

GameSpot Editorial

Reach, Impact, and Value





Table of Contents

10 Years, 100% Gaming	4
A Family of Game-Focused Sites	5
Major Industry Event Coverage	6
GameSpot's Audience	8
Original Video Programming	12
Content Partners	13
The Many Ways Your Game Can Appear on the GameSpot Network	15
The Many Ways Your Game Editorial Can be Featured on GameSpot	16
Exclusives Programs	17
The Many Ways Gamers Can Connect With Other Fans About Your Game	18
GameSpot 2016	20
CNET Networks Games & Entertainment Family	21
Editorial Contacts	22



**GameSpot:
The #1 Source
For Gaming Information**

10 Years, 100% Gaming

Publishing game content for 10 years.

- We've been leading the industry since 1996—and will continue to do so—as a result of our **innovation, passion, and commitment.**

Breaking ground for 10 years.

- The first to introduce video reviews, designer diaries, a live online show, downloadable game guides, live streaming E3 broadcasts, and more.

The breadth, depth, and quality of our industry knowledge, experience, and coverage are unmatched.

- Uniquely dedicated to delivering a deep, unbiased, interactive, and engaging environment **100% focused on games.**
- **95% of our users would recommend GameSpot.¹**
- Many of our editors have been with GameSpot since 1996.

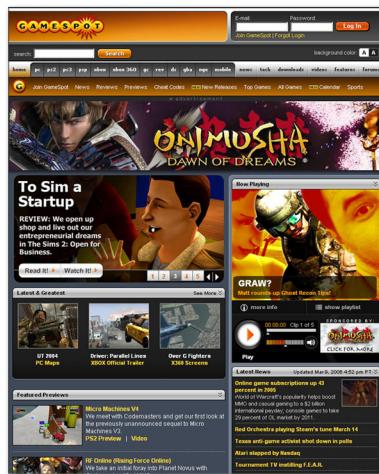
1) GameSpot Profile Study, 2005.

A Family of Game-Focused Sites

Over the years, our family has grown.

We now have every aspect of the gaming world covered.

- **GameSpot:** previews, reviews, features, news, Web casts, online tournaments, demos, game downloads, trailers, game guides, active community, and more.
- **GameFAQs:** hints, tips, codes, cheats, guides, and more.
- **GameRankings:** popularity ranking for 16,000+ games based on an average review score from 450+ on- and offline media outlets.



GameSpot



GameFAQs



GameRankings

We Cover All Major Industry Events

Our E3 coverage attracts gamers in droves

- For E3 2005, we covered 1,114 games, wrote 1,228 stories, published 12,872 screenshots, produced 1,078 movies, and served nearly 23 million streams.
- During E3 2005, our weekly unique visitor counts increased by 34%, and our page views grew by 69%.
- Our E3 Hub features publisher pages dedicated to your products.



Coverage like this is possible if GameSpot receives assets and information early.

We Cover All Major Industry Events

24/7 globe trekking for breaking news



Coverage like this is possible if GameSpot receives assets and information early.



GameSpot's Audience

Where the Guys Are

We reach active, passionate 18- to 34-year-old male gamers¹

- **95% male**
- Average age: **23 years old**
- **Game 18 hours per week** on average
- Plan to **buy 7 games** on average in the next year
- **Spent \$1,163 on games and hardware** on average in the past year
- Systems played:
 - 90% console
 - 71% PC
 - 48% handheld/portable
 - 25% mobile/wireless
- **85% on broadband**

1) GameSpot Profile Study, 2005.

We Have the Most Loyal Audience

GameSpot gamers, on average, come to the site **more often, stay longer, and turn more pages** than the competition.

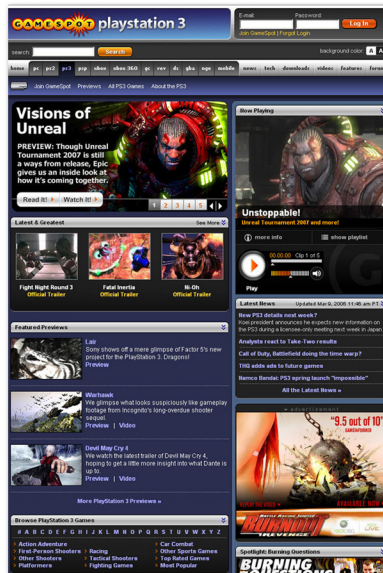
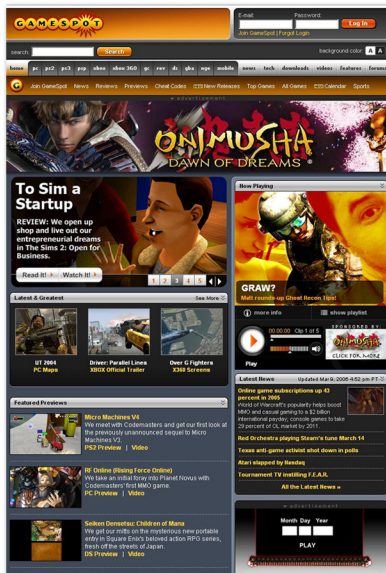
SITE	AVERAGE DAILY UVS (000)	AVERAGE USAGE DAYS (PER MONTH)	MINUTES/UV (PER MONTH)	PAGES/UV (PER MONTH)
GameSpot	518	2.7	49.5	44
IGN/ GameSpy	495	2	19.1	20
UGO.com	90	1.5	7.4	13

Users spend 4.9 million hours/month on GameSpot!

