

WHEN IT COMES TO ENTERTAINMENT, YOU SHOULD KNOW BETTER.

In fact, everyone should. That's why Metacritic has become the go-to source for an audience looking to stay in-the-know, and the best place for marketers to reach passionate, engaged entertainment enthusiasts.

THE DEFINITIVE ENTERTAINMENT SCORECARD.

The Metascore—a proprietary formula that curates the opinions of the most respected critics in movies, gaming, TV and music, distilling them down to a single, easy-to-get number.



**I'm
the
one
you
want**

A young, smart guy

- 93% male
- Median age 28
- 69% of those over 21 are college grads

with some extra cash,

- Spend \$1771 per year on entertainment
- More than half spend \$100+ per month

who's a digitally savvy

- 84% play console video games
- 76% download music online
- 66% watch TV online

entertainment buff.

- 86% see movies in the theater
- 86% look online for movie info
- 83% say critic reviews influence movie/DVD purchases



THE CRITICS' TAKE...

"...the Web's best film review site."

- Entertainment Weekly

"Metacritic is a quick and useful resource for scanning the response to a movie..."

- Roger Ebert

Influence the Influencers.

Partner with Metacritic.

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