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Network Profile

Start TV is the first and only network dedicated to scripted dramas featuring strong, successful women in diverse and compelling roles. Start's hit shows are augmented with inspiring stories of real women sharing how they got their Start in business, overcoming difficult life challenges. In partnership with CBS, Start TV offers a unique 7 day-a-week schedule, strategically scheduling programs during the same time-period every day of the week to achieve maximum engagement.

Age Groups

Median Age **62**

Household Income

Median HHI **\$63k**

Gender

Male **47%**

Female **53%**

Viewer Target

Primary **W 35-64**

Secondary **W 25-54**

Alternate **A 35-64**

Featured Programs

Rizzoli & Isles

Murder, She Wrote

Ghost Whisperer

The Closer

Major Crimes

The Good Wife

Elementary

Cold Case

Touched By An Angel