



SCORE CARD

MULTI-PLATFORM POWERHOUSE LINEUP!



theScore Television Network

Total TV Canadian subscribers
• 6.8 Million

Audience reach by demo
• A18-49 61% and M18-49 66%
• A25-54 60% and M25-54 66%
• A18-34 63% and M18-34 66%



Score Media Ventures

- theScore.com monthly unique visitors: 432K UV/mo
- 5+ Million Page views per month
- 120+ Million annual impressions



ScoreMobile

- #1 Sports App in Canada...3rd Largest in North America
- Over 10 million downloads Worldwide
- Over 3.5 million unique visitors Worldwide
- ScoreMobile (iPhone/Android/Blackberry/Windows) account for more than 800,000 UV/mo. This result drives more than 40 million page views a month
- High percentage of click-thru average: 0.50%



Score for the iPad

- 70K Downloads
- 10 million+ Page views per month
- Time Spent: over 10 minutes per user



ScoreMobile FC

- Soccer App provides comprehensive footy coverage from 30+ leagues in over 15 countries worldwide
- Builds on the success of ScoreMobile, the leading sports app in BlackBerry© App World™ and one of the leading apps in Apple's App Store