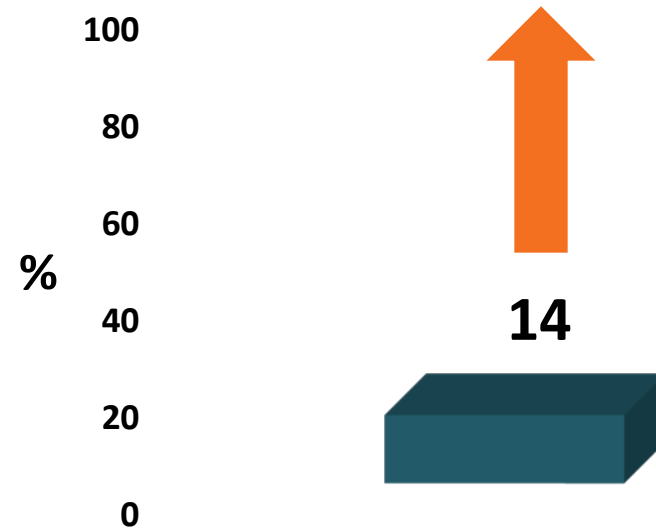
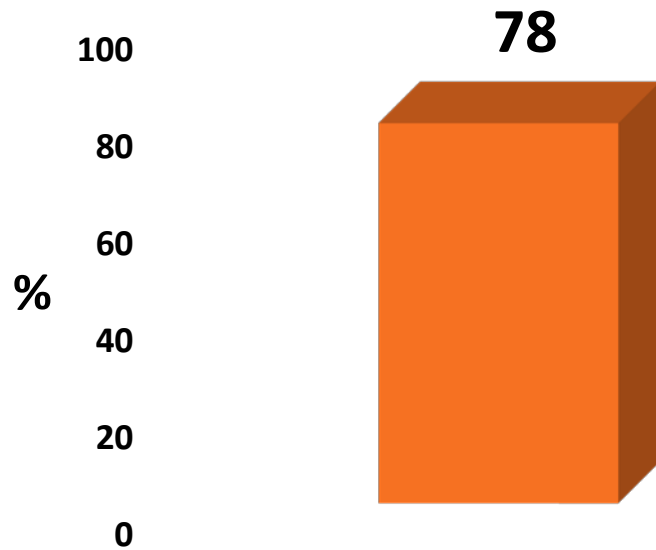


# Advertising Revenue Share by Medium

**TV at 78% share of total advertising revenue**

**14% year-on-year increase in TV spend**



Source: CTR Q1-Q3 2009