



Turn on AMC
vs.
Game of Thrones on HBO

Insight Report on Intended Viewer Comparison

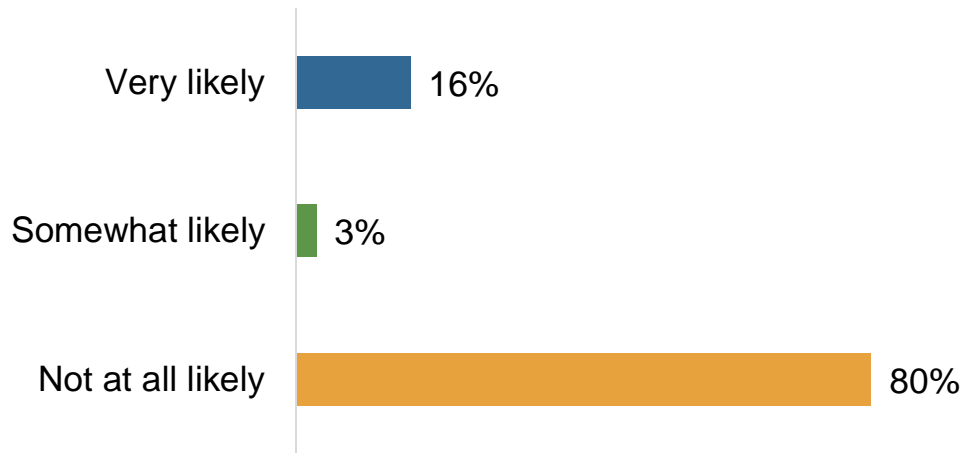
April 4, 2014

About this Insight Report

- “ CivicScience developed this report using our **InsightStore** solution . an online research platform that mines real-time consumer opinions and custom research responses from over 27 million+ anonymous respondent profiles (and growing daily).
- “ This report highlights some of our capabilities in Audience Insights and Measurement, in order to provide deeper yet timely insights about consumer behavior, attitudes, and demographics.
- “ The data was collected from April 1, 2014 through April 4, 2014.

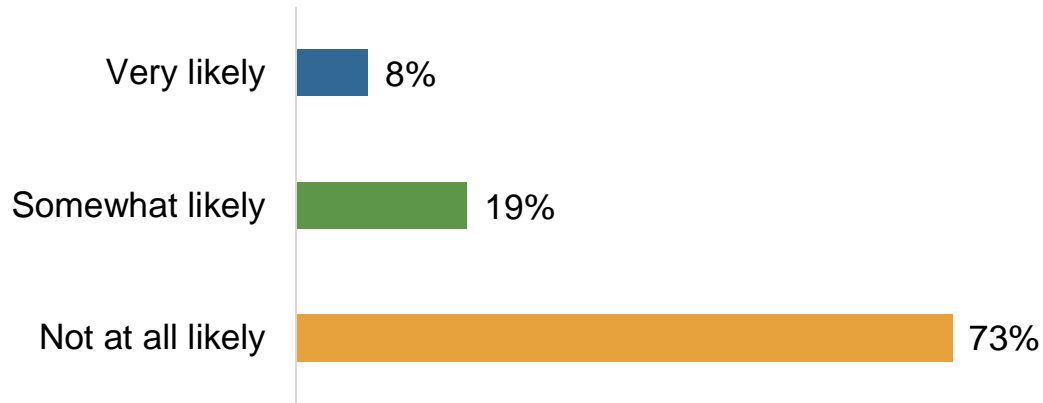
Topline Results

How likely are you to watch season 4 of Game of Thrones?



