

CBS FANTASY SPORTS: "OPEN" FOR BUSINESS!

AFC CHAMPIONSHIP
GAME SCORES FOR
CBS.

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CBSSPORTS.COM LAUNCHES THE OPEN FANTASY PLATFORM
Award-Winning Fantasy Sports Service Opens to Third Party Developers



<http://tinyurl.com/7fshnce>

NOTABLE & QUOTABLE

"This is one of the biggest developments we've ever seen in the industry." -- Paul Charchian, President, Fantasy Sports Trade Association (in the SportsBusiness Journal)

... "Few of the big media properties have gotten with the times and opened their data-rich platforms to indie developers and data hounds. Today, it looks like CBS Sports is leading the way... Considering there's a thriving ecosystem of fantasy sports news, media, analysis, and data crunching sites out there, this allows them to build products that can live on CBSsports.com, exposing them to a host of new fans and revenue generating opportunities." -- TechCrunch

"Jim Lanzone, President of CBS Interactive, said the open platform will give fantasy sports companies a significant lifeline: Direct access to its millions of players." -- Associated Press

On Jan. 17, CBSsports.com announced the opening of its award-winning fantasy sports service to third-party developers, a first-of-its-

kind industry initiative. Via a newly established **Fantasy Platform Development Center** (developer.cbssports.com) outside companies can now find everything they need to build a customized fantasy app using data within CBSsports.com Fantasy Games.

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"The way people play fantasy sports has dramatically changed over the last ten years, with players using a ton more tools and products produced by a growing number of businesses. Providing outside developers access to our proprietary service will benefit the entire fantasy industry ecosystem, creating additional value for companies, developers and advertisers while consolidating and enhancing the experience for fantasy players."

-- Jason Kint, Senior Vice President and General Manager, CBSsports.com

Six companies -- including well-known brands such as **MLB.com** and **Bloomberg Sports** -- have signed on as initial Fantasy Platform partners and will have free and/or premium apps available when CBSsports.com's Fantasy Baseball product, featuring the new "CBSsports.com App Central," launches on Jan. 31. To date, more than 300 companies

have joined the launch partners and registered to develop apps for their products and services on the CBSsports.com Fantasy Platform.

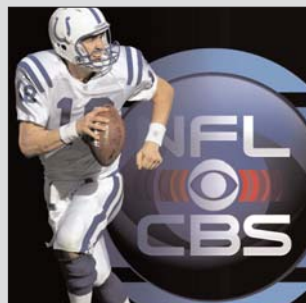
Details about the apps which initial Fantasy Platform launch partners plan to build are as follows:

MLB.com will be building an app that allows MLB.TV subscribers to automatically see a live game, including the most relevant action and statistical data to their fantasy teams. Bloomberg Sports will be developing apps around their "Front Office" (baseball) and "Decision Maker" (football) consumer products. **Advanced Sports Media** will develop apps that help customers with their Fantasy Sports league drafts, while **RotoWire** will develop an app around its real-time player news and in-depth player profiles to help fantasy fans make the most timely and informed roster decisions possible.

StatSheet will be developing "StatSmack" to arm team managers with information and trash talk to show why they and their team are better than the competition. **Ziguana** will be releasing the "Forecaster" app, which calculates a team's probability of winning weekly matchups and makes day-to-day recommendations customized to specific league settings.

As previously reported, CBSsports.com's Fantasy Platform serves one of the most engaged and loyal fantasy sports audiences in the business. For example,

CBS SPORTS SCORES HIGHEST VIEWER AVERAGE FOR EARLY AFC CHAMPIONSHIP GAME IN 30 YEARS



CBS Sports' coverage of the 2012 AFC Championship game featuring the **New England Patriots** defeating the **Baltimore Ravens** on Sunday, Jan. 22 (3:07-6:16 PM, ET) averaged 48.7 million viewers (Persons 2+).

This is the highest viewer average for the early AFC Championship game in 30 years and the second highest viewer average for the game in that time frame. In addition, the early AFC match-up scored the highest rating for an early AFC Championship game in 17 years. (Source: NTL)

Fantasy Football players on **CBSsports.com** register the highest level of engagement of any major site, as well as the most affluent and educated Fantasy Football audience among all major competitors. (Source: Nielsen NetRatings). Underscoring their popularity, CBSsports.com's fantasy sports products and games have won eight of the past eleven *Fantasy Sports Trade Association Awards* for best Fantasy Commissioner Product.

TELEVISION



GREAT NEWS!: For the week of Jan. 16, the CBS EVENING NEWS WITH SCOTT PELLELY delivered its highest HH and viewer ratings since the week of Jan. 26, 2009. The broadcast also posted year-to-year double-digit percentage gains for the week among HHs (+11%), total viewers (+11%) and A 25-54 (+19%). For the third consecutive week EVENING NEWS tied **ABC** in the A25-54 demo, and the broadcast remains in its closest competitive position with ABC since the week of Sept. 25, 2006. Season-to-date, CBS EVENING NEWS is the only network evening news broadcast to post year-to-year gains in HHs (+8%) and viewers (+5%).

(Source: NTL)

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CBS OUTDOOR #1 IN PREMIUM DIGITAL ADVERTISING IN IRELAND



The latest CBS Outdoor digital display to be launched in Dublin -- especially designed in keeping with the architecture of the Swords Pavilions mall.

