

**2011
Myers Survey of Advertising Executives
on Online Media Value &
Sales Organization Performance**

**RANKING REPORT:
*Sales Organization Quality and Customer Service***

This study conducted online in September 2011, incorporates 80 pre-selected digital online sales organizations.
See Background/Methodology page for additional reports.

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JACK MYERS RESEARCH MEDIA BUSINESS REPORT

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JACK MYERS RESEARCH MEDIA BUSINESS REPORT

Background and Methodology

The Myers Surveys of Advertising Executives on Media Sales Organizations have been conducted since 1984 and are the industry standard for measuring sales organization performance based on the perceptions of advertiser and agency executives. The report includes rankings and ratings based on the perceptions of client executives and agency management, including respondents groups based on seniority, region and industry category.. Additional respondent details are available. Each sales organization is rated on performance attributes that define perceptions of key agency and client decision makers. Performance is measured in the following evaluation categories:

- Quality Sales Support and Customer Service
- Clarity of Offer & Value
- Premium Content
- Safe Advertiser Environment
- Personal Contact & Relationship

Respondents ranked each sales organization for each category based on a scale ranging from Market Leader to Market Loser.

- 5=Market Leader
- 4=Market Achiever
- 3=Market Average
- 2=Market Laggard
- 1=Market Loser

The survey was conducted online during July / August of 2011. 88 digital sales organizations were included in the survey and respondents were pre-qualified based on identifying each organization with which they conduct business. Lists of contacts were derived from Myers' in-house database and online sales organizations' submissions of both their agency and advertiser client contacts. Respondents were identified personally and were qualified by Myers as influential members of the media buying and marketing community. They were then invited, via e-mail, to participate in an online survey. There were 204 respondents who participated in the survey. As an incentive, a cash reward was given.

Results are not presented for cell counts with less than 10 respondents and are designated as such by **"IR"** (Insufficient Response). Caution should be used when interpreting data for subgroups with small base sizes. Results should be considered directional rather than projectable in nature. Multiple research executives contributed to this report.

Available Reports:

1. 80 Individual Online Sales Organizations in Alphabetical Order: Detailed Performance Ratings

2. RANKING REPORT: Quality Sales Support and Customer Service

- Top 25 Sales Organizations based on respondent involvement
- Mid-Tier Sales Organizations based on respondent involvement
- Legacy Media Sales Organizations (TV, Print Media)
- Digital Native Sales Organizations (Originated Online)
- Reported but not Reliable Sales Organizations based on respondent involvement
- Digital Native & Legacy Media Sales Organizations Combined Rankings

3. RANKING REPORT: Clarity of Offer & Value

- Top 25 Sales Organizations based on respondent involvement
- Mid-Tier Sales Organizations based on respondent involvement
- Legacy Media Sales Organizations (TV, Print Media)
- Digital Native Sales Organizations (Originated Online)
- Reported but not Reliable Sales Organizations based on respondent involvement
- Digital Native & Legacy Media Sales Organizations Combined Rankings

4. RANKING REPORT: Premium Content

- Top 25 Sales Organizations based on respondent involvement
- Mid-Tier Sales Organizations based on respondent involvement
- Legacy Media Sales Organizations (TV, Print Media)
- Digital Native Sales Organizations (Originated Online)
- Reported but not Reliable Sales Organizations based on respondent involvement
- Digital Native & Legacy Media Sales Organizations Combined Rankings

5. RANKING REPORT: Safe Advertiser Environment

- Top 25 Sales Organizations based on respondent involvement
- Mid-Tier Sales Organizations based on respondent involvement
- Legacy Media Sales Organizations (TV, Print Media)
- Digital Native Sales Organizations (Originated Online)
- Reported but not Reliable Sales Organizations based on respondent involvement
- Digital Native & Legacy Media Sales Organizations Combined Rankings

6. RANKING REPORT: Personal Contact & Relationship

- Top 25 Sales Organizations based on respondent involvement
- Mid-Tier Sales Organizations based on respondent involvement
- Legacy Media Sales Organizations (TV, Print Media)
- Digital Native Sales Organizations (Originated Online)
- Reported but not Reliable Sales Organizations based on respondent involvement
- Digital Native & Legacy Media Sales Organizations Combined Rankings

A total of eighty (80) online sales organizations were evaluated in this study and included the following:

A+E Networks
ABC.com
About.com
Adap.tv
adBrite
Adconion
Advertising.com
Amazon.com
AOL
Associated Content (*Yahoo*)
blip.tv
Blogger
Break.com
Brightroll
CBS Interactive
CBS News.com
CNET
CNN Digital
CNMoney.com
Conde Nast Digital (*Condnet*)
ContextWeb
Demand Media
Discovery Digital Media Sales
Disney Interactive Media Group
ESPN.com
Expedia Media
Facebook
5Min (*AOL Video*)

Federated Media
Forbes.com
Fox Interactive Media
Gannett Sites
Glam Media
Google
Hearst Magazines Interactive
Hulu.com
IAC Advertising Solutions
iAds (Apple)
IDG Sites (*Macworld ComputerWorld PCWorld*)
IGN Entertainment
iVillage
LinkedIn
MarthaStewart.com
Martini Media
Media6Degrees
Meredith Media Sales
Microsoft Advertising / MSN
MTV Digital Media
National Geographic.com
NBC Universal Entertainment (*Fandango, DailyCandy, Swirl, Television Without Pity*)
NBC-TV (*NBC.com, Bravo, USA, Syfy, Telemundo*)
Nickelodeon Online Sales
NYTimes.com
Pandora
People.com
Rainbow Advertising Sales

Reuters.com
Scripps Interactive
Specific Media / BBE Video
Telemundo
33Across
Time Inc Digital Media
Travel Ad Network
Tremor Media
Turner/SI.com
TV Guide.com
24/7 Real Media
Twitter
Undertone Networks/Jambo
Univision Interactive Media
USA Today.com
VEVO
Vibrant Media
Washington Post Digital
Weather.com
WebMD.com
WSJ.com
Yahoo!
YouTube
YuMe

