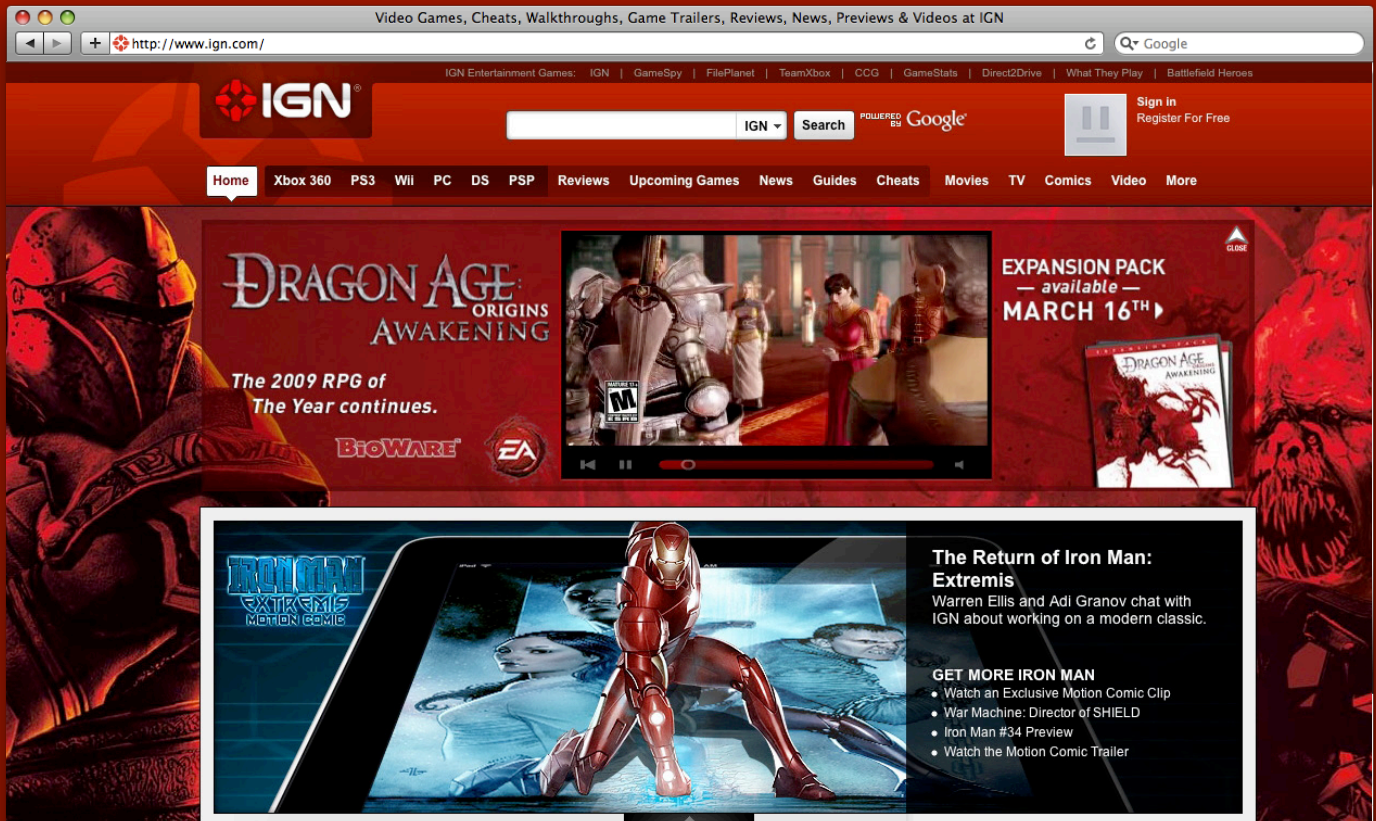


IGN.COM

> Monthly Unique Reach
13,799,000

> Monthly Page Views
237,000,000



THE SURE-FIRE WAY TO IMPROVE YOUR ONLINE MEDIA GAME.

The #1 site for videogame reviews, news, trailers, videos and all things young male entertainment enthusiasts seek. IGN's videogame-related properties (GameSpy, FilePlanet, TeamXbox, Direct2Drive and others) are some of the Web's leading videogame information destinations.

- > Ranks #3 in concentration of 18-34 electronics influencers .
- > IGN users spend an average of 22 hours a week playing video games.
- > They purchase a total of 13 PC, console and handheld games annually.
- > The average IGN Games household spends \$139 on snack foods each year. Combined, IGN Games users spend a total of \$1.3 BILLION on snack foods annually

To find out more about how to engage your brand with IGN's audience, contact your IGN Sales Executive

DEMOGRAPHICS

- > Male composition
68%
- > Average age in years
29.8
- > Average household income
\$67,560

AUDIENCE PROFILE

- > **Whether young or young-at-heart, our viewership is loyal, purchase-ready and influential amongst its peers. We call our core viewers entertainment enthusiasts. Compared to their peers, they play more videogames, see more movies, purchase more DVDs, and are more likely to do all of it online.**

comScore Media Metrix, March 2010 U.S

PSYCHOGRAPHICS

GAMING

IGN users spend an average of 22 hours a week playing video games

They purchase a total of 13 PC, console and handheld games annually

They are 1.9 times more likely than the online average to list video game playing as a favorite hobby

24% have purchased video games in the last six months. 1.8 times above the online avg.

17% have purchased computer games in the last six months. 1.7 times above the online avg.

They are 2.1 times more likely to provide frequent advice on video games.

20% have purchased a new gaming console in the last 12 months. 1.7 times above the online avg..

ENTERTAINMENT

49% have watched a movie in the theater, last 30 days. 23% above the online avg.

62% have rented movies, last 30 days. 13% above the online avg.

IGN ranks #1 in concentration of 18-34 Blu-Ray player owners

3.7 times more likely than the online average to own a Blu-Ray disc player (34% Comp)

88% watch cable television, last 7 days

30% provide frequent advice on movies. 1.5 times above the online avg

25% provide frequent advice on TV. 1.4 times above the online avg.

CONSUMER GOODS

23% purchase home electronics, last 6 months. 32% above the online avg.

21% provide frequent advice on electronics. 1.9 times above the online avg.

21% provide frequent advice on computers. 1.9 times above the online avg.

90% own a cell phone

1.5 times more likely to access the Internet using their cell phones

3.8 times more likely to watch video on their cell phones

62% visited fast food restaurants, last 7 days. 4% above the online avg.

