

Ad Inventory

October 2006

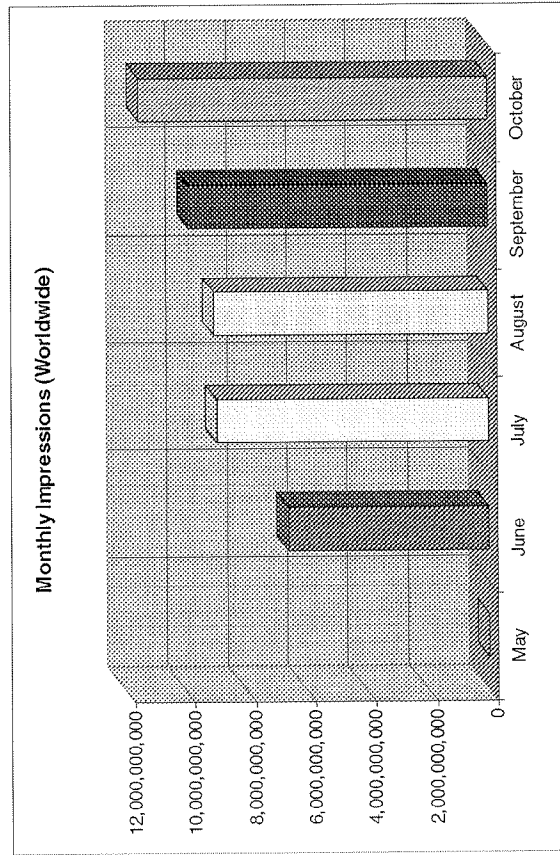
Summary

Ad Impressions per month (Average)		
	Average	High
United States	2.8 Billion	4 Billion
International	6 Billion	8.5 Billion
Total	8.8 Billion	11.5 Billion

Source: DoubleClick 2006

Highlights

- 12.5% (Avg) month over month growth
- October 2006 **11.5 B** Impressions ** highest month to date
- Forecasting 8% month over month growth into 2007
- Projection **25.B** Impressions by August 2007



September 2006

By Content Filter

Percentages of Clean vs. Non-Clean Inventory (WORLDWIDE)		
	%	Total
Safe	35%	1.8 B
Risky	65%	3.2 B

Source: DoubleClick 2006

Percentages of Clean vs. Non-Clean Inventory (US ONLY)		
	%	Total
Safe	35%	490 MM
Risky	65%	900 MM

