

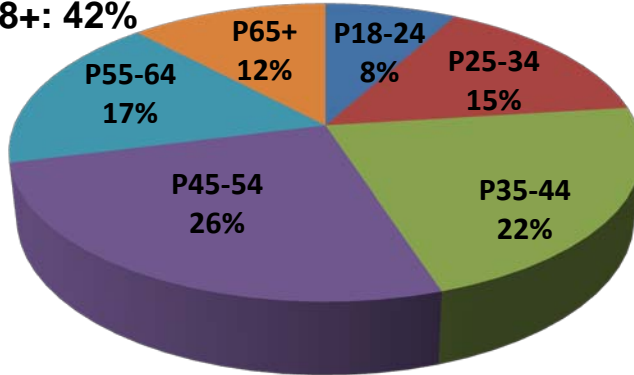
# BBC America At-A-Glance

## Primetime Audience Composition

Men 18+: 58%

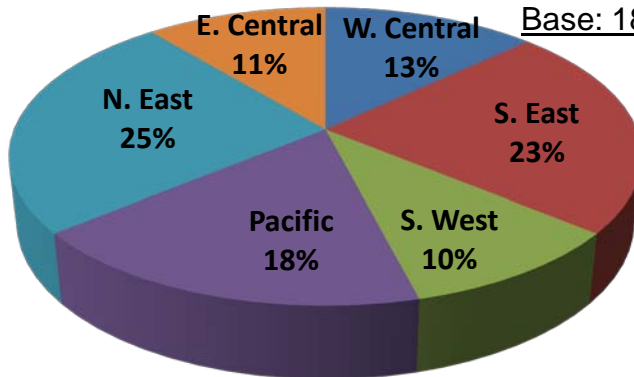
Women 18+: 42%

Base: 18+



## Primetime Geographic Distribution

Base: 18+



Distribution (Feb. '12):

75 million homes

## Viewer Profile

	<b>BBCA</b>	
Median Age:	45	
	<b>BBCA</b>	<b>Cable Avg</b>
Median Household Income	\$66,000 (#1)	\$52,000

## Upscale Profile

Adults 25-54	BBCA Index
Master's Degree And Above	156
C-Suite	194
HHI \$75K+	139
HHI \$100K+	149