



**VICE ONLINE**

# VICE ONLINE

Users visit Vice Online 8 times a month on average.

## VBS.TV

VBS is an advertiser-supported online network streaming original content, 24 hours a day. We carry a mix of domestic and international news, pop and underground culture coverage, and the best music in the world. With Academy Award-nominated director Spike Jonze (Adaptation, Being John Malkovich) as our creative director, we produce original content from a veritable United Nations of contributors including bureaus in 20 countries. In 2007 VBS traveled to places including Darfur, North Korea, Lebanon, Syria, Colombia, Bolivia, West Virginia and a giant island of garbage floating in the middle of the Pacific, just to bring home stories that no other media outlet could get. Plus we produced tons of music programs, smart conversations and sports ranging from skateboarding to surfing to Professional Bull Riding to Indy car, too. Streaming on VBS's signature 'in-room widescreen and remote, the content is available all the time, on-demand. Marketing partnerships with online networks like YouTube, MySpace and Joost allow VBS content to reach millions of users offsite as well, carrying with it brand and sponsorship messaging. Brands like Smirnoff, PlayStation, Volvo, Maple Pictures, EA Games, Adidas, Jeep, Nokia, Molson, Dodge, BMW, Sony Ericsson, Bacardi and many others have discovered VBS.TV to be an ideal platform for their online advertising efforts. "VBS.tv Canada, currently attracts 100,000 unique visitors per month", and is constantly growing. From IAB standard units to custom mini-sites, preroll video to deep brand integration with content, the possibilities for advertisers are myriad.



Viceland.com articles



VBS.tv player page



Viceland.com homepage



VBS.tv player page



## VICELAND.COM

Viceland.com is where the world of Vice Magazine lives online and crams all of the humor, hyper-smart attitude and content that our audience expects from VICE - plus online-only content, daily updates from all of VICE's international offices and tons of reader comments.

It's through Viceland's commentary, forums, and contests that the VICE audience can really react to and interact with each other. Viceland Canada attracts more than 100,000 unique visits per month and 1million page views every month, ranking Viceland.com as one of Canada's most visited sites amongst tastemakers. And since the site redesign in late 2007, traffic is up over 50%, and climbing every month.

Created by VICE & Spike Jonze, VBS.TV is an online network that produces 100% original, short-form video content, refreshed daily.

*Launched in March of 2007 as a partnership with Viacom, VBS is recognized as industry leader for original content on the web.*



# VICE SHOWS

Whether it's following a story in...



the refugee camps of Darfur...  
...or a skater who is pushing the envelope...  
...or a favorite band in their practice space...  
...the VBS voice is:

- unique
- authentic
- and smart (but a little bit irreverent)

***"Loud, fast and dirty... perfect for Internet video"***  
–Wired

***"Probably the best original video site I've seen."***  
–Advertising Age

***"VBS is punk rock for the 21st Century."***  
–U2's BONO

***"The people at VBS are on a mission. They're inventing new things every day. It reminds me of MTV in the extremely early days."***  
–MTV Founder Tom Freston



In its first year, VBS has created over 30 original show franchises and more than 120 hours of on-demand video.