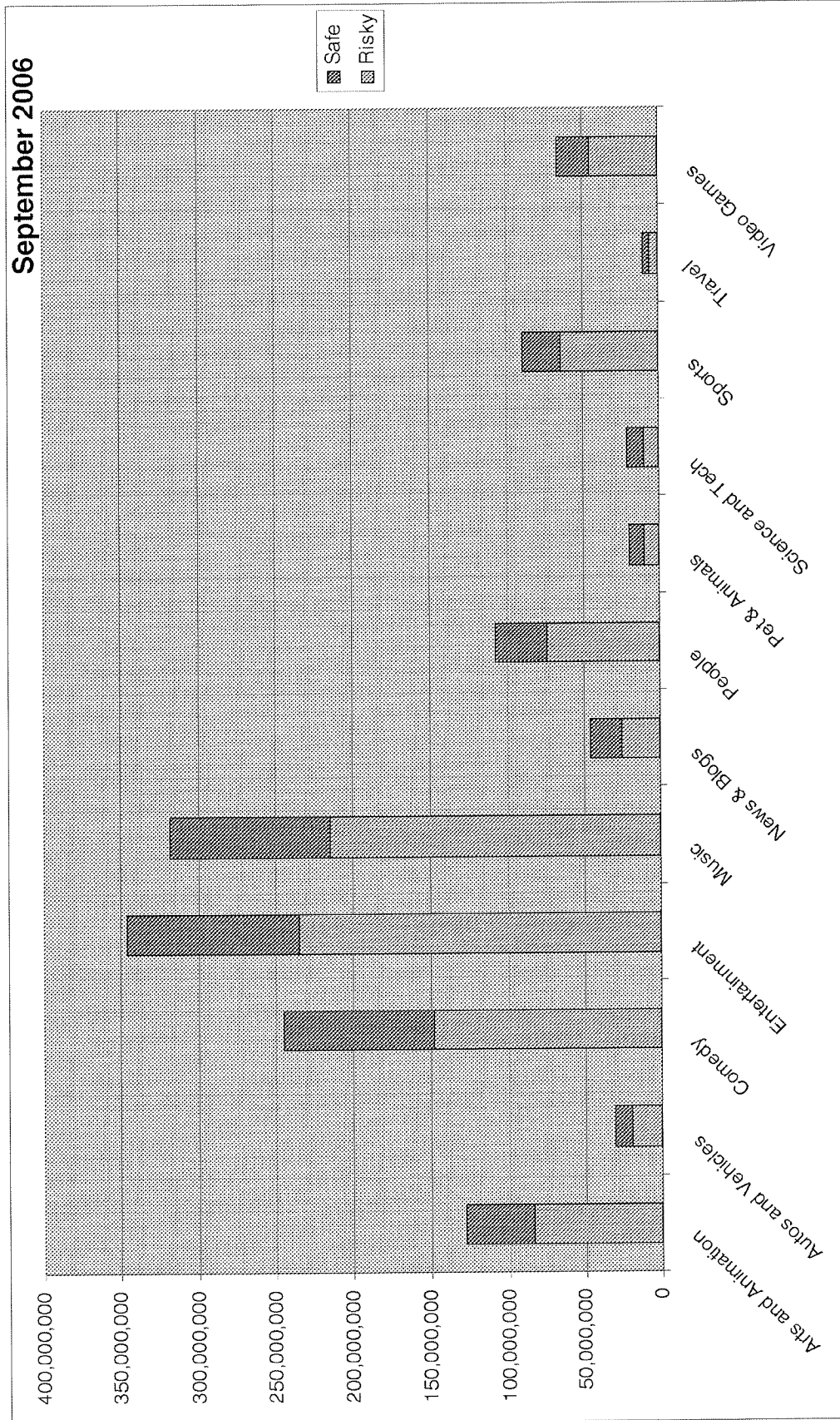
Source: DoubleClick 2006

Safe = C,N,A

Risky = R, F, H

Safe content is only 35% of our inventory!

