interactive gaming platform (at gameshownetwork.com), which also provides a “TiVo-proof” tool to retain viewers and sponsors’ commercial messages.

A compelling sales incentive is the engrossing nature of gameshownetwork.com’s “play-along” interactivity that has been an additional asset with the Adult 18-to-49 viewers--nearly half of those that had already been traditional “lean-back” viewers of the network. In fact, network in-house research indicates that online users typically watch 29 minutes out of a 30-minute program block. The intensified viewing levels, also known as “stickiness,” means that online users are watching the show from beginning to end without leaving the TV to play along.

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Whether it is “lean-forward” or “lean-back” viewers, Game Show Network is presenting advertisers with impressive ratings growth while also offering innovative advertising and product placement opportunities.

DISTRIBUTION: GSN adds value to cable’s broadband pipe

Since Mr. Cronin became President and CEO in May 2001, Game Show Network has experienced 43 percent growth in household distribution—growing from about 35 million to over 50 million subscribers in that span. Under the leadership of Anne Droste, Senior Vice President of Distribution, who joined GSN in 1996, GSN has gained cable and satellite carriage across America.

As one of the nation’s few remaining independent cable networks, Game Show Network’s distribution plans address the current needs of the cable operators in today’s fluctuating marketplace. Ms. Droste and her talented distribution team are gaining subscribers by utilizing GSN’s interactive play-along efforts to help promote broadband sales.

Combining with an attractive menu of original and classic series, robust online content and aggressive affiliate/subscriber marketing campaigns, Game Show Network has been an integral programming asset to all of the major cable and satellite distributors. Much of GSN’s distribution growth comes from fully integrated marketing and affiliate sales efforts, exploiting GSN’s synergistic links with Sony, a widely recognized leader in consumer and commercial electronic products.

Through GSN’s distribution efforts, the cable operators are quickly realizing that Game Show Network adds value to their broadband pipe while providing popular programming that appeals to the younger demographics and also offers cutting-edge interactivity in a family-friendly environment.