The information in the Cable Network Directory was compiled from data submitted by cable networks from around the United States and Canada. Under contact information (S) stands for short-form and (L) for long-form.

Network	Address	Phone/Fax	Web Site	Contact/E-mail	Total Subscribers (in millions)	Percent Male/ Female	Average Age	Average Income	Long Form	Short Form	Network Description
A&E	235 E. 45th St. New York, NY 10017	212-210-1458(S) / 212-210-9162(L) / 212-907-9498 (F)	www.aetv.com	Jennifer Thorsen(S)/Kristin Amundson(L) jennifer.thorsen@aetn.com	100.0	42/58	48.1	$70,000	Yes	Yes	A&E is real life drama. Television that you can't turn away from, where unscripted shows are dramatic and scripted dramas are authentic.
ABC Family	505 Independence Parkway Suite 102 Chesapeake, VA 23320	757-553-9080 / 757-553-9072	abcfamily.com	Paul Teja paul.teja@disney.com	98.4	38/62	30	$53,000	Yes	Yes	ABC Family reflects today's families, entertaining and connecting with young adults through relevant stories about today's relationships — all told with diversity, passion, humor and heart.
Adult Swim	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.adultswim.com	Jason Baron jason.baron@turner.com	98.0	62/38	22	$43,000	Yes	Yes	Animated programming for adults with comedic tone. Runs as a netwok from 10 p.m.-6 a.m.
AMC	11 Penn Plaza, 15th Floor New York, NY 10001	646-273-3531 / 646-273-3594	www.amctv.com	Pat Lucci palucci@rainbow-media.com	96.0	59/41	50	$61,000	Yes	Yes	Movie-based network dedicated to the American movie fan. A comprehensive library of movies and original programming.
Animal Planet	850 Third Ave. New York, NY 10022	212-548-5160 / 212-548-5849	www.animalplanet.com	Litsa Milionis litsa_milionis@discovery.com	94.0	40/60	39.5	$100,000	No	Yes	The one entertainment brand devoted entirely to animals and the world we share with them.
Bandamax	5999 Center Drive Los Angeles, CA 90049	310-348-3375 / 310-348-3380	www.tutvnetworks.com	Damaris Rodriguez darodriguez@univision.net	2.0	44/56	N/A	N/A	Yes	Yes	The channel exclusively dedicated to the most popular Latin music category: Regional Mexican (including the Grupero, Norteño, Banda, Tejano and Mariachi genres).
Big Ten Network	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	40.0	N/A	N/A	$62,000	Yes	Yes	The Big Ten Network is the first nationally distributed network dedicated to covering one of the premier collegiate athletic conferences in the country.
Bio	235 E. 45th St. New York, NY 10017	212-210-1458(S) / 212-210-9162(L) / 212-907-9498 (F)	www.aetv.com	Jennifer Thorsen(S)/Kristin Amundson(L) jennifer.thorsen@aetn.com	59.6	43/57	50	$53,000	Yes	Yes	We prove that the truth about people is always more entertaining than fiction. Bio is about real people and their real lives: up close and personal, gritty and provocative, always unfiltered.
Bravo	30 Rockefeller Plaza New York, NY 10112	212-664-3123 / 212-790-4724	www.bravotv.com	Russ Camlet russ.camlet@nbcuni.com	92.1	67/33	40.4	$66,000	Yes	Yes	With more stars and critically acclaimed original series than any cable network, Bravo delivers the best in food, fashion, beauty, design and pop culture to an engaged, upscale cable audience
CBS College Sports	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	34.6	N/A	N/A	$78,000	Yes	Yes	The CBS College Sports Network has tons of live games, groundbreaking studio programming and everything fans need to keep their blood pumping. It's all the action — all the passion — all the time
Chiller Network	30 Rockefeller Plaza New York, NY 10112	212-664-5009 / 212-790-4724	www.chillertv.com	Andrea Mitchell andrea.mitchell2@nbcuni.com	35.5	50/50	35	$63,000	No	Yes	Chiller has one goal: make it scary. Our approach to programming is frightenighly successful, combining classics, camp and cutting edge entertainment.
CMT	1515 Broadway, 47th Floor New York, NY 10036	212-846-7470 / 212-846-1779	www.cmt.com	Adrienne Florio(S)/Christine Smith(L) adrienne.florio@mtvstaff.com	90.0	45/55	N/A	$55,000	Yes	Yes	CMT is America's No. 1 country music network, carrying original programming, specials and live concert events. The CMT Music Awards was one of the biggest entertainment events of 2009.
CMT Pure Country	1515 Broadway, 47th Floor New York, NY 10036	212-846-8893 / 212-846-1779	www.cmtpure.com	Matthew Osler matthew.osler@mtvstaff.com	24.5	47/53	39.2	$48,000	No	Yes	CMT Pure Country, CMT's digital music network, offers country music around the clock with the best of established and emerging artists steeped in the rich tradition of country music.
CNN	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.cnn.com	Jason Baron jason.baron@turner.com	98.6	49/51	62	$53,000	No	Yes	CNN's focus is to inform consumers with content that is relevant to them, involve consumers and empower them with the access to it and the ability to act on it wherever and whenever they want.
