

CORE DEMO: YOUNG, SMART, LOYAL

Engaged & Responsive

- Viewers Watch Current An Average Of 7.5 Hours Per Week
- 48% Of Our Target Audience* Watches Current For 30 Minutes Or More
- 36% Visit Current.com Because Of Something They Saw On Current
- 70% Of Viewers Use Both Platforms At The Same Time
- 34% Recommend Current To Family & Friends
- 32% Make A Purchase From Current Ads

Influential

83% Like To Share Information With Others

75% Convince Others To Try New Things

39% Frequently Tell Others About Something They Saw On Current

Current TV Profile: Viewed Current TV past week
Source: OTX Custom Audience Study, Spring 2007

Young, Educated & Affluent

GENDER	%	Index
Male	56	115
Female	44	86

AGE	%	Index
A18-34	54	190
M18-34	31	224
A18-49	78	137

EDUCATION	%	Index
College – 4 Years	30	210
Graduated College +	49	191
Graduate Degree	12	134

HOUSEHOLD INCOME	%	Index
\$ 50K+	63	111
\$150K+	12	116
\$250K+	4	120



Attentive & Receptive

- 92% Of Viewers Prefer VCAMs To Traditional Ad Messages (Finding Them More Authentic, Entertaining & Believable)
- 67% Are Open To New Brands Advertised On Current
- 63% Feel More Positively Toward Current Advertisers
- 59% Find Current Ads More Relevant Than Other Networks'

Upwardly Mobile @ Key Life Stages*Index*

Expect To Get Married In The Next Year	232
Expect To Change Jobs In The Next Year	208
Expect To Graduate In The Next Year	174
Expect To Buy First Home In The Next Year	148

Tech Leaders*Index*

First To Have New Electronic Equipment	146
Friends Seek Advice When Buying Electronic Equipment	193
Own HD TVs	144
Satellite Radio Subscribers	196
Own Latest Game Console > 6 Months	171

Current TV Profile: Viewed Current TV past week

Source: Simmons National Consumer Study, Custom for Current TV, Fall 2006, Adults 18+