



**tv.com**

# The Place Where TV Lives Online

## Monthly Site Stats<sup>1</sup>:

**4.5 Million** Unique visitors

**36 Million** Page views

**7.5 Million** Visits

## Audience Profile<sup>2</sup>:

**54%** Female

**85%** 18-49

**47%** College grad/post grad

**59%** Visit social networking sites<sup>3</sup>

**85%** Read TV reviews online<sup>3</sup>

**60%** Watch short videos online<sup>3</sup>

**Fastest growing TV fan site –  
viewership up 26x from last year<sup>4</sup>**

## An Experience Beyond Television

It is not just about watching TV anymore, people come to TV.com to be in the know about the latest shows, actors, plots and news. As the fastest growing TV fan site, TV.com gives advertisers massive reach and continued growth to a vocal and influential audience. And more, the voice of the TV.com fan base resonates across the online community, generating even more passion and engagement.

## Advertiser Benefits

### A broad base of programming

- Premium content from shows across numerous networks help reach a wide, diverse audience.

### Multiple areas of engagement

- Reach fans through community groups, voting contests, forums, the iPhone application, other media opportunities.

### A truly unique site in a competitive environment

- TV.com is the most comprehensive place on the web where users can go to for videos, information and an active community all in one place.

Find Out More: [ContactEntertainmentSales@cbs.com](mailto:ContactEntertainmentSales@cbs.com)

 CBS Interactive

SOURCES: 1. Nielsen Online, July 2009 2. comScore PlanMetrix, July 2009 3. @Plan, Spring 2009  
4. TV.com @Plan Custom Run Report, Summer 2009. Online Adults 18+

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