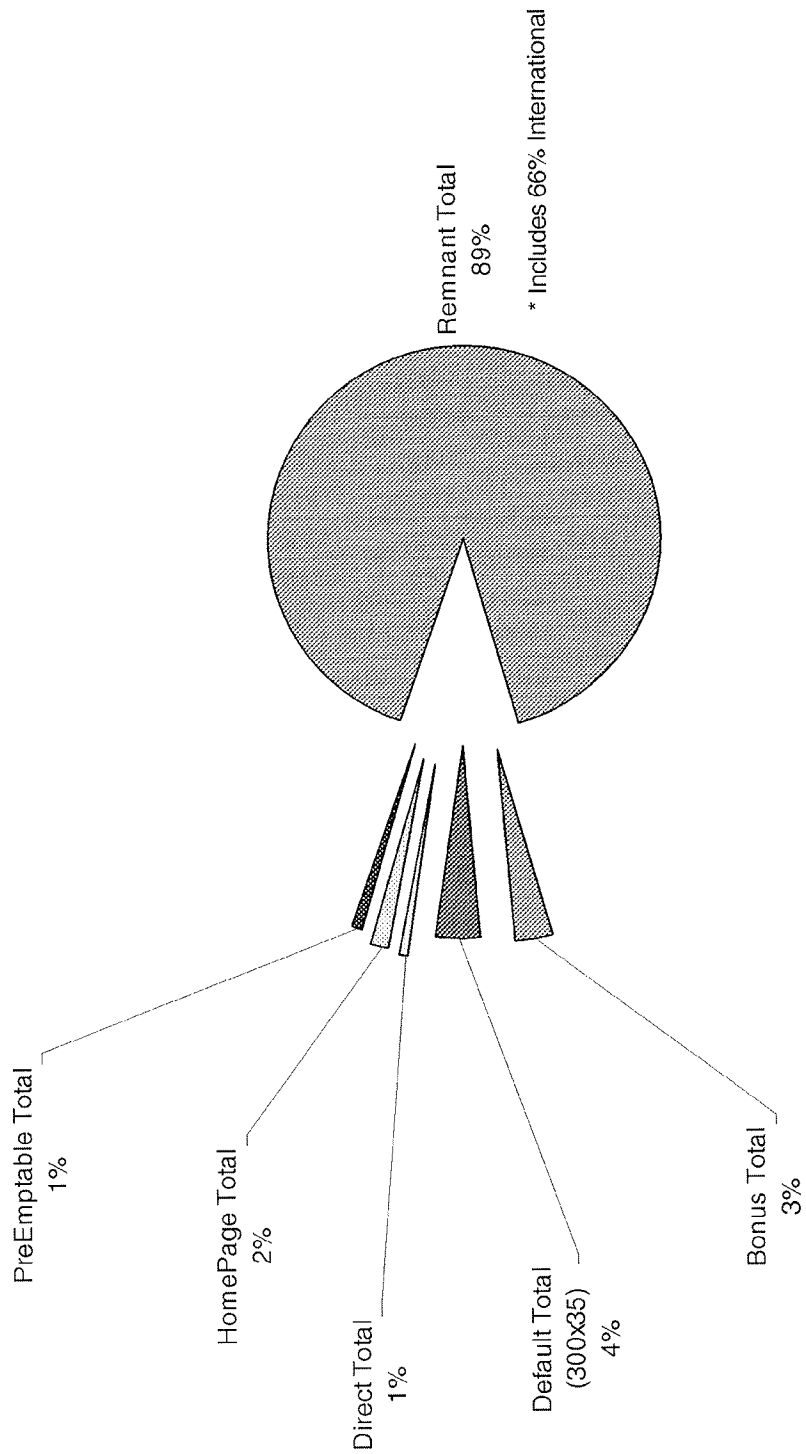
By Channel, By Watch Page Categories



Source: DoubleClick 2006

Impressions By Ad Type, All

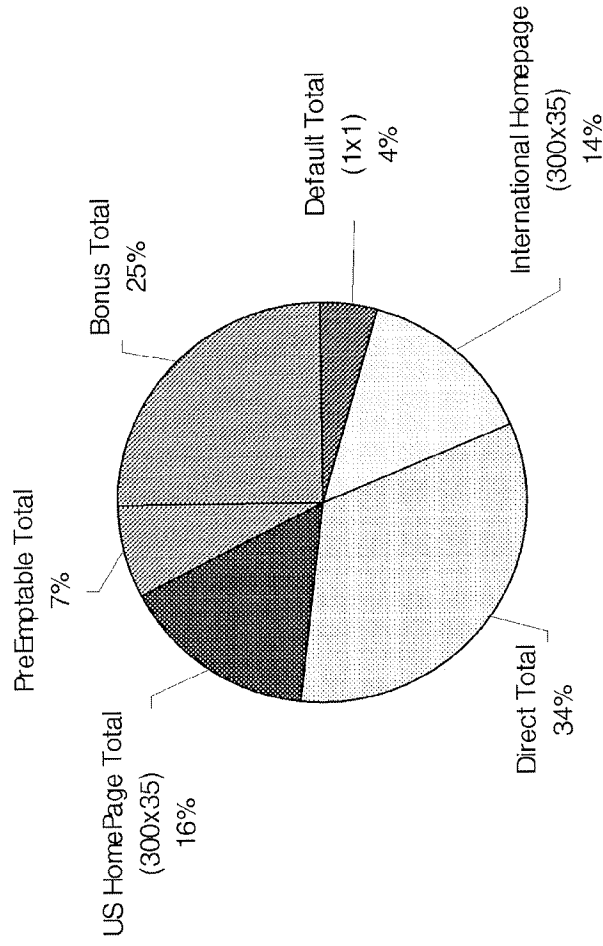
September 2006



Direct = \$3.00+ / Pre Emptable = \$1-3.00 / Remnant = >\$1.00

Impressions By Ad Type, with International (No Remnant)

