

**THN Sound & Motion** brings the hotel guest the highest quality combination of imagery and music from the four corners of the world. Expertly shot on 35 mm film and 1080i high definition video, it's programming that transcends language and cultural barriers to calm, inspire, surprise, and invigorate. Each segment is carefully designed to complement the natural daypart rhythm, all created to further enhance the hotel guest experience.



# THN SOUND & MOTION

## SELECTIONS

- RISE** MORNING: calming, inspiring
- RALLY** AFTERNOON: energetic, productive
- REST** EVENING: soothing, relaxing
- REBEL** LATE NIGHT: edgy, surprising

**FREEVIEWS VIDEO-ON-DEMAND** Become the exclusive sponsor of THN Sound & Motion programming reaching 26 million guests per month. Sponsor assests include:

- Pre-Roll Ads
- Banner Ads

Drive traffic with promotional elements including:

- Main Menu Rollover Graphic
- Banner Ads
- Branded Promotional Units



Rise



Rally



Rest



Rebel

### THN DELIVERS KEY TARGETS

A25-54 THN Index

guest profile

HH Income \$100K+	165
Media Attitude Segment: Relaxation & Inspiration	115
Attended classical music / opera performances in the last 12 months	168
Went sightseeing on domestic or foreign vacation in the last 12 months	157
Went scuba diving on foreign vacation in the last 12 months	151
Visited a National Park on domestic vacation in the last 12 months	162

Source: MRI, Doublebase 2008; THN VOD defined as adults who have stayed in Baymont Inn, Best Western, Comfort Inn, Courtyard Inn, Doubletree, Embassy Suites, Fairfield Inn, Four Seasons, Fairmont, Hampton Inn, Hilton, Hilton Garden Inn, Holiday Inn, Holiday Inn Express, Homewood Suites, Hyatt, La Quinta, Marriott, Radisson, Ramada Inn, Red Roof, Residence Inn, Ritz Carlton, Sheraton, W Hotel, Westin, Wyndam 1+ times in the last 12 months.

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