Leader/Achiever for Quality Sales Support & Customer Service



Top 25 Online Media Brands*	Total		Client (Advertiser)		Digital Agency Buyer/Planner/Executive		Full Service Advertising/TV Agency		1-7 Years In Business		8+ Years In Business		NY Market		Other Market		Male Demo		Female Demo		Affluent Demo		Bus to Bus Demo	
	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank
Google	70.8%	1	100.0%	1	57.6%	3	71.9%	1	66.7%	2	75.0%	1	72.3%	2	69.7%	1	69.6%	1	70.6%	1	71.4%	1	55.6%	12
Pandora	67.0%	2	IR	IR	66.7%	1	66.7%	2T	74.4%	1	58.3%	3	73.3%	1	58.7%	5	66.7%	2T	69.4%	2	64.3%	2	65.4%	5
LinkedIn	57.4%	3	87.5%	2	59.4%	2	38.9%	22	54.5%	11	56.0%	6	50.0%	17	58.8%	4	40.0%	23	46.2%	11T	58.3%	3	69.2%	1
Hulu.com	57.0%	4	IR	IR	50.0%	8T	65.4%	4	56.1%	9	58.2%	4	52.5%	12	61.5%	3	52.0%	10	57.6%	5	54.3%	6	59.1%	8
YouTube	56.3%	5T	66.7%	3T	49.1%	10	60.0%	8T	59.2%	6	52.9%	10	66.0%	4	43.8%	17	59.6%	5	55.9%	6	55.0%	5	48.0%	17
Weather.com	56.3%	5T	37.5%	15	56.7%	4	63.3%	6	61.8%	4	52.8%	11	58.3%	7	55.9%	7	66.7%	2T	51.6%	9	48.0%	13T	66.7%	2T
Microsoft Advertising/MSN	55.1%	7	50.0%	12T	56.1%	5	58.3%	12	57.6%	8	54.5%	8	61.8%	5	50.0%	9T	60.7%	4	66.7%	3	48.0%	13T	57.1%	10
Twitter	52.0%	8	54.5%	10T	52.9%	7	50.0%	17T	62.5%	3	50.0%	13T	66.7%	3	42.3%	20	56.0%	7	55.6%	7	38.5%	21	56.3%	11
NYTimes.com	51.8%	9	50.0%	12T	40.0%	17T	66.7%	2T	50.0%	15	55.2%	7	51.9%	14	53.6%	8	47.6%	13T	44.8%	14T	51.9%	7	40.0%	22
Turner/SI.com	51.2%	10	57.1%	7	42.1%	15	60.0%	8T	43.6%	19	58.5%	2	51.1%	15	50.0%	9T	43.2%	20	41.5%	20	21.7%	25	46.2%	19T
ESPN.com	51.0%	11	60.0%	6	36.6%	20	62.5%	7	48.8%	17	52.5%	12	51.0%	16	50.0%	9T	46.5%	16	44.7%	16	50.0%	9T	50.0%	15T
CNN Digital	50.8%	12	IR	IR	43.5%	13	51.4%	15	51.9%	12	50.0%	13T	33.3%	23	68.8%	2	45.0%	17T	50.0%	10	46.4%	17	64.3%	6
WSJ.com	50.0%	13	IR	IR	38.7%	19	63.6%	5	44.4%	18	54.3%	9	52.2%	13	48.7%	15	45.0%	17T	38.5%	23	46.7%	16	45.8%	21
AOL	49.5%	14	36.4%	16	48.3%	11	57.1%	14	55.0%	10	42.9%	18T	53.2%	11	46.8%	16	56.1%	6	52.6%	8	56.4%	4	51.6%	14
24/7 Real Media	48.6%	15	IR	IR	50.0%	8T	50.0%	17T	60.0%	5	36.8%	23	61.1%	6	35.1%	22	53.1%	8	44.1%	17	48.3%	12	60.0%	7
Facebook	48.2%	16	63.2%	5	41.8%	16	51.0%	16	49.3%	16	47.1%	16	46.3%	19	49.3%	13	52.8%	9	44.8%	14T	50.0%	9T	47.2%	18
ABC.com	46.8%	17	IR	IR	18.8%	25	60.0%	8T	51.5%	14	42.9%	18T	57.1%	8T	32.0%	24	42.9%	21T	45.9%	13	31.3%	24	IR	IR
Conde Nast Digital (Condenet)	44.9%	18	55.6%	8T	27.3%	23	58.8%	11	34.6%	25	56.5%	5	32.0%	24T	58.3%	6	43.8%	19	37.0%	24	45.0%	19	50.0%	15T
CBS Interactive	43.4%	19T	66.7%	3T	40.0%	17T	39.4%	20	40.0%	23	47.6%	15	48.8%	18	40.0%	21	42.9%	21T	46.2%	11T	51.6%	8	66.7%	2T
NBC-TV (NBC.com, Bravo, USA, Syfy, Telemundo)	43.4%	19T	IR	IR	36.4%	21	50.0%	17T	51.7%	13	34.8%	25	54.5%	10	27.8%	25	47.8%	11	61.5%	4	35.3%	22	30.0%	24
Time Inc Digital Media	42.9%	21	IR	IR	53.8%	6	31.3%	25	57.9%	7	35.7%	24	57.1%	8T	33.3%	23	30.0%	25	34.8%	25	47.6%	15	35.3%	23
Yahoo!	42.2%	22	54.5%	10T	43.1%	14	39.0%	21	38.5%	24	46.8%	17	35.7%	21	49.1%	14	47.7%	12	39.7%	21	34.2%	23	46.2%	19T
Fox Interactive Media	41.7%	23	IR	IR	32.0%	22	57.9%	13	40.9%	20T	42.3%	20	32.0%	24T	50.0%	9T	47.1%	15	42.1%	19	41.2%	20	58.3%	9
Advertising.com	39.7%	24	44.4%	14	48.0%	12	34.8%	24	40.9%	20T	41.0%	21	39.3%	20	42.4%	19	47.6%	13T	43.3%	18	50.0%	9T	66.7%	2T
Scripps Interactive	39.0%	25	55.6%	8T	25.0%	24	38.7%	23	40.9%	20T	37.8%	22	34.8%	22	42.9%	18	38.5%	24	38.9%	22	45.8%	18	53.3%	13

*Based on number of respondents self-identified as doing business with each organization.

