

**Take advantage of a \$2,000 savings on the *Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV* as a CTAM Corporate Initiative Partner!**

## ***Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV***

**Instructions:** Please complete the indicated fields below with the appropriate information. Then, save the file and email to Linda LaVigne at [linda@ctam.com](mailto:linda@ctam.com) or fax to her attention at 301.485.8898.

Study:	<i>Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies Via the Internet on TV</i>	Number	Sub-total
2010 Study, <i>Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV, Non-Corporate Initiative Member Companies</i>	\$15,500 (USD)		\$
2010 Study, <i>Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV, Corporate Initiative Member Companies</i>	\$13,500 (USD)		\$
Additional copies of study	\$500 (USD)		\$
<b>TOTAL</b>			\$

CTAM Internal: Cost center 4400-1551

CTAM Tax ID# 74-1862896

**COMMITMENT:**

This letter is a statement of commitment to purchase *Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV*. My company will receive the following information for internal usage: Actionable management-oriented summaries and full written report. My company will use this information in accordance with the *Permissible Uses* paragraph below.

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**Name (Print)** \_\_\_\_\_ **Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**BILLING INFORMATION:** (Send report to the attention of \_\_\_\_\_ if different from billing contact)

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

**Please save and email or fax back to:**  
 CTAM  
 Linda LaVigne  
[linda@ctam.com](mailto:linda@ctam.com)  
 Phone: 301.485.8923  
 Fax: 301.485.8898

**METHOD OF PAYMENT: (check one)**

- American Express     
  Visa     
  Master Card     
  Discover     
  Diner's Club  
 Check Enclosed     
  Send me an invoice (*You will be invoiced upon receipt of order form*)

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Card number/Check number      Exp. Date      Cardholder Printed Name & Signature

**PERMISSIBLE USES**

This letter is a contract of agreement to abide by the permissible uses of **CTAM's *Life is a Stream: Understanding Consumers' Viewership of TV Shows/Movies via the Internet on TV***. This confidential report is property of CTAM, for exclusive, confidential use of the client by whom it is purchased. The client is subject to liability for the unauthorized use, reproduction, republication or divulgence of the contents or any portion thereof. The client is permitted to share this report with members of their own organization. A client's own organization is defined as the individual business unit which functions independently. Interest in companies (either majority or minority interest) does not qualify as their "own organization." Companies which function independently may not share this study with other companies under their parent umbrella. Acceptance of this report constitutes acceptance and acknowledgment of the terms, conditions, and restrictions set forth herein. These obligations are not changed in any way by the publication of CTAM data (in any manner whatsoever) by CTAM or by others. CTAM's prior written approval is required before data from this study can be published or released in any form. Such approval may be withheld unless the quotation is in accordance with CTAM's policies. However, the research client may orally disclose limited portions of the research to nonclients in private meetings, but not for the purpose of subsequent public distribution or disclosure in any form by such client. No officer or employee of CTAM is authorized to give oral approval in any form of publication. The client may not use nor permit or allow the use of all, or any portion of, these data in any legal proceedings.