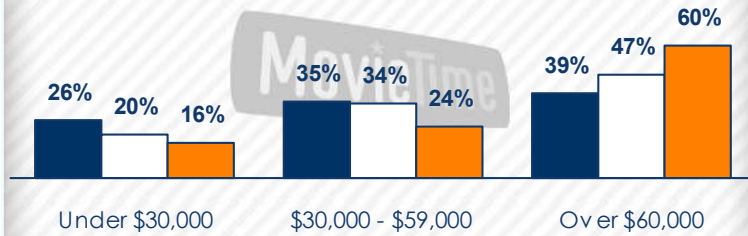


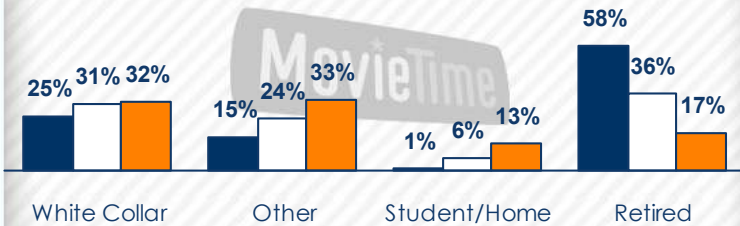


# MovieTime finds its audience!

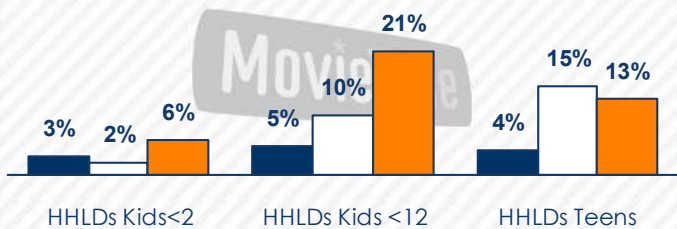
## Income:



## Occupation:



## Kids in Household:



MovieTime launched on October 6<sup>th</sup> 2008 and since that time has seen tremendous growth in its target audiences and demographic profiles:

- Growth in advertiser-friendly demos
- More balanced male/female viewing
- Growth in \$60k+ HH Income
- Growth in Full Time employment
- Growth in Kids in Household



■ Fall 06 ■ Fall 07 ■ Fall 08

## Gender and Age:

