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AOL Lets GM Own 128 Pieces of Broadband Content

Deal for New Online Video Channel Hints at Portal's Branding Model

By [Abbey Klaassen](#)

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NEW YORK (AdAge.com) -- When AOL launches its series of broadband channels under the Living banner, which will include how-to programming from chef Tyler Florence and home improvement guru Eric Stromer, General Motors Corp. will have plumb placement in an integrated deal that the portal's sales chief calls "indicative of future ad deals."



AOL's deal with GM is another example of a marketer sponsoring extra content, a move that is proving to be an important ad model on the web.

'Trade secrets'

The programming is a series of three shows on AOL's Living channel: "Cooking with Tyler Florence," "Home Entertaining with Michele and Gia" and "Home Improvement with Eric Stromer." GM's GMC line will have sponsorship of the shows, running pre-roll video, along with a static ad. But the automaker will also own a series of 128

branded "trade secrets" videos.

If the show is about redesigning a kitchen, said Kathy Kayse, exec VP-sales, AOL Media Networks, the tips could be about how to pick out the right appliance. GMC will have its vehicles integrated into the tips, which will be offered every two weeks to complement the programming.

Programming Highlights

Monday is Favorite Things: Any occasion can become "The Perfect Surprise Party." Just ask "MiGi's" Michele Adams and Gia Russo. They turn humdrum get-togethers into stylish events that stretch imaginations, not wallets. To make the



The "MiGi's" help viewers plan "The Perfect Surprise Party."

most of that wallet, get on "The Insider's List." Host Julie Moran is back with a lifetime of knowledge condensed into user-friendly information—from touring without a guidebook to shopping with a food industry insider.

Simmons Independent Viewer Engagement Study*

FINE LIVING

You are more inclined to buy products and services advertised on this channel. **No. 1**
You pay attention to the advertising on this channel. **No. 1**

*Source: 2004 Viewer Engagement Study. Conducted by Simmons Market Research Bureau. Sponsored by Scripps Networks. Based on A25-54.

