

BlogTalkRadio

The world's first social radio network

BlogTalkRadio allows anyone, anywhere the ability to host a live, Internet Talk Radio show, simply by using a telephone and a computer.

BlogTalkRadio's unique technology and seamless integration with leading social networks such as Facebook, Twitter, and Ning, empowers citizen broadcasters to create and share their original content, their voices and opinions in a public worldwide forum. The network hosts and preserves millions of conversations and brings together like-minded individuals into diverse online communities.

Many businesses also utilize the platform as a tool to extend their brands and join the conversation on the social web. Notable corporate clients include Ford Motor Company, PepsiCo, Allstate Insurance, Wal-Mart, U.S. Department of Defense, PBS and HarperCollins.

The idea for **BlogTalkRadio** came out of a desire to share stories interactively.

In 2006, Alan Levy, BlogTalkRadio's co-founder and CEO, set-up a blog (www.theinspirationalvisit.blogspot.com) to update his family and friends about the condition of his father, Maurice Levy, who was battling Non-Hodgkins Lymphoma. It later became a memorial to his life. Levy felt the power of blogging, and believed that by combining blogging and telecommunications, an interactive online platform for two-way conversations could be established. With a background in telecommunications, Levy came up with the idea of an Internet radio network that was accessible to anyone, as a host or a listener, with a phone. And thus, BlogTalkRadio was born.

Today, BlogTalkRadio is the **largest enabler of user-generated audio content on the Internet**. A truly democratized medium, BlogTalkRadio has tens of thousands of hosts and millions of listeners tuning in and joining the conversation each month.

From Static Solution to Interactive Conversation

A powerful social media platform

Blending elements of traditional telephony, blogging, broadcast talk radio, streaming audio/video, Internet chat and podcasting, and featuring a broad syndication network, the highly-scalable BlogTalkRadio platform makes it easy for individuals and corporate users to publish, consume and share content.

Make it Simple for Your Community to Create, Publish, Consume, and Share

CREATE



Dial or login to start your show
Listeners dial in or logon to participate

PUBLISH & CONSUME



You control production of your show
Listeners visit to listen live and interact

SHARE



Shows are widely syndicated, shared and archived for future listening

Proprietary BlogTalkRadio Technology Platform

Turn-key audio broadcasting solution | Live, two-way conversations | SEO optimized
Live streaming and archived podcasts | Robust browser-based switchboard
Comprehensive content control | Integrated and syndicated | Scalable | Viral

Content and Conversations

Thousands of hosts leading lively dialogue on hundreds of topics

From entertainment and music to business and news, BlogTalkRadio features content on more than 75 categories.

Active Hosts: 12,000+
Original Shows: 380,000+
Monthly New Shows: 25,000+

STRATEGIC PARTNERS, EXTENDED REACH

BlogTalkRadio has partnered with leading publishing organizations to build engaging content and extend the reach of its network. These partnerships create unique and cost-effective ways for our advertising partners to reach across multiple channels with one campaign.

WOWO
The Women on the Web



FEATURED GUESTS IN 2009



FILM

Jon Voight
Francis Ford Coppola
Chuck Norris
Eric Roberts
Tony Curtis
Spike Lee
Gary Sinese

MEDIA/NEWS

Carl Bernstein
Tucker Carlson
Perez Hilton
Joe Scarborough
Deborah Norville

STAGE

Patti LuPone
Carol Channing

MUSIC

The Jonas Brothers
Mandy Moore
Akon
Mick Fleetwood

POLITICS

President Obama
Michelle Obama
Al Franken
Joe Biden

TELEVISION

Jimmy Fallon
Charles Grodin
Montel Williams
Ricki Lake
Kim Kardashian

SPORTS

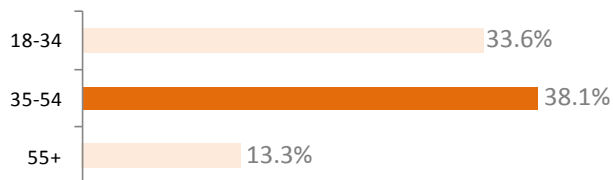
Don King
Dennis Rodman
Mary Lou Retton
Patrick Ewing
Vince Carter

Audience and Engagement

An engaged community of millions of listeners

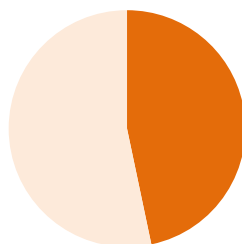
Unique Monthly Visitors: 2,300,000+*
 Total Listens per Month: 5,700,000+

Age



Gender

Female: 46.6%
 Male: 53.3%



Household Income:

50.3% have a household income greater than \$60,000

- 25.2% have a household income > \$100,000

Household Size:

91.9% have at least 2 people in their household

- 67.2% have a household size of 3 people or more
- 23.8% have a household size of 5 people or more

For more information, please contact:

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*comScore, Aug. '09

TOP CATEGORIES	MONTHLY IMPRESSIONS	MONTHLY LISTENS
Entertainment	8,886,893	1,149,392
Spiritual	11,326,576	1,035,791
Politics	5,153,448	563,391
Sports	4,531,105	418,046
Media	4,354,867	392,972
Women/Moms/Family	3,177,365	391,012
Business	3,674,596	346,688
Health and Wellness	4,084,177	310,865
Music	2,859,473	251,949
Paranormal	2,553,228	189,602
Technology	1,122,612	179,572
Books	1,831,765	122,696
Pets	346,032	121,992