



WHO IS TELETOON.COM?

Visitor Data

- Monthly Page Views 760,667
- Monthly Unique Visitors 87,605
- Average Page Views/Visitor 5.3
- Average Time Spent 4.8 min

Demographics

- Age: 6-11 years
- 42% male / 58% female

WHAT IS TELETOON.COM?

- The premium destination where our audience (young and old) can interact with their favorite cartoon characters (new and the classics), play games, enter contests, watch shows, and extend their TV experience
- Micro sites dedicated to Teletoon Retro (Family- All ages) and Teletoon at Night (Adults 18-49) are accessed through Teletoon.com. (Young Adult Demos)

WHY TELETOON.COM?

- In addition to spending \$2.9 billion of their own money, 2.5 million Canadian tweens (aged 9 to 14), influence another \$20 billion in household purchases
- High page views and high average time spent per visitor means a highly engaged audience
 - An engaged audience is a receptive audience