CNN Airport	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.cnn/airport.com	Jason Baron jason.baron@turner.com	N/A	50/50	43	$104,157	No	Yes	Since 1992, CNN Airport has been keeping airline travelers engaged and entertained. Airport reaches 223 million travelers per year. It's at 2,000+ gates in 44 of America's busiest airports.
CNN en Español	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.cnn.com/espanol/	Jason Baron jason.baron@turner.com	7.0	55/45	42	$40,000	No	Yes	CNN en Español is the only 24-hour global news network in Spanish. It has up to the minute reports on events in U.S., Latin America and around the world.
CNN.com	One CNN Center South Tower, 0923B Atlanta, GA 30318	404-827-1937 / 404-878-4591	www.cnn.com	Robert French robert.french@turner.com	42.2	47/53	45	$68,000	Yes	Yes	*CNN.com* is a leader in online news and information delivery featuring the latest multimedia technologies, from live video streaming to display ads for direct response and branding advertisers.
Comcast Sports Nets	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	N/A	N/A	N/A	N/A	Yes	Yes	Comcast is the nation's leading provider of cable, entertainment and communications products and services.
Comedy Central	1515 Broadway, 47th Floor New York, NY 10036	212-846-5543 / 212-846-1917	www.comedycentral.com	Jessica Cloesmeyer jessica.cloesmeyer@mtvstaff.com	98.0	64/36	29	$55,000	Yes	Yes	Comedy Central, home of The Daily Show with Jon Stewart, The Colbert Report, Tosh.0 and South Park, also broadcasts comedy feature films, stand-up specials and syndicated sitcoms.
Cooking Channel	1180 Sixth Ave. New York, NY 10036	212-549-8603 / 212-944-3648	www.foodnetwork.com	Chris Barry cbarry@foodnetwork.com	59.0	30/70	45	$75,000	Yes	Yes	Cooking Channel is the new destination for today's food lover. The goal is to satisfy their cravings for more information, rich experiences and an immersion into the world of cooking and eating
Cox Sports Television	2121 Airline Drive, Second Floor Metairie, Louisiana 70001	504-358-6113 / 504-304-2243	www.coxsportstv.com	Chris Jackson chris.jackson@cox.com	2.0	N/A	N/A	N/A	Yes	Yes	New Orleans-based RSN has grown more than 400 percent since its launch. CST is carried on cable in seven Southern states, and DISH in the Baton Rouge, La., and New Orleans markets.
Current TV	1250 Broadway, 12th Floor New York, NY 10040	212-967-7047 / 212-967-7043	www.current.com	Alyssa Hochheiser ahochheiser@current.com	58.0	N/A	N/A	N/A	No	Yes	Current TV is dedicated to investigating and exploring the world's most important, interesting and entertaining stories by mixing a unique blend of original productions and viewer-created content.
De Pelicula	5999 Center Drive Los Angeles, CA 90049	310-348-3375 / 310-348-3380	www.tutvnetworks.com	Damaris Rodriguez darodriguez@univision.net	2.0	43/57	N/A	N/A	Yes	Yes	The top-rated movie channel in Mexico, featuring the widest selection of movie genres drawn from Televisa's library, the largest Spanish-language film library in the world.
De Pelicula Clasico	5999 Center Drive Los Angeles, CA 90049	310-348-3375 / 310-348-3380	www.tutvnetworks.com	Damaris Rodriguez darodriguez@univision.net	2.0	43/57	N/A	N/A	Yes	Yes	The channel dedicated exclusively to films from the 1930s, 40s and 50s — Mexico's "Golden Era" of filmmaking — featuring celebrities such as Maria Félix, Jorge Negrete and Dolores del Río.
Discovery Channel	850 Third Ave., Sixth Floor New York, NY 10022	212- 548-5171/ 212-548-5849	www.discovery.com	Amanda Cullen amanda_cullen@discovery.com	100.0	64/36	40	$63,000	Yes	Yes	Discovery Channel's mission is to illustrate the world in all its wonder, diversity and amazement. We want viewers to feel a little smarter about the world in which they live.
Discovery HD	850 Third Ave. New York, NY 10022	212-548-5160 / 212-548-5849	www.discovery.com	Litsa Milionis litsa_milionis@discovery.com	17.0	75/25	33.5	$50,000	No	Yes	Wide-eyed, jaw-dropping original programming that immerses viewers in the powerful experience of living every moment.
Discovery Health	850 Third Ave., Sixth Floor New York, NY 10022	212-548-4910 / 212-548-5849	health.discovery.com	Tara Lambert tara_lambert@discovery.com	76.9	25/75	46	$58,000	No	No	The network that takes viewers inside the fascinating and informative world of health and medicine to experience first-hand compelling, real-life stories of medical breakthroughs.
Discovery Kids	850 Third Ave. New York, NY 10022	212-548-5160 / 212-548-5849	www.discoverykids.com	Litsa Milionis litsa_milionis@discovery.com	58.0	50/50	9	N/A	No	Yes	Delivering entertaining programming that empowers kids, giving them a satisfaction from the thrill of discovery.
