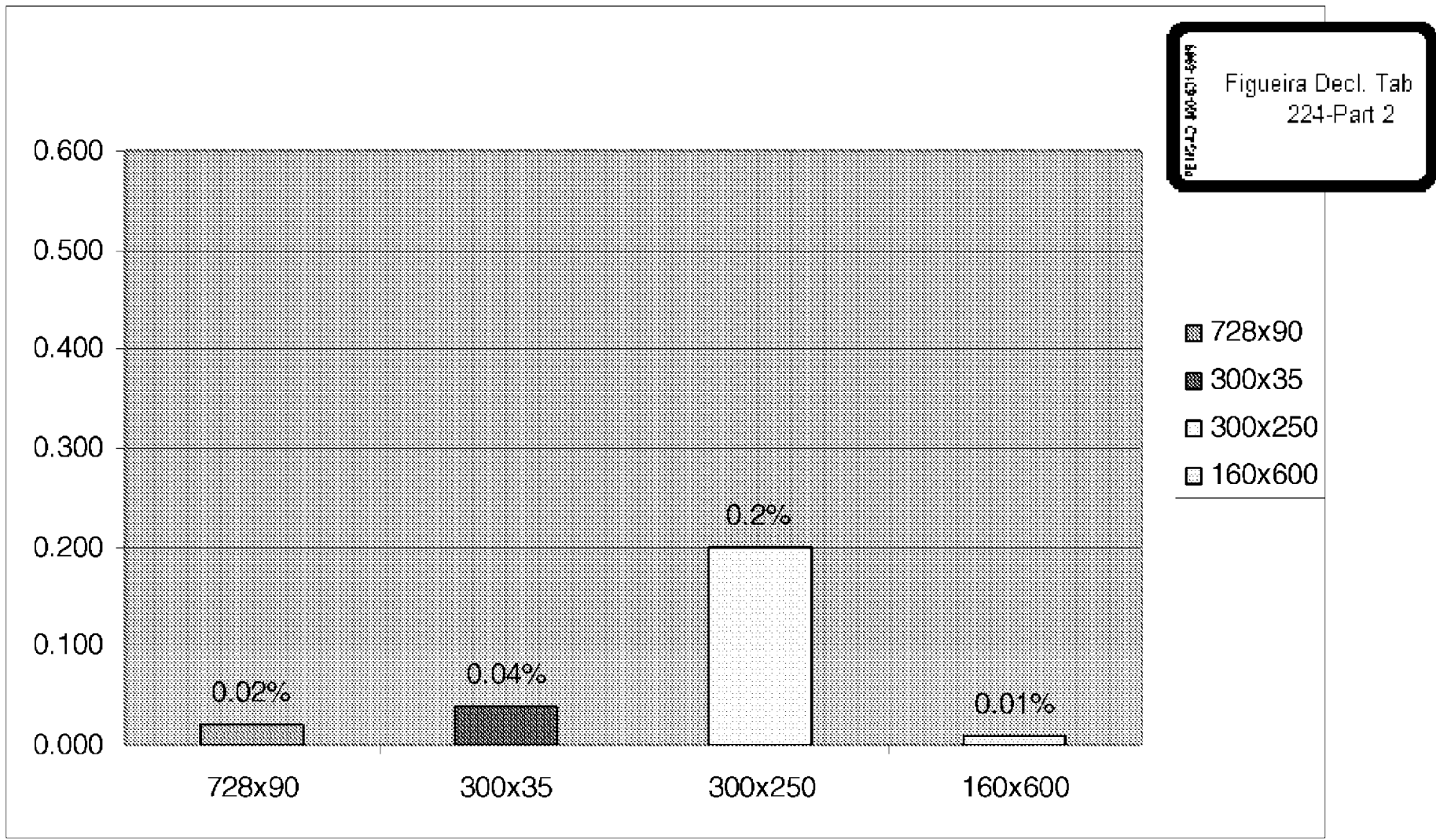


# Ad Impressions – Unit Performance Click Thru (CTR)



Source: DoubleClick 2006

September 2006

## Targeting FAQ's

Percentage Target-able Impressions By Demo Monthly (US Only)

Unit	Untargeted	Target-able	Percentage Target-able	Total Monthly Impressions
160x600	588 M	491 M	46%	1.08 B
728x90	1.3 B	1.1 B	47%	2.4 B

- In September 7% of Sold Impressions were Demo Targeted
- Accounted for 9% of Revenue
- CPM were on average 118% higher

