



Who Wants To Be A Millionaire

Host:

Meredith Vieira

Frequency:

Monday - Friday

Duration:

30 minutes

Format:

1.5 National, 5.5 Local

U.S. Coverage:

96%

Primary Daypart:

Access

Target Audience:

Women and Adults 25-54

Ad-supported website: www.millionairetv.com



The most exciting game show on television! Emmy winning broadcaster, Meredith Vieira (The View, 60 Minutes), brings her own warmth and high energy to make Millionaire one of syndication's hottest hits. The same award winning production team that changed the landscape of network primetime TV has made Millionaire faster and even more exciting. The fun, the tension, and the high stakes (already breaking records for most prize money awarded for a game show) are all there for key access and early fringe audience; "Let's Play...".

Millionaire made its network debut on ABC the summer of 1999 and as we say the rest is history. Premiered September 2002 and has become one of syndication's fastest growing programs, entering its 8th season in fall 2009.