

Medum 1	Has Lead	Medium 2	Examples
Television	>	Offline (Physical Product)	GI Joe, Transformers, He Man
Television	<	Offline (Physical Product)	?
Television	>	Video Games	Simpsons
Television	<	Video Games	
Television	>	Movies	Xfiles, Brady Bunch
Television	<	Movies	Crash
Television	>	Online (Micro Sites)	Very Common (24/Sopranos, etc)
Television	<	Online (Micro Sites)	Lonely Girl15,
Television	>	Virtual Worlds	The Hills (MTV)
Television	<	Virtual Worlds	?
Television	>	Print	America (Jon Stewart), Oprah
Print	<	Television	Superman, Batman
Offline (Physical Product)	>	Video Games	Guitar Hero
Offline (Physical Product)	<	Video Games	Nintendo Game Pad
Offline (Physical Product)	>	Movies	Superize Me (documentary)
Offline (Physical Product)	<	Movies	Very Common (Star Wars Figures)
Offline (Physical Product)	>	Online (Micro Sites)	Very Common (Blendtech)
Offline (Physical Product)	<	Online (Micro Sites)	Monopoly, Scrabble for Facebook
Offline (Physical Product)	>	Virtual Worlds	Webkinz
Offline (Physical Product)	<	Virtual Worlds	?
Offline (Physical Product)	>	Print	
Offline (Physical Product)	<	Print	
Video Games	>	Virtual Worlds	The Sims, Warcraft
Video Games	<	Virtual Worlds	Lines are blurry over some video games/virtual worlds
Video Games	>	Movies	Tomb Raider
Video Games	<	Movies	Very Common (James Bond, Simpsons, Harry Potter)
Video Games	>	Online (Micro Sites)	Very Common (Almost all games have websites)
Video Games	<	Online (Micro Sites)	?
Print	>	Video Games	Comics to video games
Print	<	Video Games	?
Online (Micro Sites)	>	Virtual Worlds	?
Online (Micro Sites)	<	Virtual Worlds	All Virtual Worlds have websites as well
Online (Micro Sites)	>	Offline (Physical Product)	
Online (Micro Sites)	<	Offline (Physical Product)	Very Common (Most consumer products have websites)
Movies	>	Virtual Worlds	?
Movies	<	Virtual Worlds	?
Movies	>	Offline (Physical Product)	Batman, Indian Jones
Movies	<	Offline (Physical Product)	Transformers
Print	>	Movies	Many such Indiana Jones, Bourne Movies,
Print	<	Movies	Batman Begins

**Mediums:**  
Television  
Virtual Worlds  
Video Games (Stand-alone system)  
Movies  
Online (Micro Sites)  
Physical Product (Toy, Board Game)  
Print (Book, Comic, etc)

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\*not included are Text based products (books, comics, magazines)