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Legacy Media Digital Brands (30 sites)	Total		Client (Advertiser)		Digital Agency Buyer/Planner/Executive		Full Service Advertising/TV Agency		1-7 Years In Business		8+ Years In Business		NY Market		Other Market		Male Demo		Female Demo		Affluent Demo		Bus to Bus Demo	
	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank
	Nickelodeon Online Sales	62.5%	1	IR	IR	64.3%	2	IR	IR	68.8%	1	IR	IR	63.2%	1	IR	IR	70.0%	1	66.7%	1T	IR	IR	IR
Weather.com	56.3%	2	37.5%	7	56.7%	3	63.3%	4	61.8%	2	52.8%	8	58.3%	3	55.9%	6	66.7%	2	51.6%	6	48.0%	9	66.7%	1T
MarthaStewart.com	56.0%	3	IR	IR	36.4%	15T	70.0%	1	IR	IR	50.0%	10T	50.0%	13T	61.5%	2	50.0%	4T	66.7%	1T	50.0%	6T	IR	IR
CBSNews.com	55.6%	4	IR	IR	IR	IR	61.5%	6	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	66.7%	1T	IR	IR	IR	IR
NYTimes.com	51.8%	5	50.0%	6	40.0%	9T	66.7%	2	50.0%	8	55.2%	5	51.9%	10	53.6%	7	47.6%	8	44.8%	13	51.9%	4	40.0%	13
Turner/SI.com	51.2%	6	57.1%	3	42.1%	8	60.0%	7T	43.6%	13	58.5%	2	51.1%	11	50.0%	8T	43.2%	16	41.5%	18	21.7%	25	46.2%	10
ESPN.com	51.0%	7	60.0%	2	36.6%	14	62.5%	5	48.8%	9	52.5%	9	51.0%	12	50.0%	8T	46.5%	11	44.7%	14	50.0%	6T	50.0%	8T
CNN Digital	50.8%	8	IR	IR	43.5%	7	51.4%	15	51.9%	5	50.0%	10T	33.3%	22T	68.8%	1	45.0%	13T	50.0%	7T	46.4%	12	64.3%	3
WSJ.com	50.0%	9	IR	IR	38.7%	12	63.6%	3	44.4%	12	54.3%	6	52.2%	9	48.7%	12	45.0%	13T	38.5%	20	46.7%	11	45.8%	11
Washington Post Digital	48.6%	10	IR	IR	65.0%	1	27.3%	27	53.8%	4	47.6%	15T	58.8%	2	38.9%	18	33.3%	22T	33.3%	24T	35.3%	21T	52.6%	7
Forbes.com	48.3%	11	IR	IR	50.0%	5	58.3%	10	36.4%	22	55.6%	4	45.5%	17T	50.0%	8T	54.5%	3	35.7%	22	60.0%	2	61.5%	4
Discovery Digital Media Sales	46.9%	12	IR	IR	36.4%	15T	52.4%	13	41.2%	14T	53.3%	7	50.0%	13T	43.8%	14	50.0%	4T	43.8%	15T	IR	IR	IR	IR
ABC.com	46.8%	13	IR	IR	18.8%	26	60.0%	7T	51.5%	7	42.9%	18T	57.1%	4T	32.0%	23	42.9%	17T	45.9%	12	31.3%	23	IR	IR
CNET	46.7%	14	IR	IR	37.5%	13	54.5%	12	47.4%	10	50.0%	10T	53.3%	8	42.9%	15T	45.5%	12	61.5%	4T	45.5%	14T	IR	IR
A&E Networks	45.2%	15T	IR	IR	IR	IR	45.5%	19T	47.1%	11	42.9%	18T	45.5%	17T	IR	IR	30.8%	25T	31.3%	26	IR	IR	IR	IR
Disney Interactive Media Group	45.2%	15T	IR	IR	35.3%	18	45.5%	19T	33.3%	24	63.6%	1	33.3%	22T	58.3%	4T	50.0%	4T	50.0%	7T	70.0%	1	IR	IR
Conde Nast Digital (Condenet)	44.9%	17	55.6%	4T	27.3%	21	58.8%	9	34.6%	23	56.5%	3	32.0%	24T	58.3%	4T	43.8%	15	37.0%	21	45.0%	16	50.0%	8T
People.com	44.4%	18	IR	IR	46.7%	6	41.2%	21T	40.0%	19T	50.0%	10T	30.0%	26	60.0%	3	46.7%	10	46.2%	10T	45.5%	14T	IR	IR
CBS Interactive	43.4%	19T	66.7%	1	40.0%	9T	39.4%	23	40.0%	19T	47.6%	15T	48.8%	15	40.0%	17	42.9%	17T	46.2%	10T	51.6%	5	66.7%	1T
NBC-TV (NBC.com, Bravo, USA, Syfy, Telemundo)	43.4%	19T	IR	IR	36.4%	15T	50.0%	16T	51.7%	6	34.8%	26	54.5%	6T	27.8%	24	47.8%	7	61.5%	4T	35.3%	21T	30.0%	15
Time Inc Digital Media	42.9%	21	IR	IR	53.8%	4	31.3%	26	57.9%	3	35.7%	25	57.1%	4T	33.3%	22	30.0%	27	34.8%	23	47.6%	10	35.3%	14
CNNMoney.com	42.1%	22	IR	IR	38.9%	11	41.2%	21T	41.2%	14T	42.9%	18T	47.6%	16	35.3%	20	25.0%	28	23.1%	30	52.9%	3	42.1%	12
Fox Interactive Media	41.7%	23	IR	IR	32.0%	19	57.9%	11	40.9%	16T	42.3%	21	32.0%	24T	50.0%	8T	47.1%	9	42.1%	17	41.2%	18	58.3%	5
MTV Digital Media	40.9%	24	IR	IR	30.0%	20	52.2%	14	40.6%	18	41.7%	22	41.2%	19	IR	IR	33.3%	22T	33.3%	24T	IR	IR	IR	IR
NBC Universal Entertainment (Fandango, DailyCandy, Swirl, Television Without Pity)	40.6%	25	IR	IR	26.7%	22	50.0%	16T	38.9%	21	46.2%	17	36.8%	20	46.2%	13	42.9%	17T	47.8%	9	42.9%	17	IR	IR
Scripps Interactive	39.0%	26	55.6%	4T	25.0%	23	38.7%	24	40.9%	16T	37.8%	23	34.8%	21	42.9%	15T	38.5%	21	38.9%	19	45.8%	13	53.3%	6
Meredith Media Sales	38.1%	27	IR	IR	IR	IR	36.4%	25	IR	IR	50.0%	10T	54.5%	6T	20.0%	25	IR	IR	43.8%	15T	50.0%	6T	IR	IR
Gannett Sites	33.3%	28	IR	IR	IR	IR	25.0%	28	IR	IR	28.6%	27	IR	IR	36.8%	19	33.3%	22T	28.6%	27	27.3%	24	IR	IR
USAToday.com	30.3%	29	IR	IR	21.4%	25	46.2%	18	18.2%	26	36.4%	24	20.0%	28	34.8%	21	30.8%	25T	23.5%	28T	40.0%	19T	IR	IR
Hearst Magazines Interactive	28.6%	30	IR	IR	23.1%	24	IR	IR	23.1%	25	IR	IR	25.0%	27	IR	IR	40.0%	20	23.5%	28T	40.0%	19T	IR	IR

