

TEAMXBOX.COM

> Monthly Unique Reach
872,000

> Monthly Page Views
5,000,000



TEAM XBOX

IGN Insider's Choice for Xbox Information. TeamXbox is one of the world's largest web sites dedicated to Xbox 360. TeamXbox delivers advertisers a devoted, loyal, console-owning community by providing a wealth of original content, quality in-depth information, and daily news features.

- > 5.3 times more likely to shop online for video games, last 30 days
- > 3.7 times more likely to purchase computer games, last 30 days
- > 3.5 times more likely to shop online for digital music
- > 3.0 times more likely to watch mobile video
- > 2.2 times more likely to use Xbox Live
- > 2.0 times more likely to own an Xbox 360

To Find out More about Team Xbox, contact your IGN Sales Executive.

DEMOGRAPHICS

- > Male composition
74.2%
- > Average age in years
28.9
- > Average household income
\$68,090



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comScore Media Metrix, March 2010 U.S.
Source: Nielsen Online, @plan Rel 1 2010