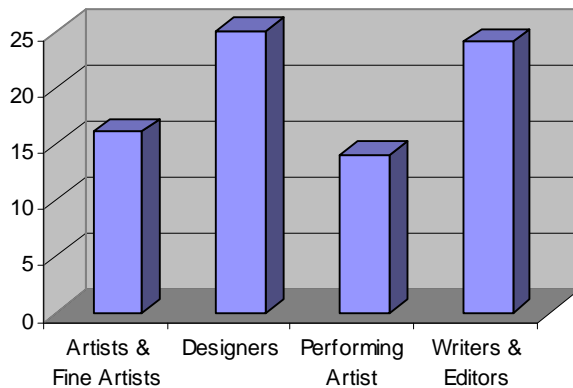
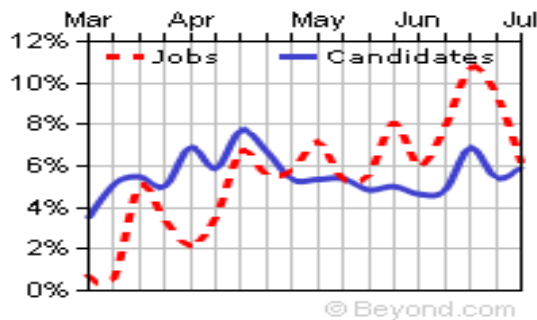


Top Sectors Arts, Entertainment & Gaming



Arts, Entertainment & Gaming Employment Trends (March 2005-July 2005)



Arts, Entertainment & Gaming Employment Forecast (Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2004-2005)

- Employment of artists will grow at the average rate of all occupations, between 10% and 20%, and competition for both salaried and freelance positions will remain among the pool of aspiring and talented professionals.
- Employment for entertainers in all related categories is also expected to experience average growth.

You can effectively reach this market. Here is how we can help.

The Beyond.com Network is comprised of more than 6,700 general, local and niche-industry web sites that together have the power to reach more than **25 million business professional contacts** through its network community, with thousands of new members added each day. A complete listing of the Beyond.com Network sites can be found at: www.Beyond.com/Network.

The Arts, Entertainment & Gaming Delivery Channel captures and delivers information tailored to meet the individual needs and goals of the artist, entertainment professional and corporate organization. In addition to searching for a new job, candidate, or industry-related resource materials, Beyond.com can help create a customized recruitment, marketing or advertising campaign that will effectively reach your company's targeted audience.

Branding and advertising opportunities include:

- Job Posting Packages
- E-Mail Marketing and Sponsorships
- Corporate Branding
- Corporate Spotlights
- Alerts and Keyword Purchases

| Network Statistics | |
|--------------------------------------|---------------|
| Monthly Visitors | 3 million |
| Page Views | 15-20 million |
| Arts, Entertainment & Gaming Channel | |
| Resumes | 63K |
| Job Postings | 2K |
| Channel Sites | 9 |
| Contacts | 135K |

| Top 10 Positions (%) | |
|------------------------|---------|
| 1. Graphic Designer | (8.90%) |
| 2. Designer | (7.56%) |
| 3. Creative Writer | (5.22%) |
| 4. Multi-Media Artist | (4.78%) |
| 5. Illustrator | (4.38%) |
| 6. Editor | (3.91%) |
| 7. Commercial Designer | (3.78%) |
| 8. Copy Writer | (2.73%) |
| 9. Art Director | (2.68%) |
| 10. Animator | (2.64%) |

| Top 5 Cities for Jobs | |
|-----------------------|--|
| 1. New York, NY | |
| 2. Chicago, IL | |
| 3. Los Angeles, CA | |
| 4. Boston, MA | |
| 5. San Francisco, CA | |

Arts, Entertainment & Gaming 2QT05 Industry Outlook

The Beyond.com Network

By using the power of the Beyond.com Network, your company can be as broad or as specific as necessary in its search to target the critical audience to maximize the value of your recruiting, marketing or advertising campaign. You can target national, regional, state, city, specialty or industry-specific areas. Located below are a few listings of top states, key word searches and web sites that should be considered:

| Top 10 States for Candidates |
|------------------------------|
| 1. California (26.64%) |
| 2. New York (19.11%) |
| 3. Pennsylvania (13.44%) |
| 4. New Jersey (8.87%) |
| 5. Texas (7.24%) |
| 6. Florida (6.18%) |
| 7. Washington (5.18%) |
| 8. Illinois (5.10%) |
| 9. Georgia (4.90%) |
| 10. Michigan (3.35%) |

Arts, Entertainment & Gaming Key Word Searches:

Cartoonist, Graphic Design, Photographer, Poet, Lyricist, Painter, Dancer, Sculptor, Music and Choreographer

City Sites

| | | |
|----------------------|--------------------|-----------------|
| PhillyJobs.com | ManhattanJobs.com | SeattleJobs.com |
| BaltimoreJobsite.com | PittsburghJobs.com | PhoenixJobs.com |
| BostonJobsite.com | AlbanyJobsite.com | ChicagoJob.net |

Industry Sites

| | | |
|--------------------------|---------------------------------|---------------------------|
| EditorWriter.net | EntertainmentIndustryCareer.com | GamingCageWorker.com |
| GamingChangePerson.com | GamingSupervisor.com | GraphicArtistDesigner.com |
| MerchandiseDisplayer.com | MultimediaDesigner.net | TheatricalArtist.com |

Key Arts, Entertainment & Gaming Demographics

In addition to the extensive reach of the Beyond.com Network, it is also important to understand key demographics for the Arts, Entertainment and Gaming Delivery Channel such as years of experience, educational background, length of job search and candidate personality traits. As you can see, 60.28% of our network candidates have a 4 year college degree or higher, 32.80% have 5 or more years experience and over 52% of candidates have chosen the Beyond.com Network within the first 2 weeks of their job search. This translates into a significant opportunity for your company to tap into a highly-talented, knowledgeable and fresh candidate pool.

| Experience Level | |
|------------------|--------|
| Less than 1 year | 22.90% |
| 1-3 Years | 28.47% |
| 3-5 Years | 15.82% |
| 5-10 Years | 14.45% |
| 10-15 Years | 8.02% |
| 15-20 Years | 6.07% |
| 21+ Years | 4.26% |

| Educational Background | |
|------------------------|--------|
| Post Graduate Degree | 6.17% |
| 4 Year College Degree | 54.11% |
| 2 Year College Degree | 12.97% |
| Some College | 15.98% |
| High School Diploma | 10.78% |

| Length of Job Search | |
|----------------------|--------|
| Just Started | 40.23% |
| 2 Weeks | 11.78% |
| 4 Weeks | 9.22% |
| 6 Weeks | 5.27% |
| 2 Months | 6.66% |
| 3 Months | 7.53% |
| 6 Months | 5.19% |
| 9 Months | 1.68% |
| 12 Months | 0.95% |
| Over 1 Year | 11.49% |

Channel Personality Type: INFJ (Introvert, Intuitive, Feeler and Judger). INFJ traits include: creative, original, and independent; thoughtful, warm, and sensitive; global thinkers with great passion for their unique vision; cautious, deliberate, and planful; organized, productive, and decisive; reserved and polite. The most important thing to INFJs is their ideas, and being faithful to their vision.

Start with Us...

Beyond.com will help maximize your campaign today. Contact us now at LPSales@Beyond.com or by dialing 1-866-694-5627. Together we will help you Go Beyond!