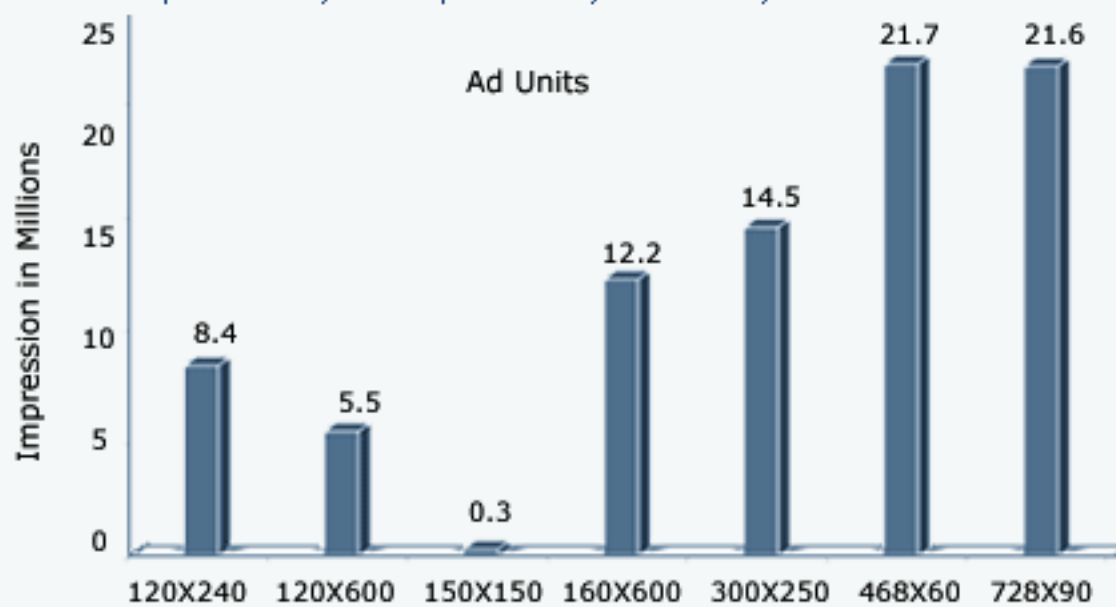


International Audience Channels

US Audience Channel



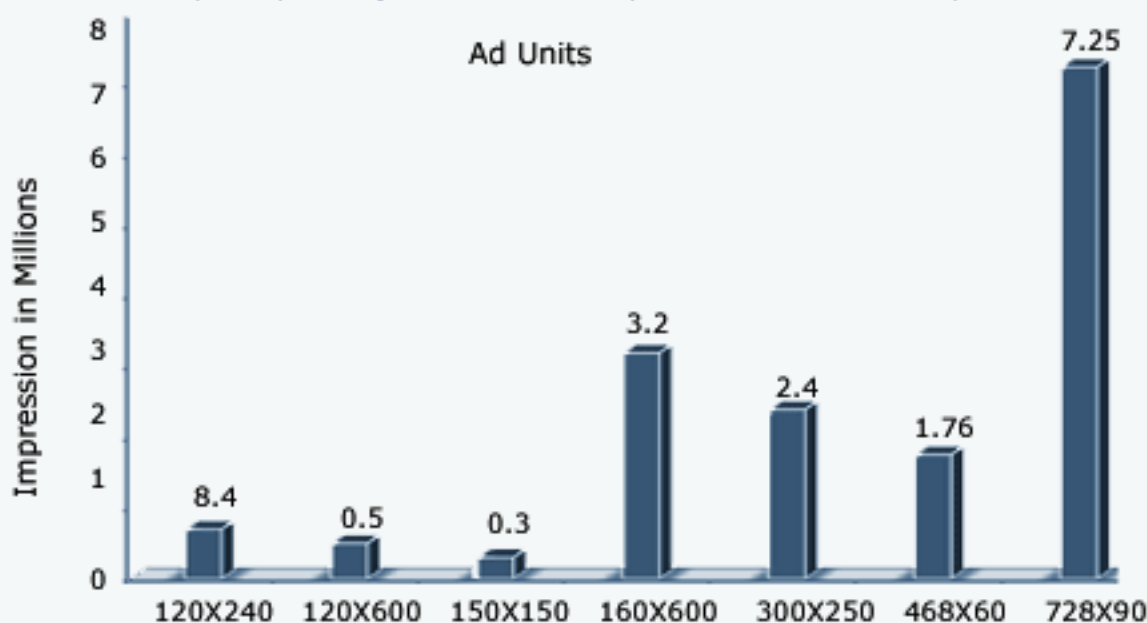
- 85%+ Users have High Broadband Access
- Avg. time spent on Network Sites is between 10-15 Minutes
- Higher Traffic Usage from Mid-West, East Coast and West Coast regions.
- Higher usage of Network sites for Entertainment and keeping touch with News
- www.newindpress.com, www.apunkabollywood.com, www.sandesh.com



