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**August
Newsletter
2011**

Ology is a leading online entertainment company, consisting of Ology.com, our hub site, ten premiere entertainment properties, and 300+ exclusive blog and niche sites spanning music, film, TV, celebrity, geek, gaming, technology, sports, humor, and lifestyle content.



Featured Channel:

Tune in to TVOlogy, our newest channel and one-stop destination for all episode recaps, reviews, and interviews with the hottest TV stars from shows like *The Office*, *Glee*, *Dexter* and more. Then tune in for our Fall TV Preview—a three week look into the fall season with exclusive cast interviews, gossip, and expert predictions you won't want to miss!



Giveaways:

Ology is teaming up with Grammy-nominated hip hop artist Joe Budden to give fans a chance to score two tickets to Rock the Bells, the hottest hip hop festival of the summer! Ology also attended an exclusive Teen Choice Awards afterparty with one lucky "Pretty Little Liars" fan who helped us interview her favorite stars on the red carpet!



Upcoming Editorial Sponsorship Opportunities:

- "Fall TV Preview" on the ScreenOlogy channel: a three week look into the upcoming TV season, including Ology predictions, cast interviews, and the latest news.

- Back2SchoolOlogy: a custom channel highlighting student must-haves from style and gadgets to music and more.

- HolidayOlogy: the ultimate guide to gifts, movies, and everything you need to make this holiday season jolly.

Ology Media

28.2 Million uniques
Adults 18-34
Comp Index- 142
Average Min per Visit- 6

54.2% Male
45.8% Female comScore July 2011

Industry News:

-GroupM Search CEO Chris Copeland

"Search has an authority to it and consumers are becoming more and more reliant on the views of others, whether or not they are trusted friends in the social graph. In the future, I expect the signals will get better thanks to scale and data and create an even greater need for brand-owned assets to be optimized across social media for search inclusion; and social media will begin to be more like search with relevance and intent forming experiences more so than ever before."

Contact Us

New York

Jon Tuck
Julia Koenigsnecht

646.400.2011
917.327.8144

jon@ology.com
julia@ology.com
stacie.sussman@ology.com

Los Angeles

Stacie Sussman
Stacy Macklin

646.924.2767
323.513.5547

stacy.macklin@ology.com
alysia.sargent@ology.com

Chicago

Alysia Sargent

773.648.8038

paul.gillespie@pgmstrategies.com

Boston

Paul Gillespie

617.721.0178

jcoltrane@digitalmediasol.com

Atlanta

Judy Coltrane

678.938.1417

keith.cunningham@sbcglobal.com

Detroit

Keith Cunningham

248.763.0526

graeme@ology.com

San Francisco

Graeme Fitzsimmons

415.846.0630