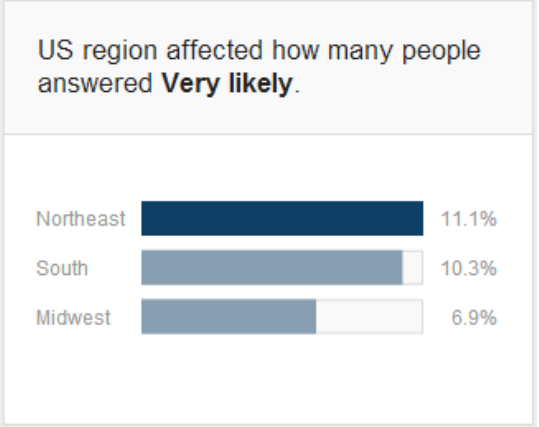
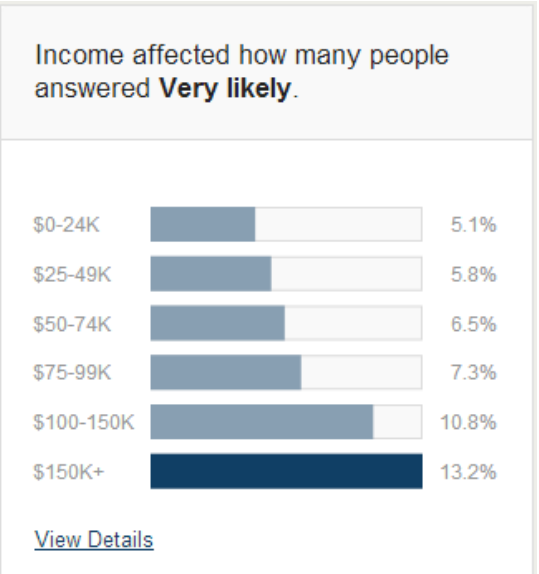
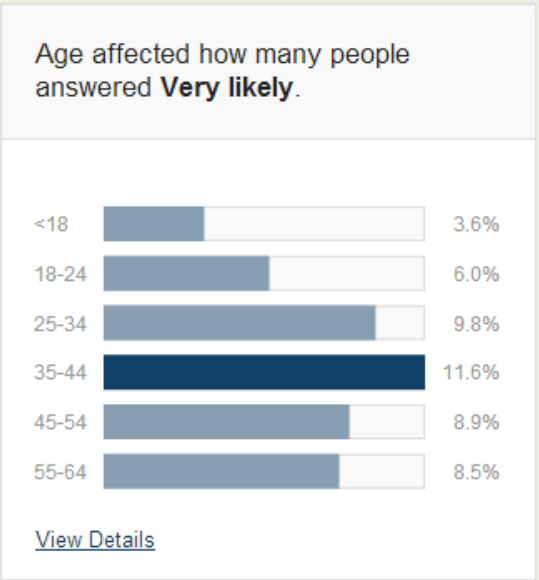
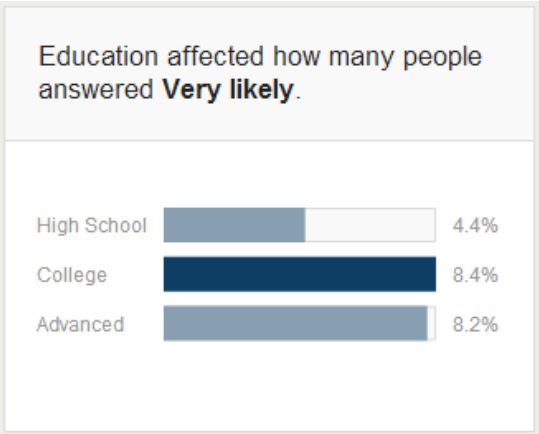
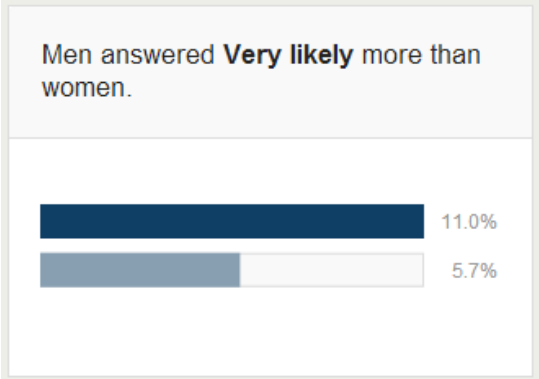
Note: 4,793 responses collected from 4/1/2014 to 4/4/2014. Results weighted according to the U.S. Census figures for gender and age, 13 and older.

How likely are you to watch the new Revolutionary War spy drama "Turn" on AMC?