Where Millions of Gamers Go to Know

We inform, entertain, and connect a huge audience¹

- 1.5 million daily unique users
- 30 million monthly unique users
- 8.8 million registered users
- 13.7 million average daily page views

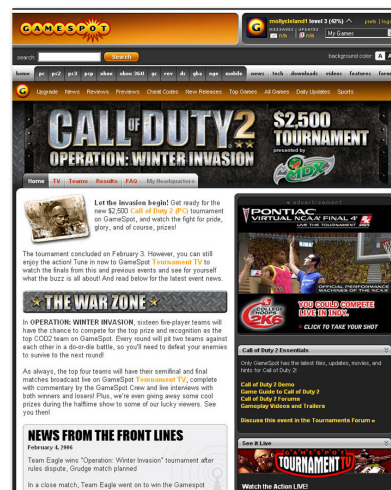
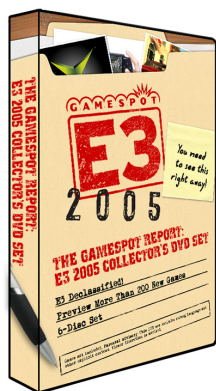


1) GameSpot Network internal log data, January 2006.

Where Millions of Gamers Go to Watch

We are the only games media property to provide **robust, on-demand, original programming.**

- Streaming and downloadable video programs:
 - Exclusive features, daily site updates, developer interviews, video previews and reviews, gameplay movies, a game show, and more.
- Live broadcasts:
 - *On the Spot*: The only live weekly Web cast on gaming
 - *GameSpot Tournament TV*: Blow-by-blow live game tournament coverage
 - *Front-Row Access to Industry Events*: From the E3 floor to press events and conferences



Our Content is the Mainstream Standard. AND it Powers Most of the Internet.

- Just as millions of gamers rely on GameSpot for the best game coverage, so do the world's leading Internet portals, retailers, and entertainment media companies.
- Including its partners, **GameSpot content has the potential to reach 55 million¹ U.S. consumers each month!**



DOWNLOAD.COM

WAL★MART®



msn Tech & Gadgets



GF GAMEFLY.COM
Ready to Play™



AOL games

YAHOO! GAMES



1) comScore, February 2006.



Connecting Your Game to the GameSpot Audience

The Many Ways Your Game Can Appear on the GameSpot Network



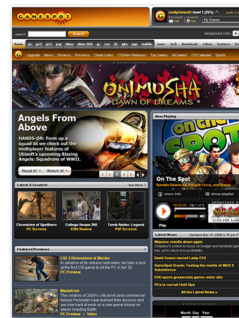
PS2 GameSpace



Xbox 360 GameSpace



GameSpot Hints & Cheats



GameSpot Home Page



GameSpot News



GameFAQs



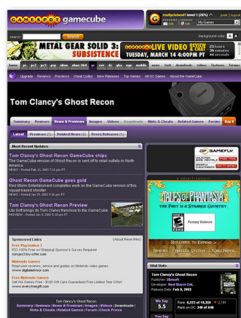
GameSpot Trax



GameSpot Tech



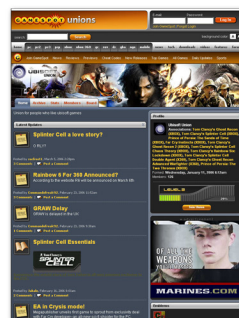
GameSpot Forums



GameCube GameSpace



GameRankings



GameSpot Union



GameSpot Videos



PC GameSpace

The Many Ways Your Game Editorial Can be Featured on GameSpot

Labels on the left side of the screenshot:

- Top Slot
- Gumball
- Featured Previews

Labels on the right side of the screenshot:

- Media Player
- Latest News

Caption: GameSpot Home Page

Labels on the left side of the screenshot:

- Top Slot
- Gumball
- Featured Previews

Label on the right side of the screenshot:

- Latest News

Caption: GameSpot Sports Front Door

Labels on the left side of the screenshot:

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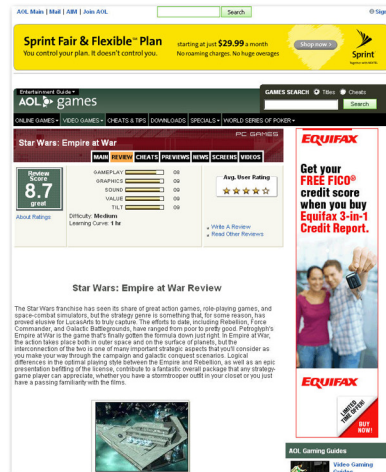
Caption: Platform Front Door

Our Exclusives Programs Guarantee Major Buzz

- By providing us with exclusive access to your title, from first looks to final code, we will generate unrivaled interest and excitement for your game through major editorial promotion.
- For exclusive demo premieres, we provide robust, targeted promotion before, during, and after your demo release.
- Beyond GameSpot, your content will be consumed by a broader consumer audience via our partners, such as AOL Games.



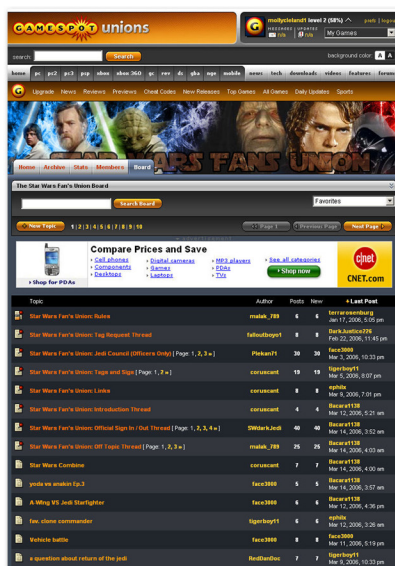
GameSpot Demo Premiere



AOL Games

The Many Ways Gamers Can Connect with Other Fans About Your Game

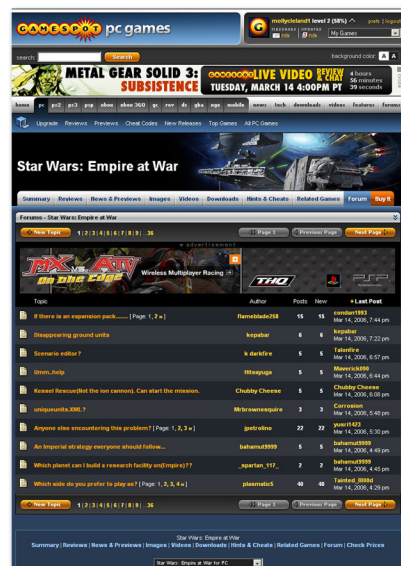
- GameSpot provides an interactive, social networking service that makes it easy for gamers to share ideas, opinions, and content with like-minded enthusiasts.
- Our active community of 8.8 million registered users generate content on their favorite games via rich community features such as journals, forums, user ratings, user reviews, and Unions (user Web sites).



Union



User Ratings & Reviews



Forums



Where Do We Go From Here?

GameSpot 2016...

Even as we take a moment to toast our success, we're already thinking about the years ahead and the ways we can **continue to blaze trails with fresh, authentic experiences that will keep gamers coming back for more.**

We Belong to a Powerful Family Dedicated to Fueling Passions

- A CNET Networks Games & Entertainment property, we can provide integrated opportunities and maximum exposure across our sites.
- Born of the Internet, **our category-leading sites deliver authentic brands** that resonate deeply with each category's most enthusiastic fans.
- **Our properties attract passionate consumers** and help them make meaningful connections with the people, products, and marketers that matter most.



Connect Your Game With Our Editors, and Our Audience, Today



Ricardo Torres

Senior Editor

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HANDLES:

- Preview coverage of console and portable games
- Special editorial promotions
- Upcoming press events
- Exclusive media for console and portable games
- After-hours and emergency issues regarding editorial content
- Long-term editorial coverage of upcoming console and portable games



Andrew Park

Senior Editor

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HANDLES:

- Preview coverage of PC games
- Exclusive media for PC games
- After-hours and emergency issues regarding editorial content
- Long-term editorial coverage plans for upcoming PC games



Greg Kasavin

Executive Editor

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HANDLES:

- Review coverage of PC titles
- All editorial issues, inquiries, or concerns
- Approval of quotations or other assets taken from the site for marketing use
- After-hours and emergency issues regarding editorial content



Jeff Gerstmann

Senior Editor

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HANDLES:

- Review coverage of console, PC, and portable games nearing release or in need of review



Curt Feldman

News Director, Games & Entertainment

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HANDLES:

- All industry news and game announcements



Ryan MacDonald

Executive Producer, GameSpot Live

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OFFICE: 415.344.2950

HANDLES:

- All video content

Eddie Bautista

Data Manager, Games

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OFFICE: 415.344.1996

HANDLES:

- Official, non-exclusive media such as publicly released screenshots and movie trailers
- Official downloads such as demos and patches
- Set-up or modification of FTP accounts
- Product data updates such as release dates, titles, and technical information