Disney XD	505 Independence Pkwy., Suite 102 Chesapeake, VA 23320	757-553-9080 / 757-553-9072	www.disneyxd.com	Paul Teja paul.teja@disney.com	75.9	57/43	10	$48,000	No	Yes	Disney XD airs action-based children's animated television series along with some live-action programming and movies. Its target market is boys from 9 to 14, though also hitting boys 10-18.

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Network	Address	Phone/Fax	Web Site	Contact/E-mail	Total Subscribers (in millions)	Percent Male/ Female	Average Age	Average Income	Long Form	Short Form	Network Description
Do It Yourself	1180 Ave. of the Americas, 11th Floor New York, NY 10036	212-549-4501 / 212-994-6470	www.diyadsales.com	Lindsey Saltzgiver lsatlzgiver@scrippsnetwork.com	52.0	46/54	45	$68,000	Yes	Yes	DIY is the alternative to HGTV, with more instructional based programming on how to do your home projects and renovations.
E! Entertainment	1114 Ave. of the Americas, 23rd Floor New York, NY 10036	917-934-1039 / 917-934-1004	www.eonline.com	Cathy Garrison cgarrison@comcastsales.com	97.0	32/68	38	$69,000	Yes	Yes	E! is the source for all things celebrity. Pop culture is celebrated through our coverage of red-carpet events, news franchises (E! News; Daily 10, Talk Soup), and original series programming.
ESPN	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	99.1	73/27	39.8	$67,000	No	Yes	Most viewed ad-supported cable network among men 18-34, men 18-49 and men 25-54.
ESPN 2	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	98.8	73/27	46.6	$59,000	No	Yes	ESPN2 ranks No. 1 for perceived value among all networks.
ESPN Classic	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	63.9	72/28	50.2	$50,000	Yes	No	Curator of sports history.
ESPN Deportes	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	4.7	79/21	32	$38,000	No	Yes	The only 24/7 Spanish sports network in the U.S.
ESPN NEWS	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	69.8	80/20	39.2	$71,000	No	Yes	The only 24-hour sports news network.
ESPN On ABC	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	N/A	65/35	48.1	$56,000	No	Yes	Home of the big events: the BCS Championship, NBA Finals, Indianapolis 500, Belmont Stakes and more.
ESPNU	77 West 66th St. New York, NY 10023	212-456-4995 / 212-456-6654	www.espncms.com	T.J. Connolly thomas.j.connolly@espn.com	64.0	75/25	47	$65,000	No	Yes	The premiere multi-media college sports brand.
FitTv	850 Third Ave., Sixth Floor New York, NY 10022	212-548-4910 / 212-548-5849	fittv.discovery.com	Tara Lamber tara_lambert@discovery.com	45.5	39/61	46	$59,000	Yes	Yes	As the only network dedicated to fitness and wellness programming, FitTV strengthens Discovery's commitment to be a leading force in today's health media industry.
Food Network	1180 Sixth Ave. New York, NY 10036	212-549-8603 / 212-944-3648	www.foodnetwork.com	Chris Barry cbarry@foodnetwork.com	99.0	32/68	46	$75,000	Yes	Yes	Food Network strives to be way more than cooking. It is committed to exploring different ways to approach food — through pop culture, competition, adventure and travel.
Fox Business Network	1211 Ave. of the Americas, 22nd Floor New York, NY 10036	212-301-5418 / 212-301-5299	www.foxbusiness.com	Lisa Bortolato lisa.bortolato@foxnews.com	60.0	70/30	60	$70,000	Yes	Yes	24-hour business channel.
Fox News Channel	1211 Ave. of the Americas, 22nd Floor New York, NY 10036	212-301-5418 / 212-301-5299	www.foxnews.com	Lisa Bortolato lisa.bortolato@foxnews.com	98.0	47/53	50	$75,000	No	Yes	24-hour news network.
Fox Soccer Channel	1440 S. Sepulveda Blvd. Los Angeles, CA 90025	310-444-8642 / 310-444-8445	www.foxsoccer.com	Ben Alkaly ben.alkaly@fox.com	36.0	78/22	41.5	$78,000	Yes	Yes	Fox Soccer Channel offers the most comprehensive coverage of world-class soccer available in the United States.
Fox Sports Regionals	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3085 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	N/A	N/A	N/A	N/A	Yes	Yes	Fox Sports Net (FSN) is the only cable network that supplies national, regional and local sports programming to more than 85 million subscribers
FUEL	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3085 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	30.0	N/A	N/A	$58,000	Yes	Yes	FUEL TV is action sports television. It's your connection to what's happening in skateboarding, snowboarding, surfing, BMX, freestyle motocross and wakeboarding.
Fuse	11 Penn Plaza, 17th Floor New York, NY 10001	646-273-3720 / 504-304-2243	www.fuse.tv	Sue Rasmussen srasmussen@fuse.tv	68.0	49/51	28.4	$74,400	Yes	Yes	Fuse, dedicated exclusively to music, brings viewers closer to their favorite artists by featuring original series, specials, interviews, concerts and videos — all rooted in the music experience.
FX	1211 Ave. of the Americas, 31st Floor New York, NY 10036	212-822-8625 / 212-822-8628	www.fxnetworks.com	Paul Rogina progina@fxnetworks.com	97.0	54/46	38	$53,000	Yes	Yes	General entertainment network from 20th Century Fox.
