

# Mingle Media TV Network

We're Making TV Social

## Makeover Momma TV Tuesday

7 PM ET  
4 PM PT

For more info visit: [www.makeovermomma.com](http://www.makeovermomma.com)

Do you never have time for yourself? Bailey of Makeover Momma, personal trainer, post-partum consultant & busy mom of two, will help you feel fashionable, fit & fabulous after kids...even if you have no time, energy or cash to care! Get practical tips for squeezing in workouts at home, feeling beautiful when you have no money for products, or even how you can eat healthy on the run. No matter what kind of a mom you are, Makeover Momma TV is an hour of "you time" with tips, tricks, expert guests, giveaways and plenty of discussion. So jump in, speak up and let's get talking!



You can watch this LIVE broadcast every week on the Mingle Media TV Network.

Mingle Media TV is the perfect place to reach your target demographic through creative, social marketing brand engagements that are wrapped around topics in LIVE, real-time, hour long authentic conversations  
Moms, Women & Baby Boomers

## Why Social TV?

- Women are drawn to social engagements online through blogs, Twitter, Facebook, video, conferences, text messaging, mobile, etc...
- Stay-at-home Moms are looking for friends, parenting info, ways to save money, to be green, fit travel, technology, & more
- Boomers are seeking ways to stay in touch with family, friends and make new friends

## Mingle Media.TV

- Our content providers are authors, travel, fitness, fashion, lifestyle, health, HR, relationship experts, parents, bloggers, celebrities, and the like
- We have a sphere of influence that reaches our target audience off and online through blogs, websites, Twitter, social networks, radio and TV, businesses, mobile, events and is magnified by word-of-mouth and other channels
- It's our marketing know-how, show topics and hosts that make each hour long conversation a social connection that can pull in true brand engagements with an authentic voice, where we can create unique campaigns with distribution of content to other portals with your brand message

### Total Time US Consumers Spend per Month Viewing Video on TV, Internet and Mobile Phone, Q4 2008-Q2 2009 (% change\*)

	Q4 2008	Q1 2009	Q2 2009
Watching TV in the home	5.0%	3.1%	2.4%
Watching timeshifted TV	82.4%	92.3%	57.9%
Using the Internet	7.0%	8.0%	18.4%
Watching video on Internet	-	73.9%	62.7%
Mobile subscribers watching video on a mobile phone	-	-	52.4%
<b>Total</b>	<b>6.2%</b>	<b>4.2%</b>	<b>4.5%</b>

Note: total time calculated by multiplying reach for each medium by average hours per month; \*change from average month in quarter vs. average month in same quarter of prior year  
Source: The Nielsen Company, "A2/M2 Three Screen Report," February, May and September 2009; eMarketer calculations, September 2009

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[www.eMarketer.com](http://www.eMarketer.com)

## Our Shows

The Mingle Media TV Network is designed to create interactive, "Live" streaming video web shows where the audience and viewers can engage in a real-time conversations on topics they are interested in...