# VICE DEMOGRAPHICS

## VICELAND.COM

Source: Google Analytics

Visitors  
100,000

Pageviews  
1,000,060

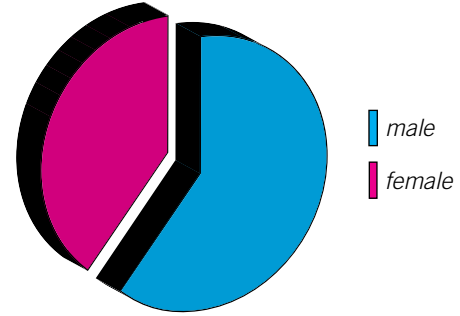
Avg. Time on Site  
8 Minutes



## GENDER

3,366 SURVEYED

61% are male 39% are female



## VBS.TV

Source: Google Analytics

Visitors  
350,000

Pageviews  
1,750,000

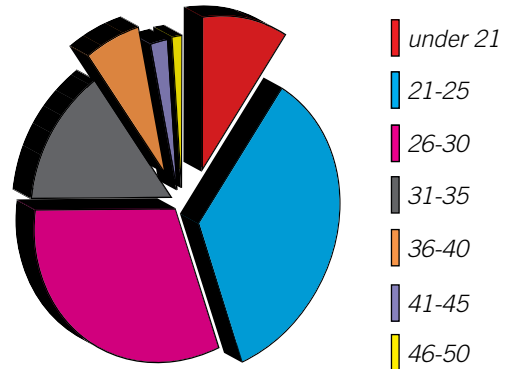
Avg. Time on Site  
17 Minutes



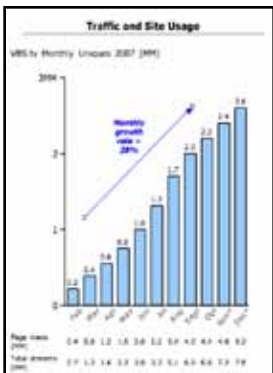
## AGE

3,374 SURVEYED

81% are 21-35



## AND THE AUDIENCE KEEPS GROWING GLOBALLY



Global launch audience of 200,000 unique visitors in March of 2007

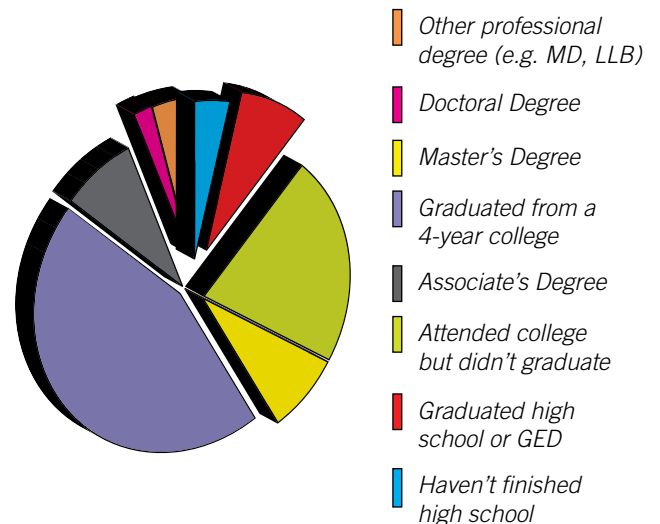
currently at 2.6 million unique visitors/ mo

Monthly growth in year one = 28%

## EDUCATION

From viceland.com

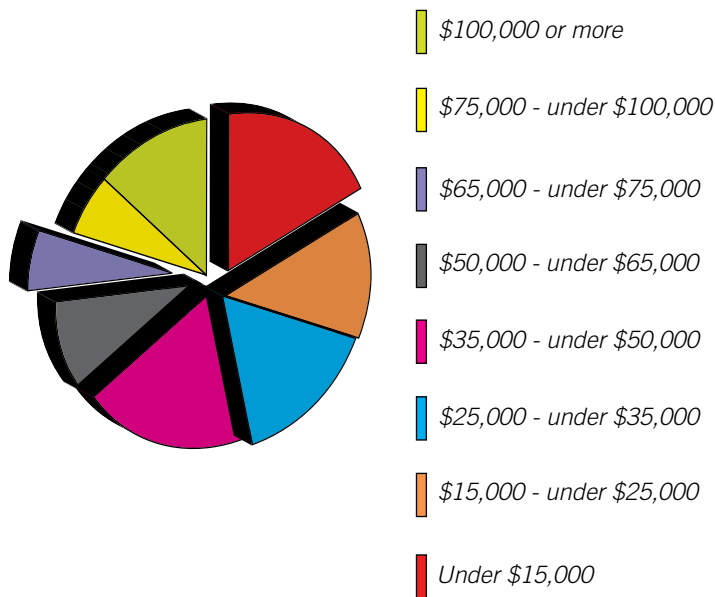
45% graduated from college



## INCOME

3,373 SURVEYED

Mean individual income is \$50,600



### VBS VIEWERS SPEND MONEY

83% purchase clothing/accessories every month,  
38% every week

83% eat out at least once a week

82% go to a bar or club at least once a week

84% purchase alcohol every week

79% go to the cinema every month,

37% go every week

90% have a mobile phone

39% buy movies, videos or DVDs every month,  
11% every week

56% buy health and beauty products every month

40% shop online every month

15% own a Mac (the world at large is 5%),

79% own a PC

52% own a video game console

81% use a digital camera

80% intend to travel overseas in the next 12 months

94% have a credit card

95% use the internet daily

94% use email daily



# ADVERTISING

## VBS.TV



Highlighted areas show available space

## VICELAND.COM



Highlighted areas show available space

## RATES

<b>Leaderboard</b> .....	\$18 CPM
Size: 728 x 90px	
<b>Big Box</b> (above the fold) .....	\$18 CPM
Size: 300 x 250px	
<b>Skyscraper</b> .....	\$10 CPM
Size: 160 x 600px	
<b>Horizontal Banner</b> .....	\$10 CPM
Size: 468 x 60px (Viceland only)	
<b>Homepage Banner</b> .....	\$25 CPM
Size: 600 x 300px (Viceland only)	
<b>Onscreen Banner</b> .....	\$30 CPM
Size: 480 x 270px (VBS only)	