G4	1114 Ave. of the Americas, 23rd Floor New York, NY 10036	917-934-1039 / 917-934-1004	www.g4tv.com	Cathy Garrison cgarrison@comcastsales.com	68.0	64/36	31	$59,000	Yes	Yes	G4 is the only network dedicated to today's tech-savvy, Web-inspired guys. Original irreverent programs, exclusive live events, more content on more platforms to connect with young men.
Game Show Netowrk	680 Fifth Ave., 11th Floor New York, NY 10019	646-557-2963 / 646-557-2993	www.gsn.com	Amy Leifer aleifer@gsn.com	73.0	N/A	46	$51,000	Yes	Yes	GSN is an industry-leading game show and competitive entertainment provider. GSN puts "Winning Within Reach" by inviting its audience to participate and play along.
Golf Channel	1114 Ave. of the Americas, 23rd Floor New York, NY 10036	917-934-1039 / 917-934-1004	www.thegolfchannel.com	Cathy Garrison cgarrison@comcastsales.com	83.0	74/26	53	$76,000	Yes	Yes	The Golf Channel is a 24-hour network dedicated to the fanatic golf enthusiast. Programming includes live events (PGA), instructional, destination and news covering every aspect of the sport.
Gospel Music Channel	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3078 / 323-866-5978	www.worldlinkmedia.com	Gary Jenkins gjenkins@worldlinkmedia.com	45.0	N/A	N/A	$75,000	Yes	No	Audiences today want family friendly programming that the whole family can watch, and Gospel Music Channel delivers.
Great American Country	1180 Ave. of the Americas, 11th Floor New York, NY 10036	212-549-8573 / 212-398-2997	www.gactv.com	Rob Davies rdavies@scrippsnetworks.com	58.0	48/52	40	$57,000	Yes	Yes	24-hour network dedicated to country music and country music fans.
Hallmark Channel	1325 Ave. of the Americas, 22nd Floor New York, NY 10019	212-445-6685 / 212-957-5393	www.hallmarkchannel.com	Amber Landry amberlandry@hallmarkchannel.com	88.9	N/A	N/A	N/A	Yes	Yes	Hallmark Channel is the nation's leading network in providing quality family programming with an ambitious slate of original TV movies, general entertainment, and home and lifestyle content.
Hallmark Movie Channel	1325 Ave. of the Americas, 22nd Floor New York, NY 10019	212-445-6685 / 212-957-5393	www.hallmarkmoviechannel.com	Amber Landry amberlandry@hallmarkchannel.com	34.0	N/A	N/A	N/A	Yes	Yes	HMC is dedicated to bringing viewers the greatest family movies of all time with a mix of classic theatrical films, presentations from the Hallmark Hall of Fame library, and original movies.
History	235 E. 45th St. New York, NY 10017	212-210-9125(S) / 212-210-9162(L) / 212-210-9176(F)	www.history.com	Brian Catterson(S)/Kristin Amundson(L) brian.catterson@aetn.com	98.1	68/32	49	$60,000	Yes	Yes	History is the leading destination for award-winning, original non-fiction series and event-driven specials that connects with viewers in an informative, immersive and entertaining manner.
History en Español	235 E. 45th St. New York, NY 10017	212-210-9125 / 212-210-9176	www.historyenespanol.com	Aura Tolentino aura.tolentino@aetn.com	3.5	65/35	N/A	N/A	No	Yes	24-hour Spanish-language network presents a wide range of programming that focuses on the great dramatic moments and events, as well as the pivotal figures in history.
History International	235 E. 45th St. New York, NY 10017	212-210-9125(S) / 212-210-9162(L) / 212-210-9176(F)	www.historyinternational.com	Brian Catterson(S)/Kristin Amundson(L) brian.catterson@aetn.com	55.1	66/34	53	$63,000	Yes	Yes	HI gives viewers a global perspective with original programming that makes a world of difference, taking viewers to countries around the globe to experience history and culture through their eyes.
HLN	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.hln.com	Jason Baron jason.baron@turner.com	98.4	35/65	60	43,000	No	Yes	HLN brings you the news and views of today's top stories. It's an entertainment network that has a personality-driven primetime news lineup.

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Network	Address	Phone/Fax	Web Site	Contact/E-mail	Total Subscribers (in millions)	Percent Male/ Female	Average Age	Average Income	Long Form	Short Form	Network Description
HRTV	3812 E. Beck Lane Phoenix, AZ 85032	602-595-2094 / 602-595-6154	www.hrtv.com	Olivia Cuadra alliancemedia@cox.net	18.0	N/A	N/A	$65,000	No	Yes	HRTV is a 24-hour television network providing up to 15 hours per day of wire-to-wire coverage of live horse racing action. Live racing from USA, Canada, Australia and Dubai.
Investigation Discovery	850 Third Ave., Sixth Floor New York, NY 10022	212-548-5156 / 212-548-5849	www.discovery.com	Adele Pecoraro adele_pecoraro@discovery.com	55.0	30/70	52	$53,000	No	Yes	America's leading investigation network. Delivers real stories about real people in extraordinary situations. Explores and investigates life's mysteries. Draws you to the edge of your seat.
