

ABOUT US



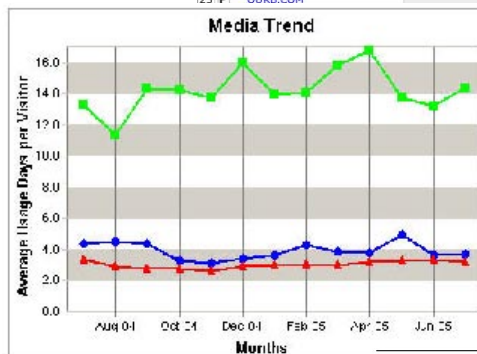
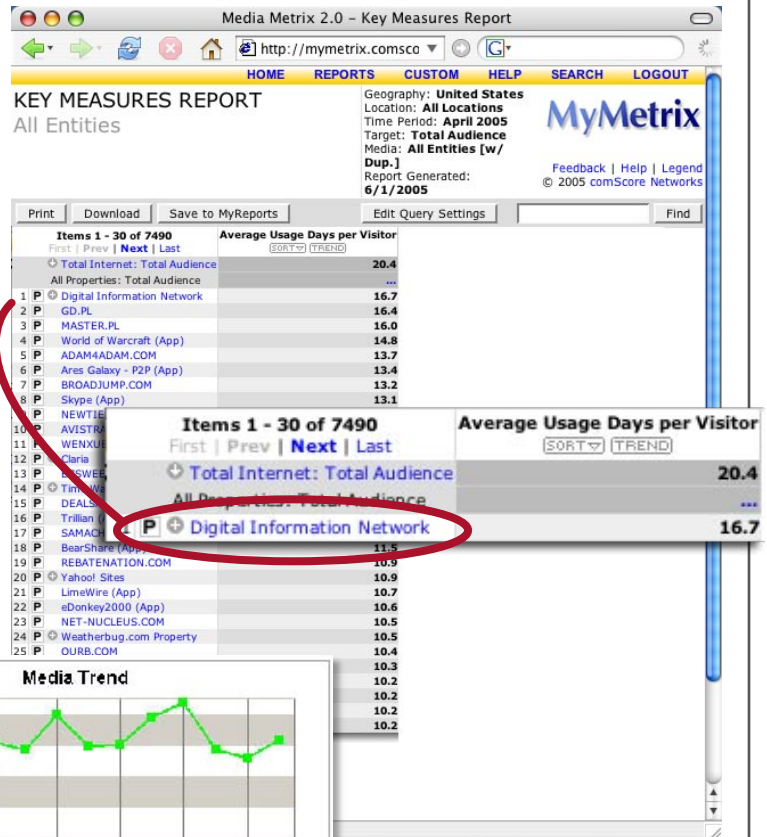
Staying Power!

There's no question about the popularity of the DIN desktop application. How else can you explain the amount of time users spend with our product? According to comScore Media Metrics, DIN stays on computers an average 3-5 hours a day, and 16 days a month.

Because the DIN desktop application is so easy to use, people feel comfortable leaving it on all day, nearly every-day. DIN contains no third party software that monitors your personal computer time, or places ads in your web browser. It just stays harmlessly on the desktop (or laptop) and delivers the kind of information that people want.

Sponsors of the DIN desktop application will be excited by this band of loyal users, knowing that throughout the day, consumers are seeing their brand and promotions. And DIN's internal audits of application usage are available for clients to see exact usage to measure impact of other scheduled promotions.

You can enjoy the same staying power with your own branded DIN desktop application!



Date	Downloads	Unique Users	User Sessions	Avg Daily Sessions Per User	Avg Daily Session Duration	Desktop Hours Served
Wednesday 6/1/2005	30	9,946	11,893	1.2	06:37	78,692
Tuesday 5/31/2005	373	12,683	20,479	1.6	05:20	109,221
Monday 5/30/2005	70	6,757	10,182	1.5	09:44	99,104
Sunday 5/29/2005	81	6,367	9,559	1.5	10:03	96,067
Saturday 5/28/2005	72	6,379	9,367	1.5	10:09	95,075
Friday 5/27/2005	150	10,863	16,488	1.5	07:47	128,331
Thursday 5/26/2005	139	11,554	17,199	1.5	08:06	139,311
Wednesday 5/25/2005	182	11,873	18,305	1.5	07:39	140,033
Tuesday 5/24/2005	124	11,716	17,367	1.5	07:55	137,488
Monday 5/23/2005	123	11,738	18,247	1.6	07:27	135,940
Sunday 5/22/2005	51	6,438	9,552	1.5	09:41	92,495
Saturday 5/21/2005	44	6,260	9,400	1.5	09:39	90,710
Friday 5/20/2005	52	10,678	16,229	1.5	07:29	121,447
Thursday 5/19/2005	128	11,583	19,019	1.6	06:39	126,476
Wednesday 5/18/2005	104	11,954	18,597	1.6	07:41	142,886
Tuesday 5/17/2005	58	11,380	16,054	1.4	08:50	141,810

Contact DIN Today!



Digital Information Network®

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