



CNET in Times Square

THE HOLIDAYS ARE HERE

Things have officially kicked into high gear for the holidays. Traffic to CNET's front door is already up more than 50% over last year, and according to the Consumer Electronics Association's annual holiday report, consumer electronics will generate nearly \$50 billion in fourth quarter sales. That's a lot of mp3s, digital cameras and HDTVs - and, more importantly, a lot of people adopting the digital lifestyle.

We're proud to be the definitive source for a world gone digital - both for consumers and the industry. CNET editors have recently appeared on CBS Nightly News with Katie Couric, the NBC Today Show, Oprah and more, to help people 'gear' up this holiday.

And, as we look to 2008, we're excited about a few (some still secret) developments on the horizon - including a CNET channel on YouTube, a Widget Gallery and a site redesign mid-year. But most importantly, we look forward to continuing to provide our valuable partners with innovative opportunities.

And, as we ring in the New Year, we hope the millions of Americans who tune into the Times Square ball-dropping catch CNET's promotion on the Nasdaq & Reuters boards.

MORE FROM CNET

KNOW MORE ABOUT THE TECH INFLUENCER AUDIENCE

We recently added a primary research section to our [Advertiser Extranet](#) where you'll find executive summaries of research reports, including the CNET Auto Study and a CE Retail Study conducted by CNET and CEA.



WHERE WILL YOU BE JANUARY 7TH?

We're taking our show to Vegas for the biggest tech and CE event of the year, CES. Over 80 CNET editors & producers are at the ready to select the Best of CES, to reveal the Next Big Thing in our annual Supersession, and new this year - to test aftermarket auto products in the CNET Car Tech Testing Lab. If you haven't already submitted your products for the Best of CES, you missed the deadline, but because you are a valued partner, we might let it slide - contact Liz.Darby@cnet.com asap.



THANK YOU

CNET ranked 1st in Overall Performance and Value of Relationship in the 6th Annual Jack Myers Survey of Ad Exes on Online Sales Organization Performance. To those of you who were part of this survey, we thank you for recognizing us - and to everyone else, we hope you agree!

ADVERTISING

INNOVATION - CROSS-TALK AD GETS PEOPLE TALKING

Perhaps you saw Apple's latest ad in the Mac/PC series, which ran a take-over on CNET the Wednesday before Thanksgiving. The 'cross talk' execution leveraged traditional display advertising units in a unique way, and the contextual placement garnered significant buzz - showing the potential upside of taking risks, and the viral engagement of the CNET audience.



HIGHLIGHT OF THE MONTH - VIDEO OVERLAY

CNET recently added a new Video Overlay Ad unit, expanding our innovative video offerings, and providing advertisers even more ways to get in front of the engaged CNET TV audience. Contact your sales rep today to explore ways you can leverage this new offering to reach your marketing goals.

CNET IN THE MEDIA

11/15, **Fox Business News "Tech to Go"**, Dan Ackerman on the Hottest Gadget of the Week
11/20, **CBS Evening News**, Brian Cooley on Child Monitoring Software
11/27, **Fox Business News "Money for Breakfast"**, Brian Cooley on Holiday Tech Gifts
12/5, **Oprah & Friends' The Jean Chatzky Show**, Brian Cooley on Holiday Tech Gifts
12/8, **NBC Today Weekend**, Brian Cooley on Digital Cameras

FUN FACT

More people come to CNET each month than live in Mumbai, India, the most populated city in the world*.

* Wikipedia




From all of us at CNET, we wish you a happy holiday season, and a prosperous 2008!

This newsletter is for you, so we want to hear your feedback and ideas for improvements.
Email us at insidecnet@cnet.com.

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