

Mingle Media TV Network

We're Making TV Social

Mamavation Mondays LIVE
 For more info visit: <http://www.mamavation.com>

Mamavation is a campaign that supports moms in healthy living changes. If you are interested in losing weight or implementing healthy lifestyle changes in your life, we would LOVE to support you. We believe that the mom is the gatekeeper to the household & through MOM we can change families.

**10 PM ET
7 PM PST**

Watch How Lives Change On


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 thru 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%
Total	6.2%	4.2%	4.5%

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

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...