

Teen
choice
'09 Global

Young Viewers Tune in to the Teen Choice Awards!

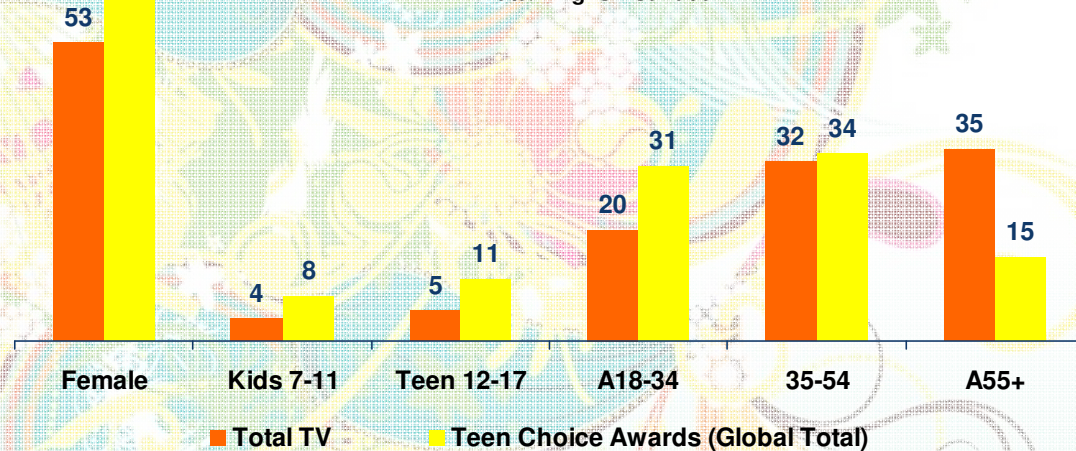
Young viewers of Teen Choice Awards are spending their money on:

- Video games
- School supplies & books
- Movies & DVDs
- Cell phones and phone plans
- Confectionary
- Clothing
- Music products/equipment
- Fast Food
- Theme parks

Teen Choice Awards Viewer Profile (Aug 4/08)

%nd 2+ Total TV Viewers SM08 (May 26-Sept 7/08)/ M-Su 6a-6a

BBM-NMR Data/ English Canada



With 65% of viewers in the A 18-54, Teen Choice offers an opportunity to reach the adult consumer who are more likely to :

- Have household incomes of \$100M+ (Index 121)
- Be Owners/ Managers (Index 124)
- Own their homes (Index 107)
- Have dined in a Restaurant 3+ times past month (Index 112)
- Have attended 1+ Movies past month (Index 153)
- Own an import car (Index 127)
- Have travelled on Business 4 times past year (Index 150) or vacation (Index 112)

