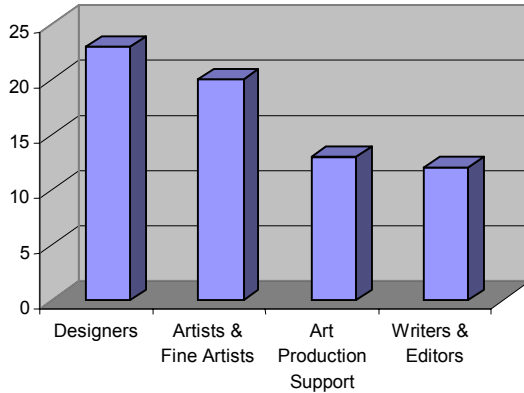
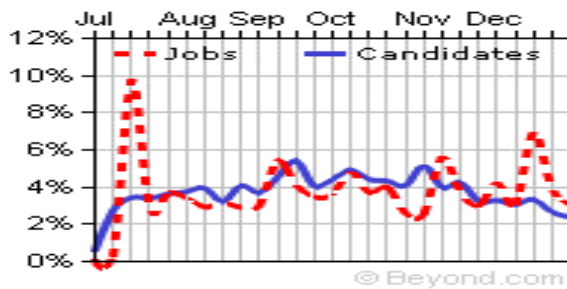


## Top Candidate Sectors – Percentage of Industry Arts, Entertainment & Gaming



## Arts, Entertainment & Gaming Employment Trends (Percentage of Network - July 2005 to December 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 11,000 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](http://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	20 million
Arts, Entertainment & Gaming Channel	
Resumes	75K
Job Postings	2K
Channel Sites	9
Contacts	135K

Top 10 Positions (%)	
1. Graphic Designer	(10.24%)
2. Designer	(7.57%)
3. Illustrator	(5.54%)
4. Creative Writer	(4.9%)
5. Multi-Media Artist	(4.8%)
6. Commercial Designer	(4.12%)
7. Sketch Artist	(3.45%)
8. Editor	(3.25%)
9. Painter	(3.21%)
10. Art Director	(3.14%)

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

# Arts, Entertainment & Gaming 4QT05 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 (12.89%)
2. New York (12.7%)
3. Pennsylvania (7.01%)
4. New Jersey (6.25%)
5. Illinois (5.25%)
6. Texas (5.25%)
7. Florida (4.84%)
8. Georgia (4%)
9. Michigan (3.03%)
10. Ohio (2.81%)

### 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, 51.27% of our network candidates have a 4 year college degree or higher, 37% have 5 or more years experience and more than 54% 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	19.36%
1-3 Years	24.69%
3-5 Years	18.95%
5-10 Years	18.6%
10-15 Years	7.54%
15-20 Years	4.84%
21+ Years	6.02%

Educational Background	
Post Graduate Degree	6.07%
4 Year College Degree	45.2%
2 Year College Degree	11.84%
Some College	21.01%
High School Diploma	15.22%

Length of Job Search	
Just Started	41.84%
2 Weeks	12.26%
4 Weeks	10.77%
6 Weeks	5.78%
2 Months	7.42%
3 Months	6.48%
6 Months	5.31%
9 Months	1.37%
12 Months	0.98%
Over 1 Year	7.81%

**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](mailto:LPSales@Beyond.com) or by dialing 1-866-694-5627. Together we will help you Go Beyond!**