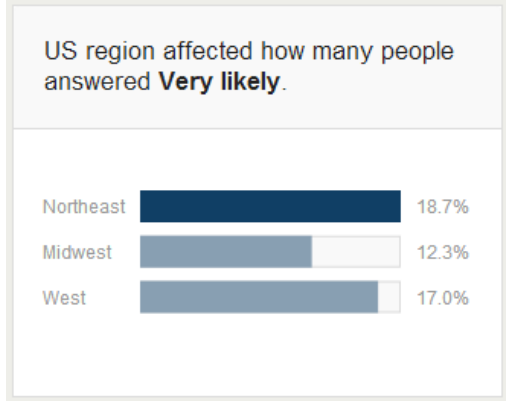
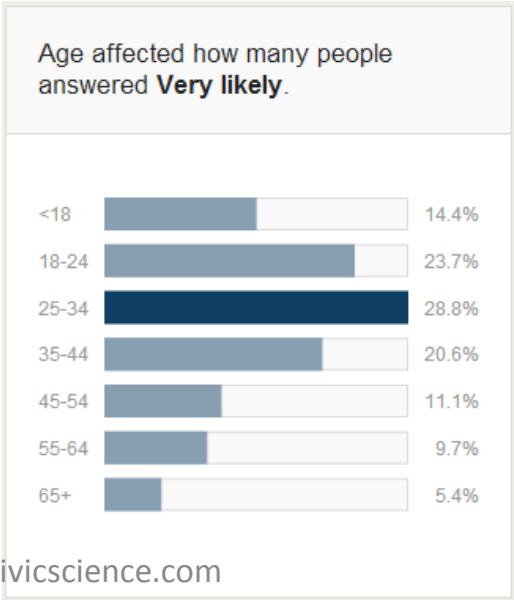
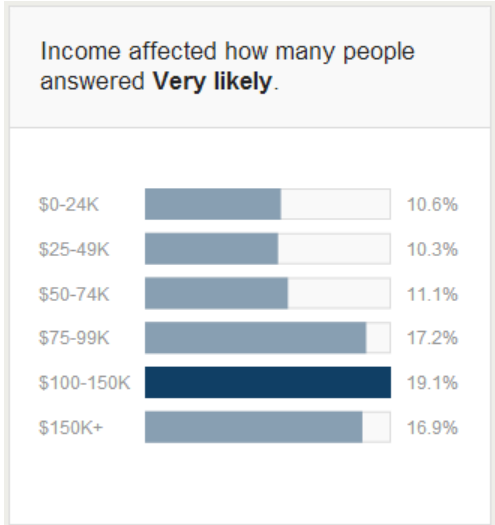
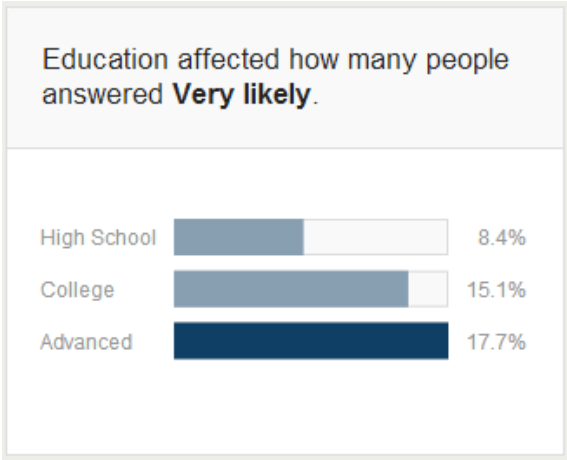


Note: 5,889 responses collected from 3/26/2014 to 4/4/2014. Results weighted according to the U.S. Census figures for gender and age, 13 and older.

Turn is expected to draw a more male, GenX, highly-educated, high-income audience, with largest viewing rate in the US Northeast.



Game of Thrones is expected to draw more Millennial males, who are highly-educated, have a high-income, with a slightly larger viewing rate in the US Northeast.





Intended Viewer Profiles

The Likely *Turn* Viewer...

Entertainment/Media Consumption

• is 26% LESS likely to watch full **television programs online**, 31% more likely to watch **documentaries**, 3X more likely to watch **local TV news**, 25% LESS likely to share entertainment news on **social media**, 75% more likely to play **Fantasy Sports**, and 188% more likely to consider **Robert Plant** the greatest rock front-man of all-time.

Technology Usage

• is 38% more likely to own a **tablet** and 18% more likely to own an **e-Reader**.

The Likely *Turn* Viewer... (continued)

Health/Lifestyle

• is 115% more likely than average to consider **travel** a passion of theirs, is 2X more likely to use a **credit card** for the majority of his purchases, 60% LESS likely to use **public transportation**, and twice as likely to list **carrots** as their favorite vegetable.

Shopping/Personal Finance

• is 31% more likely to shop at **L.L. Bean**, 184% more likely to love **Hyundai cars**, and 29% more likely to invest via **savings account**.

The Likely *Game of Thrones* Viewer...

Entertainment/Media Consumption

• is 30% more likely to spend more time **watching dramas** on TV each week, over 2X as likely to **play video games** daily, 33% LESS likely to watch **local TV news**, 57% more likely to closely **follow trends and current events in music**, 147% more likely to **watch full television programs online**, 94% more likely to play **Fantasy Sports**, 140% more likely to enjoy reading **Science Fiction & Fantasy books**, and 83% more likely to be on **Twitter**.

Technology Usage

• is 38% more likely to read **tech websites/blogs** daily or weekly, 2X as likely to say they are **addicted to their digital devices**, 2X as likely to own an **e-Reader**, and 60% more likely to own a **smartphone**.

The Likely *Game of Thrones* Viewer... (continued)

Health/Lifestyle

• is 138% more likely to buy **organic food** every chance they get, +113% more likely to use **public transportation**, and 53% more likely to say their favorite vegetable is **spinach**.

Shopping/Personal Finance

• is 35% more likely to tell others about **new brands or technology**, 81% more likely to seek **online reviews** before purchases, and 53% more likely to **try new products before others**.

Contact Us for More Details

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consumer insights from the
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