

Rowdy Orbit's

Media Kit & Information

AGE

- 14 - 17
- 18 - 34
- 35 - 50

HHI

- \$15K - \$35K
- \$45K - \$75K
- \$75K plus

GENDER

Viewers:

- Men 48%
- Women 52%

Webshow Creators:

- Men 47%
- Women 53%

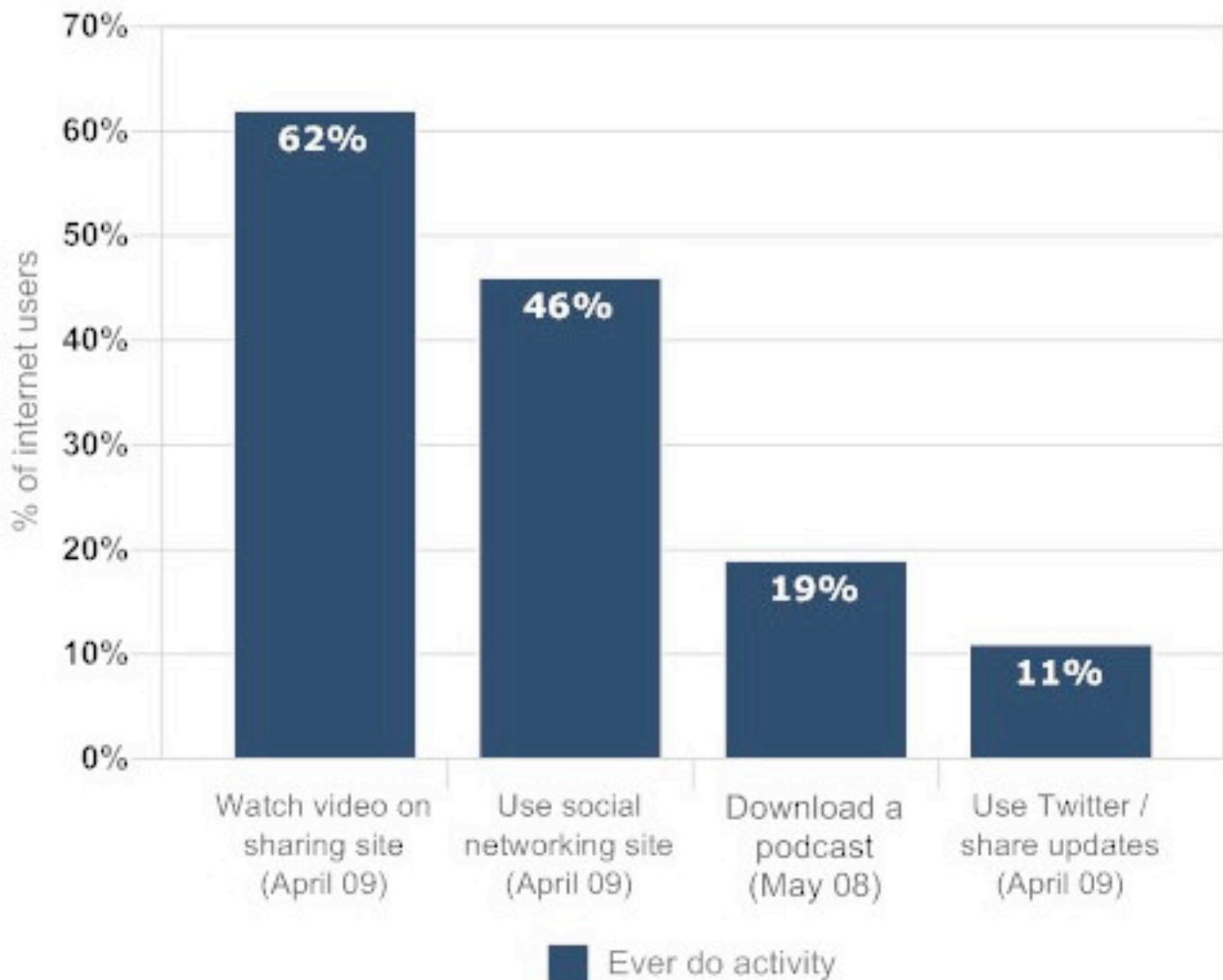
TARGET DEMOGRAPHIC

- African American
- Latino
- Hispanic
- Native American

ONLINE RESEARCH

Watching online videos is more prevalent than the use of social networking sites (46% of adult internet users are active on such sites), podcast downloading (19% of internet users do this) and the use of status updating sites like Twitter (11% of internet users do this).

Video watching outranks many online activities



Source: Pew Internet & American Life Project survey conducted from March 26-April 29, 2009. Based on all adult internet users n=1,687, with a margin of error of +/-3%. Data on podcast downloading comes from a Pew Internet & American Life Project survey conducted from April 8-May 11, 2008. Based on all adult internet users n=1,153, with a margin of error of +/-3%.

WAYS TO ADVERTISE

@Rowdy Orbit the goal is to develop flexible long-term partnerships with webshow creators. To extend the mutual benefits of an evolving creative relationship to integrate internal and external brand solutions/messaging.

Flexible Options:

- Pre & Mid Roll
- Product Placement
- Brand Message Integration
- Brand Entertainment
- Creative Brief Messaging

FUTURE SHOW CATEGORIES

- Drama
- Animation
- Science
- Action
- Science Fiction
- Comedy/Sitcom
- Horror
- Suspense
- Soap Opera
- Health/Wellness
- Technology

- Advice
- Education
- The Stage
- Home & Garden
- Arts & Crafts
- Indie
- Sports
- Fashion
- Music
- Politics
- Adventure
- Exercise
- Micro Cinema
- Romance
- Travel
- Motor
- Food
- Wine & Beer
- Cigars
- Kids

For customized solutions please email us at alittlehelp@rowdyorbit.com. Or call @ 304 616 9798 for more information.

