



myspace.com
a place for friends

MySpace Mobile

October 2008

What is MySpace Mobile?

- m.myspace.com: the official mobile extension of MySpace
- Free and ad-supported
- The best targeting and among the broadest reach in mobile
- 2MM daily unique users/ 10MM per mo
- Over 3B page views per month
- Average regular user visits their home page 10X per day



Sample: Mobile Advertising on m.myspace.com



A Jason Reitman Film
JUNO
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Academy Award® Winner For
BEST ORIGINAL SCREENPLAY

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Juno (Two-Disc Special Edition with Digital Copy)



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Meet Juno MacGuff (Ellen Page) - a confidently frank teenage girl who calls the shots with a nonchalant cool and an effortless attitude as she journeys through an emotional nine-month adventure into adulthood. Quick-witted and distinctively unique, Juno walks Dancing Elk High's halls to her own tune - preferably anything by The Stooges - but underneath her tough no-nonsense exterior is just a teenage girl trying to figure it all out. While most girls at Dancing Elk are updating their MySpace page or shopping at the mall, Juno is a whip-smart Minnesota teen living by her own rules. A typically boring afternoon becomes anything but when Juno decides to have sex with the charmingly unassuming Bleeker (Michael Cera). Faced with an unplanned pregnancy, she and best friend Leah (Olivia Thirlby) hatch a plan to find Juno's unborn baby the perfect set of parents courtesy of the local Penny Saver. They set their sights on Mark and Vanessa Loring (Jason Bateman and Jennifer Garner), an affluent suburban couple who are longing to adopt their first child. Luckily Juno has the support of her dad and stepmother (J.K. Simmons and Allison Janney). After the initial shock that their daughter has been sexually active with the unlikely "virile" Bleeker, the family bands together to help Juno.

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PHOTO GALLERY

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We Provide The Best Mobile Targeting In The Business

At no additional charge, we can target across the following categories nationally or in any markets that you specify:

- **Age**
- **Gender**
- **Income**
- **Zip Code**
- **Children**
- **Ethnicity**
- **Body Type**
- **Marital Status**
- **Religion**
- **Smoker**
- **Drinker**
- **Here For**
- **Culture (US Hispanic)**
- **Sexual Orientation**
- **Education**
- **PLUS Device, Carrier and Time of Day Targeting**



*Hypertargeting not yet available for m.myspace.com

Highly personal device, High engagement

- **Mobile users are identifiable, targetable and always reachable**
 - Mobile is the one part of the media mix that consumers have a persistent connection to all day long. Users are tech-savvy and carry their mobile phones wherever they go¹
- **Mobile advertising works**
 - 33% of US mobile data subscribers have seen a mobile ad in the last 3 months, and over half have responded to one¹
- **MySpace is meant for mobile**
 - Mobile devices are typically used for on-the-go “snack consumption,” perfect for checking the latest on MySpace

