

**ABC DAYTIME**

500 South Buena Vista Street, Burbank, CA 91521-4123

**Contact: Jori Petersen**

818 460 7736

Online Press Materials at: [www.abcmedianet.com](http://www.abcmedianet.com)

## ABC Daytime Fact Sheet

ABC Daytime produces more than 1,000 hours of original television a year, with four network-owned daytime programs including the talk show “The View,” as well as daytime dramas “All My Children,” “General Hospital” and “One Life to Live.”

**Performance:**

In daytime, ABC won the 2010 February Sweep among the key audience demographic of Women 18-49, marking its second consecutive February win. ABC’s full daytime lineup also won the sweep among Women 25-54, scoring its 39<sup>th</sup> straight sweep win. Season-to-date, the full daytime lineup ranks No. 1 among Women 25-54. For the past five years, three of the four daytime programs – “The View,” “One Life to Live” and “General Hospital” – have won their time periods with Women 18-49.

**Daytime Fan Outreach:**

ABC continues the Soap Nation Tour, a collection of nationwide events designed for interaction with fans on a year-round basis, offering greater access to stars in more cities, more often. Dedicated to increasing awareness of our shows and growing our audience, all four daytime shows are now also available on ABC.com’s online video player. Additionally, over a million subscribers each week receive the ABC Daytime HOT SHEET, which highlights all the ABC daytime programming and events.

**Updates:**

ABC Daytime moved “All My Children” from New York to Los Angeles in January 2010 coinciding with the show’s 40<sup>th</sup> anniversary. The move has enabled the show to double its studio space, transition immediately to high definition and make considerable production cost savings.

In 2010, “General Hospital” celebrated its 12,000 episode. “One Life to Live” continues its commitment to music integrations welcoming “Snoop Dogg” and “Lifehouse” in 2010.

ABC Daytime continues to capitalize on growing consumer demand for entertainment product by leveraging the success of its hit franchises into licensing and merchandising opportunities across a variety of media. It also develops strategic partnerships in such emerging technology sectors as e-commerce, broadband, video-on-demand and mobile video streaming, delivering a wide range of content directly to fans of ABC Daytime programming, creating new revenue and marketing opportunities. The ABC Mobile store features ringtones, wallpapers, and ‘Soap Confidential,’ a service that allows fans a way to stay connected with mobile images and messages of their favorite soap characters.