



TVtropolis.com – where the “Hit TV Lives”!

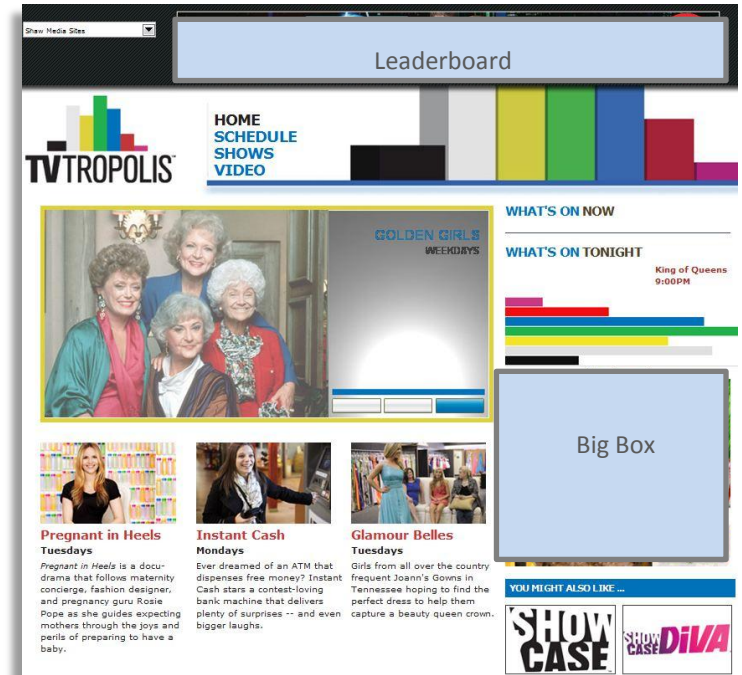
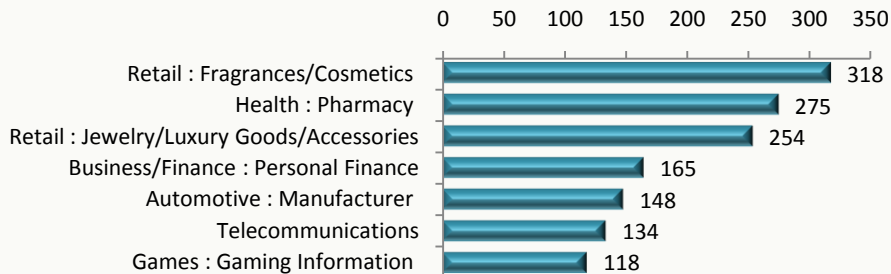
- ❖ **TVtropolis.com** is the home of back-to-back hit TV series offering TV lovers the ultimate destination to catch all their favourites.

Monthly Average*:

- ❖ 35,000 Total Unique Visitors
- ❖ 6.9 Minutes per Visitor
- ❖ 336,000 Page Views
- ❖ Video Views have reached an all-time high of 73,000
- ❖ 60% of visitors are A18-49 (Index 112 vs. Total Internet) with a sweet spot of M18-34 (Index 170 vs. Total Internet)
- ❖ More than 1/3 of **TVtropolis.com** visitors enjoy a HHI of \$75K+

*Data Source: comScore Media Metrix, Total Canada, 2+ Audience, March 2011 to May 2011 (3M Average); Page View and Video View data from Omniture Site Catalyst, March 2011 to May 2011 (3M Average)

Behavioural Segmentation-Composition Index Unique Visitors**



Ad Unit Sizes:

- ❖ 728 x 90 leaderboard
- ❖ 300 x 250 big box

Video Ads:

- ❖ :07 seconds
- ❖ :15 seconds
- ❖ :30 seconds

← **TVtropolis.com** visitors are users of key product category sites!

Data Source: comScore Segment Metrix, Total Canada, 2+ Audience, April 2011. **In the chart, “Composition Index Unique Visitors” indicates how much more likely it is (vs. the Total Internet Audience) that visitors to TVtropolis.com will visit sites belonging to the product categories listed.