



# last.fm

## Home of the Music Trendsetters

The best way to discover great music and share it with friends.

### Audience Profile<sup>1</sup>:

**\$74,551** Average HHI

**71%** Single

**62% /38%** Male /Female

**25** Average Age

### Valuable and Active<sup>1</sup>:

**84%** Introduce new music and brands to friends

**81%** More likely to spend money on movies

**72%** More likely to spend money on electronics

**46%** Organize groups to hear live music

**89% come back  
at least once a week<sup>1</sup>**

### The Audience is Listening

Few things are as personal as an individual's taste in music. Last.fm combines a gigantic music library with the industry's best system for matching music tastes to music tracks. With over 43 million tracks and 12 million artists, it's no wonder why music mavins frequently come back to Last.fm.<sup>2</sup> When you buy Last.fm, you're buying a premium audience that is totally engaged and passionate about music.

### Advertiser Benefits

#### Desirable demographics

- They're the web savvy, design-conscious, and socially networked 25 year-olds, who are single and affluent.

#### Loyal and Influential

- They're the influencers in their social circles who make Last.fm their home to discover and share great music.

#### Brand integration

- Immersive marketing programs that enable advertisers to make their brand part of the conversation.

Find Out More: Contact [GML\\_AdSales@cbs.com](mailto:GML_AdSales@cbs.com)

 CBS Interactive

SOURCES: 1. Last.fm Audience Profile Study, Dec. 2008 2. CBS Interactive Internal Data, March 2009

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