

## MR. BRADLEY SIEGEL

### PRESIDENT

Mr. Bradley Siegel joined TV One in January of 2015. As the president of TV One, Mr. Siegel is responsible for overseeing and leading all business, operational and creative aspects of the network. During his first year, TV One introduced a new brand promise to REPRESENT the best of Black culture and entertainment – past, present and future.

By building on a strong legacy, TV One is redefining the narrative and elevating voices in the Black community with fresh, bold new programming. This includes Mr. Siegel's commitment to defy expectations in the next year with an impressive original movies slate and increasing the primetime schedule to four nights of originals with six new series, six returning series, and the *2016 Triumph Awards* and the *48th NAACP Image Awards*.

In Mr. Siegel's first year, TV One's ratings experienced great growth, including grabbing the #1 Cable Growth Network spot among its competitive set last year and posting the #1 first quarter in network history. With five consecutive quarters of year-over-year gains in primetime, 2015 was also TV One's #2 Most Watched Year of All Time. This success was due to season-to-season growth of TV One's original series – *Hollywood Divas*, *Unsung*, *Unsung Hollywood* and *Fatal Attraction* – as well the debuts of its highest-rated original movies *Hear No Evil*, *A Royal Family Holiday* and *Runaway Island*. The network's crime and justice series – *Fatal Attraction*, *For My Man* and *Justice By Any Means* – also delivered TV One's best 4Q Monday primetime performance of all time.

With record breaking results in his first year, Mr. Siegel is also dedicated to producing high-quality, well-rounded Black content across a variety of genres. From signature series (*Unsung*, *Unsung Hollywood*), popular reality series (*Hollywood Divas*, *Rickey Smiley For Real*), highly-rated true crime series (*Fatal Attraction*, *For My Man*, *Justice By Any Means*), original comedies (*Born Again Virgin*, *Here We Go Again*), daily news (*News One Now*), to original movies (*Love Under New Management: The Miki Howard Story*, *Ringside*) and specials (*47th & 48th Annual NAACP Image Awards, 2015 & 2016 Triumph Awards*), TV One is committed to offering a robust and impressive slate of smart and entertaining original programming.

This year – 2016 – has also seen its share of record breaking results. Under Mr. Siegel, TV One acquired the exclusive off-network cable rights to the hit series *Empire* leading to posted the network's Best Saturday Total Day (May, 14, 2016) performance in its history among Households (.51/295K), W18-49 (.42/132K) and Total Viewers 2+ (.27/402K). The first *Unsung* film *Love Under New Management: The Miki Howard Story* smashed all TV One original movies records delivering the #1 Original Movie in network history (HHLD .93, W25-54 .73, W18-49 .73, P2+ .48, P25-54 .36). In addition, *Rickey Smiley For Real's* second season was up 25% versus its first season among P25-54 and Monday night true crime programming is up 9% versus 1Q16.

Prior to joining TV One, Mr. Siegel served as the Co-Founder and Vice Chairman of Atlanta-based UP TV, America's favorite television channel for uplifting family entertainment. Launched in 2004 as the Gospel Music Channel and later known as GMC TV, the network changed its name to UP TV on June 1, 2013, to better reflect its programming mission. On behalf of UP TV, Mr. Siegel also served as a key executive in the development and 2012 launch of ASPIRE, a television network celebrating the groundbreaking achievements of African Americans, and brought to fruition through UP TV's partnership with Magic "Earvin" Johnson's Magic Johnson Enterprises.

Mr. Siegel worked alongside UP TV's other Co-Founder Charley Humbard to open the doors of then-Gospel Music Channel in April 2004. The channel launched on October 30, 2004, to 2,700 homes in Jackson, Tenn., and today is carried in more than 68 million homes nationwide by major distributors and hundreds of smaller, independent systems. It is also distributed on many major airlines including Jet Blue, Legend Air, Alaska Air, Continental and Frontier Airlines.

Under Mr. Siegel's leadership, UP TV original programming won and was nominated for multiple broadcast, promotion and design awards. This includes the UP TV Original Movie *The Heart of Christmas*' Emmy® Award nomination for Outstanding Original Music and Lyrics, and four NAACP Image Awards nominations for the UP TV Original Movies *Raising Izzie (2)* and *Somebody's Child*, and UP TV Original Stage Play *Sugar Mommas*.

Prior to UP TV, Mr. Siegel was president of Turner Entertainment Networks for Turner Broadcasting System, Inc. (TBS, Inc.) He joined the company in January of 1993 and remained through most of 2003. In this capacity, he was responsible for TBS Superstation, WTBS Channel 17, Turner Network Television (TNT), Cartoon Network, Turner Classic Movies, Turner South, Boomerang, TNT Originals and WCW. Turner Studios, Turner's state of the art production and post-production facility, as well as Turner Entertainment Network's Broadcast Operations center and staff, also came under Mr. Siegel's oversight. Although Turner Sports did not report directly to him, he was instrumental in signing Charles Barkley and Magic Johnson to long-term deals for Inside the NBA on TNT, as well as helping to bring Wimbledon, The British Open and NASCAR to the network.