N= # of Respondents
IR= Insufficient Response

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Digital Native Online Media Brands (41 sites)	Total		Client (Advertiser)		Digital Agency Buyer/Planner/Executive		Full Service Advertising/TV Agency		1-7 Years In Business		8+ Years In Business		NY Market		Other Market		Male Demo		Female Demo		Affluent Demo		Bus to Bus Demo	
	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank
	VEVO	74.2%	1	IR	IR	72.7%	2	IR	IR	73.7%	3	75.0%	1T	72.7%	3	IR	IR	84.6%	2	75.0%	2	IR	IR	IR
Undertone Networks / Jambo	72.1%	2	IR	IR	70.4%	3	69.2%	2	71.4%	4	71.4%	3	71.4%	5	71.4%	1	81.3%	3	77.3%	1	61.5%	5	64.3%	4T
Google	70.8%	3	100.0%	1	57.6%	12	71.9%	1	66.7%	6	75.0%	1T	72.3%	4	69.7%	3	69.6%	5	70.6%	3	71.4%	1	55.6%	12
Pandora	67.0%	4	IR	IR	66.7%	4	66.7%	3	74.4%	2	58.3%	5	73.3%	1T	58.7%	10	66.7%	7	69.4%	4	64.3%	3	65.4%	3
IGN Entertainment	64.0%	5	IR	IR	76.5%	1	IR	IR	78.6%	1	45.5%	18T	60.0%	12	70.0%	2	64.3%	8	66.7%	6T	IR	IR	IR	IR
Amazon.com	63.0%	6	75.0%	3	61.5%	6T	55.0%	9	65.2%	7	57.1%	8	58.6%	13	68.8%	4	76.5%	4	68.2%	5	52.9%	12	IR	IR
Brightroll	60.5%	7	IR	IR	65.0%	5	52.9%	10	62.5%	8T	57.9%	7	50.0%	18T	66.7%	5	52.6%	17	63.6%	9	66.7%	2	61.5%	6T
33Across	60.0%	8T	IR	IR	60.0%	8	IR	IR	58.8%	14	63.6%	4	61.1%	10T	60.0%	7T	IR	IR	50.0%	16T	63.6%	4	IR	IR
blip.tv	60.0%	8T	IR	IR	61.5%	6T	IR	IR	41.7%	26T	IR	IR	50.0%	18T	IR	IR	63.6%	9	66.7%	6T	IR	IR	IR	IR
LinkedIn	57.4%	10	87.5%	2	59.4%	9	38.9%	20	54.5%	18	56.0%	10	50.0%	18T	58.8%	9	40.0%	23	46.2%	20	58.3%	6	69.2%	1
Specfic Media / BBE Video	57.1%	11	IR	IR	57.7%	11	50.0%	12T	70.0%	5	42.9%	21T	73.3%	1T	46.2%	19	68.4%	6	47.6%	19	55.6%	8	64.3%	4T
Hulu.com	57.0%	12	IR	IR	50.0%	18T	65.4%	4	56.1%	16	58.2%	6	52.5%	16	61.5%	6	52.0%	18	57.6%	10	54.3%	11	59.1%	9
YouTube	56.3%	13	66.7%	4	49.1%	21	60.0%	5	59.2%	12	52.9%	12	66.0%	7	43.8%	22	59.6%	11	55.9%	12	55.0%	9	48.0%	15
Microsoft Advertising/MSN	55.1%	14	50.0%	8	56.1%	13	58.3%	6	57.6%	15	54.5%	11	61.8%	9	50.0%	14	60.7%	10	66.7%	6T	48.0%	20	57.1%	10
Break.com	53.8%	15	IR	IR	54.2%	14	IR	IR	52.2%	21	56.3%	9	52.4%	17	55.6%	11	85.7%	1	52.9%	14	IR	IR	IR	IR
Tremor Media	53.5%	16	IR	IR	53.8%	15T	57.1%	7T	59.1%	13	47.6%	15	61.9%	8	45.5%	20T	54.5%	14	50.0%	16T	50.0%	14T	50.0%	14
iAds (Apple)	52.0%	17T	IR	IR	53.8%	15T	IR	IR	IR	IR	50.0%	13T	IR	IR	53.3%	13	IR	IR	40.0%	27	45.5%	22	IR	IR
Twitter	52.0%	17T	54.5%	6T	52.9%	17	50.0%	12T	62.5%	8T	50.0%	13T	66.7%	6	42.3%	24	56.0%	13	55.6%	13	38.5%	24	56.3%	11
AOL	49.5%	19	36.4%	10	48.3%	22	57.1%	7T	55.0%	17	42.9%	21T	53.2%	15	46.8%	17	56.1%	12	52.6%	15	56.4%	7	51.6%	13
Federated Media	48.8%	20	IR	IR	45.2%	26	IR	IR	53.8%	19	43.8%	20	42.9%	26	60.0%	7T	38.9%	24	48.1%	18	52.6%	13	61.5%	6T