UK Audience Channel



- 70% + Users have High Broadband Access
- Average time spent on Network sites is 10+ Minutes
- Higher Traffic Usage from London, Birmingham, Leeds region
- Primarily usage of Network sites for Entertainment and Communication
- www.123musiq.com, www.jeevansathi.com, www.akilaindia.com, www.santabanta.com

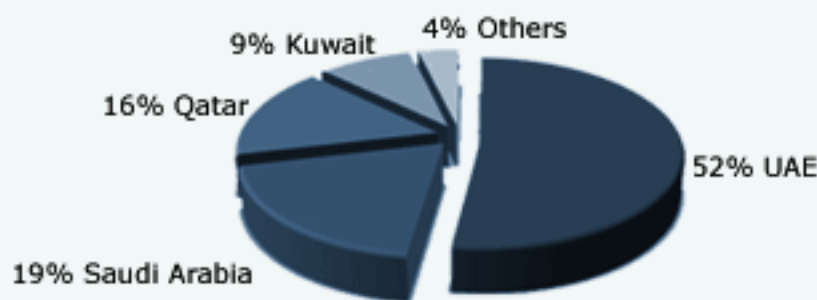
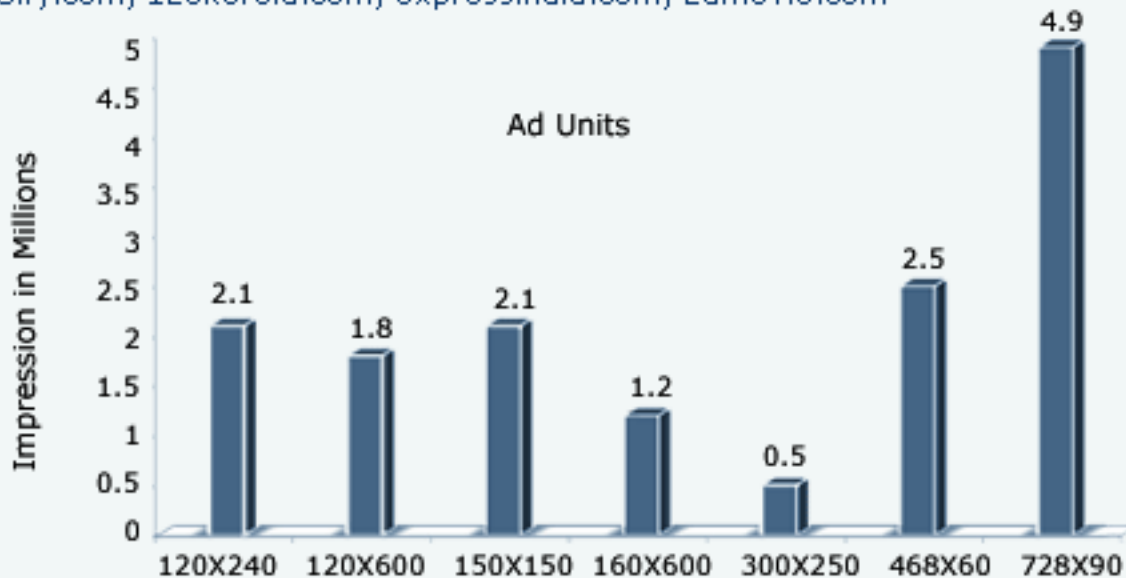


International Audience Channels

Middle East Audience Channel



- 80% Traffic originating from UAE, Saudi Arabia, Qatar and Kuwait
- Inventory across Entertainment, News, Business & Finance Sites
- Reach out to 3.6 Million Unique Users per month
- Sify.com, 123kerela.com, expressindia.com, 2dmovie.com



Why Tyroo ?

Tyroo ad network is an advance technology platform which enables us to do following kind of targeting to have better campaign performance

- Geo Targeting

Ability to target specific cities/countries like to IP address originating from Liverpool or UK

- Contextual Targeting

Channel Wise Targeting so that each site page is classified to a channel/category on the basis of content not on the basis of what publishers classifies them as.

- Support for Text/Flash/HTML type of banners

- Day of time targeting

- Frequency Capping