



Facts and Figures

January 2011

- As of January 2011, Food Network is available in over 100-million Coverage Area Homes; up 894k over January '10.¹
- Median-age for Food Network within Total Day was 48 years during January 2011, while Prime was 44. Additionally during Prime, FOOD averaged a 35% male/65% female split for the quarter, while Total Day was 31% male/69% female.²
- Top 10 Rated Primetime Programs during 1Q11-to-date based on Adults 25-54:³

1. Worst Cooks in America	6. Outrageous Foods
2. Chopped	7. Iron Chef America
3. Diners, Drive-Ins & Dives	8. Best Thing I Ever Ate
4. Restaurant Impossible	9. Ace of Cakes
5. Cupcake Wars	10. Unwrapped
- Based on coverage ratings during 1Q11-to-date FOOD ranked as follows:⁴

Prime Time (M-Su 8-11PM)	Total Day
# 10T for W25-54	# 5T for W25-54
# 11T for P25-54	# 11T for P25-54
# 19T for Households	# 12T for Households
- **CHOPPED ALL-STARS (Sundays at 9p beginning on 3/6)** - A Chopped event like no other, Chopped All-Stars features unbeatable drama, a \$50,000 charitable cash prize and 16 celebrated chefs familiar to Food Network fans. Competitors include Food Network stars like Anne Burrell and Duff Goldman, former contestants from The Next Food Network Star, recurring Chopped judges, and renowned chefs like Anita Lo and Jacques Torres. Judges for this special series include Chopped favorites Alex Guarnaschelli, Marcus Samuelsson, Marc Murphy, and Chris Santos.
- FOOD answered 10,222 viewer inquiries by email, phone and mail in January 2010, satisfying viewers need for information.⁵
- International Food Network launches include Food Network Canada, Food Network UK, Food Network HD Asia, Food Network EMEA, and Food Network HD EMEA. Additionally, Food Network programming has been licensed for airing in 138 countries and territories. Selected Food Network programming is also available to service personnel through American Forces Radio & Television Services (AFRTS).

FOODNETWORK.COM

- FN.com attracted 16.0 million unique visitors during January 2011. Additionally the site received 221 million page views throughout within month.⁶
- Visitors to FN.com continue to be attracted to video content. In January 2011, visitors played more than 4.5 million video streams throughout the month.⁷
- The *Food Network Weekly Newsletter* was distributed to a subscriber base of 1 million. Additionally, *Healthy Eats* subscribers totaled 500k and *Recipe of the Day* was sent out to 550k subscribers within the month.

¹ Source: Nielsen Media Research, Star Media MultiTrak, HH Universe Estimate, January '11 vs. January '10

² Source: Nielsen Media Research, Star Media MultiTrak, 1Q11-to-date; Base P2+

³ Source: Nielsen Media Research, Star Media MultiTrak, 1Q11-to-date; ranked on A25-54 ratings – Primetime M-Su 8-11pm (3+ telecasts)

⁴ Source: Nielsen Media Research, Star Media, 1Q11 (ending – includes all Ad-Supported Cable Networks (rounded to one decimal)

⁵ Scripps Networks Customer Service Center

⁶ Source: Comscore (January 2011)

⁷ Source: Omniture