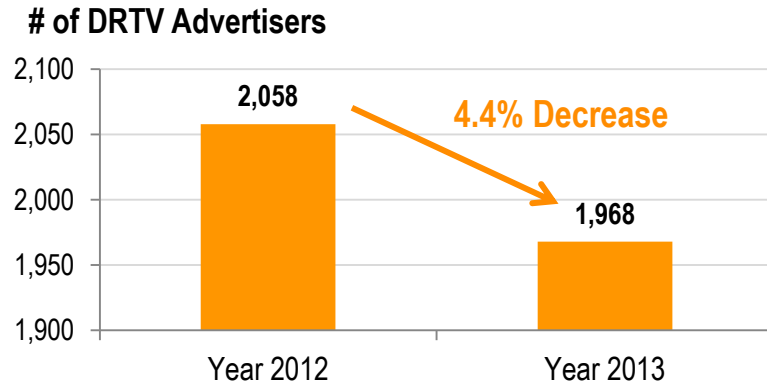


## 1 THERE WERE FEWER DRTV ADVERTISERS IN 2013



## 2 UNIT COUNTS WERE UP SLIGHTLY IN SPOT TV, BUT DOWN NEARLY 10% IN CABLE

DRTV Media	2013 Units	% Change vs. 2012
Spot TV	1,051,482	1.7%
Cable TV	592,737	-9.6%
All Other*	97,042	-16.5%
<b>Grand Total</b>	<b>1,741,261</b>	<b>-3.4%</b>

\*Spanish Language Network TV, Syndication, and Network TV

## 3 TOP 5 DRTV ADVERTISERS

Rank	Advertiser	2013 Units	% Change vs. 2012
1	Proactiv	88,415	-11.2%
2	No No	49,857	101.2%
3	WeatherTech	45,134	-0.3%
4	Bosley Hair Rstrtn	44,620	7.9%
5	Activstyle	38,880	186.7%

## 4 TOP 5 DRTV PRODUCT INTRODUCTIONS

Rank	Product	2013 Units
1	Hip Hop Abs : Video	20,019
2	Obama Care Survival Guide : Book	14,362
3	Derm Exclusive : Facial Treatment	10,147
4	No No Pro : Hair Removal System	9,161
5	Freestyle : Glucose Meter	7,175