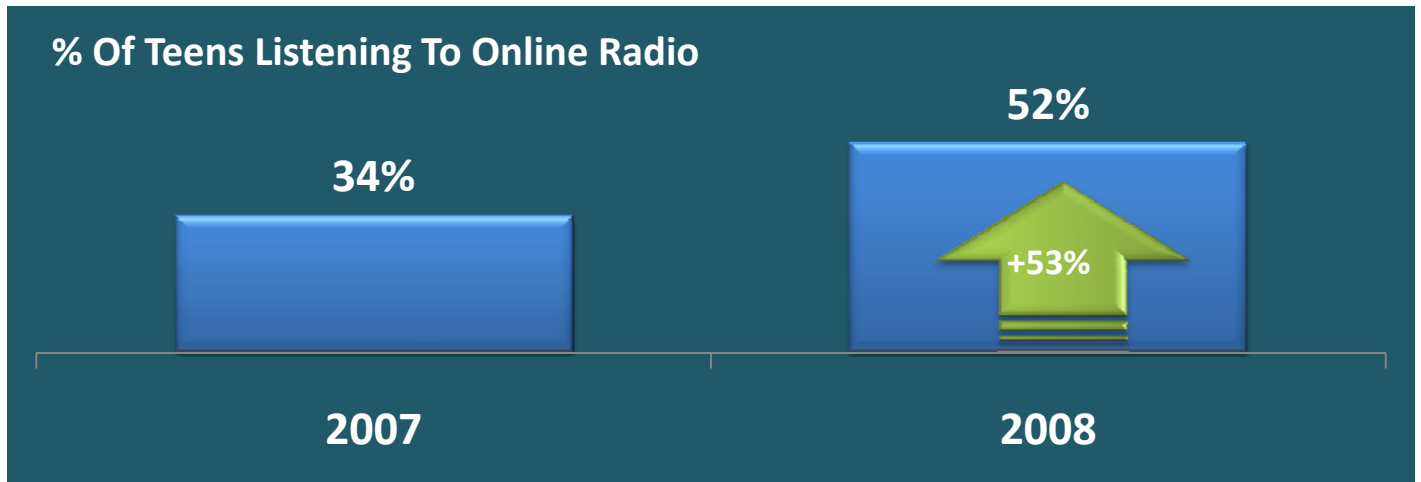




The NPD Group’s (a leader in market research for the Music Industry) recent music tracking survey noted a huge increase in the percent of Teens streaming. At the same time, Teens were acquiring less music - either by purchasing CDs or downloading music from the Internet.



Source: <http://www.npd.com>

Triton Digital – Ad Network

Complement your traditional media plan while increasing consumer engagement, response and accountability with Triton Digital’s In-Stream Ad Network.

Triton Digital Network

- Over 3,000 Affiliate Channels
- Over 500 Million Monthly Impressions
- Over 1.7 Million Monthly Uniques
- In-Stream Audio/Video Pre-Roll/Synced Banner Ads
- Target-ability:
 - Demo
 - Gender
 - Market
 - Ethnicity
 - Lifestyle

Benefits

- Streaming is “Clutter Free” engagement that people seek out
- Streaming provides a non-competitive environment. No Pop Ups, Hover Ads, etc
- Deeper Consumer Engagement
- Reach Consumer Office/Home
- Local Targeted Messaging
- Real Time Measured Delivery
- Local Consumer Response Data
- Increased “Click-Throughs”