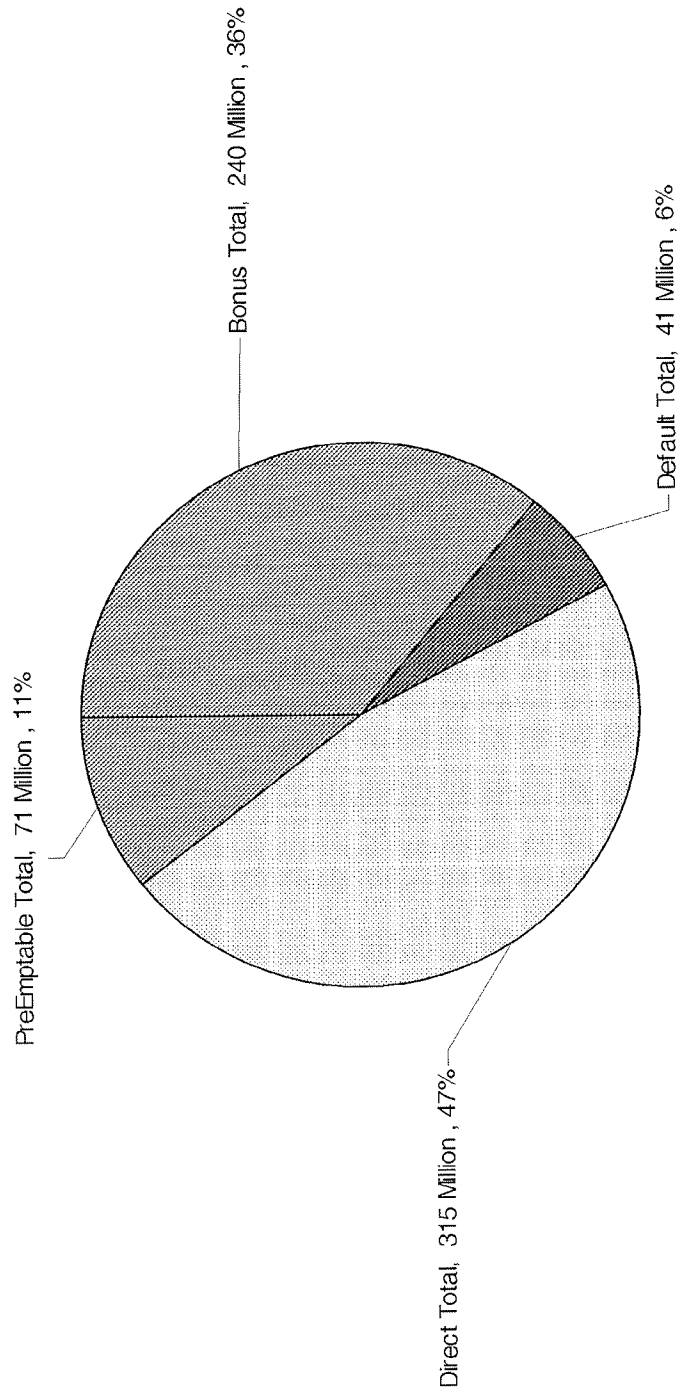
September 2006



Direct = \$3.00+ / Pre Emptable = \$1-3.00 / Remnant = > \$1.00

IAB Standard Ads, Exclude International (No Remnant)

