



last.fm

Home of the Music Trendsetters

The best way to discover great music and share it with friends.

Audience Profile¹:

\$74,551 Average HHI

71% Single

62% /38% Male /Female

25 Average Age

Valuable and Active¹:

84% Introduce new music and brands to friends

81% More likely to spend money on movies

72% More likely to spend money on electronics

46% Organize groups to hear live music

**89% come back
at least once a week¹**

The Audience is Listening

Few things are as personal as an individual's taste in music. Last.fm combines a gigantic music library with the industry's best system for matching music tastes to music tracks. With over 43 million tracks and 12 million artists, it's no wonder why music mavins frequently come back to Last.fm.² When you buy Last.fm, you're buying a premium audience that is totally engaged and passionate about music.

Advertiser Benefits

Desirable demographics

- They're the web savvy, design-conscious, and socially networked 25 year-olds, who are single and affluent.

Loyal and Influential

- They're the influencers in their social circles who make Last.fm their home to discover and share great music.

Brand integration

- Immersive marketing programs that enable advertisers to make their brand part of the conversation.

Find Out More: Contact GML_AdSales@cbs.com

 CBS Interactive

SOURCES: 1. Last.fm Audience Profile Study, Dec. 2008 2. CBS Interactive Internal Data, March 2009

©2009 CBS Interactive. All rights reserved.