

videojug user statistics 2009

Videojug Channel	Audience Profile* (Data from Survey Interactive '09)	% ABC1	UK Monthly Page Impressions	UK Pre-Rolls after user capping	UK Monthly Uniques (ABCe)
Beauty & Style	75% Female, 15-34	60%	419,560	186,454	183,917
Creative & Culture	60% Male, 15-44	58%	179,153	63,727	75,808
Family & Education	65% Female, 25-44	62%	90,339	38,343	44,603
Food & Drink	60% Female, 25-54 with Kids	69%	954,868	344,089	425,876
Health & Wellbeing	70% Female 25-54	67%	125,897	49,759	59,288
Lifestyle & Home	Male 50%, 35-54	64%	271,352	115,026	118,496
Love & Dating	65% Male, 15-34	55%	253,184	58,554	75,060
Money & Careers	75% Male, 25-54	62%	57,195	22,726	25,252
Sports & Outdoors	60% Male, 15-35	64%	220,713	59,497	78,690
Technology & Cars	70% Male, 15-44	68%	186,939	81,663	95,786
Total		67%	3,280,132	1,019,838	1,182,776

Formats - 20 Sec pre-roll / MPU (Exp) / In-stream overlay (Customer built in player ad format)

These are only the most relevant contextual channels, other areas may be suitable depending on the target audience. We are able to target down to individual films to build robust segments for specific audiences and are able to provide greater audience insight on request.

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