24/7 Real Media	48.6%	21	IR	IR	50.0%	18T	50.0%	12T	60.0%	10T	36.8%	27	61.1%	10T	35.1%	26	53.1%	15	44.1%	23	48.3%	19	60.0%	8
Facebook	48.2%	22	63.2%	5	41.8%	30	51.0%	11	49.3%	23	47.1%	16	46.3%	23	49.3%	15	52.8%	16	44.8%	21T	50.0%	14T	47.2%	16
Media6Degrees	48.0%	23	IR	IR	47.1%	24	IR	IR	46.7%	24	IR	IR	46.7%	21T	IR	IR	27.3%	27	57.1%	11	46.7%	21	IR	IR
Adconion	47.4%	24	IR	IR	58.3%	10	IR	IR	IR	IR	27.3%	32T	54.5%	14	IR	IR	IR	IR	IR	IR	54.5%	10	IR	IR
Glam Media	43.9%	25	IR	IR	44.4%	27	IR	IR	45.8%	25	37.5%	26	45.8%	24	37.5%	25	37.5%	25	44.8%	21T	50.0%	14T	IR	IR
ContextWeb	43.5%	26	IR	IR	50.0%	18T	50.0%	12T	41.7%	26T	45.5%	18T	30.0%	35T	53.8%	12	IR	IR	41.7%	26	50.0%	14T	IR	IR
Yahoo!	42.2%	27	54.5%	6T	43.1%	29	39.0%	19	38.5%	29	46.8%	17	35.7%	30	49.1%	16	47.7%	19	39.7%	28	34.2%	25	46.2%	17
Vibrant Media	41.2%	28	IR	IR	43.5%	28	IR	IR	60.0%	10T	22.2%	34	33.3%	31T	46.7%	18	42.9%	21	31.3%	33	20.0%	30	31.3%	18
iVillage	40.6%	29	IR	IR	38.5%	31	41.2%	18	52.6%	20	16.7%	36	44.4%	25	30.8%	30T	26.7%	28T	34.8%	30	IR	IR	IR	IR
Advertising.com	39.7%	30	44.4%	9	48.0%	23	34.8%	22	40.9%	28	41.0%	24	39.3%	28	42.4%	23	47.6%	20	43.3%	24	50.0%	14T	66.7%	2
WebMD	37.8%	31	IR	IR	33.3%	33T	41.7%	16T	31.3%	33	42.1%	23	40.9%	27	30.8%	30T	35.3%	26	32.0%	32	25.0%	29	IR	IR
Travel Ad Network	36.4%	32	IR	IR	IR	IR	27.3%	23	IR	IR	28.6%	30	30.0%	35T	45.5%	20T	IR	IR	IR	IR	IR	IR	IR	IR
Blogher	34.6%	33	IR	IR	28.6%	36	IR	IR	36.4%	31	35.7%	28	37.5%	29	IR	IR	IR	IR	42.1%	25	33.3%	26	IR	IR
YuMe	34.2%	34	IR	IR	30.4%	35	IR	IR	36.8%	30	27.8%	31	31.6%	33	33.3%	27T	26.7%	28T	33.3%	31	27.3%	27T	IR	IR
IAC Advertising Solutions	33.3%	35T	IR	IR	46.2%	25	IR	IR	50.0%	22	18.2%	35	46.7%	21T	IR	IR	IR	IR	15.4%	37	IR	IR	IR	IR
Martini Media	33.3%	35T	IR	IR	33.3%	33T	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Demand Media	32.1%	37	IR	IR	36.8%	32	IR	IR	35.3%	32	27.3%	32T	31.3%	34	33.3%	27T	16.7%	30	26.7%	35	41.7%	23	IR	IR
5Min (AOL Video)	28.6%	38	IR	IR	25.0%	37	IR	IR	20.0%	34	40.0%	25	33.3%	31T	IR	IR	IR	IR	36.4%	29	IR	IR	IR	IR
Expedia Media	27.8%	39	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
AdBrite	25.9%	40	IR	IR	IR	IR	38.5%	21	IR	IR	11.8%	37	IR	IR	31.6%	29	41.7%	22	28.6%	34	IR	IR	IR	IR
About.com	23.5%	41	IR	IR	11.1%	38	41.7%	16T	18.8%	35	29.4%	29	15.4%	37	30.0%	32	12.5%	31	25.0%	36	27.3%	27T	20.0%	19

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Reported But Not Reliable* (9 sites)	Total	
	%	rank
Reuters.com	57.1%	1
Rainbow Advertising Sales	54.5%	2
Adap.tv	46.2%	3T
Univision Interactive Media	46.2%	3T
IDG Sites (Macworld ComputerWorld PCWorld)	45.5%	5
National Geographic.com	42.9%	6
Telemundo	37.5%	7
Associated Content (Yahoo)	35.3%	8
TVGuide.com	28.6%	9



*Based on number of respondents self-identified as doing business with each organization.

