



iWant More!™

Autos On Demand

Driving your message home.

People are buying cars with their slippers on.

Today's savvy consumers gather information about big ticket items from the comfort of their sofas. With the click of a remote, televisions transform into trusted buying guides and virtual showrooms.

On Demand works.


Viewers watch what they want, when they want – so it's no wonder that traditional print and radio advertising is losing ground to convenient, interactive marketing like Video On Demand. **Charter On Demand** identifies and tracks customers by lifestyle and purchasing habits, easily connecting automotive dealers and after-market specialists to qualified and engaged consumers who are ready to buy.

Viewers say iWant More!

Our popular **Charter On Demand** services connect eager consumers to the latest movies, hottest products and most helpful tips – 24 hours a day, 7 days a week. Charter's **3 million digital customers** know that reliable products and information can be easily found on **CHANNEL 1**.

**Charter On Demand
is the next powerful
generation of
television advertising.**

Put your business at their fingertips.



iWant More! is a targeted, powerful feature of Charter On Demand, where local viewers can find your products, services and information at the touch of a button. **iWant More!** under Autos On Demand on **CHANNEL 1** is where you can talk to people most likely to purchase a new or pre-owned vehicle in your market.

**66% of households that used on demand
in the past month own 2 or more vehicles.**

Source: Scarborough Research 2007.

100% consumer
OPT-IN

With **Charter On Demand**,
viewers actively choose
to become your customers.



Charter On Demand

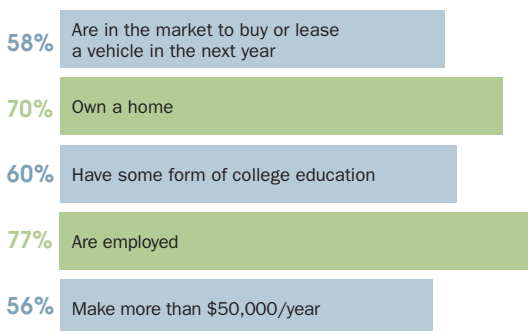
www.CharterMedia.com

One button. One channel. One great sales opportunity.

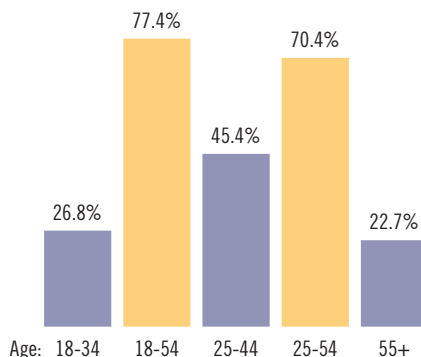
Charter On Demand iWant More! on CHANNEL 1 is your solution to **REACH** the right people with messages of **RELEVANCY** generating local **ENGAGEMENT** in your business. Virtually no time and space restrictions and little competitive clutter make advertising on iWant More! a smart and cost-effective marketing strategy to build your brand.

Charter On Demand viewers are educated, young, affluent homeowners who are likely to buy or lease a vehicle within the year.

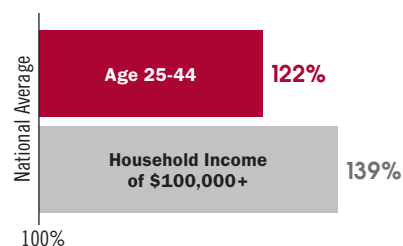
Your Captive Audience



Viewer Age



Young & Affluent



Charter On Demand customers are 22% more likely to be 25-44 and are 39% more likely to have a household income of \$100,000+.

Sources: Claritas PRIZM NE, Mediamark Research Inc., Claritas Household Demographics, Claritas Convergence Audit, 2007.

Autos On Demand Advertising Opportunities

driverTV

Viewers who select this iWant More! category are actively seeking local, detailed, third-party information about the automotive makes and models that interest them most. Leverage your brand by aligning it with the credibility of this unbiased category.

Long Form Video

Don't have a video ready to roll? We can help you create a customized commercial or feature, offering award-winning direction, using our state-of-the-art production facilities.

Easy to Update

We can upload new and used inventory automatically from your Web site – and sort it by make and price – to provide the most current and user-friendly vehicle listings to a highly qualified audience.

Questions?

We can help you develop a strategic marketing and media campaign.