



ALL SCREENS ARE CREATED EQUAL AT USA NETWORK

#1 CABLE NETWORK UNIFIES LINEAR & DIGITAL EXPERIENCES

Innovative New Design Provides Brand Partners with Seamless Experiences Across On-Air and Digital Platforms

NEW YORK – May 16, 2013 – USA Network today announced it is redefining how consumers watch and interact with TV by unifying the viewing experience - both visually & functionally - across all devices. Using responsive design technology, USA has created a seamless experience for the fan, where content and engagement will be available across all screens, from the TV to the web to mobile. USA is also refreshing its brand look and feel to complement its screen unification strategy. The announcement was made in conjunction with USA's Upfront (#USAupfront), which is being held today at Pier 36 in New York.

Each digital touch point will offer TV Everywhere, gamification, and real-time social TV to amplify the viewers' experience. With this new offering, USA's marketing partners will have the unique opportunity to participate in branded experiences, extending their reach and directly connecting with fans. The new capabilities will start to go live on June 6, as USA's summer of originals launches with **BURN NOTICE** and **GRACELAND** that night starting at 9/8c.

"As part of USA's digital evolution, we are embracing this multiplatform world by marrying all of the screens for stronger two-way engagements with our compelling content," says Alexandra Shapiro, executive vice president, USA Network. "We have eliminated the walls between TVs and mobile devices to give brands a unified and fluid fan interaction, organically extending their presence everywhere the consumer is."

This new functionality will offer the unique ability for brands to live across any screen, going beyond traditional commercials to include transmedia storytelling experiences and streamed episodes. Using cutting-edge technology, USA will link on-air snipes and lower thirds graphics with their mobile device or desktop, enabling brands to engage on a deeper level with fans on every screen. Social media capabilities are integrated into the fabric of the site bringing people and brands together around live shows and extensions.

"USA Network's move to utilize a responsive design approach to create a consistent experience across devices that integrates video, interactivity, and social networking offers fans multiple attractive destinations in which to engage with their favorite content," said Greg Ireland, research manager, IDC, a leading market intelligence firm. "Television networks increasingly need to make content available to fans no matter where those fans are and what devices they are using, and seamless digital environments enable fan engagement with both content and brands."

USA is incorporating natural user experiences from mobile devices into the core architecture, making it easy for fans to engage and drill down into more immersive experiences. To facilitate viewing on all devices, the network is moving

the digital navigation tools to the bottom of the screen, putting the content front and center for fans and placing the interactivity bar within a thumb's reach.

USA partnered with key technology leaders to power its unification strategy, including Bunchball, Echo, Empathy Lab, RebelMouse, and Watchwith.

The #1 network in all of basic cable for an unprecedented seven straight years, USA Network is seen in over 102 million U.S. homes. USA is a leader in scripted programming with a powerful stable of originals, spectacular live television and is home to the best in blockbuster theatrical films, a broad portfolio of acquired series and entertainment events. A trailblazer in digital innovation and storytelling, USA is defining, driving and setting the industry standard for Social TV. The network has garnered an Emmy nomination for its fan favorite Psych: HashTag Killer along with multiple Shortys and an AdAge Vanguard Media award. USA is a program service of NBCUniversal Cable Entertainment, a division of NBCUniversal. The award-winning website is located at <http://www.usanetwork.com> with social touchpoints on Facebook and Twitter. Characters Welcome.

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