

FUELING YOUR **BURNING** DESIRE FOR MUSIC ON TV.

THE COOL TV™



PLEASE FUEL YOUR FIRE RESPONSIBLY.



OVERVIEW

**MUSIC LIGHTS YOUR CUSTOMERS' FIRES.
WE PROVIDE THE FUEL.**

THECOOLTV™ is a massive library of music content, custom programmed for ultimate local appeal. With thousands of music videos, feature films, concerts, and exclusive programming like "Rock 'n' Roll Movie of the Week and unique local content," **THECOOLTV has the fastest growing** entertainment media library on the planet.

Sounds big, right? It is. Our library is so big that it allows us to customize each market's programming, delivering the most popular genres as well as reflecting your hometown music scene. Our philosophy at THECOOLTV is to cover all the bases so our advertisers hit home runs. We use advanced market research to fine-tune programming for maximum local appeal and viewership throughout each daypart, 7 days a week.

Music is the universal language. Across languages, continents, decades, and generations, nothing brings audiences together like music. From music videos and concert footage to artist profiles, band retrospectives, and feature films, music programming is an advertiser's dream. This is **when consumers are most receptive:** indulging their passion for music, tuned into their idols, and caught up in high-energy entertainment.



45 million US consumers are willing to view ads as the price of listening to music.

(IFPI Digital Music Report 2009)

The pioneer of music for digital broadcast TV. THECOOLTV is viewers' only option for FREE 24/7 music entertainment on TV. Viewers surfing channels with their new digital TVs (or conversion boxes) will find round-the-clock music programming from the most popular genres, plus local concert calendars and band profiles.

Don't just advertise. Connect. THECOOLTV is the latest addition to the comprehensive Cool Music Network, a true multi-platform network that connects audiences with their favorite music: on TV, on the web, at local concert venues, at festivals, and **even on mobile devices.** From the most classic artists of all time to discovering new artists — and even buying a live DVD of the concert you just attended — Cool Music Network is making powerful connections with music fans across the nation.



THECOOLTV™



AUDIENCE

A NETWORK AS COMPREHENSIVE AS THE MUSIC WORLD ITSELF.

We're wired. Online ads are the fastest growing advertising category since 2006. In that time, Cool Music Network websites have increased traffic **seven times faster** than the average website.

Goin' mobile. Music was the most accessed content on the mobile web in early 2008. THECOOLTV.com and CoolMusicNetwork.com mobile web advertising campaigns deliver unparalleled targeting, high user engagement, diverse post-click actions, and CTR rates up to **fifteen times more effective** than traditional web.

Not your parents' TV. Digital cable subscription rates are growing rapidly and will only accelerate in the years to come. Digital TV, multicast, and mobile video are a rapidly expanding advertising opportunity. Cool Music Network will put your message in front of **affluent early-adopters** and everyday audiences of these new exciting broadcast outlets.

Unique targeting. Our registered website users volunteer their locations and other personal information in order to receive information, newsletters, and special offers so our geo-targeting tools outshine any other site category on the web. We also offer unique "Hyper-Local" advertising, on-location tie-ins, and other customized solutions to maximize the impact of your campaign.



Flexibility and value. We go out of our way to ensure client satisfaction, offering specialized products and unique tie-ins. We will even create new "Hyper-Local" content just for your market! Because of our volume and traffic, we can reach your audience and meet your needs with a variety of comprehensive packages.

Audience. Associate your product or brand with the world's most popular music genres and you reach a powerful audience. At the heart of our demographic are people with active lifestyles in their communities; they are early-adopters of new technology and brand-loyal consumers.

Demographic Composition of National CMN Target Audience*

	57% Male	43% Female
Age	Under 21.....	18%
	21+.....	82%
	20-29.....	49%
	30-34.....	32%
Income	34+.....	19%
	Under \$20,000.....	27%
	\$20,000 - \$50,000.....	36%
	\$50,000 - \$90,000.....	25%
	Over \$100,000.....	12%

**Programming adjusts for best fit with each market; thus specific local demos vary.*



COOLMUSICNETWORK

AN ADVERTISER'S DREAM.

