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VIEWERS “ALL SHOOK UP” OVER ELVIS PRESLEY

Premiere of TV Land's Original Special [Myths and Legends: Elvis](#) and Documentary *Elvis by the Presleys* Garners Double-Digit Gains in Rating and Delivery on Thursday, August 16

[TVLand.com](#) Sets Record with Most Visited Day of Year

New York, NY, August 20, 2007 – Elvis may have left the building but his legacy lives on as the premiere of [TV Land's](#) original special [Myths and Legends: Elvis](#) and the documentary *Elvis By the Presleys* was a huge hit with viewers for its premiere on **Thursday, August 16**, the 30th anniversary of his passing. Both telecasts, part of the network's August “[Elvis Month](#)” celebration, scored double-digit gains in demo rating and delivery for its premiere, while [Myths and Legends](#) posted a triple-digit increase among total viewers. [TVLand.com](#) also reached new heights as Thursday was its most visited day in 2007 and the most visited Thursday ever.

According to Nielsen Media Research, [Myths and Legends: Elvis](#) (10 p.m. ET/PT) posted a 0.5/486,000 among [TV Land's](#) core A25-54 demo, up +67% in rating and +94% in delivery over last year. The network averaged over 1.4 million total viewers, up +124% vs. YAGO. Among Boomers (Adults 40-54), the special earned a 0.6/315,000, a +50% gain in rating and +70% in delivery over last year. The half-hour special took an in-depth look at some of the most popularly held mysteries about the [King of Rock 'n' Roll](#) and dissected them to separate fact from fiction. Are Oprah Winfrey and Elvis really related? Did he really approach President Nixon in the hopes of becoming a federal drug agent? These, and many other mysteries are answered.

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“[Elvis Presley](#) remains an undeniable cultural force,” states Larry W. Jones, President, [TV Land](#). “It has been 30 years since his passing, but viewers are still mesmerized by the “[King of Rock ‘n’ Roll](#).”

Elvis By The Presleys, an intimate, two-hour documentary that took a look at the pop culture icon that aired at **8 p.m. (ET/PT)**, earned a 0.5/545,000 among A25-54, up +25% in rating and +57% in delivery vs. YAGO. It averaged nearly 1.5 million total viewers, up +64% over last year. Among A40-54, *Elvis By The Presleys* posted a 0.8/407,000, up +100% in rating and +88% in delivery over last year.

[TVLand.com](#) set a record on Thursday, August 16 for its most visited day this year and the most visited Thursday ever. The day saw a +169% increase in unique visitors over the year ago Thursday (8/17/06). Additionally, the day paced +130% above the 2007 year-to-date average. Propelling [TVLand.com](#) into record territory were video excerpts from [Elvis's Aloha from Hawaii special](#) and a [photo gallery of Elvis](#) throughout his life. Users can also watch [movie trailers](#) from Presley's movies [Love Me Tender](#), [Girl Happy](#), [Wild in the Country](#), [Roustabout](#) and [Fun in Acapulco](#) and clips from his [TV specials and concerts](#). The site also features images from the [Elvis statue in Honolulu](#), footage from the dedication and a [blog from Ben Fong-Torres](#), a former editor for *Rolling Stone Magazine*, as he shares his comments and special memories about Elvis. Additionally, [TVLand.com](#) offers [excerpts from a radio interview](#) conducted by former [KPOI-FM's DJ Tom Moffatt](#) after Elvis returned from the Army. Finally, fans can watch [interviews from the Academy of Television Arts and Sciences](#) with producers who have worked with Elvis and [chat with other Elvis fans](#) on the site's [message boards](#).

Now seen in over 90 million U.S. homes, [TV Land](#) is dedicated to building the ultimate Baby Boomer entertainment brand on all platforms. Armed with a slate of new original programming, newly acquired [Classic TV](#) and [movies](#), multiplatform content and *Cause Change*, a new pro-social initiative, the network is uniquely positioned to cater to America's 78 million Baby Boomers, the first generation of Americans who grew alongside television. TV Land's program mix features hit originals, popular dramas, sitcoms, westerns and Retromercials. TV Land's roster includes hits like [All in the Family](#), [M*A*S*H](#), [The Andy Griffith Show](#) and several others. Furthering the network's commitment to develop original programming that complements its roster of acquisitions, the network regularly showcases original series and specials like [I Pity The Fool](#), [Sit Down Comedy with David Steinberg](#), [TV Land Myths and Legends](#), [Generation Boom](#), [TV Land Confidential](#) and the upcoming original series [High School Reunion](#).

MTV Networks, a unit of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of programming and content across all media platforms. MTV Networks, with 135 channels worldwide, owns and operates the following television programming services - MTV: MUSIC TELEVISION, MTV2, VH1, mtvU, NICKELODEON, NICK at NITE, COMEDY CENTRAL, TV LAND, SPIKE TV, CMT, NOGGIN/THE N, VH1 CLASSIC, LOGO, MTVN INTERNATIONAL and THE DIGITAL SUITE FROM MTV NETWORKS, a package of 13 digital services, all of these networks trademarks of MTV Networks. MTV Networks connects with its audiences through its robust consumer products businesses and its more than 200 interactive properties worldwide, including online, broadband, wireless and interactive television services and also has licensing agreements, joint ventures, and syndication deals whereby all of its programming services can be seen worldwide.

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