

Oxygen's Q3 Opportunities are off the scale!



Generation O is obsessed with looking good and feeling good! In this new weight-loss competition series twelve women and men have to lose to win—literally. It's a sexy dish of dance, diets and divas. Hosted by *Hairspray's* Tony Award-winner Marissa Jaret Winokur.

**DANCE
YOUR ASS
OFF**

**AMERICA'S NEXT
top model
OBSESSED**

America's Next Top Model: Obsessed is a Generation O must-see. Season-long Sunday marathons consistently deliver Oxygen's highest-rated Sundays among W18-34. Our enhanced multiplatform experience, including blogs, photo galleries, mobile polling, voting and more, has super-fans super-engaged! Make your message 360° and reach these obsessed viewers everywhere they are.



**tori & dean
HOME & SWEET
HOLLYWOOD**
LIGHTS. FAMILY. ACTION!

Last season, an average of nearly one million viewers watched each episode. Connect with Generation O—Oxygen's powerful audience—with 360° opportunities in this so-new season as Tori and Dean juggle their careers and raise two kids on the red carpet.

4th of July

This Independence Day, Oxygen's obsessed with classic hits like *Top Gun* starring Tom Cruise. Fans also chill at oxygen.com where they get ideas for weekend getaways and summer fun. Your message reaches Generation O on every platform!

Just Chill: Labor Day Marathon

Oxygen's keeping it cool this Labor Day with gotta-see hits like *Grease* and *Grease 2*. Get your message up close and personal with this valuable audience.

Big Night In

According to Simmons, Oxygen viewers go to the movies three or more times a month. Our **Big Night In** franchise on Saturday nights gives Generation O a front row seat to the big titles and hot stars they want to see, like Jennifer Garner, Rachel McAdams, Kate Beckinsale and more!



Catch and Release



The Notebook



Steel Magnolias



Serendipity

Source: The Nielsen Company, America's Next Top Model, 1009
[12/29/08-03/09/09], Sun 11p, W18-34 (000), LP, Resistance
12/30/02, Exporter, Screenform NCS Spring 2009 Study, Base: W18-49

Generation O lives in a multiplatform world.
Make your message 360° and reach this powerful audience everywhere, every way.



Get Generation O everywhere they go!

photo gallery about the show meet the cast message board

DANCE YOUR ASS OFF



Dance Your Ass Off

Generation O gets down with Oxygen's newest reality competition show online too! At oxygen.com they get the Move of the Week, before-and-after photos, fitness and nutrition tips and more. Your advertising message reaches more viewers than ever!



move of the week



fitness tips

photo gallery about the show meet the cast message board

tori & dean HOME SWEET HOLLYWOOD

Tori & Dean: Home Sweet Hollywood

Reach Generation O with our 360° sponsorship opportunities including our exclusive web series, *Mommywood*, based on Tori's new book. Tori's blogs and photo galleries also generate record-breaking page views and millions of fans have signed up for Oxygen's year-round Tori & Dean Fan Club e-Newsletter.



Mommywood webisodes



tori & dean fan club



moods widget facebook twitter

hormoneOscope



hormoneOscope

Oxygen's *hormoneOscope* gives busy Generation O the heads up on whether they're in for a Mello day or a Holla! day, based on their mood. Users get their personal hormoneOscope e-mailed to them, and our iPhone application and snaggable widget lets them share it with their friends on Facebook and Twitter.



Source: Pageviews: Omniture SiteCatalyst

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