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Legacy & Digital Online Media Brands (71 sites)	Total		Client (Advertiser)		Digital Agency Buyer/Planner/Executive		Full Service Advertising/TV Agency		1-7 Years In Business		8+ Years In Business		NY Market		Other Market		Male Demo		Female Demo		Affluent Demo		Bus to Bus Demo	
	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank
	VEVO	74.2%	1	IR	IR	72.7%	2	IR	IR	73.7%	3	75.0%	1T	72.7%	3	IR	IR	84.6%	2	75.0%	2	IR	IR	IR
Undertone Networks / Jambo	72.1%	2	IR	IR	70.4%	3	69.2%	3	71.4%	4	71.4%	3	71.4%	5	71.4%	1	81.3%	3	77.3%	1	61.5%	6	64.3%	6T
Google	70.8%	3	100.0%	1	57.6%	14	71.9%	1	66.7%	7	75.0%	1T	72.3%	4	69.7%	3	69.6%	6	70.6%	3	71.4%	1	55.6%	17
Pandora	67.0%	4	IR	IR	66.7%	4	66.7%	4T	74.4%	2	58.3%	7	73.3%	1T	58.7%	13	66.7%	8T	69.4%	4	64.3%	4	65.4%	5
IGN Entertainment	64.0%	5	IR	IR	76.5%	1	IR	IR	78.6%	1	45.5%	35T	60.0%	13	70.0%	2	64.3%	10	66.7%	6T	IR	IR	IR	IR
Amazon.com	63.0%	6	75.0%	3	61.5%	8T	55.0%	20	65.2%	8	57.1%	10	58.6%	15	68.8%	4T	76.5%	4	68.2%	5	52.9%	14T	IR	IR
Nickelodeon Online Sales	62.5%	7	IR	IR	64.3%	7	IR	IR	68.8%	6	IR	IR	63.2%	8	IR	IR	70.0%	5	66.7%	6T	IR	IR	IR	IR
Brightroll	60.5%	8	IR	IR	65.0%	5T	52.9%	22	62.5%	9T	57.9%	9	50.0%	30T	66.7%	6	52.6%	20	63.6%	12	66.7%	3	61.5%	9T
33Across	60.0%	9T	IR	IR	60.0%	10	IR	IR	58.8%	16	63.6%	4T	61.1%	11T	60.0%	9T	IR	IR	50.0%	22T	63.6%	5	IR	IR
blip.tv	60.0%	9T	IR	IR	61.5%	8T	IR	IR	41.7%	39T	IR	IR	50.0%	30T	IR	IR	63.6%	11	66.7%	6T	IR	IR	IR	IR
LinkedIn	57.4%	11	87.5%	2	59.4%	11	38.9%	43	54.5%	21	56.0%	13	50.0%	30T	58.8%	12	40.0%	42T	46.2%	29T	58.3%	8	69.2%	1
Specific Media / BBE Video	57.1%	12	IR	IR	57.7%	13	50.0%	27T	70.0%	5	42.9%	38T	73.3%	1T	46.2%	31T	68.4%	7	47.6%	28	55.6%	10	64.3%	6T
Hulu.com	57.0%	13	IR	IR	50.0%	22T	65.4%	6	56.1%	19	58.2%	8	52.5%	24	61.5%	7T	52.0%	21	57.6%	15	54.3%	13	59.1%	13
YouTube	56.3%	14T	66.7%	4T	49.1%	26	60.0%	11T	59.2%	14	52.9%	19	66.0%	7	43.8%	35T	59.6%	13	55.9%	17	55.0%	11	48.0%	24
Weather.com	56.3%	14T	37.5%	16	56.7%	15	63.3%	8	61.8%	11	52.8%	20	58.3%	16	55.9%	16	66.7%	8T	51.6%	21	48.0%	28T	66.7%	2T
MarthaStewart.com	56.0%	16	IR	IR	36.4%	47T	70.0%	2	IR	IR	50.0%	22T	50.0%	30T	61.5%	7T	50.0%	22T	66.7%	6T	50.0%	19T	IR	IR
CBSNews.com	55.6%	17	IR	IR	IR	IR	61.5%	10	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	66.7%	6T	IR	IR	IR	IR
Microsoft Advertising/MSN	55.1%	18	50.0%	13T	56.1%	16	58.3%	15T	57.6%	18	54.5%	16	61.8%	10	50.0%	21T	60.7%	12	66.7%	6T	48.0%	28T	57.1%	15
Break.com	53.8%	19	IR	IR	54.2%	17	IR	IR	52.2%	25	56.3%	12	52.4%	25	55.6%	17	85.7%	1	52.9%	19	IR	IR	IR	IR
Tremor Media	53.5%	20	IR	IR	53.8%	18T	57.1%	18T	59.1%	15	47.6%	29T	61.9%	9	45.5%	33T	54.5%	16T	50.0%	22T	50.0%	19T	50.0%	21T
iAds (Apple)	52.0%	21T	IR	IR	53.8%	18T	IR	IR	IR	IR	50.0%	22T	IR	IR	53.3%	20	IR	IR	40.0%	45	45.5%	35T	IR	IR
Twitter	52.0%	21T	54.5%	11T	52.9%	21	50.0%	27T	62.5%	9T	50.0%	22T	66.7%	6	42.3%	40	56.0%	15	55.6%	18	38.5%	44	56.3%	16
NYTimes.com	51.8%	23	50.0%	13T	40.0%	39T	66.7%	4T	50.0%	29T	55.2%	15	51.9%	27	53.6%	19	47.6%	27T	44.8%	33T	51.9%	17	40.0%	30
Turner/SI.com	51.2%	24	57.1%	8	42.1%	37	60.0%	11T	43.6%	38	58.5%	6	51.1%	28	50.0%	21T	43.2%	36	41.5%	44	21.7%	54	46.2%	26T
ESPN.com	51.0%	25	60.0%	7	36.6%	46	62.5%	9	48.8%	32	52.5%	21	51.0%	29	50.0%	21T	46.5%	31	44.7%	36	50.0%	19T	50.0%	21T
CNN Digital	50.8%	26	IR	IR	43.5%	34T	51.4%	25	51.9%	26	50.0%	22T	33.3%	52T	68.8%	4T	45.0%	33T	50.0%	22T	46.4%	33	64.3%	6T
WSJ.com	50.0%	27	IR	IR	38.7%	42	63.6%	7	44.4%	37	54.3%	17	52.2%	26	48.7%	28	45.0%	33T	38.5%	48	46.7%	31T	45.8%	28
AOL	49.5%	28	36.4%	17	48.3%	27	57.1%	18T	55.0%	20	42.9%	38T	53.2%	23	46.8%	29	56.1%	14	52.6%	20	56.4%	9	51.6%	20
Federated Media	48.8%	29	IR	IR	45.2%	32	IR	IR	53.8%	22T	43.8%	37	42.9%	44	60.0%	9T	38.9%	44	48.1%	26	52.6%	16	61.5%	9T
24/7 Real Media	48.6%	30T	IR	IR	50.0%	22T	50.0%	27T	60.0%	12T	36.8%	50	61.1%	11T	35.1%	46	53.1%	18	44.1%	37	48.3%	27	60.0%	12
Washington Post Digital	48.6%	30T	IR	IR	65.0%	5T	27.3%	49T	53.8%	22T	47.6%	29T	58.8%	14	38.9%	42	33.3%	48T	33.3%	54T	35.3%	45T	52.6%	19
Forbes.com	48.3%	32	IR	IR	50.0%	22T	58.3%	15T	36.4%	52T	55.6%	14	45.5%	41T	50.0%	21T	54.5%	16T	35.7%	51	60.0%	7	61.5%	9T
Facebook	48.2%	33	63.2%	6	41.8%	38	51.0%	26	49.3%	31	47.1%	32	46.3%	39	49.3%	26	52.8%	19	44.8%	33T	50.0%	19T	47.2%	25
Media6Degrees	48.0%	34	IR	IR	47.1%	29	IR	IR	46.7%	35	IR	IR	46.7%	37T	IR	IR	27.3%	54	57.1%	16	46.7%	31T	IR	IR
Adconion	47.4%	35	IR	IR	58.3%	12	IR	IR	IR	IR	27.3%	59T	54.5%	19T	IR	IR	IR	IR	IR	IR	54.5%	12	IR	IR
Discovery Digital Media Sales	46.9%	36	IR	IR	36.4%	47T	52.4%	23	41.2%	41T	53.3%	18	50.0%	30T	43.8%	35T	50.0%	22T	43.8%	38T	IR	IR	IR	IR