EST	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
7:00 AM	The Morning	The Morning	The Morning	The Morning	The Morning	You Are Here	You Are Here
7:30 AM	Yoga Show	Yoga Show	Yoga Show	Yoga Show	Yoga Show	Suite and Simple	Suite and Simple
8:00 AM	Back to Basics	Simplify Your Life	Back to Basics	Simplify Your Life	Back to Basics	Fantasy Camp	Fantasy Camp
8:30 AM	Survival Guide	Tricks of the Trade	Survival Guide	Tricks of the Trade	Survival Guide	The Great Adventure	The Great Adventure
9:00 AM	Radical Sabbatical	Back to Basics	Radical Sabbatical	Back to Basics	Radical Sabbatical	Your Private Island	Your Private Island
9:30 AM	Simplify Your Life	Radical Sabbatical	Simplify Your Life	Radical Sabbatical	Simplify Your Life	Around the World in 80 Homes	Around the World in 80 Homes
10:00 AM	Sheila Bridges: Designer Living	Opening Soon	Sheila Bridges: Designer Living	Opening Soon	Sheila Bridges: Designer Living	The Thirsty Traveler	The Thirsty Traveler
10:30 AM	American Home	NapaStyle	American Home	NapaStyle	American Home	Ming's Quest	Ming's Quest
11:00 AM	Breathing Room	The Perfect Party	Breathing Room	The Perfect Party	Breathing Room	Simply Wine w/ Andrea Immer	Simply Wine w/ Andrea Immer
11:30 AM	World by Design	Sheila Bridges: Designer Living	World by Design	Sheila Bridges: Designer Living	World by Design	NapaStyle	NapaStyle
12:00 PM	Tricks of the Trade	American Home	Tricks of the Trade	American Home	Tricks of the Trade	Opening Soon	Opening Soon
12:30 PM	Best for Less	Deconstructed	Best for Less	Deconstructed	Best for Less	Sheila Bridges: Designer Living	Sheila Bridges: Designer Living
1:00 PM	The Genuine Article	Born American	The Genuine Article	Born American	The Genuine Article	Radical Sabbatical	Radical Sabbatical
1:30 PM	The MANUAL	Luxury Adventures	The MANUAL	Luxury Adventures	The MANUAL	Simplify Your Life	Simplify Your Life
2:00 PM	iDesign	Around the World in 80 Homes	iDesign	Around the World in 80 Homes	iDesign	Tricks of the Trade	Tricks of the Trade
2:30 PM	Smart Travels w/ Rudy Maxa	The Thirsty Traveler	Smart Travels w/ Rudy Maxa	The Thirsty Traveler	Smart Travels w/ Rudy Maxa	Survival Guide	Survival Guide
3:00 PM	Home Away From Home	Life in the Fast Lane	Home Away From Home	Life in the Fast Lane	Home Away From Home	Special	Back To Basics
3:30 PM	Simply Wine w/ Andrea Immer	The Genuine Article	Simply Wine w/ Andrea Immer	The Genuine Article	Simply Wine w/ Andrea Immer	Special	Best for Less
4:00 PM	Ming's Quest	The MANUAL	Ming's Quest	The MANUAL	Ming's Quest	The Genuine Article	The Genuine Article
4:30 PM	Suite and Simple	Ming's Quest	Suite and Simple	Ming's Quest	Suite and Simple	The MANUAL	The MANUAL
5:00 PM	Your Private Island	Fantasy Camp	Your Private Island	Fantasy Camp	Your Private Island	Life in the Fast Lane	Life in the Fast Lane
5:30 PM	The Thirsty Traveler	The Great Adventure	The Thirsty Traveler	The Great Adventure	The Thirsty Traveler	Ride of Your Life	Ride of Your Life
6:00 PM	The Perfect Party	The Perfect Surprise Party	The Perfect Summer Party	The Perfect Surprise Party	The Perfect Party	Your Private Island	Your Private Island
6:30 PM	Simplify Your Life	Simplify Your Life	Simplify Your Life	Simplify Your Life	Simplify Your Life	Around the World in 80 Homes	Around the World in 80 Homes
7:00 PM	Around the World in 80 Homes	Your Private Island	Around the World in 80 Homes	Your Private Island	Around the World in 80 Homes	NapaStyle	NapaStyle
7:30 PM	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	Simply Wine w/ Andrea Immer	Simply Wine w/ Andrea Immer
8:00 PM	Simply Wine w/ Andrea Immer	Sheila Bridges: Designer Living	Your Reality Checked	Your Private Island	Life in the Fast Lane	Special	Your Reality Checked
8:30 PM	The Genuine Article	Breathing Room	Opening Soon	Around the World in 80 Homes	Ride of Your Life	The Insider's List	Special
9:00 PM	The MANUAL	The Perfect Summer Party	Opening Soon	The Great Adventure	A CARography	The Insider's List	Special
9:30 PM	Fantasy Camp	The Perfect Party	Radical Sabbatical	Around the World in 80 Homes	A BIKEography	Opening Soon	Around the World in 80 Homes
10:00 PM	The Insider's List	Simplify Your Life	Special	The Thirsty Traveler	Life in the Fast Lane	The Thirsty Traveler	The Great Adventure
10:30 PM	Simply Wine w/ Andrea Immer	Best For Less	Special	Ming's Quest	A CARography	Special	Your Reality Checked
11:00 PM	Simply Wine w/ Andrea Immer	Sheila Bridges: Designer Living	Your Reality Checked	Your Private Island	Life in the Fast Lane	Special	Your Reality Checked
11:30 PM	The Genuine Article	Breathing Room	Opening Soon	Around the World in 80 Homes	Ride of Your Life	The Insider's List	Special
12:00 AM	The MANUAL	The Perfect Summer Party	Opening Soon	The Great Adventure	A CARography	The Insider's List	Special
12:30 AM	Fantasy Camp	The Perfect Party	Radical Sabbatical	Around the World in 80 Homes	A BIKEography	Opening Soon	Around the World in 80 Homes
1:00 AM	The Insider's List	Simplify Your Life	Special	The Thirsty Traveler	Life in the Fast Lane	The Thirsty Traveler	The Great Adventure
1:30 AM	The Insider's List	Best For Less	Special	Ming's Quest	A CARography	The Thirsty Traveler	The Great Adventure
2:00 AM	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler	The Thirsty Traveler
2:30 AM	The Great Adventure	The Great Adventure	The Great Adventure	The Great Adventure	The Great Adventure	The Great Adventure	The Great Adventure
3:00 AM	Opening Soon	Opening Soon	Opening Soon	Opening Soon	Opening Soon	Opening Soon	Opening Soon
3:30 AM	The Genuine Article	The Genuine Article	The Genuine Article	The Genuine Article	The Genuine Article	The Genuine Article	The Genuine Article
4:00 AM	Sheila Bridges: Designer Living	Suite and Simple	Sheila Bridges: Designer Living	Suite and Simple	Sheila Bridges: Designer Living	Ming's Quest	Ming's Quest
4:30 AM	iDesign	You Are Here	iDesign	You Are Here	iDesign	Fantasy Camp	Fantasy Camp
5:00 AM							
5:30 AM							
6:00 AM							
6:30 AM							

