

STAR TREK VOYAGER®

YEAR ONE MISSION RESULTS

Welcome back. Thanks to the help of partners in the STAR TREK: VOYAGER marketing collective like you, the show continues to thrive as one of the dominant forces in television syndication.

As you'll see in our demographic profile, over the past year VOYAGER has grown steadily to become a solid performer. Following the completion of the 1999 season, STAR TREK: VOYAGER now has 146 episodes airing in syndication going into its final season. The most recent episodes, 221-246, will begin airing during the November 2000 sweep period.

Whether you are airing the show in prime access or late night, please take advantage of all of the materials and suggestions in this kit for optimum success. And remember, if you follow our rules of audience engagement, *viewer resistance will be futile*.

This document will help you conquer the treacherous conditions surrounding Year Two of our launch mission: apathy, misinformation and disunity. Let's begin, appropriately enough, with the newest way that high technology is changing our futures together...

PARAMOUNT ADVERTISING AND PROMOTION WEB-SITE

Coming this fall you'll be able to access all the advertising materials for VOYAGER 24-hours-a-day, at the click of a mouse. The new Paramount Advertising and Promotion Web Site located at www.paramountpromo.com will let you download digital logos, ads, photography, synopses, biographies and more. You'll even be able to download VOYAGER episodic radio spots directly to your desktop, (or arrange for local radio stations or production houses to do so) eliminating the need for distribution and delivery of audio tapes.

NOTE: This site is to be considered a business-to-business service for marketing professionals only; the address should not be made public or given to viewers. Your e-mail address will serve as your user ID and, along with your personal password, will only allow you access to materials for the shows you air.

We'll be contacting you soon with more details on the site.



STAR TREK VOYAGER®

Marketing Overview – Cont.

PSYCHOGRAPHIC & DEMOGRAPHIC UPDATE

STAR TREK: VOYAGER debuted in syndication the week of September 13th, 1999, with an average national rating of 1.1. In the year since, it has risen to average a 1.5 rating in the third quarter of 2000. This tells us that the hard work and promotional push you're putting behind the show is working.

Remember: in creating and executing your local marketing, promotion and publicity plans for STAR TREK: VOYAGER, it is important to deliver a *consistent message* that reaches the viewer at maximum warp speed. A heavy on-air schedule during the STAR TREK: VOYAGER lead-in is critical, as are promos in other key time periods throughout your schedule. Still, regardless of the delivery vehicle (on-air promos, print ads, radio contests), the message which underlies everything you do should be the same - *STAR TREK: VOYAGER is quality television for people with adventurous spirits and curious minds.*

The enduring STAR TREK brand continues to serve you well on your mission to establish and maintain an audience for STAR TREK: VOYAGER. As one of UPN's highest-rated series, it has a built-in fan base, which has followed the series into syndication - to the tune of a season-high national average of 1.7 in June 2000.

WHO ARE THE 2000 VOYAGERS?

Our initial research of the network airing of STAR TREK: VOYAGER indicated that diehard fans of the series were mostly male, although an unusual number of women are also loyal to the show. Our research / knowledge base over the past year has expanded to reveal that 45 percent of the audience are 18+ males, split evenly between Men 18-49 and Men 25-54.

Initial research indicates that, as in the case of the network audience:

- They are educated, and are usually professionals earning \$50,000+ a year.
- They are early adopters of new technology.
- Most have computers and frequently access the Internet.
- They read more than average viewers, so newspapers and magazines are a good way to reach them.



STAR TREK VOYAGER®

Marketing Overview – Cont.

As expected, teens, kids, Men 55+ and Women 55+ comprise only a very small segment of the total audience.

The most surprising revelation of the past year is that more women are watching VOYAGER in syndication than ever before. A full 39 percent of the STAR TREK: VOYAGER audience is female and 18+, split very evenly between the 18-49 and 25-54 groupings. Pass this on to your Local Sales Manager; this trend could certainly continue due to the more character-driven storylines of the past season's episodes, which are more likely to continue to grow and maintain the female audience.

OH WHAT A NIGHT!

Your promo time is at a premium in VOYAGER, especially during its highest rated night of the week. The STAR TREK: VOYAGER audience continually experiences its largest audiences on Thursday evenings, where the show has averaged between a 1.7 and a 2.1 national rating over the past two quarters. With the establishment of the network audience watching "Must See TV," it may now be that audiences are making an appointment to watch television on Thursday evenings, expecting quality programming in return - and that VOYAGER meets and exceeds their expectations.

NEVER A DULL MOMENT WITH A VOYAGER LIFESTYLE

VOYAGER viewers are a socially active group into technology, computers, games and their communities. They are socially involved and are more likely than most to volunteer their time to charities, political causes and other non-profit organizations, as well as visiting museums and galleries. Here are some other audience factoids:

- Uses Technology
- Computers/Modems/Fax
- Plays Board Games/Chess
- Enjoys Museums & Theme Parks
- Heavy Readers
- Uses the Web Heavily

And our research shows that VOYAGERS like to watch a lot of TV, especially action/adventure shows, Monday-Friday sitcoms like THE SIMPSONS, HOME IMPROVEMENT and MARRIED WITH CHILDREN, as well as prime time dramas - and of course, other sci-fi fare. So be sure to run these promos where they count - and where potential VOYAGER watchers will be watching!



STAR TREK VOYAGER®

Marketing Overview – Cont.

KEY SHOWS FOR VOYAGER VIEWERS:

- THE SIMPSONS
- HOME IMPROVEMENT
- MARRIED: WITH CHILDREN
- THE FRESH PRINCE OF BEL-AIR
- FRASIER
- SEINFELD
- MAD ABOUT YOU
- MARTIN
- M*A*S*H*
- COPS
- N.Y.P.D. BLUE

KEY CABLE BUYS TO REACH VOYAGER VIEWERS:

When making your outside media buys, keep in mind that VOYAGER viewers prefer to listen to Album-Oriented Rock, Classic Rock, Golden Oldies and News/Talk. They watch a lot of cable – especially these channels, so keep them in mind when making your cable buys:

- THE DISCOVERY CHANNEL
- MTV
- VH1
- SCI-FI
- USA NETWORK
- COMEDY CENTRAL
- CARTOON NETWORK
- A&E
- BET

EVERY VOYAGE MUST END...

And so we, too, will sign off for the moment. Thanks for perusing this most current update of the **STAR TREK: VOYAGER** marketing materials, as we continue our own never-ending quest for syndicated promotional perfection.

As the final season draws near, please don't hesitate to contact G. Michael Privett at (323) 956-5798 if you have questions, ratings victories, or great ideas to share.