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Legacy & Digital Media Online Brands (continued)	Total		Client (Advertiser)		Digital Agency Buyer/Planner/Executive		Full Service Advertising/TV Agency		1-7 Years In Business		8+ Years In Business		NY Market		Other Market		Male Demo		Female Demo		Affluent Demo		Bus to Bus Demo	
	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank	%	rank
	ABC.com	46.8%	37	IR	IR	18.8%	63	60.0%	11T	51.5%	28	42.9%	38T	57.1%	17T	32.0%	51	42.9%	37T	45.9%	32	31.3%	49	IR
CNET	46.7%	38	IR	IR	37.5%	44	54.5%	21	47.4%	33	50.0%	22T	53.3%	22	42.9%	37T	45.5%	32	61.5%	13T	45.5%	35T	IR	IR
A&E Networks	45.2%	39T	IR	IR	IR	IR	45.5%	34T	47.1%	34	42.9%	38T	45.5%	41T	IR	IR	30.8%	51T	31.3%	58T	IR	IR	IR	IR
Disney Interactive Media Group	45.2%	39T	IR	IR	35.3%	50	45.5%	34T	33.3%	56	63.6%	4T	33.3%	52T	58.3%	14T	50.0%	22T	50.0%	22T	70.0%	2	IR	IR
Conde Nast Digital (Condenet)	44.9%	41	55.6%	9T	27.3%	57	58.8%	14	34.6%	55	56.5%	11	32.0%	56T	58.3%	14T	43.8%	35	37.0%	49	45.0%	38	50.0%	21T
People.com	44.4%	42	IR	IR	46.7%	30	41.2%	38T	40.0%	47T	50.0%	22T	30.0%	60T	60.0%	9T	46.7%	30	46.2%	29T	45.5%	35T	IR	IR
Glam Media	43.9%	43	IR	IR	44.4%	33	IR	IR	45.8%	36	37.5%	49	45.8%	40	37.5%	43	37.5%	46	44.8%	33T	50.0%	19T	IR	IR
ContextWeb	43.5%	44	IR	IR	50.0%	22T	50.0%	27T	41.7%	39T	45.5%	35T	30.0%	60T	53.8%	18	IR	IR	41.7%	43	50.0%	19T	IR	IR
CBS Interactive	43.4%	45T	66.7%	4T	40.0%	39T	39.4%	41	40.0%	47T	47.6%	29T	48.8%	35	40.0%	41	42.9%	37T	46.2%	29T	51.6%	18	66.7%	2T
NBC-TV (NBC.com, Bravo, USA, Syfy, Telemundo)	43.4%	45T	IR	IR	36.4%	47T	50.0%	27T	51.7%	27	34.8%	54	54.5%	19T	27.8%	56	47.8%	25	61.5%	13T	35.3%	45T	30.0%	33
Time Inc Digital Media	42.9%	47	IR	IR	53.8%	18T	31.3%	48	57.9%	17	35.7%	52T	57.1%	17T	33.3%	48T	30.0%	53	34.8%	52T	47.6%	30	35.3%	31
Yahoo!	42.2%	48	54.5%	11T	43.1%	36	39.0%	42	38.5%	50	46.8%	33	35.7%	50	49.1%	27	47.7%	26	39.7%	46	34.2%	47	46.2%	26T
CNNMoney.com	42.1%	49	IR	IR	38.9%	41	41.2%	38T	41.2%	41T	42.9%	38T	47.6%	36	35.3%	45	25.0%	57	23.1%	66	52.9%	14T	42.1%	29
Fox Interactive Media	41.7%	50	IR	IR	32.0%	53	57.9%	17	40.9%	43T	42.3%	43	32.0%	56T	50.0%	21T	47.1%	29	42.1%	41T	41.2%	41	58.3%	14
Vibrant Media	41.2%	51	IR	IR	43.5%	34T	IR	IR	60.0%	12T	22.2%	61	33.3%	52T	46.7%	30	42.9%	37T	31.3%	58T	20.0%	55	31.3%	32
MTV Digital Media	40.9%	52	IR	IR	30.0%	55	52.2%	24	40.6%	46	41.7%	45	41.2%	45	IR	IR	33.3%	48T	33.3%	54T	IR	IR	IR	IR
iVillage	40.6%	53T	IR	IR	38.5%	43	41.2%	38T	52.6%	24	16.7%	63	44.4%	43	30.8%	53T	26.7%	55T	34.8%	52T	IR	IR	IR	IR
NBC Universal Entertainment (Fandango, DailyCandy, Swirl, Television Without Pity)	40.6%	53T	IR	IR	26.7%	58	50.0%	27T	38.9%	49	46.2%	34	36.8%	49	46.2%	31T	42.9%	37T	47.8%	27	42.9%	39	IR	IR
Advertising.com	39.7%	55	44.4%	15	48.0%	28	34.8%	47	40.9%	43T	41.0%	46	39.3%	47	42.4%	39	47.6%	27T	43.3%	40	50.0%	19T	66.7%	2T
