

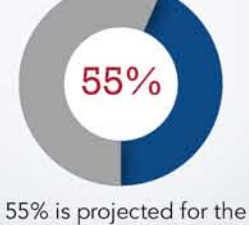
THE DIGITAL ELECTION

HOW ADVERTISING, SEARCH AND SOCIAL ARE CHANGING THE POLITICAL LANDSCAPE

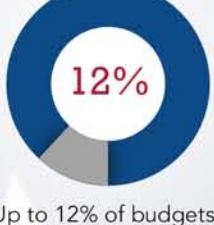
\$9 billion

Projected to be spent across 13,000 political campaigns in 2012.

Where will it all go?



55% is projected for the Presidential Race



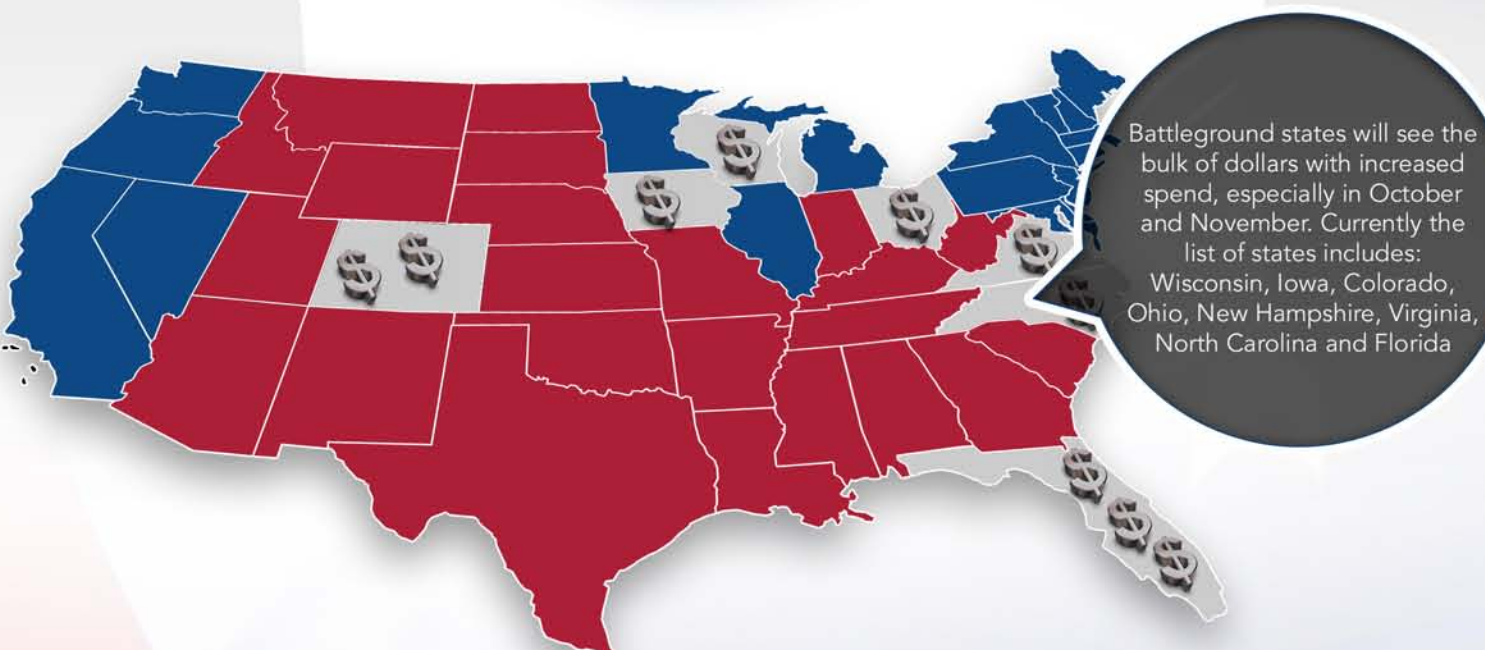
Up to 12% of budgets that will be allocated to digital media



Up to 33% of digital media budgets will be allocated to mobile programs

2008

2012



Battleground states will see the bulk of dollars with increased spend, especially in October and November. Currently the list of states includes: Wisconsin, Iowa, Colorado, Ohio, New Hampshire, Virginia, North Carolina and Florida

