



VELOCITY

**FOR IMMEDIATE RELEASE**  
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**VELOCITY STARTS 2014 IN OVERDRIVE, DELIVERING RECORD BREAKING NUMBERS IN ALL DEMOS FOR FIRST QUARTER AND MONTH OF MARCH**

*--Network Celebrates Best Quarter In Network History Across All Demos In Prime and Total Day and Its Best Month Ever in March --*

(New York) – VELOCITY, one of cable’s fastest growing brands for men, continues its incredible momentum in 2014 as the network boasted double-digit ratings increases resulting in its **BEST QUARTER EVER**. 1Q14 is the strongest quarter in network history - in both prime and total day across all demographics. Highlighting the quarter’s performance was Velocity’s stellar March, the network’s **BEST MONTH EVER** in prime for all demos HH, P/M25-54, P/M18-49, M18-34, highlighting 22 months of consecutive ratings growth.

In 1Q14 (Prime) for the coveted M25-54 target, Velocity ranked #42 in delivery, climbing 11 slots in the cable rankings. Competitively, Velocity out-delivered sports nets including NBA TV, NFL Network, ESPN U, Golf Channel, MLB Network, and Fox Sports 2, while nearly tripling the delivery of upscale men’s network Esquire, and out-delivering news network CNBC. Velocity is also the #1 delivering network for M25-54 for networks fewer than 65 million household subscribers.

The month of March also broke records in Prime, becoming the network’s highest-rated and best delivering month for all demos HH, P/M25-54, P/M18-49, M18-34. The quarter and month were anchored by key franchises; ***AMERICARNA, TEXAS CAR WARS, GRAVEYARD CARS, CHASING CLASSIC CARS, and WHEELER DEALERS.***

“Our success this quarter is testimony to the continued growth of the network as we establish Velocity as the home for automotive entertainment on television”, said Robert Scanlon, General Manager of Velocity. “We are going to keep expanding our audience and our footprint as we roll out shows that feature compelling storytelling and huge characters.”

### **Additional Ratings Information:**

AUDIENCE STATS: 1Q14 vs 1Q13

#### **1Q14 PRIME RATING**

HH: +10%  
P25-54: +17%  
M25-54: +17%  
P18-49: +20%  
M18-49: +13%  
P18-34: +33%  
M18-34: +38%  
M18+: +11%  
P2+: +10%

#### **1Q14 PRIME DELIVERY**

HH: +36%  
P25-54: +42%  
M25-54: +36%  
P18-49: +44%  
M18-49: +35%  
P18-34: +53%  
M18-34: +58%  
M18+: +37%  
P2+: +40%

#### **1Q14 TOTAL DAY RATING**

HH: +30%  
P25-54: +17%  
M25-54: +22%  
P18-49: +20%  
M18-49: +43%  
P18-34: even  
M18-34: +40%  
M18+: +33%  
P2+: +20%

#### **1Q14 TOTAL DAY DELIVERY**

HH: +52%  
P25-54: +50%  
M25-54: +52%  
P18-49: +54%  
M18-49: +55%  
P18-34: +50%  
M18-34: +71%  
M18+: +62%  
P2+: +56%

**Source: Nielsen NHI.**

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