ION Media Networks	2600 W. Olive Ave., 9th Floor Burbank, CA 91505	818-524-1919 / 818-241-1985	www.iontelevision.com	JoAnn Levey joannlevey@ionmedia.com	98.0	45/55	49	$75,000	Yes	Yes	Positive entertainment, geared to AD 25-54. Reach combines O&O broadcast stations, satellite, cable and telco homes.
Lifetime	235 E. 45th St. New York, NY 10017	212-424-0976(S) / 212-424-7168(L) / 212-957-4467(F)	www.mylifetime.com	Nicole Gallo(S)/Kevin Lyons(L) nicole.gallo@aetn.com	99.2	24/76	46	$43,000	Yes	Yes	Lifetime, the most powerful media brand targeted to women, offers the highest quality entertainment and informational content that celebrates, entertains and supports women.
Lifetime Movie Network	235 E. 45th St. New York, NY 10017	212-424-7053(S) / 212-424-7168(L) / 212-957-4467(F)	www.mylifetime.com	Luke Tarby(S)/Kevin Lyons(L) luke.tarby@aetn.com	77.1	28/72	52	$38,000	Yes	Yes	Lifetime Movie Network, the second highest-rated women's channel behind only its sister network, offers viewers an array of more than 200 movies and miniseries each month.
Lifetime Real Women	235 E. 45th St. New York, NY 10017	212-424-0890(S) / 212-424-7168(L) / 212-957-4467(F)	www.mylifetime.com	Colleen Klages(S)/Kevin Lyons(L) colleen.klages@aetn.com	15.0	24/76	N/A	N/A	Yes	Yes	A network on which every series is about what's real to the contemporary woman. Programming, from scripted series to specials, that inspires, entertains and highlights true-to-life experiences.
Logo	1515 Broadway, 47th Floor New York, NY 10036	212-846-5395 / 212-846-1917	www.logotv.com	Monica Lenti monica.lenti@mtvstaff.com	46.0	48/52	38.6	$77,018	No	Yes	Projected to reach 50 million households by the end of 2010. Beginning in 1Q 2010, Logo is now rated. One of the most affluent, educated and untapped audiences in TV who are brand loyal.
MASN	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	6.6	N/A	N/A	$72,000	Yes	Yes	MASN (Mid-Atlantic Sports Network) is the first regional sports network in the mid-Atlantic.
MavTV	44 Inverness Drive East, Building D Englewood, CO 80112	323-850-8232 / 323-843-9647	www.mavtv.com	Rob Stevens rob.stevens@mavtv.net	35.0	95/5	27	$45,000	Yes	Yes	MavTV is a national 24-hour HD cable and satellite television network targeting the male demographic with programming featuring sports, comedy, gadgets and entertainment for men.
MSNBC	30 Rockefeller Plaza New York, NY 10112	212-664-6284 / 212-664-6308	www.nbcumarketplace.com	Mary Chu-Glynn mary.chu@nbcuni.com	93.0	44/56	57	$67,000	No	Yes	MSNBC is a 24-hour news network. Launched in July 1996, MSNBC offers its audience a mix of breaking news coverage and engaging programming.
MTV	1515 Broadway, 47th Floor New York, NY 10036	212-846-5550 / 212-846-1917	www.mtv.com	Shirin Peykar shirin.peykar@mtvstaff.com	98.0	38/62	21	$54,159	No	Yes	MTV's near-ubiquitous presence in popular culture for more than 25 years has led the channel to be in the center of the cultural influence of music and television on young people and society.
MTV Hits	1515 Broadway, 47th Floor New York, NY 10036	212-846-3186 / 212-846-1328	www.mtv.com	Christine Smith christine.smith2@mtvstaff.com	28.0	55/45	27	$53,000	No	Yes	MTV Hits bring audiences back to music basics. Back to MTV's "Video Killed the Radio Star" and "Yo! MTV Raps" with a 24-hour music stream of videos from today's most popular artists.
MTV Jams	1515 Broadway, 47th Floor New York, NY 10036	212-846-3186 / 212-846-1328	www.mtv.com	Christine Smith christine.smith2@mtvstaff.com	25.0	55/45	27	$53,000	No	Yes	MTV Jams bring audiences back to music basics. Back to MTV's "Video Killed the Radio Star" and "Yo! MTV Raps" with a 24-hour music stream of videos from today's most popular artists.
MTV Tr3s	1515 Broadway, 47th Floor New York, NY 10036	212-846-5669 / 212-846-1779	www.mtvtr3s.com	Danielle Callas danielle.callas@mtvstaff.com	43.2	42/58	23	$34,000	No	Yes	MTV Tr3s offers high quality MTV-style programming tailored for today's new generation of bicultural Latino youth. MTV Tr3s is a one-stop shop for the hottest music, entertainment and lifestyle.
MTVU	1515 Broadway, 47th Floor New York, NY 10036	212-846-8893 / 212-846-1779	www.mtvu.com	Matthew Osler matthew.osler@mtvstaff.com	10.3	50/50	19	N/A	No	Yes	MTVU is an Emmy Award-winning, 24-hour college network that focuses on the emerging music that college students live with, including music videos, a range of original series and news.
