



Who's watching?

Using the power of digital technology, we deliver the best of TV and the Web live locally...Keeping the "On the Go" Consumer entertained while they wait.



"When I go in to get coffee and bagels, I am usually alone and, like most regulars already know what I am going to order so I look at the screen. The information keeps me entertained."

- Mary, age 42

"I love having up-to-date weather, traffic, and entertainment on my way to work" - Brenda, age 29

"I'm in this store almost every morning and the sports scores always catch my eye."

- Russell, age 46

"The screen is so readily available, it's effortless for me to keep up with my stocks while I wait for my coffee" - Paul, age 53

"This is a convenient way to stay informed" - Julie, age 38

When they're Entertained, they're watching...and remembering

Average Time Spent in store: **19 minutes**

Viewership: **62%**

Net Ad Awareness: **53%**

source: Nielsen Media Research