Cable 2004
SPECIAL
ADVERTISING
SECTION

FINE LIVING

In just two years, FINE LIVING has achieved some extraordinary goals: A 24/7 lineup of 100% original programming. A household reach exceeding 21 million homes. And a programming environment that seamlessly merges the viewing experience with the ad message.

Offering perhaps the most radical marketing solutions in television, FINE LIVING's empowering shows and innovative ad model reach viewers *proven* to be more receptive to sponsored messages. It's a claim FINE LIVING can proudly quantify. Our parent company, Scripps Networks, recently participated in an independent study to gauge the viewer engagement of 35 major networks. In the two most important attributes for advertisers, "More Inclined to Buy Products"

Tuesday is Personal Space: Can't afford a decorator? Check your mail. In a fast-paced test of nerves and creativity, "Catalog Wars" helps couples redecorate, using only items found in shopping catalogs. The twist: Stay within a budget *without* knowing the prices! The star of "Sheila Bridges: Designer Living" knows the price of everything. Sheila explores flea markets, art shops and boutiques to help viewers create a personal style.

Wednesday is Every Day: Dream of owning a B&B? OK, cook for a dozen people, mow the lawn and scrub the bathrooms. "Your Reality Checked" delivers a new perspective on fact-vs.-fantasy. Speaking of fantasy, escaping the rat race is hardwired into our psyche. The new season of "Radical Sabbatical" honors

those who did, including a publisher who chucked it all for life as a golf caddie.

Thursday is Adventure: What if you grabbed life by the throat? What if life *grabbed back*? "Ocean Wanderers" is a riveting account of a family who set aside "normal" life to sail the seven seas, encountering storms, pirates and self-doubt. A wanderer of a different ilk, Kevin Brauch returns as "The Thirsty Traveler," taking viewers on a worldwide quest for fine potables.

Friday is Transport: In "Life in the Fast Lane with Steve Natt," our host shares his passion for revving up and peeling out. Dirt bikes to minivans, Natt mixes his auto expertise with a keen sense of humor. "A CARography" is back, renewing our vehicular love affair with every-

Steve Natt shares his passion for motoring on "Life in the Fast Lane with Steve Natt."



Kevin Brauch returns as "The Thirsty Traveler."

thing from Ford to Ferrari.

For more information on the programming and marketing opportunities at FINE LIVING, visit us at FineLivingAdSales.com. ■