

# Who is NCIS?



**Mark Harmon**  
as Special Agent Leroy Jethro Gibbs



**Michael Weatherly**  
as Special Agent Anthony DiNozzo



**Rocky Carroll**  
as NCIS Director Leon Vance



**Cote de Pablo**  
as Ziva David



**Sean Murray**  
as Special Agent Timothy McGee

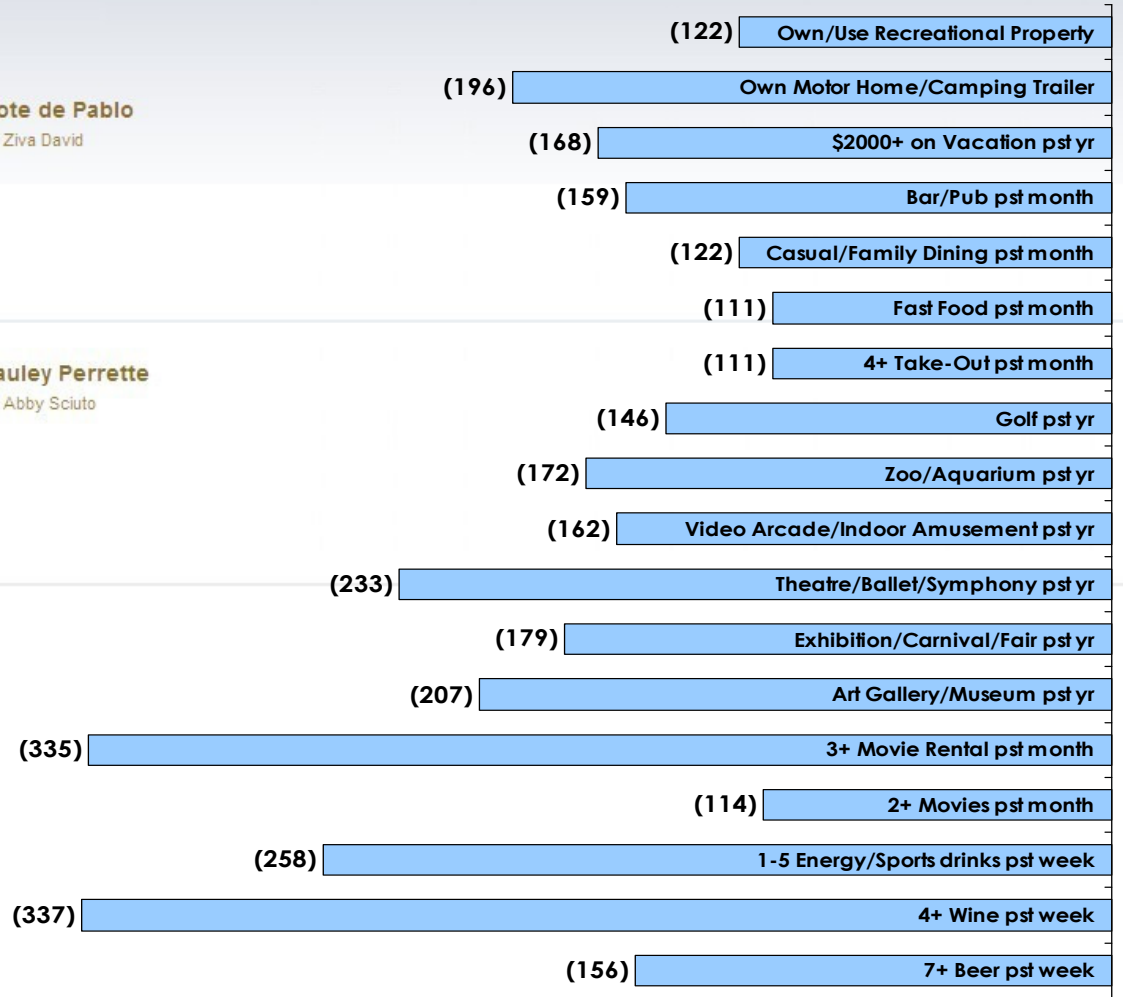


**Pauley Perrette**  
as Abby Sciuto



**David McCallum**  
as Dr. Donald Mallard

**NCIS Viewer Profile**  
% Comp A25-54 NCIS Viewers Indexed to A25-54 Total TV  
BBM FL08 Extended Diary Data, Toronto EM



**Who is NCIS?**

- Women 25-54 are NCIS' biggest audience.
- Travelers and activity driven consumers are a large segment of NCIS' audience.
- NCIS viewers enjoy alcoholic and energy beverages regularly.