During the five years Mr. Siegel ran the Domestic Entertainment Networks, compounded growth of operating income increased at an average annual rate of 15%. The Domestic Entertainment Networks portfolio of companies ranged from start-ups to \$1 billion plus in revenues. During the last two years of Mr. Siegel's tenure, EBITA exceeded \$1.1 billion for his division. He dramatically improved margins from businesses that had losses to businesses with margins approaching 60%.

Previously, Siegel served as president of TNT and Turner Classic Movies. He led TNT to be the #1 rated basic cable network four consecutive years and the rise of the TNT Originals film franchise as the signature original programming presenter on basic cable. Among the numerous awards presented to TNT programming overseen by Mr. Siegel are Emmy® Awards for *James Dean*, *The Mists of Avalon*, *Nuremberg*, *Joseph*, *The Hunley*, *Houdini*, *George Wallace* and *Andersonville*; Golden Globe Awards for *James Dean* and *George Wallace*; a Screen Actors Guild Award for *George Wallace* and *Door to Door*; Critic's Choice Awards for *Door to Door* and *James Dean*, an AFI Award for *Door to Door*, the George Foster Peabody Award for *George Wallace* and *Door to Door*, the Humanitas Prize for *George Wallace*; an NAACP Image Award for *Freedom Song*; a NAMIC Vision Award for *Freedom Song*; a Sports Emmy Award for *On Hallowed Ground: Streetball Champions of Rucker Park*; and a Christopher Award for *Passing Glory*. Under his tenure, TNT Originals were the most watched original movies on cable, and broke every ratings record. Mr. Siegel also developed the highly acclaimed music performance specials *TNT Master Series* and *All Star Tributes* to the music industry's legendary writers and performers including Bob Marley, Johnny Cash, Brian Wilson, Joni Mitchell, Burt Bacharach and John Lennon.

In 1994, Mr. Siegel created Turner Classic Movies, one of the most acclaimed and successful new networks in the past 15 years. Under Mr. Siegel, TCM was awarded every major on-air promotion and design award, including awards from PROMAX, BDA and CTAM. TNT and TBS Superstation also became the #1 and #2 rated basic cable networks and Cartoon Network was #1 in primetime among their target audience of kids 2 -11. It was also under Mr. Siegel's management that Cartoon Network's highly successful Adult Swim late-night franchise was developed and launched the network to top ratings position among M 18-34. Adult Swim is now a significant portion of Cartoon Network's revenue.

Mr. Siegel joined TBS, Inc. in January 1993 from American Movie Classics (AMC), where as vice president of programming and production (1988 - 1992), he was responsible for the development and administration of all programming and production strategies. He was also responsible for signing such legendary talent as Debbie Reynolds, Omar Sharif, Shirley Jones, Dottie Lamour and Ceasar Romero. His original productions generated massive amounts of national and local press, including TV Book covers.

Earlier in his career, Mr. Siegel was vice president of programming for Bridgeways Communications, where he developed new program formats, scheduling and original programming for WBCT and WHAI-TV in Westport, Conn. From 1982 to 1988 he was one of the founders of New York's Campus Network, where he served as vice president and general manager, later he developed National College Television (NCTV), an advertiser-supported program network servicing 450 college television stations and 13 million cable homes. His first job after college was promotion director for New York-based *Sportswise* magazine.

Mr. Siegel holds a Bachelor of Arts degree in history and art history from Washington University in St. Louis (1979), where he is a member of the Arts & Science Council and received the Distinguished Alumni Award in 2000. He is the recipient of 1997's National Cable Television Association Vanguard Award for Leadership and received New York's Ensemble Studio Theatre's 1999 Creative Vision Award. Mr. Siegel served on the board of directors of UNICEF and Camp Sunshine.

#### **ABOUT TV ONE:**

Launched in January 2004, [TV One](#) serves more than 60 million households, offering a broad range of real-life and entertainment-focused original programming, classic series, movies and music designed to entertain and inform a diverse audience of adult black viewers. The network represents the best in black culture and entertainment with fan favorite shows *Unsung*, *Rickey Smiley For Real*, *Fatal Attraction*, *Hollywood Divas* and *The NAACP Image Awards*. In addition, **TV One** is the cable home of blockbuster drama *Empire*, and *NewsOne Now*, the only live daily news program dedicated to black viewers. In December 2008, the company launched **TV One High Def**, which now serves 14 million households. **TV One** is solely owned by **Radio One** [NASDAQ: ROIA and ROIK, [www.radio-one.com](http://www.radio-one.com)], the largest radio company that primarily targets Black and urban listeners.

For more information about TV One's upcoming programming, visit the network's companion website at [www.tvone.tv](http://www.tvone.tv). **TV One** viewers can also join the conversation by connecting via social media on [Twitter](#), [Instagram](#) and [Facebook \(@tvonetv\)](#) using the hash tag **#Represent** and catch clips and promos on **TV One's [YouTube Channel](#)**.

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*Ratings Source: Nielsen TV Toolbox (L+3). Further qualifications are available upon request.*