



SinglePoint

ENGAGE YOUR CONSUMERS THROUGH MOBILE

SINGLEPOINT ENABLES BRANDS, AGENCIES AND PUBLISHERS TO CONNECT WITH THE OVERALL MOBILE AUDIENCE

SinglePoint's full suite of product and services makes it fast and easy to launch and manage mobile advertising campaigns



MSNBC

MSNBC is one of the most honored online news organizations, combining breaking news, original journalism, extensive sources, advanced technology and expansive content to provide readers with "A Fuller Spectrum of News".

Targeting males and females age 25-49



CNBC

CNBC is the recognized world leader in business news, providing real-time financial market coverage and business information to more than 340 million homes worldwide, including more than 95 million households in the United States and Canada. CNBC offers viewers live programming on the markets every weekday, with programs such as "Squawk Box," "Power Lunch," "Closing Bell" and "Mad Money w/Jim Cramer".

Targeting males age 25-54



NBC News

NBC is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. "NBC Universal develops, produces and markets the best entertainment, news and information to a global audience."

Targeting males and females age 25-49



NBC Sports

NBC Sports provides comprehensive sports coverage, including news, scores, and stats, for all the major sports including the NFL, College Football, MLB, NBA, NHL, PGA Tour, Tennis, NASCAR, College Basketball, and more.

Targeting males age 18-54



USA Network

USA Network is not only a place where characters live; it's a place where characters come alive. USA is cable television's leading provider of original series and feature movies, sports events, off-net television shows, and blockbuster theatrical films.

Targeting males and females age 25-49



SCI-Fi Network

Shattering expectations with 52 weeks of electrifying original content, SCI FI Channel is more than just television. It is the evolution of entertainment. Now, stay connected with your favorite SCI FI shows! Get Eureka, Battlestar Galactica, Ghost Hunters, Atlantis and more on your mobile! It's easy. It's fun. What could be better?

Targeting males 13-49

DIRECT RESPONSE MECHANISMS:

Click to Video:



User clicks on link.

Click to WAP:



User clicks on link.

Click to Call:



User clicks on phone number.

SinglePoint Networks continued on next page...



Bravo

With more breakout stars and critically acclaimed original series than any other network on cable, Bravo's original programming — from hot cuisine to haute couture — delivers the best in food, fashion, beauty, design and pop culture to the most engaged, upscale and educated audience in cable.

Targeting females age 25-49



Telemundo

Telemundo is a U.S. Spanish-language television network providing essential entertainment, news and sports to Hispanics. The network's schedule features a wide range of original programming, including popular novelas, talk shows, sports and news, reality, entertainment, and music programs.

Targeting males and females age 25-49



MTV

The pioneer in music television and reality programs, MTV is now the leading provider of current music-related news and entertainment, reality shows, and other original content aimed toward music fans in their teens and twenties, such as music premieres and exclusives, convergent shows like TRL and Control Freak, and original programming for specials like the VMAs.

Targeting males and females age 13-49



MTV Tr3s

MTV Tr3s prides itself in providing bi-cultural entertainment for bilingual Latinos and non-Latino Americans aged 12 to 34. It is rooted in the fusion of Latin America and American music, cultures, and languages, bringing the biggest names in pop, urban, and rock music. MTV Tr3s includes lifestyle series, customized music video playlists, news documentaries that celebrate Latino culture, music and artists, and English-subtitled programming in Spanish imported from the MTV España and MTV Latin America channels.

Targeting males and females age 13-49



BET

BET provides contemporary entertainment that speaks to young Black adults from an authentic, unapologetic viewpoint of the Black experience.

Targeting males and females age 13-49



CMT

CMT is the leading provider of news and entertainment pertaining to country music, videos, artists, concerts, and reality shows.

Targeting males age 25-49



Comedy Central

The first cable channel devoted exclusively to comedy-based programming, Comedy Central now delivers your favorite sitcom reruns, stand-up specials and comedy films, as well as award winning original content, such as South Park, The Daily Show, The Colbert Report, and Reno 911!.

Targeting males and females age 13-49



VH1

VH1 entertains you with your favorite TV shows, thousands of music videos and lyrics, live performances and special events.

(aimed at a slightly older audience than MTV, 25+)

Targeting males and females age 25-49



Nickelodeon

Nickelodeon, the only network that puts kids first, launched in 1979 and has grown to become the most-watched television network by kids in the United States and basic cable's number-one network overall. It offers an innovative and diverse blend of original series programming, including comedy, adventure, variety, news and game shows created just for kids.

Targeting kids