September 2006



Direct = \$3.00+ | Pre Emptible = \$1-3.00 | Remnant = > \$1.00

September 2006

By Channel

Channel Impressions per month		US	International	Total	%
Categories		27 M	55 M	82.6 M	1%
Channels		8 K	33 K	41 K	.0003%
College		80 K	45 K	125 K	.001%
Contests		1 M	400 K	1.4 M	.012%
Groups		10 M	17 M	27 M	.2%
Home		204 M	391 M	595 M	5%
Members		119 M	153 M	272 M	3%
Search Results		2 B	4.5 B	6.5 B	52%
Upload		1.6 M	3 M	4.6 M	.04%
Videos		114 M	166 M	280 M	3%
Watch		1.4 B	3 B	4.4 B	36%

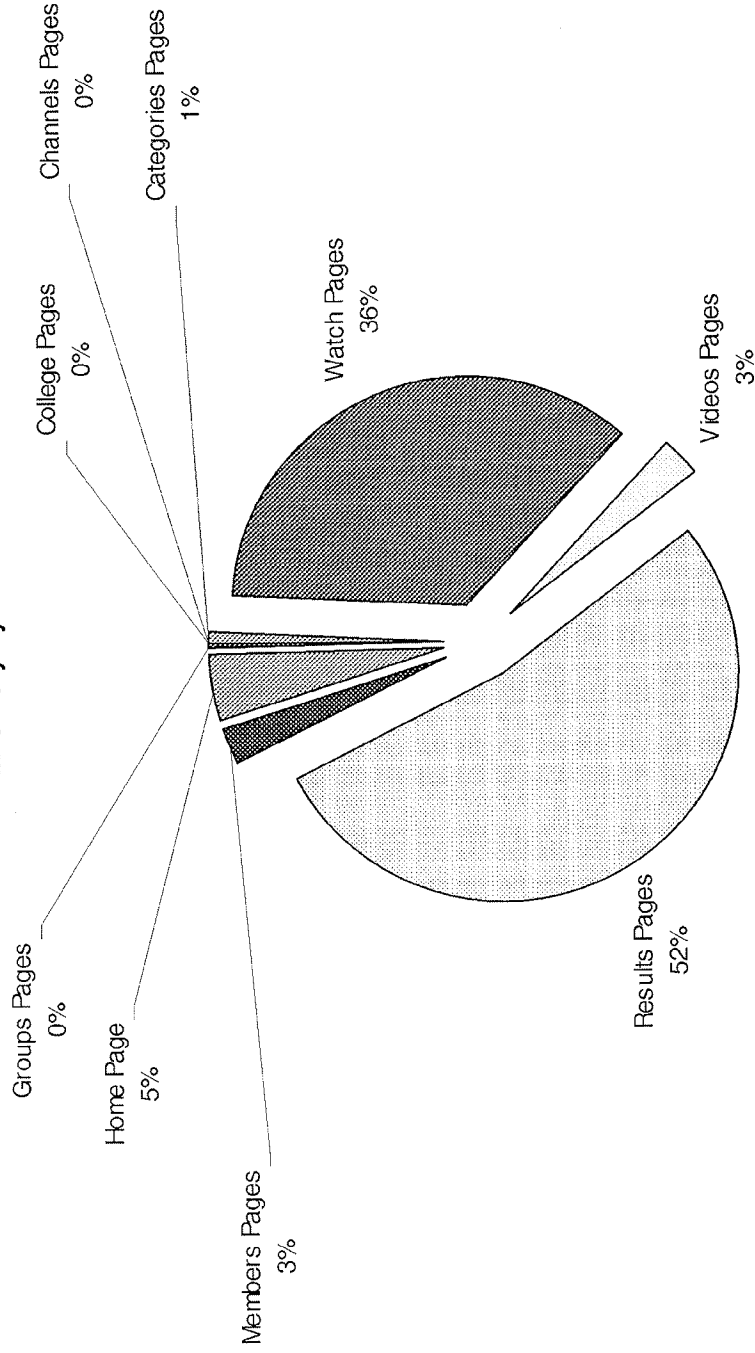
Source: DoubleClick 2006

Watch & Search channels represent 88% of US & International Ad Impressions

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By Channel Graph

