



DEMOGRAPHIC PERFECTION!



"AS SEEN ON TV..."

Bringing the Message to the Target."

POWER HUNGRY FOODS MEDIA STRATEGY:

G4 is in the midst of 60 consecutive months of **Men 18-34 viewership growth!!!** So, what are their secrets to reaching this highly elusive demographic?

1. Maintain an approach that could only be deemed "relevant" to them
2. Be seen as "authentic"...someone who speaks their language
3. Be seen as "tech-savvy"...it's the sub-genre that this demo calls their own
4. Surround them with multiple platforms...this demo needs to be approached from several fronts



Building Consumer Demand

Whether its a "digital water cooler-like" series in "*Attack of the Show!*," or a cult import like Japan's "*Ninja Warrior*," or even live coverage from young male shaping events like E3, Comic-Con or CES, G4 has emerged as the destination that's keeping young, tech-savvy, early adopter males plugged in to everything they care about.

And they're not just doing it with linear TV. With G4 Multiplex, they're reaching more young guys on more platforms than any other ad-supported network...with impressive results. In fact, G4 is averaging over 10 million monthly impressions from our podcasting and VOD channels alone.

The Target is Reached...

The Early Adopter momentum will bring brand identity and consumer credibility to the Lightning Rods category. Usage will expand with this visibility and take-away! The new message is now traveling at the speed of Light, or should we say...*Lightning!*

30 Second Flights-

PHF: "Bite My Stick": Airs on G4 8/2-29/09 1 month intro cycle

Market penetration: NYC/LA/Detroit/Chic/POD cast

