

# NONSTOP ACTION WITH HEART

## S.W.A.T.

This fast-paced drama is led by Sergeant Daniel "Hondo" Harrelson (Shemar Moore) – a lifetime Los Angeles local and former Marine, who has been tasked to run a specialized tactical unit. Feeling deeply loyal not only to his "brothers in blue" but also to the people they serve, this dedicated S.W.A.T. team bravely put themselves at risk to protect their community and save lives.

## ARMED WITH SYNDICATION SUCCESS

- Growing stronger over its first season in syndication
- Balanced audience with 45% male and 55% female
- Over-indexing with African-American demos



**"IN THE AGE OF PEAK TV, IT'S ENCOURAGING TO SEE S.W.A.T. USE THEIR POWER AND PLATFORM TO ADVOCATE FOR REAL CHANGE IN THE WORLD WE LIVE IN."**

~ TV Guide



**AD SALES: NEW YORK: 212-833-8418 | CHICAGO/LA: 312-261-4506**

Source: Nielsen, NSS Live+Same Day AA%; Growth=Dec 2021/Jan 2022 (12/6/21-1/30/22 8-wk avg) vs. 9/20/21-10/17/21 (avg of first 4-weeks), among HH/Men/Adults 18-49; African-American Index=African-American marketbreaks Adults 18-49 rating vs. composite rating, 4Q2021; % Male/Female of P2+, PTD (9/20/21-1/9/22)

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