Scripps Interactive	39.0%	56	55.6%	9T	25.0%	59T	38.7%	44	40.9%	43T	37.8%	48	34.8%	51	42.9%	37T	38.5%	45	38.9%	47	45.8%	34	53.3%	18
Meredith Media Sales	38.1%	57	IR	IR	IR	IR	36.4%	46	IR	IR	50.0%	22T	54.5%	19T	20.0%	57	IR	IR	43.8%	38T	50.0%	19T	IR	IR
WebMD	37.8%	58	IR	IR	33.3%	51T	41.7%	36T	31.3%	57	42.1%	44	40.9%	46	30.8%	53T	35.3%	47	32.0%	57	25.0%	53	IR	IR
Travel Ad Network	36.4%	59	IR	IR	IR	IR	27.3%	49T	IR	IR	28.6%	56T	30.0%	60T	45.5%	33T	IR	IR	IR	IR	IR	IR	IR	IR
Blogher	34.6%	60	IR	IR	28.6%	56	IR	IR	36.4%	52T	35.7%	52T	37.5%	48	IR	IR	IR	IR	42.1%	41T	33.3%	48	IR	IR
YuMe	34.2%	61	IR	IR	30.4%	54	IR	IR	36.8%	51	27.8%	58	31.6%	58	33.3%	48T	26.7%	55T	33.3%	54T	27.3%	50T	IR	IR
IAC Advertising Solutions	33.3%	62T	IR	IR	46.2%	31	IR	IR	50.0%	29T	18.2%	62	46.7%	37T	IR	IR	IR	IR	15.4%	67	IR	IR	IR	IR
Martini Media	33.3%	62T	IR	IR	33.3%	51T	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
Gannett Sites	33.3%	62T	IR	IR	IR	IR	25.0%	51	IR	IR	28.6%	56T	IR	IR	36.8%	44	33.3%	48T	28.6%	60T	27.3%	50T	IR	IR
Demand Media	32.1%	65	IR	IR	36.8%	45	IR	IR	35.3%	54	27.3%	59T	31.3%	59	33.3%	48T	16.7%	58	26.7%	62	41.7%	40	IR	IR
USAToday.com	30.3%	66	IR	IR	21.4%	62	46.2%	33	18.2%	61	36.4%	51	20.0%	64	34.8%	47	30.8%	51T	23.5%	64T	40.0%	42T	IR	IR
5Min (AOL Video)	28.6%	67T	IR	IR	25.0%	59T	IR	IR	20.0%	59	40.0%	47	33.3%	52T	IR	IR	IR	IR	36.4%	50	IR	IR	IR	IR
Hearst Magazines Interactive	28.6%	67T	IR	IR	23.1%	61	IR	IR	23.1%	58	IR	IR	25.0%	63	IR	IR	40.0%	42T	23.5%	64T	40.0%	42T	IR	IR
Expedia Media	27.8%	69	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR	IR
AdBrite	25.9%	70	IR	IR	IR	IR	38.5%	45	IR	IR	11.8%	64	IR	IR	31.6%	52	41.7%	41	28.6%	60T	IR	IR	IR	IR
About.com	23.5%	71	IR	IR	11.1%	64	41.7%	36T	18.8%	60	29.4%	55	15.4%	65	30.0%	55	12.5%	59	25.0%	63	27.3%	50T	20.0%	34

N= # of Respondents
IR= Insufficient Response

Respondent Profile

Total # of Respondents: 204

My responsibility is:	%	Gender	%
Client (Advertiser)	11.3	Female	49.0
Digital Agency Buyer/Planner/Executive	41.2	Male	48.5
Full Service Advertising Agency	24.5	Total	100.0
TV Agency Buyer/Planner/Executive	16.7		
Other	4.9		
Total	100.0		

I have been in the advertising business for:	%	Demographic:	%
1-2 years	6.4	Adults 18-49	53.4
3-7 years	42.6	Adults 25-54	59.8
8-14 years	30.4	Adults 55+	17.2
15+ years	18.6	Men 18-49	25.5
Total	100.0	Men 25-54	25.5
		Women 18-49	31.4
		Women 25-54	42.2

My office is located in the following market area:	%	Demographic:	%
Atlanta	5.9	Affluent	32.4
Boston	3.9	African American	16.2
Chicago	7.8	Asian American	4.4
Los Angeles	4.4	Business to Business	23.5
New York City Area	50.5	Hispanic	24.0
San Francisco/ Bay Area	1.5	Gay	7.4
Other	24.0	Mass	28.4
Total	100.0	Don't use age/gender demos	3.9

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