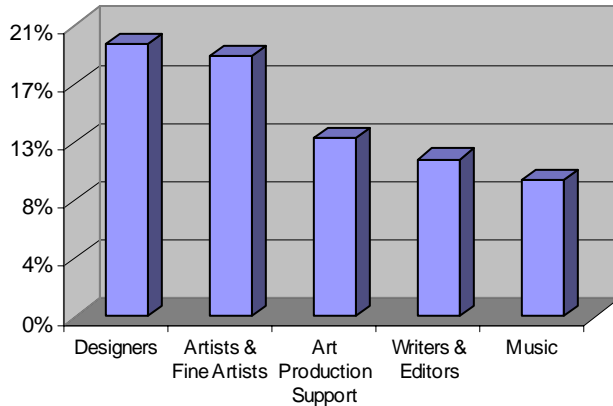
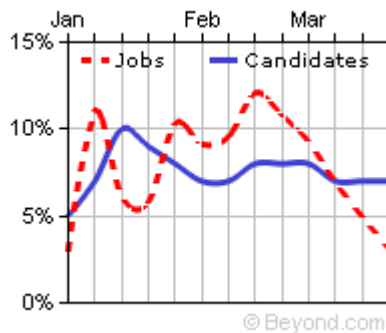


**Candidate Breakdown – Percentage of Industry
Arts, Entertainment & Gaming**



**Arts, Entertainment & Gaming Employment Trends
(Percentage of Network – January 2008 to March 2008)**



Arts, Entertainment & Gaming Employment Forecast
(Source: Bureau of Labor Statistics: Occupational Outlook Handbook, 2008-2009)

- Employment of graphic designers is expected to grow 10 percent, as demand for graphic design continues to increase from advertisers, publishers, and computer design firms.
- Competition for jobs is expected to be keen for both salaried and freelance jobs in all specialties because the number of people with creative ability and an interest in this career is expected to continue to exceed the number of available openings.

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

The Beyond.com Network is comprised of more than 15,000 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.

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 & Spotlights
- Banner Advertising
- Alerts and Keyword Purchases

Quarterly Channel Statistics	
Active Candidates	173,578
Active Resumes*	139,908
Jobs Posted	5,321
Channel Sites	23
Email Contacts	135,072
Monthly Channel Statistics	
Job Views	14,438
Online Applications	2,217
New Candidates	3,923
New Resumes	3,461

Most Popular Candidate Titles (%)
1. Graphic Designer (8.75)
2. Designer (8.02)
3. Creative Writer (4.88)
4. Multi-Media Artist (4.63)
5. Illustrator (4.53)
6. Commercial Designer (3.49)
7. Animator (3.07)
8. Painter (3.07)
9. Editor (3.04)
10. Craft Artist (2.88)

Cities with the Most Jobs Posted
1. New York, NY
2. Los Angeles, CA
3. San Francisco, CA
4. Seattle, WA
5. Atlanta, GA

*Includes only one resume per candidate

Arts, Entertainment & Gaming 1QT08 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, keyword searches and web sites that should be considered:

Top 10 States for New Candidates (%)
1. California (18.74)
2. New York (10.68)
3. Florida (8.26)
4. Pennsylvania (6.10)
5. Texas (5.69)
6. Georgia (4.55)
7. New Jersey (4.23)
8. Illinois (3.49)
9. Nevada (3.01)
10. North Carolina (2.66)

Top Arts, Entertainment & Gaming Key Words Searched by Candidates:
Cartoonist, Graphic Design, Photographer, Poet, Lyricist, Painter, Dancer, Sculptor, Music and Choreographer

City Sites

PhillyJobs.com	ManhattanJobs.com	SeattleJobs.com
BeyondLosAngeles.com	AtlantaCareerPath.com	PhoenixJobs.com
ChicagoCareerSite.com	SanFranciscoGigs.com	AustinJobsite.com

Industry Sites

EntertainmentWorkers.com	EntertainmentIndustryCareer.com	ArtsGigs.com
GamingJobs.net	TelevisionCareers.net	EntertainmentGigs.net
GraphicArtistDesigner.com	EntertainmentWorkforce.com	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, 62% of our network candidates have a 4 year college degree or higher, 48% have 5 or more years experience and 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	13.04
1-3 Years	21.51
3-5 Years	17.10
5-10 Years	19.38
10-15 Years	11.33
15-20 Years	8.78
21+ Years	8.86

Educational Background	%
Post Graduate Degree	49.58
4 Year College Degree	11.97
2 Year College Degree	22.45
Some College	5.39
High School Diploma	10.61

Length of Job Search	%
Just Started	38.90
2 Weeks	12.93
4 Weeks	9.57
6 Weeks	6.09
2 Months	7.67
3 Months	7.37
6 Months	6.16
9 Months	1.81
12 Months	1.36
Over 1 Year	8.13

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!