In a partnership that creates Ireland's largest premium digital advertising network, in December **CBS Outdoor** and the **Swords Pavilions** are developing a dedicated commercial digital advertising network in one of the largest shopping and leisure malls in Ireland. Under the terms of the deal CBS Outdoor will install 20 screens in ten locations throughout Pavilions Mall, allowing advertisers to reach an audience of over 45 million consumers annually. Notes **Colin Leahy**, Managing Director of CBS Outdoor: *"We are delighted to be partnering with Pavilions as part of our continued investment in our retail digital network. Pavilions Swords is a premium retail destination and this development allows us to continue on our strategy of delivering relevant audiences for our Advertisers in a medium that keeps pace with audience expectations in our digital world."*

(GREAT NEWS, continued from page 2)

And... In the week of Jan 13, **CBS THIS MORNING** delivered a +5% increase in both HHs and viewers compared to pre-end-of-year holiday weeks. The broadcast built viewership during the week, posting a +10% gain in HHs Monday to Friday and +8% in viewers. (Source: NTI).

Plus, on the Entertainment Front... On Tue, Jan. 17, a rebroadcast of NCIS delivered more than 13 million viewers, more than any scripted program on the competition. ... On Thursday, Jan 19; the 100th episode of

A TROPHY STOPS AT A TROPHY STATION



Last month, the 2011 St. Louis Cardinals World Series Trophy made a stop at St. Louis flagship station KMOX-AM which had aired the Series. Ehere everyone at the station had the opportunity to have their photo taken with the trophy. Among them were (at left) Steve Moore, the station's VP of Talk, CBS Radio, Director of Programming and Operations; and John Sheehan, Senior Vice President, Market Manager CBS St. Louis KMOX - KEZK - KYKY.

THE BIG BANG THEORY topped "American Idol" in A18-49 and ROB retained 85% of its premiere in viewers and A18-49. (Source: NTI)

"The move into the regional market perfectly complements our existing bouquet of channels in India, utilizing existing programming resources customized to the Punjabi market and backed by Reliance's great media assets in the region."
-- Armando Nuñez, President, CBS Studios International



"BIG CBS" SPA-RKS THE PUNJABI: On Jan. 14, The **BIG CBS**, CBS Studios International's

joint venture in India with **Reliance Broadcast Network**, launched **Spark Punjabi**, the first international television channel available across the Punjab, Haryana, Chandigarh and Himachal Pradesh (PHCHP) region. Targeting the 15+ audience and featuring the best of CBS content dubbed in Punjabi, the channel has a potential reach of more than six million largely affluent households. The BIG CBS joint venture with Reliance has already launched three channels in India -- **BIG CBS PRIME**, **BIG CBS LOVE** and **BIG CBS SPARK** -- and stands as the #1 English entertainment network in the country.

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CBS CARES LAUNCHES 2nd COLONOSCOPY SWEEPSTAKES



On Jan 15, CBS and New York-Presbyterian Hospital joined forces to increase awareness of colon cancer by launching the second

CBS Cares Colonoscopy Sweepstakes. The campaign was introduced during 60 MINUTES with a PSA featuring colon cancer survivor and THE TALK host **Sharon Osbourne**, her husband, **Ozzy** and **Alan Kalter**, the announcer of LATE SHOW WITH DAVID LETTERMAN. Through March 31, all CBS media platforms will be supporting the PSA, including the CBS Television Network, CBS RADIO, CBS Outdoor and a wide range of CBS Interactive sites. The grand prize winner of the Sweepstakes will receive a trip for two to New York City and a free colonoscopy from a leading gastroenterologist and colon cancer expert. To view the PSA and to learn more, visit www.CBSCares.tv or go to <http://tinyurl.com/6o2gskk>

INTERACTIVE



LLCool J with CNET Editor Brian Tong at the CNET Booth during CES 2012.

CNET BREAKS CES TRAFFIC RECORDS:

At last week's Consumer Electronics Show, CNET's special section (<http://ces.cnet.com>) reached more than nine million page views, up 14% from 2011, and 1.5 million unique users, up 22% compared to last year. As the official digital

media and live streaming partner of CES, CNET also delivered more than three million live and on-demand video streams across all platforms including the new CNET iPad and iPhone apps, CNET's Facebook page, the CNET Roku channel, and streaming partners Livestream, Ustream.tv and YouTube. In addition, CNET's social media referrals were up 241% over last year as more people than ever tweeted and shared CNET's CES coverage among their friends and social circles. (Source: CNET Internal)

CBS HONORED AS A TOP WORKPLACE EQUALITY EMPLOYER



According to the Human Rights Campaign, the nation's largest

civil rights organization working to achieve Lesbian, Gay, Bisexual and Transgender (LGBT) equality, CBS is a top workplace equality employer, with a score of 90 out of 100 on the 2012 Corporate Equality Index report. Noting this important recognition, CBS Corporation's SVP & Chief Diversity Officer **Josie Thomas** said, "We are pleased to participate in the Corporate Equality Index, as our high score illustrates progress in creating a LGBT inclusive workplace. Embracing diversity is a hallmark of a world-class corporation and we strive to achieve that standard throughout CBS."

More Diversity News...



On Jan. 12, the CBS Writers Mentoring Program, a component of the CBS Diversity Institute, held a reception for its ninth group of emerging writers at CBS Broadcast Center in Studio City. "We are incredibly proud of this program which has a strong reputation in the industry as a result of its extremely competitive application process and its focus on career development, support, personal and organic access to executives in the decision-making process and ultimately employment," said Nina Tassler, President CBS Entertainment (4th from left in photo above). "What makes our program so special is the quality of the mentors; we have the absolute best mentors in the business," she added.

In photo above, members of the CBS Writers Mentoring Program join CBS's Tassler, including Tiffany Smith-Anoa'i, VP Diversity & Communications (3rd from left); Jeanne Mau, VP Current Programming (far left); and CBS Writers Mentoring Program administrator Carole Kirshner (2nd from left).

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