



Bluetooth Campaign: Certificate of Activity

For the period: 15 June - 21 June 2009

Bluetooth



Advertiser Name: Warner Brothers - The Hangover



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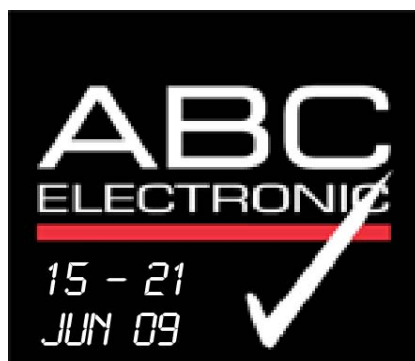
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Issued by:

ABCe
Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD
United Kingdom

Tel: + 44 (0) 1442 870800
Fax: + 44 (0) 1442 200702

www.abce.org.uk
info@abce.org.uk



Contact Details:

Bluepod Media Ltd
11-13 Charlotte Street
London
W1T 1RH

Stefan Hohmann
020 7291 9151

stefan.hohmann@bluepodmedia.com





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1. Campaign Details

| Metric | Daily Averages | Total |
|---------------------------|----------------|-------|
| Unique Bluetooth Devices | 70 | 436 |
| Bluetooth Downloads | 71 | 498 |
| Exposed Bluetooth Devices | 766 | 4,663 |

2. Transmitters/Locations/Filenames

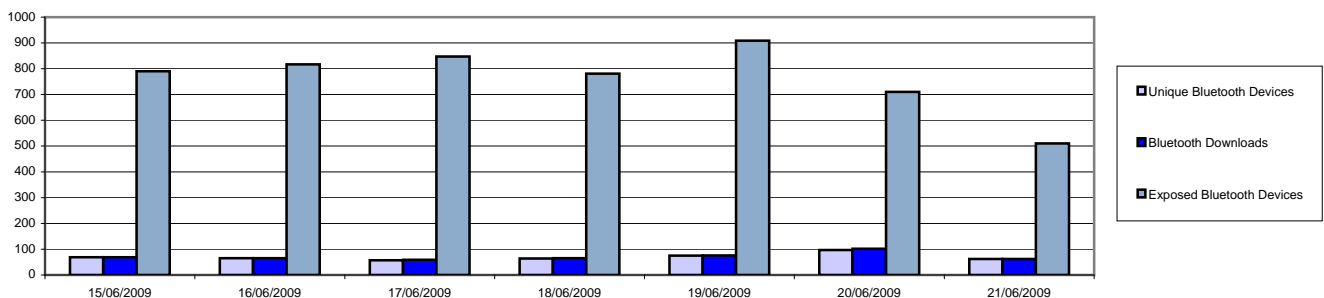
| Transmitter Type | Transmitter Range |
|------------------|-------------------|
| Class 1 | ~ 100 metres |

| Locations (5) |
|---------------|
| London, SE10 |
| London, W1P |
| London, E1 |
| London, NW1 |
| Richmond, TW9 |

| Filename | Description |
|--------------|--------------------------------|
| hangover.3gp | Trailer for The Hangover Movie |

3. Daily Breakdown

| Date | Unique Bluetooth Devices | Bluetooth Downloads | Exposed Bluetooth Devices |
|-----------|--------------------------|---------------------|---------------------------|
| 15-Jun-09 | 69 | 69 | 790 |
| 16-Jun-09 | 65 | 65 | 817 |
| 17-Jun-09 | 57 | 59 | 847 |
| 18-Jun-09 | 64 | 65 | 781 |
| 19-Jun-09 | 75 | 76 | 909 |
| 20-Jun-09 | 97 | 102 | 710 |
| 21-Jun-09 | 62 | 62 | 510 |





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4. Additional Notes

Invalid activity is excluded from the activity certified.

5. Glossary of Terms

UNIQUE BLUETOOTH DEVICE

A unique and valid identifier of a device that has successfully made at least one Bluetooth Download in the period being audited.

CAMPAIGN UNIQUE BLUETOOTH DEVICES

The de-duplicated net number of Unique Bluetooth Devices for the campaign period.

BLUETOOTH DOWNLOAD

A file or combination of files sent to a valid user via Bluetooth as a result of that user's acceptance of the request to send.

EXPOSED BLUETOOTH DEVICE

A unique and valid identifier of a Bluetooth device detected in the period being audited.

This metric counts the number of devices that could be delivered to but did not necessarily accept the download. The detection range is stated in section 2.

6. Counting System

This advertiser used Bluepod Media (www.bluepodmedia.com) to analyse the data supporting this certificate.



7. Audit Opinion by ABCe

We have examined the activity records and other data required to certify compliance with the industry-agreed JICWEBS standards for the period covered by this Certificate of Activity. Our examinations were made in accordance with established procedures and included such tests and other audit procedures we considered necessary. In our opinion the activity shown in this certificate is fairly stated and the other data contained therein are fairly stated in all respects material to the activity.

While ABCe has conducted checks to gain confidence in the authenticity and validity of the original activity, we have expressly not audited for fraud or negligence.





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8. About ABCe

ABCe is the industry owned organisation which provides independently verified traffic and related data across a broad range of new media platforms.

The role of ABCe is to manage standards for the industry through its work with JICWEBS*, and to provide credibility, comparability and transparency for electronic media. This gives advertisers the opportunity to maximise returns on marketing budgets by using ABCe certified media and ensures that stakeholders (marketers, investors, media owners, media buyers, advertisers) can invest in electronic media with confidence and trust.

*JICWEBS (The Joint Industry Committee for Web Standards in the UK and Ireland) is the body created by the UK and Ireland media industry to ensure independent development and ownership of standards for measuring electronic media. Its members represent media owners, media buyers, advertisers from the following industry bodies.



ABCe supports the work of JICWEBS by delivering audit and certification services for electronic media usage to these industry agreed standards.

For more information please visit www.abce.org.uk and www.jicwebs.org.

ABCe is a trading name of Audit Bureau of Circulations Limited, a company registered in England (number 255647) and limited by guarantee. The company is industry owned and non-profit distributing.

9. Media Owner Statement

Warner Bros. Entertainment is a fully integrated, broad-based entertainment company whose output spans feature film, TV and home entertainment productions. 'The Hangover' is a major film release receiving multi-channel media promotion including mobile advertising via Bluetooth.

