

Teen
choice
to
Global

Katy Perry hosts the 2010 Teen Choice Awards! Airing on Global Monday August 9th

This August, watch as teen icons take the stage to accept superstar status at the annual **Teen Choice Awards!**

Celebrity hosts and award presenters share the spotlight as this year's biggest achievements in **music, movies, sports** and **television** are honoured.

The program features a large number of celebrities and musical performers, as the winners are awarded with life-size surfboards.

With past hosts including the infamous Dane Cook, Jessica Simpson, Hilary Duff and Nick Cannon, this year's show is sure to be decked out with the **most popular stars** as voted on solely by teenagers.



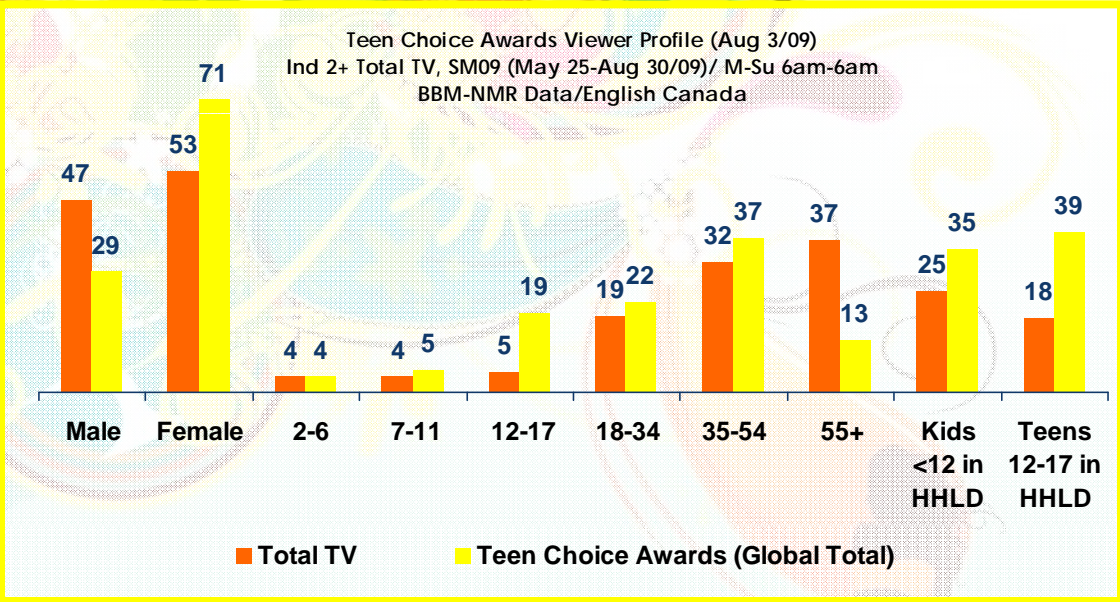
BROADCAST SPONSORS will receive:

- 2 x :07 billboards
- 4 x :30 brand spots
- Tag on marketing promos as added value
- The opportunity to extend beyond show through custom content, contests, etc.



Young Viewers Tune in to the Teen Choice Awards!

- Young viewers of Teen Choice Awards are spending their money on:**
- Video games
 - School supplies & books
 - Movies & DVDs
 - Cell phones and phone plans
 - Confectionary
 - Clothing
 - Music products/equipment
 - Fast Food
 - Theme parks



NOTE : Sponsorship not exclusive. Package includes Global Canada Network + Global Thunder Bay



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Teen Choice Awards Digital Extensions

Estimated launch date – Week of July 26

4 week sponsorship includes:

- Homepage flash rotator
- Promotional Tile
- Co-branded Promotional Ad units (300x250/728x90) – 3,000,000 impressions (RON)
- Standard IAB ad units on show site and RON (300x250/728x90) – 1,500,000 impressions
- “Sponsored” by logo in the show header
- “Sponsored by” skinny bar on Twitter feed

Also opportunities for Live Blog sponsorship and contesting.