Source: DoubleClick 2006

# eCPM

October 2006

## eCPM

YTD 2006

YTD 2006 (US ONLY)	eCPM	HIGH CPM	Detail	% of Traffic
ALL Standard Ad Sizes (US)	\$3.41	\$15	Believe in It Baby (Targeted to Search Results)	
Watch pages (US)	\$5.10	\$12.57	2KSports (Age, Gender, Clean Targets)	36%
Videos (US)	\$1.73	\$10.00	Lee Daniels Entertainment (728x90)	2%
Groups (US)	\$0.75	\$10.00	Lee Daniels Entertainment (728x90)	22%
Search Results (US)	\$2.19	\$15	Targeted to Search Results (fanatics, fan, sports, starter, football)	52%
PVA (US)	\$7.68	\$15.40	100k Ditty Campaign	5%

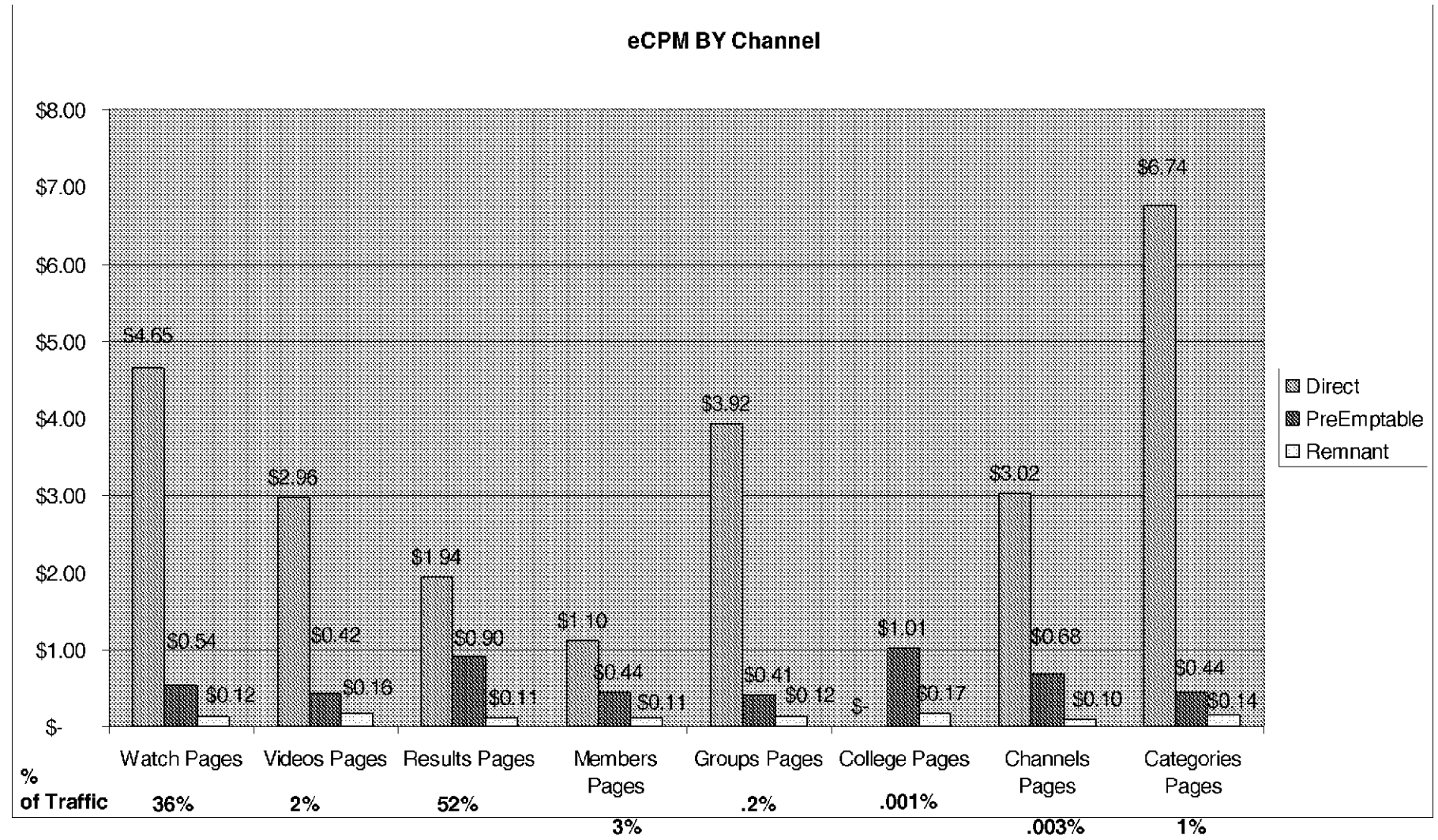
Standard IAB Units eCPM YTD is \$3.41

Source: DoubleClick 2006

September 2006

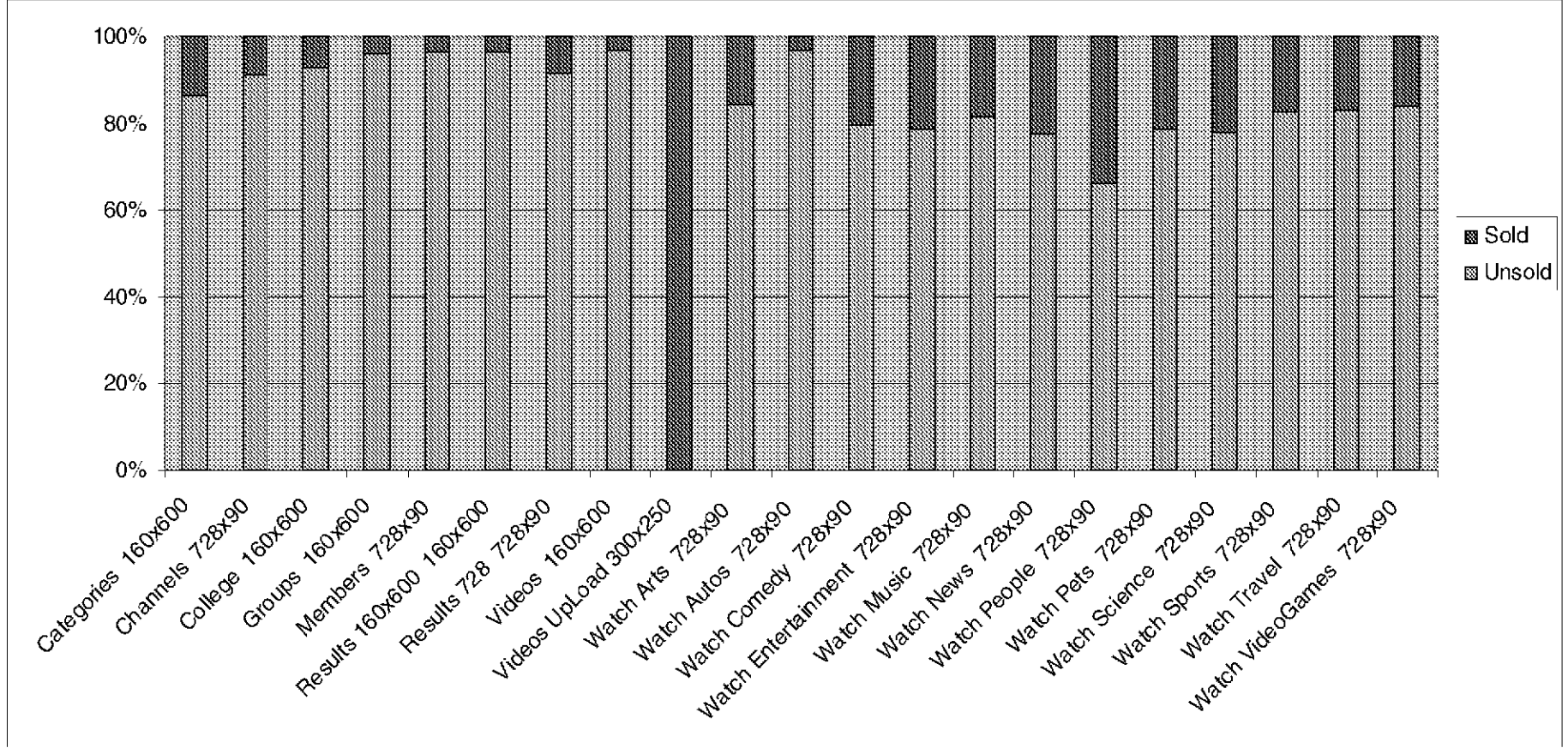
# Channels - eCPM

eCPM BY Channel



September 2006

# Channels – Sell Thru %



\* Premium inventory only – no remnant

# Product Baselines

October 2006

# Product Baselines – FULL SITE ROADBLOCKS

\* Note these impressions are US only across the entire site, and represent a running average.

Product	Average Totals per Day	CPM	CPM Rate	Floor CPM	Floor Rate
<b>FULL SITE ROADBLOCK (ONE DAY)</b>					
PVA	6,500,000	\$15	\$97,000	\$12	\$78,000
Standard Ad Units 728x90, 160x600	120,000,000	\$8	\$960,000	\$5	\$600,000

Source: DoubleClick 2006

Product	Average Totals per Day, per Hour	CPM	CPM Rate	Floor CPM	Floor Rate
<b>JUST IAB AD UNITS</b>					
Standard Ad Units 728x90, 160x600	5,000,000	\$8	\$40,000	\$5	\$25,000

Source: DoubleClick 2006

Premiums should be added for Roadblock + additional targeting (Day part, Geo, etc)

A "One Day Full Site" Roadblock per week = Potential high earnings in 2007 @ \$55 Million