



# For A Life Gone Digital™

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

## Site Stats<sup>1</sup>:

<b>19.7 Million</b> <sup>2</sup>	Unique users
<b>12 Million</b>	Syndicated audio/video segments
<b>10 Million</b>	Streams per month
<b>3.5 Million</b>	Downloads every day
<b>320,000</b>	Products in catalog

## Influential and Engaged<sup>3</sup>:

<b>84%</b>	Gives advice to others
<b>118 Million</b>	People influenced every month by CNET users
<b>68,000</b>	Monthly user reviews, comments, talk backs and forums
<b>\$1.3 Million</b>	Average tech budget influenced by CNET's users in IT and management

## #1 Source for Tech & CE

Every month millions of people trust CNET for expert editorial reviews, 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—3x more than the closest tech media competitor.<sup>2</sup> 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 cnetsales@cbs.com](mailto:cnetsales@cbs.com)

