

RT Audience Insights & Research

Presentation to Consumer Sales

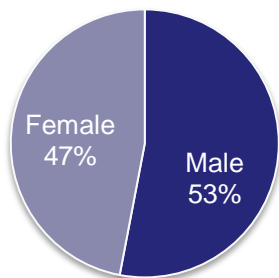
March 3, 2009

**Rotten
TomatoesSM**

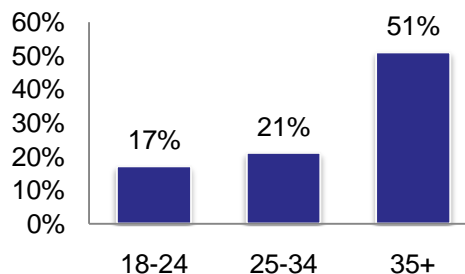
RT Audience Profile

High Value Audiences Found on RT

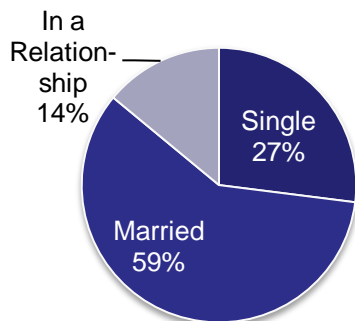
Gender¹



Age¹



Relationship Status²



Avg Household Income²

\$86,366

Total Audience¹

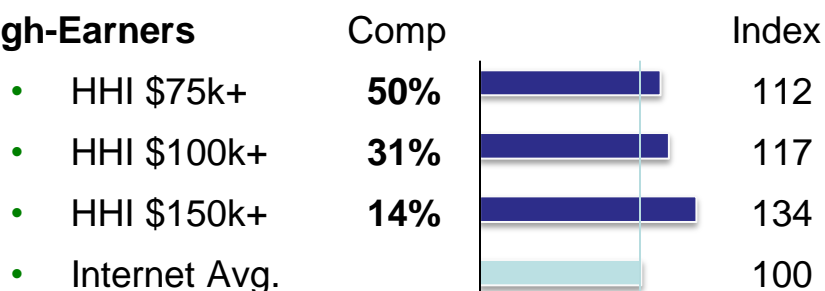
2.03M



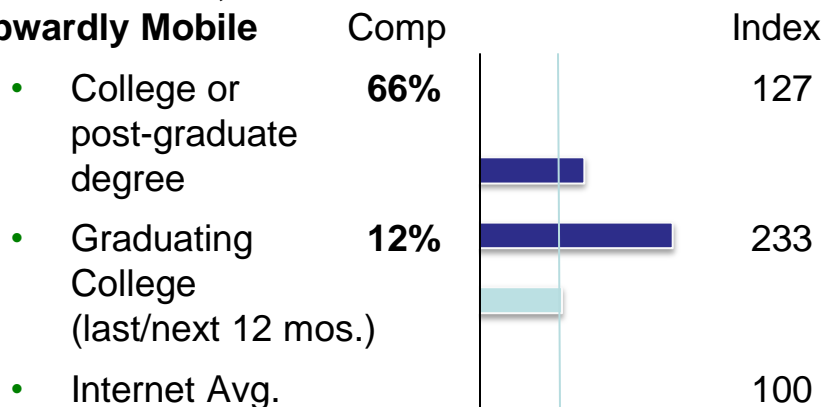
RT Users Income and Education

Keep Company with Educated High-Earners on RT

High-Earners



Well-Educated, Upwardly Mobile



College Graduate/Post-Grad			
Rank	Name	Comp%	Index
1	Rotten Tomatoes	66	127
2	IMDB	63	121
3	Fandango	59	114
4	Moviefone	55	107
5	MovieTickets	55	106
6	Yahoo Movies	51	98
7	MSN Movies	51	98
8	Flixster	41	78

Key Measures Across Competitive Set

RT Consumer Spending Tops Various Categories

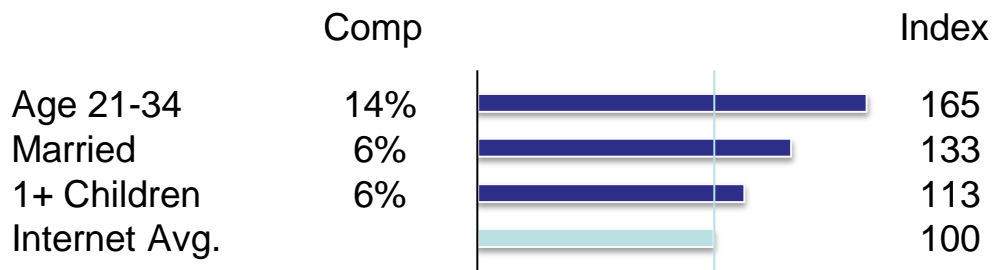
Consumer Activities (Home Video, Entertainment, Electronics, Travel)

Target Audience	RT		IMDb		Yahoo! Movies		Fandango		Flixster	
	Comp%	Index	Comp%	Index	Comp%	Index	Comp%	Index	Comp%	Index
Blu-Ray Disc Player (p/anywhere/12 mo.)	8.2	316	5.3	204	5.4	207	4.3	166	7.3	280
Live Musical Concert (event tix – p/anywhere)	23.1	242	18.4	192	13.1	137	19.8	207	22.1	232
MP3 Player (p/anywhere/12 mo.)	22.4	230	19.9	204	14.5	150	20.3	209	23.4	241
Airline Tix/Reservations (p/online not off/6 mo.)	31	157	28.9	147	23.9	122	29.9	152	16.6	84

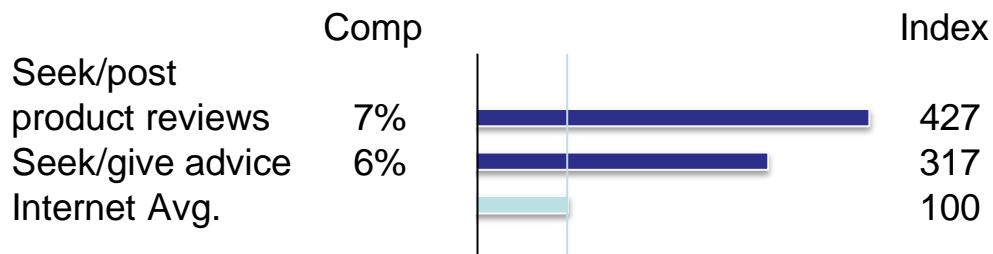
Female Users on RT

Court the Female Savvy Socials on RT

Demographics



Character Traits (Female, 21-34)



Female Users on RT

Active Consumer Categories for RT Savvy Socials

➤ Health & Beauty/Fashion

	Comp	Index
Purchased Fitness & Diet Prods. Offline in Past 6 Mos.	3%	313
Purchase Any Clothes/Shoes/Accessory in Past 6 Mos.	10%	164
Shop for Watches Online in Past 6 Mos.	1%	359

➤ Electronics/Telecommunications

Purchase Digital Camera for Home in Past 12 Mos.	5%	229
Purchase Cell Phone/Services in Past 6 Mos.	2%	197

➤ Travel/Leisure Activities

Entertaining Informally at Home in Past 30 Days	11%	238
Bars/Clubs in Past 30 Days	5%	194
Purchase Vacation Package Online in Past 6 Mos.	1%	378

