

# Facts & Figures

June 15, 2011



♪ **Great American Country (GAC) Has Surpassed the 60 Million Household Milestone!**

GAC is receivable in **60,198,000** U.S. households as of June 2011, up 1,491,000 from June 2010.<sup>1</sup>

♪ **GAC Signed its SECOND International Distribution Agreement!**

GAC signed its second international distribution agreement with **CCTV Music in China** for "The Year" series.

♪ **GAC Top 20 Countdown – City of Hope Softball Tournament – Premieres Friday, June 17 at 8 PM.**

Batter Up! This week the Top 20 Country Countdown will take you out on the field to the **21st Annual City of Hope Celebrity Softball Game**. The game will be held the week of the 40th Annual CMA Music Fest in downtown Nashville. At the plate you can catch **Vince Gill, Dierks Bentley, Jake Owen, and Josh Gracin**, and many others as they go head to head to help **raise money and awareness to "Strike Out Cancer!"** Join us as we count down your weekly music videos from the field and see who gets the homerun and comes in at the top spot this week on your Top 20 Country Countdown.

♪ **Master Series: Hall of Fame Inductions – Premieres Saturday, June 18 at 10:30 PM.**

This special edition of the Master Series **pays tribute to Country Music Hall of Fame inductees for 2011**. The show features the medallion ceremony, highlights from the red carpet, and a special interview with this year's inductees. You can't miss it! Plus some **very special guests** appear to honor the new Hall of Famers.

♪ **Behind the Video: Justin Moore "If Heaven Wasn't So Far Away" – Premieres Sunday, June 19 at 3 PM.**

Go **behind the scenes** for Justin Moore's latest video. See the fun and work put into "If Heaven Wasn't So Far Away"!

♪ **Billy Ray Cyrus: I'm American – Premieres Tuesday, June 21 at 8:30 PM.**

Billy Ray Cyrus hosts a fun-filled, all-American BBQ on his farm to salute military families. Billy Ray also **performs cuts from his new, patriotic album "I'm American,"** including **appearances from his friends Bucky Covington, Bill Anderson, and Julie Roberts.**

♪ **Keith Urban: Conversations From the Road 2011 – Premieres Sunday, June 26 at 8:30 PM.**

Join Storme Warren for a special **behind the scenes look at the incredible entertainer, Keith Urban**, as he, his band, and crew prepare to head out to a city near you on his **Get Closer 2011 World Tour.**

## GACTV.com

♪ **Unique Visitors to the GAC Website** increased 19% from May 2010 to May 2011.<sup>2</sup>

♪ **Page Views on GACTV.com** were up 33% from May 2010 to May 2011.<sup>2</sup>

♪ **Video Plays** by visitors to GACTV.com in May 2011 increased 46% from May 2010.<sup>2</sup>

♪ **CMA Music Festival 2011 Coverage.** GACTV.com is offering fans a comprehensive look back at the **"World's Largest Country Music Festival"** with over 700 **photos and exclusive video clips** from inside the event. <http://www.gactv.com/cmafest>

♪ **Just Fishin' With Trace Atkins Sweepstakes.** To celebrate his latest single "Just Fishin'" we are giving away a **grand prize package** that includes tons of **fishing gear and an autographed guitar!**

♪ **GAC's Top 20 Tailgating Songs.** GAC will ask fans to help select the 20 songs and videos that are a **must have when throwing a tailgate party.** Voting will start on June 22<sup>nd</sup> – July 11<sup>th</sup> and the GAC special will air later in July.

♪ **July Artist of the Month: Ashton Shepherd.** UMG Nashville Recording artist Ashton Shepherd will be GAC's July Artist of the Month. Fans can watch **exclusive interview clips, new photos** and pick up her **new album Where Country Grows.**

<sup>1</sup> Nielsen Media Research, June 2010 / June 2011  
<sup>2</sup> Omniture May 2011 vs. May 2010