<b>Pre-Roll Video Streaming</b> .....	\$30 CPM
15 secs maximum	
<b>Skin</b> .....	\$90 CPM
(VBS and Viceland )	
<b>Newsletter (20k recipients)</b> .....	\$1000
Size: 728 x 90px	
<b>Site Takeover</b> .....	Rates Upon Request
Size: All IAB's	
<b>Show Sponsorship</b> .....	Rates Upon Request
1 month (VBS only)	
<b>Brand Integration / Product Placement</b> .....	Rates Upon Request
(VBS only)	

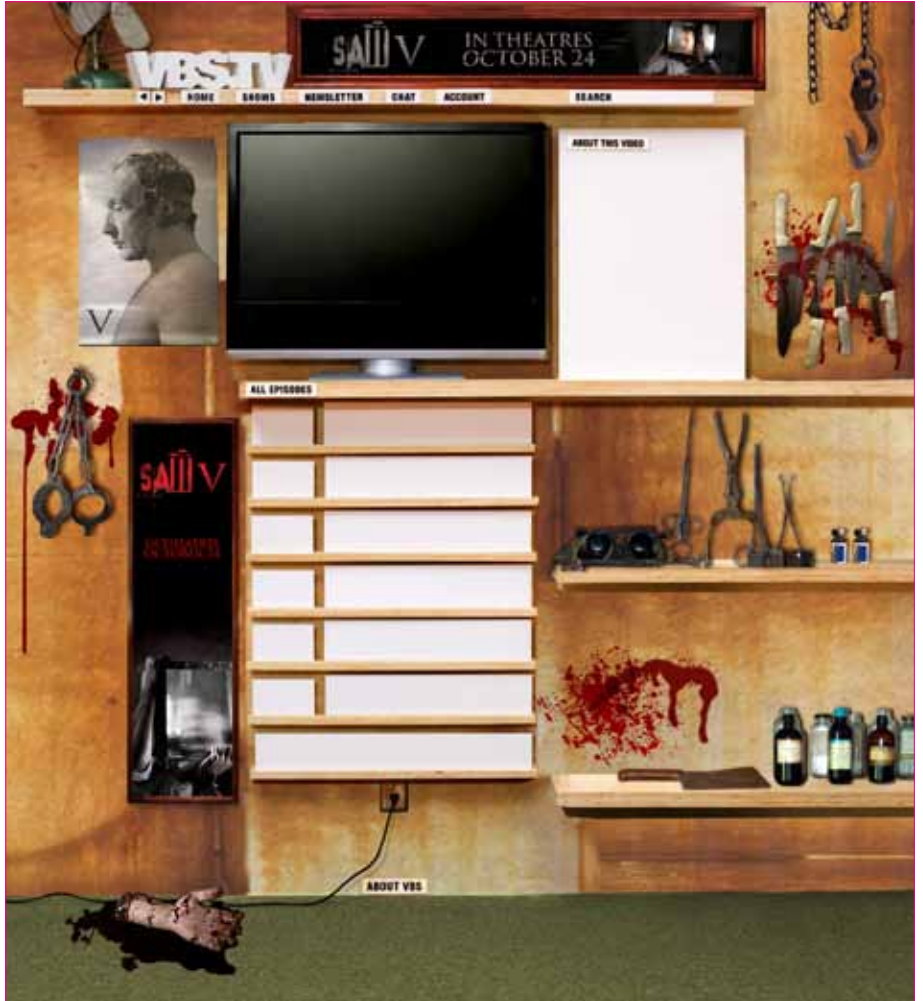
# SKINS

VICELAND.COM



Mirrors Edge

VBS.TV



Saw V

*Sure we can serve the standard IAB's, but both VBS and Viceland were designed with advertisers in mind. Our sites are flexible enough to accommodate the the most creative ways to reach your audience. Both skinning options create vast opportunities to integrate your brand tastefully and effectively into our content garnering a lot of eyeballs and high CTR.*

## VICE CONTACTS

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