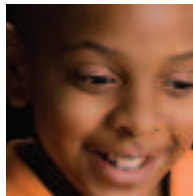




common sense

media



highlighting
five years of
**common
sense**

celebrating the growth of common sense



2003

employees: 5.5
registered users: 3,400

Common Sense Media is launched

Feature story about **Common Sense Media** in *The New York Times*

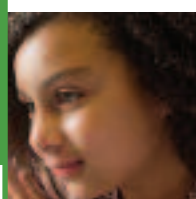
New Web site goes live

Implemented **direct outreach** programs in communities across USA

Established first **distribution partnership** with **BabyCenter/ParentCenter**

2004

employees: 9
registered users: 10,400



Policy leadership on California bill to ban sale of ultraviolent video games to kids under 18

AOL and Netflix become partners

2005

employees: 11
registered users: 20,000

Two-year investment partnership with **Omidyar Network**

Early Childhood Toolkit for Educators created

Safe & Smart Internet Campaign begins

First cable **partnerships** with **Cox, TimeWarner Cable, and TiVo** reach more than 50 million homes

2006

employees: 19.5
registered users: 39,000



Beyond Primetime media conference

More than 1 million downloads of **video content** through cable partners

Selected by FCC to participate in **Child Obesity Taskforce**

First retail partnership with **Best Buy** brings **Web video-game ratings**

Comcast becomes distribution partner

2007

employees: 30
registered users: 140,000



Launched **Common Sense Schools**; 1,000 schools in 50 states sign up

Web site 2.0 goes live

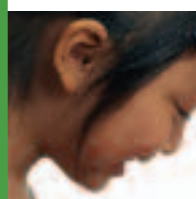
20,000 people reached through national **speaking engagements**

Released **Children and Health** report

60 million homes reached through distribution partners

2008

employees: 37.5
registered users: 280,000



Common Sense Media is a nonprofit, nonpartisan organization led by concerned parents and experts in child advocacy, public policy, education, media, and entertainment. We provide free tools for parents and educators to help them raise kids who are safe and smart media users.

Common Sense Media

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