



CBS.com

The Online Home of America's Most-Watched Network

Monthly Site Stats¹:

6.3 Million Unique visitors

140 Million Page views

20.5 Million Visits

116 Million Minutes

Audience Profile²:

64% Female

59% 18-49

\$79,000 Average HHI

77% Own a residence

65% Grocery decision makers

51% College grad/post grad

5X more people visit CBS.com each month than visit Disneyland³

Redefining Entertainment

CBS.com is the **#1 broadcast network site**⁴ in streaming, minutes and viewers, leading the entertainment category every month in 2009. With interactive features, extended episodes, sneak peaks, forums, an HD video gallery, social viewing rooms and fantasy games, CBS.com allows fans to stay connected to their favorite shows before, during and after the broadcast. It's a perfect compliment to TV.

Advertiser Benefits

Reach across multiple platforms

- Benefit from on-air, online and mobile premium integration.

Higher recollection through brand alignment

- Augment brand recognition with increased exposure on site skins, branded canvases, games, sweepstakes and social media.

Innovative opportunities

- Brands can be integrated into programming via HD video, alternate endings, prequels and sequels as well as branded microsites.

Find Out More: ContactEntertainmentSales@cbs.com

 CBS Interactive

SOURCES: 1. Nielsen Online, August 2009 2. @Plan, Summer 2009 3. Nielsen Online, March 2009 and DisneylandVacationTips.com 4. comScore VideoMetrix, May 2009

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