



# Discover Something New

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

## Site Stats

|                     |  |
|---------------------|--|
| <b>32 Million</b>   | Unique users <sup>1</sup>                    |
| <b>14 Million</b>   | Syndicated audio/video segments <sup>2</sup> |
| <b>18.5 Million</b> | Streams per month <sup>4</sup>               |
| <b>3.5 Million</b>  | Downloads every day <sup>2</sup>             |
| <b>985,000</b>      | Products/Software in catalog <sup>2</sup>    |

## Influential and Engaged

|                  |   |
|------------------|---|
| <b>87%</b>       | Give advice to others <sup>3</sup>                                |
| <b>11</b>        | People influenced every month by a single CNET user <sup>3</sup>  |
| <b>82,000</b>    | Monthly user reviews, comments, talk back and forums <sup>2</sup> |
| <b>\$700,000</b> | Average tech budget influenced by CNET's users <sup>3</sup>       |

## #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:Contact TechSales@cbsinteractive.com)



SOURCES: 1. comScore U.S. only, Sept 2010 2. CBS Interactive Internal, Oct 2010 3. CBS Interactive Tech and News Audience Profile Study, September 2009; Base: Total, Base: Formally/Informally involved for tech budget 4. comScore VideoMetrix, September 2010.

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