



## > Driving Engagement

### DAILY

13+ Minutes of User Engagement Daily\*

### VIDEOS

Over 3,000,000 videos viewed\*

### PHONE CALLS

Over 21,000 phone calls connected\*

### ENGAGEMENT

Over 12 million minutes of total engagement\*

itiBiti is a FREE entertainment and communication desktop app that increases consumer engagement, and helps drive brand loyalty

### FOR BRANDS

- A revenue positive, customizable daily connection with consumers
- Lives in premium, uninhabited real estate...their desktop.
- Accretive revenue opportunities; Measurable results and greater ROI
- Reinforces the brands image & message

### SOCIAL FACTOR

- Greater social engagement; be part of the daily conversation
- Built-in social media functionality

### FOR CONSUMERS

- Provides premium, relevant rich media content and totally FREE local and long distance calling to cellphone and landlines in North America
- Draws instant attention as soon as the computer is turned on.
- Exclusive first look at promotions and access to bonus offers

### FEATURES

- Full communication tool set
- Rich media environment
- Social network aggregation
- Customizable real-time content

### ENGAGED+FOCUSED

Property	Avg. Minutes of Daily Engagement	Pages per Usage Day
itiBiti	13.66	1
Facebook	23.6	44.6
CTV Globemedia	8.2	7.6
ESPN	8.8	11.5
Discovery Media	5.7	6.8
IGN Entertainment	8.4	7.9
AOL, Inc.	4.7	5.1
Vevo	4.5	3.1

\*\*Figure 1) itiBiti Daily Engagement Compared With Top Websites

### AVG. MINUTES ACTIVE DAILY USE

Nov. 2010 - 10.44 minutes  
Dec. 2010 - 13.46 minutes  
**Avg. 2010 - 12.33 minutes**

Jan. 2011 - 12.69 minutes  
**Avg. 2011 - 13.66**

For Discussion Only

# Fully Customizable



Bing Web Search

Voice Center (with controls)  
With contact list management

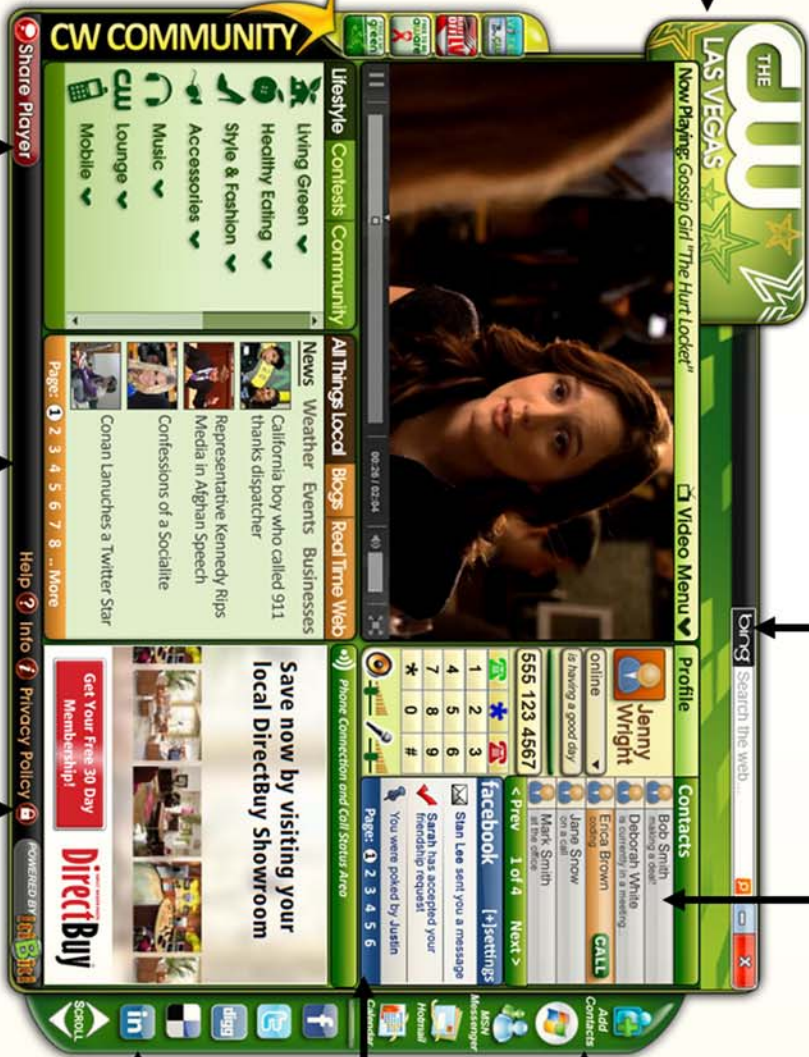
Link to Website

**Video, Entertainment & Information Player:**

Multiple Channels,  
User Services  
w/ Pre Roll Capabilities

CW Community  
Program links

Distinct share  
player button



Lifestyle, contests,  
and community

All things local, blogs,  
and real time web

**Big Box Ad Display:**  
Information center & more

**Sidebar:**

- Fully Customizable
- Sponsor links
- Live Services
- Live Messenger
- User Buttons
- Custom Apps

Social media integration, IE: Facebook

Social networking bookmarks

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