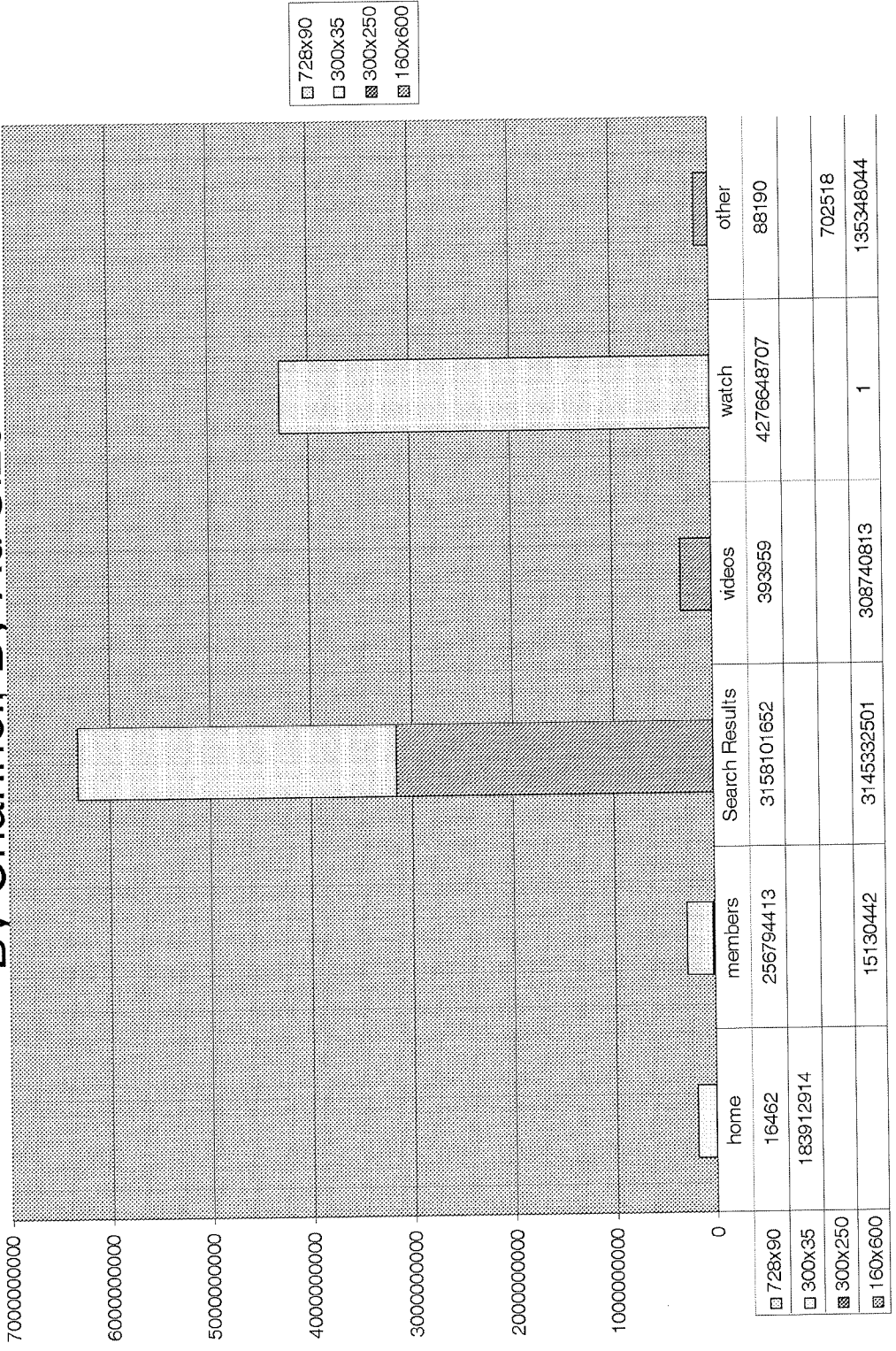
Inventory By Channel



Source: DoubleClick 2006

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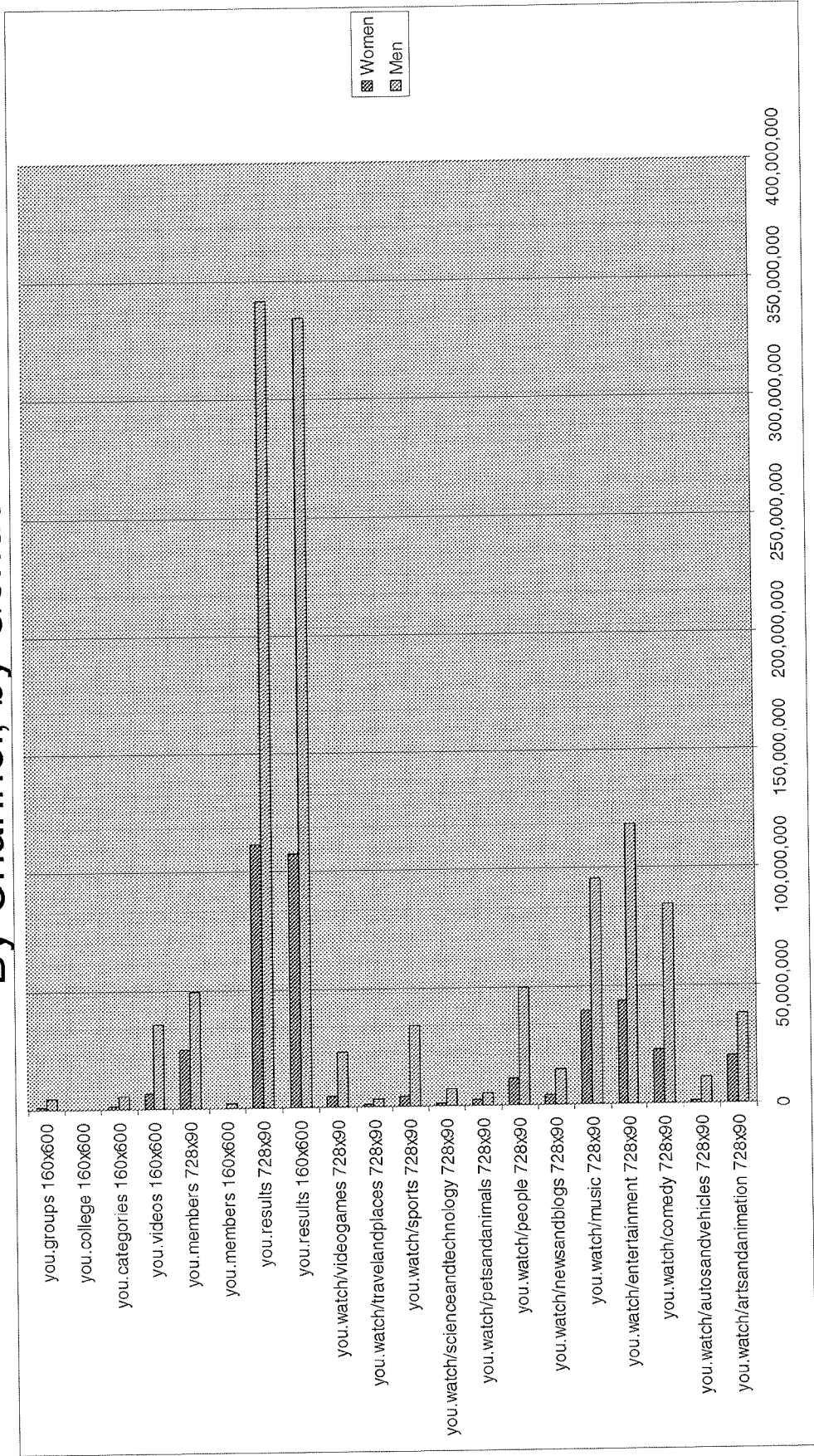
By Channel, By Ad Size



Source: DoubleClick 2006

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By Channel, by Gender



Source: DoubleClick 2006