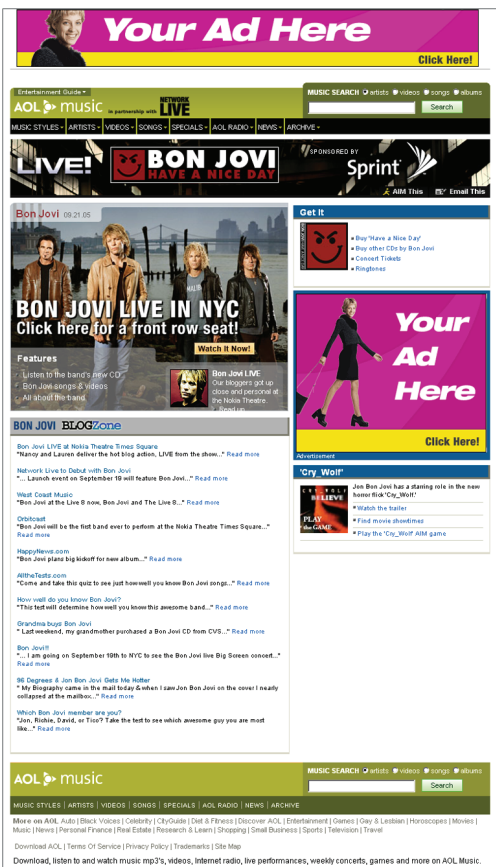


OVERVIEW

AOL Network Live is the place to see the best in live music concerts, online – with 100 live shows a year, there’s something exciting to watch every week. The main event brings premiere concert performances from the biggest acts while SRO takes music fans to music clubs downtown to see exciting, emerging acts. AOL Network Live will provide concerts, artist information, interviews, viral and community elements giving the music enthusiast the ultimate online and on-demand concert experience.

PROGRAM SPECIFICS

AOL Network Live provides the best place to find streaming concert footage. Find a live concert of your favorite act on tour, or come back and watch your favorite show again and again. AOL Network Live provides music lovers access to shows they otherwise might miss, while interacting with other fans. This is the only place to watch these concerts on-demand, giving music fans control of what they want to watch and when they want to watch it.



TARGET AUDIENCE

Adults 18-49

FLIGHT

Monthly

PROMOTIONAL SUPPORT

- Massive exposure across AOL Media Networks with potential partner co-branded promotional integration:
- High Visibility AOL Media Networks Promotion including AOL Welcome Screen, AOL.com Homepage and AIM Today homepage promotion
 - Promotion across AOL Music Network (AOL, AIM, Winamp) with persistent promotional presence on AOL Music Main page
 - Online marketing and PR efforts
 - Additional Offline promotional partners expected

PARTNERSHIP OPPORTUNITIES

INTEGRATED: To be developed based on customer requirements

ONLINE MEDIA: Video streams, banners and logo integration

OFFLINE EXTENSIONS: Potential for customized sweepstakes & promotions based on advertiser’s needs. Possible offline partnership marketing integration