MTV2	1515 Broadway, 47th Floor New York, NY 10036	212-846-3425 / 212-846-1779	www.mtv.com/mtv2/	John Miraglia john.miraglia@mtvstaff.com	77.0	65/35	20.7	$53,000	No	Yes	Distributed in nearly 80 million homes. The highest concentration of men 12-24 on TV. Five consecutive years of rating growth, 2009 was MTV2's highest rated year in history among men 12-34.
Mun2	30 Rockefeller Plaza New York, NY 10112	212-664-3948 / 212-790-4724	www.holamun2.com	David Futterman david.futterman@nbcuni.com	35.0	50/50	20	$33,000	Yes	Yes	Mun2 provides young Latinos with a unique, new entertainment option that reflects the Latino lifestyle.
National Geographic	1211 Ave. of the Americas, 31st Floor New York, NY 10036	212-822-8625 / 212-822-8628	channel.nationalgeographic.com	Paul Rogina progina@fxnetworks.com	70.5	59/41	47	$70,300	Yes	Yes	Joint venture between Fox Cable and the National Geographic Society
NBA TV	One Time Warner Center New York, NY 10019	212-275-6646 / 212-275-7115	www.nba.com	Jason Baron jason.baron@turner.com	45.0	70/30	35	N/A	No	Yes	NBA TV is 24/7 for everything basketball,featuring live NBA and WNBA games,behind-the-scenes access, live high-definition (HDTV)game broadcasts, new original programming and more.
NESN	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	5.3	N/A	N/A	$75,000	Yes	Yes	NESN is the ticket to New England sports and New England sports fans. NESN is the exclusive broadcaster of more than half of the regular season Bruins games from October to April. "
NHL Network	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 323-866-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	38.0	N/A	N/A	$72,000	No	Yes	The NHL Network is the first network dedicated to the National Hockey League, where you get an unprecedented 24-hour, all-access pass.
Nick@Nite	1515 Broadway, 47th Floor New York, NY 10036	212-846-8620 / 212-846-1917	www.nickatnite.com	Adam Tucker adam.tucker@mtvstaff.com	100.0	41/59	19.4	$48,000	No	Yes	NAN is the home of many quality acquistions. With shows like Malcolm in the Middle, George Lopez, The Cosby Show and The Nanny, Nick@Nite is your family's place for entertainment.
Nickelodeon	1515 Broadway, 47th Floor New York, NY 10036	212-846-8923 / 212-846-1917	www.nick.com	Christine O'Meara christine.o'meara@mtvstaff.com	100.0	46/54	10.7	$48,000	No	Yes	Nickelodeon is a long-time leader in cable, with such hits as Spongebob, iCarly, Dora the Explorer and The Backyardigans. Be on the look out for our new originals — Victorious and Big Time Rush.
Nicktoons	1515 Broadway, 47th Floor New York, NY 10036	212-846-3188 / 212-846-1917	www.nicktoons.com	Graham Fox graham.fox@mtvstaff.com	69.0	63/37	11.4	$63,000	No	Yes	Nicktoons has become your child's place for animation. With such hits as Avatar, Fanboy and Chum Chum, Ironman and El Tigre, Nicktoons has skyrocketed to the top of animation hits.
Outdoor Channel	43445 Business Park Drive, Suite 103 Temecula, CA 92590	951-699-6991 / 951-695-1695	www.outdoorchannel.com	Allison Hill allisonhill@outdoorchannel.com	36.0	79/21	48	$61,100	Yes	Yes	Original programming on the outdoor lifestyle: hunting, fishing, motorsports and shooting. Outdoor Channel is the category leader on air and online.
Oxygen	30 Rockefeller Plaza New York, NY 10112	212-664-5009 / 212-790-4724	www.oxygen.com	Andrea Mitchell andrea.mitchell2@nbcuni.com	75.0	30/70	42	$48,000	Yes	Yes	Oxygen is the only place to connect with Generation O — the young, valuable audience of trenders, spenders and recommenders who amplify your message and give your brand an advantage.
Palladia	1515 Broadway, 47th Floor New York, NY 10036	212-846-5669 / 212-846-1779	www.palladia.tv	Danielle Callas danielle.callas@mtvstaff.com	20.0	60/40	35	$89,500	No	Yes	Palladia is an HD music channel featuring music programming from MTV, VH1 and CMT and augmented by live concerts. Palladia is an all-access pass to the hottest music content on TV.
Planet Green	850 Third Ave. New York, NY 10022	212-548-5193 / 212-548-5849	www.planetgreen.com	Jason Mezic jason_mezic@discovery.com	57.0	45/55	43	$75,000	No	Yes	Planet Green is the network of people taking risks to discover something new. Showcasing the visionaries who advocate change and move our world forward on a small and large scale.

The information in the Cable Network Directory was compiled from data submitted by cable networks from around the United States and Canada. Under contact information (S) stands for short-form and (L) for long-form.

