



iWant More!™

Long Form Video

More time for your message.

People are shopping with their slippers on.

Today's savvy consumers gather information about products and services from the comfort of their sofas. With the click of a remote, televisions transform into trusted buying guides, virtual showrooms, classified ads and retail storefronts.

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 your longer message to qualified and engaged consumers who are ready to listen and eager to buy.

Viewers say iWant More!

Our popular **Charter On Demand** services connect consumers to the latest movies, hottest products and most helpful consumer 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**.

Put your business at their fingertips.

iWant More! is a targeted, powerful feature of Charter On Demand, where local viewers can find videos featuring your information at the touch of a button. **iWant More!** on **CHANNEL 1** is where your Long Form Video captures the attention of consumers and answers their toughest questions, moving them further along the decision-making path toward the final purchase of your product or service.

55% of On Demand viewers pay more attention to ads that are relevant to them. They will also watch a longer video if it's entertaining, and if they are interested in the advertised product.

Source: CAB TV Facts 2008.

100% consumer **OPT-IN**

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



Charter On Demand

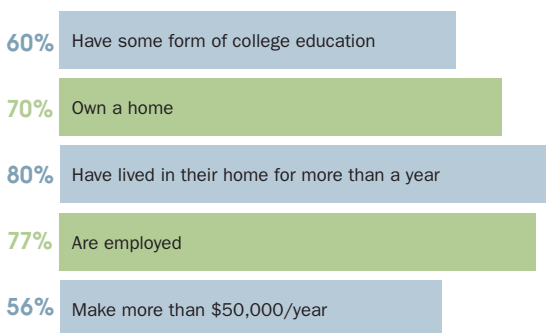
www.CharterMedia.com

One button. One channel. One great sales opportunity.

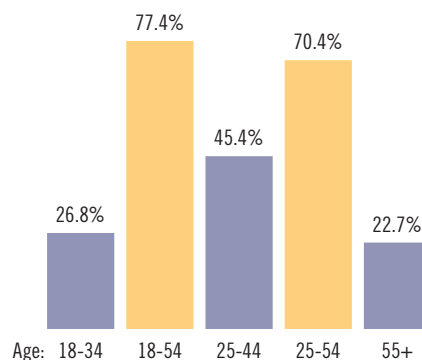
Charter On Demand iWant More! on CHANNEL 1 is your solution to **REACH** the right people with longer, more detailed messages of **RELEVANCY** generating local **ENGAGEMENT** in your business. Virtually no time and space restrictions and little competitive clutter make Long Form Video advertising on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

Charter On Demand viewers are educated, young, affluent homeowners who are ready, willing and able to buy.

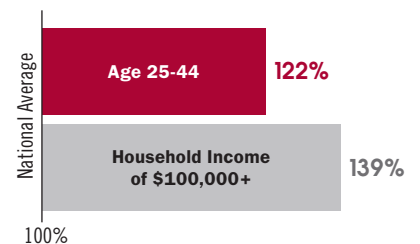
Your Captive Audience



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, Claritas Household Demographics, Claritas Convergence Audit, 2007.

Long Form Video Advertising Opportunities

Viewers who explore iWant More! categories are actively seeking local, in-depth information about the products and services that interest them most. Tell your longer story to an eager audience using an unlimited amount of compelling, informative and entertaining content.

We're Ready to Roll

Don't have a video? We can help you create a customized feature, offering award-winning direction, using our state-of-the-art production facilities. Target qualified viewers for longer periods of time with more information than a traditional :30 commercial is able to provide.

Bigger Bang for your Buck

Complement your spot advertising campaign with Long Form Video featuring multiple messages that differentiate you from the competition. And it doesn't stop there – we will also stream your messages on our Web site, giving you greater exposure across a variety of communication platforms.

Questions?

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