

# Charter On Demand



iWant More!™

Our viewers become your customers.

## 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 advisors, 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 message 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**.

## 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!** on **CHANNEL 1** is where you can talk directly to people most likely to make a purchase in your market.

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



**55% of on demand viewers say they pay more attention to ads that are relevant to them.**

Source: CAB TV Facts 2008.

**100%** consumer **OPT-IN**

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



# Charter On Demand

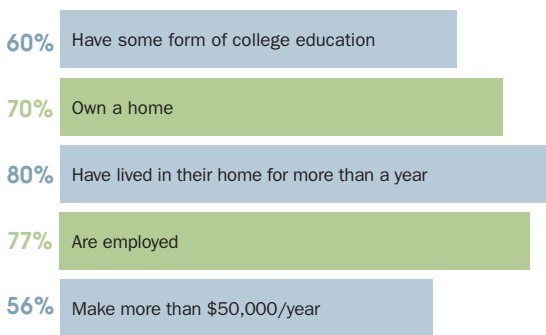
[www.CharterMedia.com](http://www.CharterMedia.com)

## One button. One channel. One great sales opportunity.

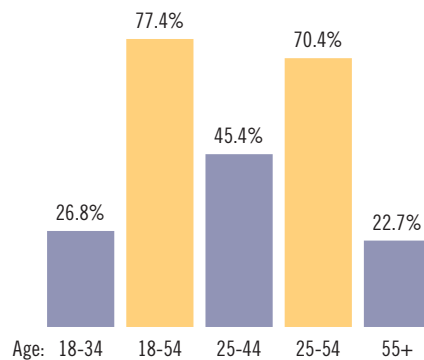
Charter On Demand iWant More! on CHANNEL 1 is your solution to **REACH** the right people with messages of **RELEVANCY** generating local **ENGAGEMENT** in your business. Virtually no time and space restrictions and little competitive clutter make advertising on iWant More! a smart and cost-effective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

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

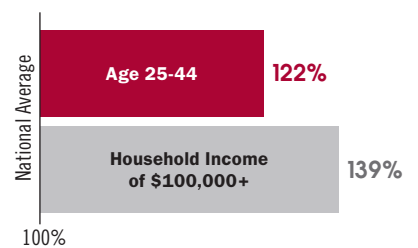
### Your Captive Audience



### 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.

## iWant More! Advertising Opportunities

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

### 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 information automatically from your Web site, showcasing your most current products or services in a user-friendly format to a highly qualified audience.

### Questions?

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