



**ABC ENTERTAINMENT GROUP**

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# ABC Entertainment Group Fact Sheet

Formed in January 2009, the ABC Entertainment Group develops and produces compelling programming for broadcast on ABC, as well as across television and digital platforms. The successful partnership between ABC Studios and ABC Entertainment has delivered some of the most successful, talked-about and evolutionary series on television today, including “Desperate Housewives,” “Grey’s Anatomy,” “Lost,” “Modern Family” and “V.”

**ABC Entertainment:**

ABC Entertainment is responsible for all network primetime and late-night entertainment programming, inclusive of scripted dramas and comedies, alternative series, specials, movies and mini-series.

The network’s 2009-10 lineup includes “Cougar Town,” “The Deep End,” “FlashForward,” “The Forgotten,” “Happy Town,” “The Middle,” “Modern Family,” “Shark Tank” and “V.” ABC’s returning series include “America’s Funniest Home Videos,” “The Bachelor,” “Better Off Ted,” “Brothers & Sisters,” “Castle,” “Dancing with the Stars,” “Desperate Housewives,” “Extreme Makeover: Home Edition,” “Grey’s Anatomy,” “Lost,” “Private Practice,” “Scrubs,” “Supernanny,” “True Beauty,” “Ugly Betty” and “Wife Swap.”

ABC is also home to the late-night series “Jimmy Kimmel Live,” the annual Academy Awards® presentation in February, as well as the Country Music Awards and American Music Awards in November.

**ABC Studios:**

ABC Studios is a leader in the development, production and strategic distribution of entertainment content across television and emerging digital platforms. The studios’ hit primetime series, such as “Desperate Housewives,” “Grey’s Anatomy” and “Lost,” have fed the company’s distribution pipelines worldwide with programming and related product lines.

ABC Studios debuts three new programs for the 2009-10 TV season, including “FlashForward,” “Happy Town” and “Cougar Town” for the ABC Television Network.

**Primetime Performance:**

ABC finished the 2009 November Sweep No. 1 among Women 18-34 and Women 18-49. The No. 2 network among Adults 18-49, ABC aired the Top 2 scripted series during the sweep – “Grey’s Anatomy” (No. 1) and “Desperate Housewives” (No. 2) – along with television’s top rated new drama and comedy, “V” and “Modern Family.” Overall, the network placed four of television’s Top 10 most-watched series during November, including “Dancing with the Stars” (No. 3), “DWTS Results” (No. 5), “Grey’s Anatomy” (No. 8), “Desperate Housewives” (No. 9).

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# ABC Entertainment Group Fact Sheet (cont.)

## **ABC.com:**

ABC.com's Full Episode Player delivers a high-quality viewing experience to users and premium to advertisers, attracting a young, highly educated and loyal audience. Last fall, ABC.com launched a new short-form video player, which allows users to embed videos throughout the web, including their own blogs and third-party social networking sites. The ABC.com short-form player is home to over 2000 pieces of content including original webisodes, exclusive sneak peeks and interviews with the stars of ABC's most popular series, as well as ABC.com's original daily online series "Start Now." ABC.com is available anytime, anywhere on mobile devices at [m.abc.com](http://m.abc.com).

## **Commerce:**

Capitalizing on growing consumer demand for its franchises, ABC Entertainment Group continues to leverage the success of its hit programming into global business development opportunities, including merchandise licensing, home video, book publishing and music soundtracks.

In the DVD market, ABC has capitalized on increased consumer interest in episodic programming by launching box sets of "Brothers & Sisters," "Desperate Housewives," "Grey's Anatomy," "Lost," "Private Practice" and "Ugly Betty."

In addition, ABC continues to develop strategic partnerships in such emerging technology sectors as wireless, e-commerce, broadband and video-on-demand, delivering a broad range of content directly to fans, creating new revenue and marketing opportunities and furthering the relationship with its audience. Episodes from hit ABC series are available to U.S. consumers for purchase through Apple's iTunes Music Store and Xbox Live.