- Placement adjacent to local, regional and national programming
- Traditional and innovative Internet campaigns
- On-location cross promotions at popular music venues and events
- Exclusive spot locations and placement
- Television commercials can be **targeted by program block**, and can include companion display advertising. Positions are available adjacent to a variety of popular content segments.

Products - Cool Music Network is a new and innovative national television outlet providing the most entertaining 24-hour music video content with "Hyper-Local" content for every market it serves. In the spirit of that innovation, we work with clients to create differentiated ad products that **make your campaign a success.**

- "World Tour" - Coordinate exposure on TV, web, venues, and mobile.
- Screen Ownership - Title Program Sponsorships
- Program Integration - Run infomercials with custom programming.
- TV Commercials - Couple ads with localized programming on THECOOLTV.
- Display Advertising - Alternate ads with "Hyper-Local" and National advertising.
- Spot Sponsorships - Place your brand on countdowns, features, and indexes.
- Genre Targeting - Trigger ads by music genre, event, band, venue, and more.

AD SPECIFICATIONS

Television Commercials - Your advertisements alternate with national and regional music and entertainment programming. The specifications for television commercials are:

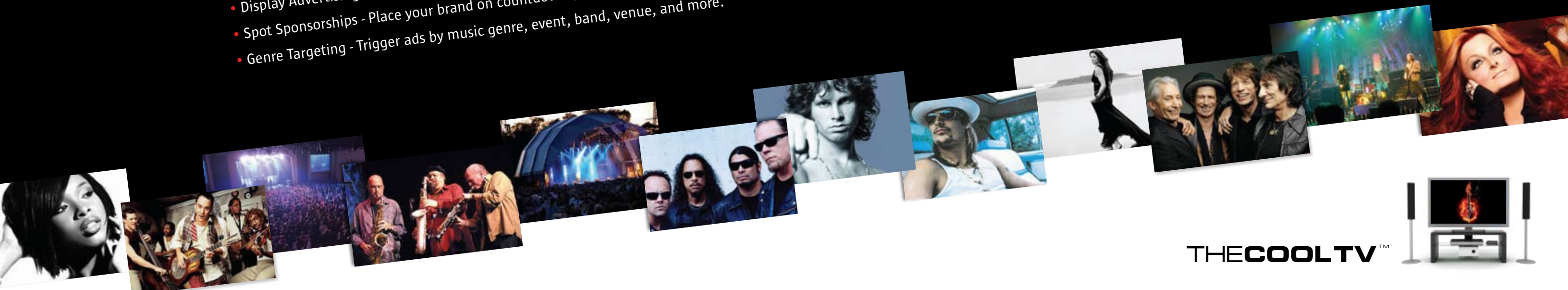
- File formats: Beta SP or DVD
- Font sizes chosen for legibility within the zone format
- Commercials appear in the 640x480 standard definition video
- Run-times: 30 seconds or 60 seconds in length

Web Ad Specifications - CoolMusicNetwork.com displays all standard web advertising sizes. The list below is just a short overview. If you're looking for something special for your campaign, let us help you customize a package

**Sizes and options subject to change without notice.*

- 120x600 (Tower)
- 160x600 (Tower)
- 300x600 (Large Rectangle)
- 300x250 (Medium Rectangle)
- 728x90 (Leaderboard)
- E-mail Alerts Header
- E-mail Alerts Large Rectangle
- Featured Destination
- Index Sponsorship
- In-page :15 Sec Video Pre-Roll
- In-page Video Player Companion Ad 300x60
- Mini-Site Page

- On-Demand :30 Sec Video Pre-Roll
- On-Demand Video Player Companion Ad 300x250
- On-Demand Video Player Companion Ad 468x60
- Pop Under
- Pop Ups
- Pop Ups (Floating)
- Prestitial
- Sponsored Offers
- Section Sponsorship
- Text Link
- Desktop Large Rectangle



THECOOLTV™



REACH YOUR CUSTOMERS THROUGH
THE MUSIC THAT **LIGHTS THEIR FIRES.**

Advertise on THECOOLTV™ today!

- **Fastest growing** video library on the planet
— thousands of artists videos and concerts!
- **Hyper-local programming** connects with viewers
on an authentic home-town level.
- **True brand integration** with our programming,
from TV and web to local events and mobile devices!
- **Custom sponsorships** and added value make THECOOLTV™
the best advertising investment by far!

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