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Network Profile

StartTV airs television drama series from the 1980s through the 2000s with a focus on police and legal procedurals led by women and geared toward female audiences. In partnership with CBS, Start TV contains a uniform schedule with programming airing 7 days a week.

Age Groups

Median Age **62**

Gender

Male **28%**

Female **72%**

*** StartTV is advertiser friendly and uncluttered with only 12 minutes of commercials per hour.**

*** StartTV appeals to a female audience.**