

PODCAST ADVERTISING

BlackPodcasts.com

With over 350,000 listeners and 300,000 downloads in just six months of operation, Black Podcasts.com is the award winning king of content producers for ethnic content.

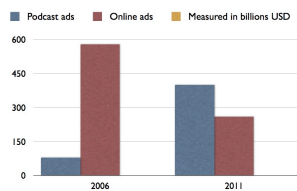


Companies will spend \$400 billion on podcast advertising by 2011

Call DC Livers at BlackPodcasts.com today at 301.637.2864 or email blackpodcasts@yahoo.com

African Americans are big consumers of podcasts

BlackPodcasts.com
The Anatomy of Podcast Users
podcast and online ad spending *



Nearly 80 percent of African Americans surveyed have access to the Internet,

compared to the 88 percent of the general population.

Compared to the general population, African American Web users spend more time online. A whopping five hours surfing per day, compared to 2.9 hours for the general population. What drives this group online? Seventy-two percent cite the need to obtain general information as a key driver.

African Americans are more likely than the general population to participate in several online activities. Sixty-eight percent visit news sites, while only 56% of the general population is likely to visit news sites. Enter-

tainment is a popular topic for 55% of African Americans, compared to 26% of others. Seventy-two percent of African Americans seek out health content, compared to 53% of others.

Bottom Line: You and your clients cannot afford not to advertise on BlackPodcasts.com.

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