Network	Address	Phone/Fax	Web Site	Contact/E-mail	Total Subscribers (in millions)	Percent Male/ Female	Average Age	Average Income	Long Form	Short Form	Network Description
ReelzChannel	122 E. 42nd St., Suite 1505 New York, NY 10168	212-697-2463 / 212-661-0096	www.reelzchannel.com	Keith Till ktill@reelzchannel.com	50.0	55/45	45	$65,000	Yes	Yes	ReelzChannel is an entertainment channel and Web site focused exclusively on movies. We provide fun, fresh, informative content daily and guidance to movies wherever they are playing.
Ritmoson Latino	5999 Center Drive Los Angeles, CA 90049	310-348-3375 / 310-348-3380	www.tutvnetworks.com	Damaris Rodriguez darodriguez@univision.net	300,000	41/59	N/A	N/A	Yes	Yes	The music and lifestyle channel focused on the trendiest Latin music from salsa, son and merengue to pop, hip-hop and reggaetón.
Sleuth Channel	30 Rockefeller Plaza New York, NY 10112	212-664-5009 / 212-790-4724	www.sleuthchannel.com	Andrea Mitchell andrea.mitchell2@nbcuni.com	35.0	43/57	49	$58,000	No	Yes	Sleuth's mission is no mystery: to deliver the best mystery and crime programming on television.
SOAPnet	77 West 66th St. New York, NY 08857	212-456-7585 / 212-456-1556	www.soapnet.com	Josh Jackowitz josh.jackowitz@abc.com	75.0	N/A	48	$56,000	No	Yes	SOAPnet airs the top five daytime dramas in our weeknight prime rotation. It also has developed new signature shows, like Being Erika, that you will only see on SOAPnet.
Speed Channel	1211 Ave. of the Americas, 31st Floor New York, NY 10036	212-822-8625 / 212-822-8628	www.speedtv.com	Paul Rogina progina@fxnetworks.com	75.0	81/19	N/A	$65,700	Yes	Yes	NASCAR is our passion.
Spike	1515 Broadway, 47th Floor New York, NY 10036	212-846-6559 / 212-846-1779	www.spike.com	Korey Robinson korey.robinson@mtvstaff.com	98.8	55/45	36	$50,000	Yes	Yes	Spike is the elite network for young to middle-aged men. With programming focused on the crucial 18-49 demo, Spike has established itself with female viewers as well. Get More Action!
Sports Net New York	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3078 / 323-866-3078	www.worldlinkmedia.com	Gary Jenkins gjenkins@worldlinkmedia.com	8.9	N/A	N/A	$64,000	Yes	No	SportsNet New York (SNY) is New York's 24/7 regional sports and entertainment television network.
Style	1114 Ave. of Americas, 23rd Floor New York, NY 10036	917-934-1039 / 917-934-1004	www.mystyle.com	Cathy Garrison cgarrison@comcastsales.com	64.0	21/79	38	$66,000	Yes	Yes	Style is the only women's network dedicated to transformational programming, focusing on the outside fashion/beauty aspect, as well as what's on the inside. Affluent women, 18-49.
Sun Sports	6100 Wilshire Blvd., Suite 1400 Los Angeles, CA 90048	323-965-3030 / 866-965-5930	www.worldlinkmedia.com	Maria Bauza/Joey Hastie(S)/ Bryan Van Der Vliet (L) jhastie@worldlinkmedia.com	6.4	N/A	N/A	$62,000	Yes	Yes	Sun Sports offers a mix of local and regional sports featuring professional, collegiate and amateur events and programs, as well as daily public affairs programming.
Syfy	75 Rockefeller Plaza, Fifth Floor New York, NY 10019	212-664-3836 / 212-790-4724	www.syfy.com	Kristine Laibach kristine.laibach@nbcuni.com	96.4	52/48	43	$48,000	Yes	Yes	Syfy provides a broad range of imagination-based entertainment, including science fiction but also fantasy, the paranormal, adventure and others.
TBS	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.tbs.com	Jason Baron jason.baron@turner.com	99.0	47/53	35.7	$48,000	Yes	Yes	A combination of original and syndicated comedic programs, plus movies. TBS: Very Funny.
Teenick (The N)	1515 Broadway, 47th Floor New York, NY 10036	212-846-8620 / 212-846-1917	www.teenick.com	Adam Tucker adam.tucker@mtvstaff.com	75.0	32/68	15.9	$63,000	No	Yes	Teenick has long been known for the show Degrassi. However, in recent months it has added That 70's Show, Full House, One on One and What I Like About You. Come, sit and enjoy.
Telehit	5999 Center Drive Los Angeles, CA 90049	310-348-3375 / 310-348-3380	www.tutvnetworks.com	Damaris Rodriguez darodriguez@univision.net	2.0	49/51	N/A	N/A	Yes	Yes	The trend-setting channel for Latino youth with a hip, urban programming sensibility; home to the hottest international performers.
The Inspiration Network	3000 WorldReach Drive Indian Land, SC 29707	803-578-1270 / 704-323-7930	www.insp.com/advertising	Keith Woodard kwoodard@insp.com	62.0	38/62	55	$50,000	Yes	Yes	INSP features information, ministry and entertainment content that celebrates faith, family and freedom. Our audience is primarily married, educated women with children living in the home.
