



Discover Something New

The world's largest and most trusted tech media source for news, reviews and downloads.

Site Stats

32.5 Million	Unique users ¹
20+ Million	Syndicated audio/video segments ²
18.6 Million	Streams per month ⁴
3.5 Million	Downloads every day ²
985,000	Products/Software in catalog ²

Influential and Engaged

80%	Asked for tech advice ³
70,000	Monthly user reviews, comments, talk back and forums ²
70%	Contribute to IT purchase decisions ³

#1 Tech Media Site for Tech & CE

Every month millions of people trust CNET for expert editorial reviews, safe downloads, breaking technology news and engaging content. CNET surrounds consumers throughout the buying process—from original video programming, to downloads, to How-To's, blogs and more. As a result, CNET reaches more tech buyers than anyone. Also, more brands rely on CNET for tech and CE information. In fact, CNET provides content for more than 60 sites across the Web, including Best Buy, CBS News, The New York Times, and USA TODAY.

Advertiser Benefits

Integrate across the purchase cycle

- Enabling marketers to develop a dialogue with consumers while they're researching and choosing brands, makes and models.

Relevant environments

- Empowering marketers to reach the right consumers with sophisticated audience targeting, rich mobile and location-based programs, video overlay, widgets and more.

Buying behavior insights

- Only CNET can provide real-time intelligence and visibility into user behavior and market dynamics.

Find Out More: [Contact TechSales@cbsinteractive.com](mailto:TechSales@cbsinteractive.com)



SOURCES: 1. comScore Media Metrix, US, All Locations, March 2011 2. CBS Interactive Internal, April 2011 3. CBS Interactive / Crowd Science Audience Profile Study, CNET Brand, 3/24 – 5/13/11 4. comScore VideoMetrix, Total Videos, US, All Locations, March 2011.

©2011 CBS Interactive. All rights reserved.