

The Affluent Target

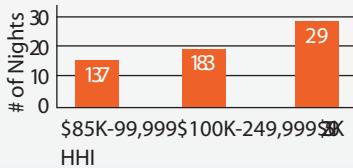
A Significant Source of Discretionary Income

96% of The Hotel Networks hotel/TV partners are upscale to luxury

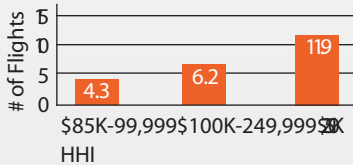
The Hotel Networks SuperBlock™ carries over **40%** of the affluent market's top 10 most-viewed cable networks

Affluent consumers are least affected by changes in the economy

Average Number of Nights in Hotel/Motel in the Past Year Among Affluent Travelers



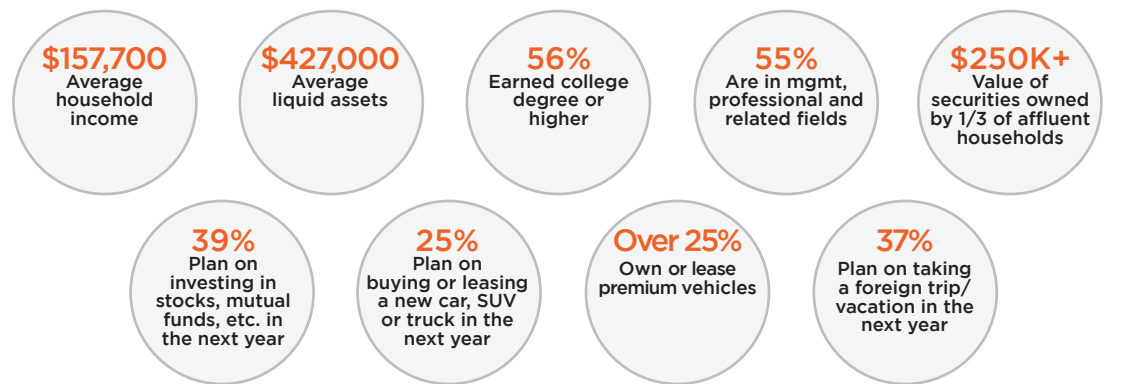
Average Number of Airline Round Trips in Past Year Among Affluent Travelers



Audience:

The majority of The Hotel Networks hotel partners fall into the upscale, upper-upscale and luxury hotel categories. Through these hotel relationships, The Hotel Networks is able to offer advertisers an extremely targeted solution for engaging the elusive affluent market. These coveted consumers are active and on-the-go. They travel a great deal, lead busy professional lives and are much lighter viewers of television in the home. The hotel room is the optimal place to reach this affluent consumer as they are away from the distractions and pace of everyday life and have the time to relax and watch TV.

Research Findings on the Affluent Market:



Travel:

53% of affluent adults rent a car in the course of a year -- 108 million rentals

Affluent adults take almost **225 million round-trip flights** on commercial airlines in a year

- Average of 6.4 round trips annually

More than **four out of five** affluent adults spent at least one night in a hotel or motel in the past year for either business or personal reasons

- Average of 18 nights a year

Expenditures:

Affluent adults spent:

- \$76 billion** on home furnishings
- \$60.7 billion** on apparel
- \$31 billion** on entertainment appliances (TVs, DVRs, Digital music players)
 - \$16 billion on HDTVs
- \$28 billion** on computers
- \$21.9 billion** on watches and jewelry
- \$8.4 billion** on fragrances, cosmetics, lotions and creams

Lifestyle:

Affluent adults:

- Use **credit cards** an average of 30 times per month
- Consume 123 million drinks of **wine** each week
- Consume 97 million drinks of **distilled spirits** each week
- 90% attended a **cultural or spectator event** in the last year
- Attend **sporting events** an average of three to five times per year



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