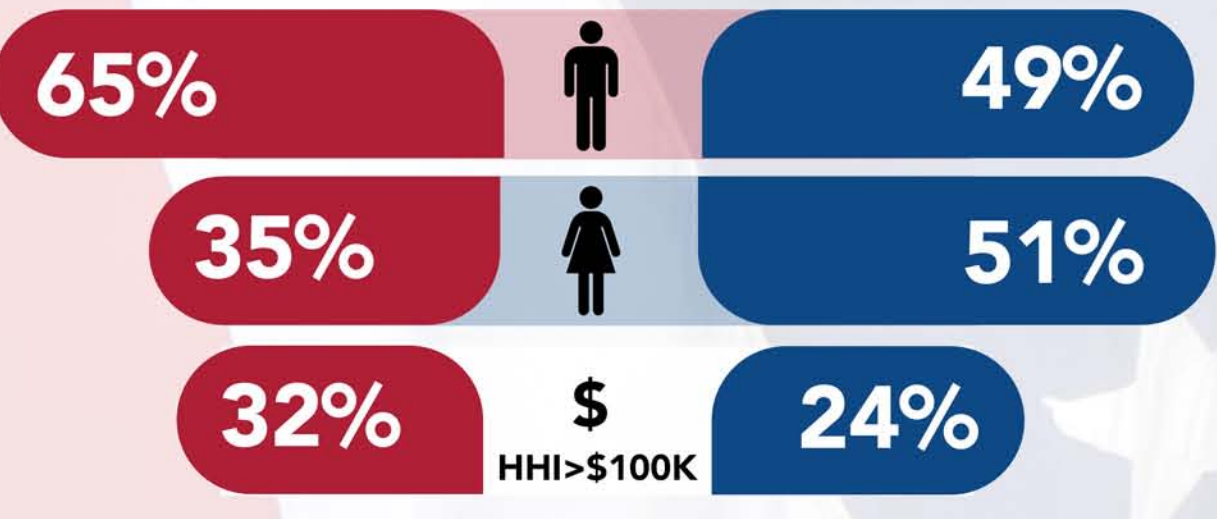
DIGITAL SUMMARY

OF THE PRESIDENTIAL ELECTION

Website Visitors by Gender and Household Income

MITTROMNEY.COM

BARACKOBAMA.COM



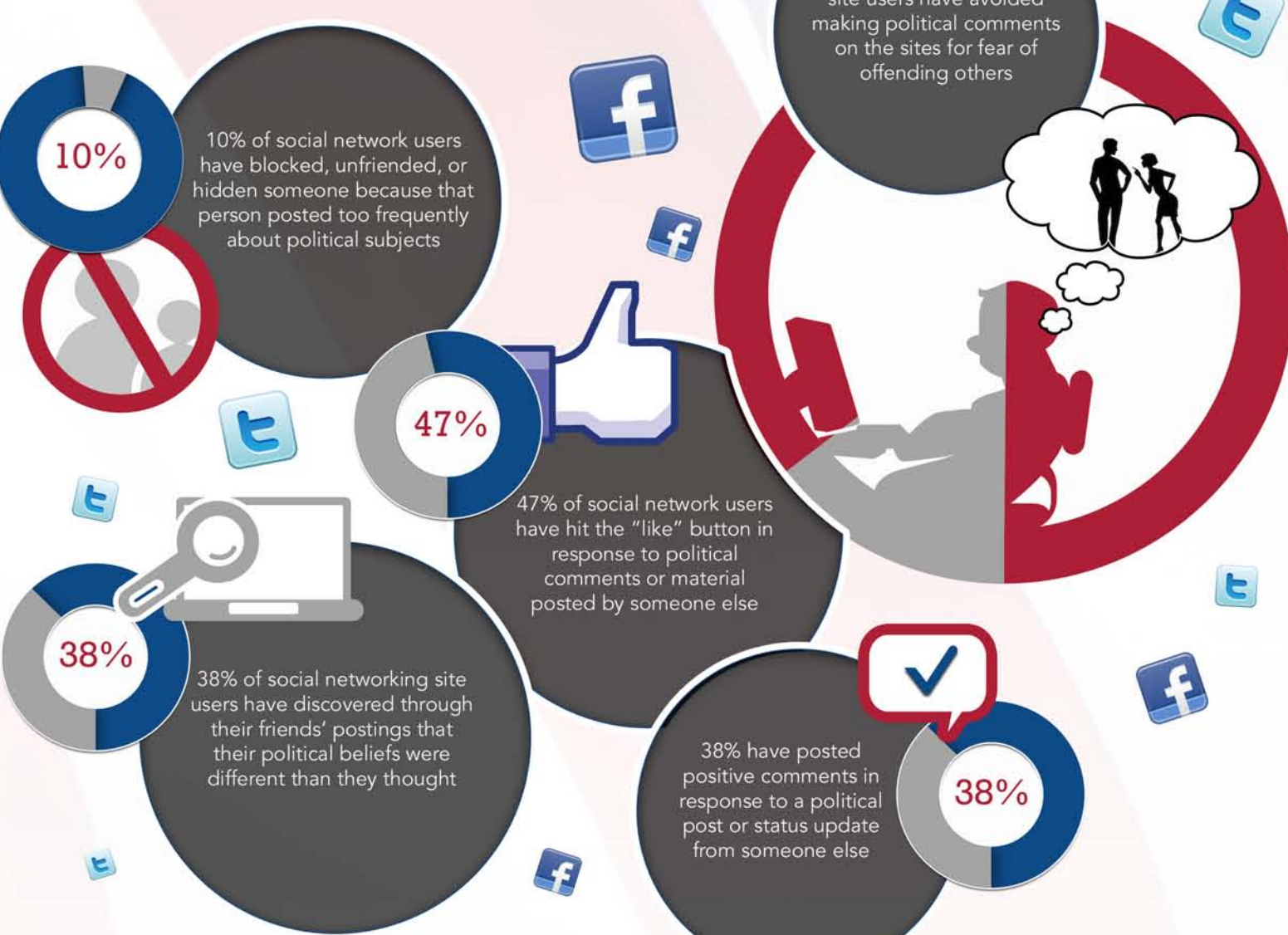
SOCIAL STANDINGS



FACEBOOK FAN TOP ACTIVITIES



THE POWER OF SOCIAL MEDIA



A SINGLE, NON-PARTISAN "GET OUT THE VOTE" FACEBOOK MESSAGE IN 2010 = 340K MORE VOTERS