The Turner Network	One CNN Center South Tower, 0923B Atlanta, GA 30318	404-827-1937 / 404-878-4591	www.turner.com	Robert French robert.french@turner.com	53,000	47/53	45	$69,000	No	No	Turner Sports and Entertainment is premium original content with category-leading brands, powerful reach and targeting, and deep audience affinities.
TLC	850 Third Ave., Sixth Floor New York, NY 10022	212-548-4910 / 212-548-5849	www.tlc.com	Adele Pecoraro adele_pecoraro@discovery.com	99.0	30/70	41	$63,000	Yes	Yes	At TLC, we're about "real life reality," transporting viewers into the lives of real-life extraordinary people with character. TLC programs are entertaining and always reveal something worthwhile.
TNT	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.tnt.com	Jason Baron jason.baron@turner.com	99.0	42/58	48.5	$43,000	Yes	Yes	A combination of highly successful original and syndicated dramatic programing, plus movies. TNT: We Know Drama.
TOON	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.cartoonnetwork.com	Jason Baron jason.baron@turner.com	98.0	60/40	12	$48,000	Yes	Yes	Animated programming for kids ages 6-11. Runs as a network 6 a.m.-10 p.m.
Travel Channel	1180 Ave. of the Americas, 11th Floor New York, NY 10036	212-549-2929 / 212-398-0428	www.travelchannel.com	Tina Messina tmessina@scrippsnetworks.com	95.7	52/48	43	$63,000	Yes	Yes	Travel Channel is the place for comsumers to satisfy their urge to go, see and do. Catch the travel bug!
TruTV	One Time Warner Center New York, NY 10019	212-275-6669 / 212-275-7156	www.trutv.com	Jason Baron jason.baron@turner.com	92.0	53/47	46.8	$43,000	Yes	Yes	Action and reality programming with court in session live during the daytime hours.
TV Land	1515 Broadway, 47th Floor New York, NY 10036	212-846-6733 / 212-846-1917	www.tvland.com	Keith Minarik keith.minarik@mtvstaff.com	97.4	49/51	51	$38,000	Yes	Yes	Cable's premiere destination for reaching adults 25-54 and older.
TV One	205 Hudson St., Sixth Floor New York, NY 10013	646-616-9762 / 917-591-8222	www.tvoneonline.com	Aisha Simmons asimmons@tv-one.tv	50.1	40/60	41	$38,000	Yes	Yes	A contemporary television destination that features a broad range of lifestyle and entertainment programming designed to entertain, inform and inspire a diverse audience of African-Americans.
Universal HD	30 Rockefeller Plaza New York, NY 10112	212-664-5009 / 212-790-4724	www.universalhd.com	Andrea Mitchell andrea.mitchell2@nbcuni.com	15.0	50/50	50	$75,000	Yes	Yes	Universal HD is committed to airing the best of NBC Universal's programming in 1080i high definition.
Universal Sports	30 Rockefeller Plaza New York, NY 10112	212-664-5009 / 212-790-4724	www.universalsports.com	Andrea Mitchell andrea.mitchell2@nbcuni.com	35.0	50/50	30	$100,000	Yes	Yes	Universal Sports is the top destination for Olympic and championship sports all year round.
USA Network	30 Rockefeller Plaza New York, NY 10112	212-664-7570 / 212-790-4724	www.usanetwork.com	Simon Smith simon.smith@nbcuni.com	99.1	46/54	49	$48,000	Yes	Yes	USA celebrates the characters on our screens and in our audience. Always reflective, inclusive and relatable, USA is devoted to the characters that make us who we are.
Versus	1114 Ave. of the Americas, 23rd Floor New York, NY 10036	917-934-1039 / 917-934-1004	www.versus.com	Cathy Garrison cgarrison@comcastsales.com	76.0	72/28	41	$71,000	Yes	Yes	Dedicated to sports and programming that focuses on the challenges of competition. Home to NHL, cycling, mixed martial arts, college football, Indy Racing League, PBR and field sports
VH1	1515 Broadway, 47th Floor New York, NY 10036	212-846-8979 / 212-846-1779	www. vh1.com	Nickeisha Williams nickeisha.williams@mtvstaff.com	95.3	38/62	27	$56,000	No	Yes	VH1 is the home for "celebreality," music and pop culture. Top programs include Celebrity Fit Club, Tough Love, Top 20 Countdown, VH1 All Access and Behind the Music.
VH1 Classic	1515 Broadway, 47th Floor New York, NY 10036	212-846-5395 / 212-846-1917	www.vh1classic.com	Monica Lenti monica.lenti@mtvstaff.com	58.0	58/42	35	$54,900	No	Yes	VH1 Classic connects viewers to the music, artists and pop culture that matter to them most with original programming, specials, live events and exclusive online content.
WE tv	11 Penn Plaza, 15th Floor New York, NY 10001	646-273-3531 / 646-273-3594	www.we.tv	Pat Lucci palucci@rainbow-media.com	76.0	22/78	43	$55,000	Yes	Yes	WE tv is the premier source for women looking to satisfy their curiousity with fascinating, original stories and entertaining, informative content that is relevant to key stages of their lives.