

THE WOMEN
YOU WANT



Live
Out
Loud
on
Oxygen



generation 

TRANSITIONHOOD



ME
ME

TRANSITIONHOOD



ME
WE

TRANSITIONHOOD



ME
WE
US

OXYGEN HITS THE MARK

TOP 10
(VPVH)

#6

WORKING WOMEN

#4

YOUNG MOMS

#5

W18-34

#5

W18-49

SHE'S A SUPER CONSUMER

OXYGEN
W18-49 INDEX

HEALTH & BEAUTY AIDS:	\$500+	210
CLOTHING:	\$2,000+	181
CELL PHONE: MONTHLY BILL	\$100+	139
QSR: IN LAST 30 DAYS	9+	133
MOVIES: PER WEEK	1+	148



IN THE MARKET FOR **BIG TICKET ITEMS**

OXYGEN
W18-49 INDEX

FIRST HOUSE/RESIDENCE **177**

NEW VEHICLE **165**

DIGITAL VIDEO/CAMERA **151**

HOME THEATRE SYSTEM **152**



“TV ADVERTISING HELPS ME KEEP
UP-TO-DATE ABOUT PRODUCTS
AND SERVICES THAT
I NEED OR WOULD
LIKE TO HAVE.”

OXYGEN
W18-49 INDEX
140



“TV ADVERTISING HELPS ME KEEP
UP-TO-DATE ABOUT PRODUCTS
AND SERVICES THAT
I NEED OR WOULD
LIKE TO HAVE.”

OXYGEN
W18-49 INDEX
140

“TV ADVERTISING PROVIDES
ME WITH USEFUL
INFORMATION ABOUT
NEW PRODUCTS
AND SERVICES.”

OXYGEN
W18-49 INDEX
129

SHE TALKS, THEY SPEND



TOP 10

- | | |
|----|------------------|
| #5 | BEAUTY |
| #5 | CLOTHING |
| #3 | CELL PHONES |
| #6 | MOVIES |
| #5 | RESTAURANTS |
| #4 | HOME ELECTRONICS |

MRI DEFINES SUPER INFLUENTIAL CONSUMERS AS:
FREQUENT RECOMMENDERS THAT ARE HIGHLY TRUSTED BY A LARGER
THAN AVERAGE SOCIAL CIRCLE.

Source: MRI 2010 Doublebase Study. Base: WTB-48 indexed to F18+. Ranks based on all ad-supported cable entertainment networks in 70mm+ homes with a stable sample.

2012 ON-AIR OPPORTUNITIES

Q1 2012

Q2 2012

Q3 2012

SERIES

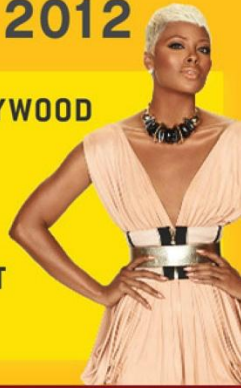
- ▶ TORI & DEAN 6
- ▶ JERSEY COUTURE 2
- ▶ BGC 8
- ▶ LOVE GAMES 3



- ▶ THE GLEE PROJECT 2
- ▶ THE NEXT BIG THING
- ▶ BEST INK
- ▶ BROOKLYN CREW
- ▶ TANISHA'S GETTING MARRIED



- ▶ EVA TAKES HOLLYWOOD
- ▶ ALL THE RIGHT MOVES
- ▶ LA STYLE
- ▶ PREGNANCY TEST
- ▶ BGC 9



EVENTS

- ▶ GLEE MARATHON
- ▶ RED CARPET MOVIES
- ▶ ALL ABOUT VIGNETTE SERIES
- ▶ FASHION WEEK COVERAGE
- ▶ VALENTINE'S DAY

- ▶ GLEE MARATHON
- ▶ EARTH WEEK
- ▶ HEALTHY WEEK
- ▶ SPRING IT ON MOVIE NIGHT
- ▶ ALL ABOUT VIGNETTE SERIES

- ▶ SUMMOLICIOUS MOVIES
- ▶ FASHION WEEK COVERAGE
- ▶ ALL ABOUT VIGNETTE SERIES

2012 DIGITAL OPPORTUNITIES

► VOD ► FULL EP STREAMING ► BLOGS ► PHOTO GALLERIES

► OXYGENLIVE

Oxygen's award-winning multi-screen viewing party connects fans with talent from our original series—in real time while they watch the show.

► SOCIAL MEDIA

Fans can access and interact with Oxygen original series and their stars on Facebook & Twitter.

► MOBILE FAN CLUB

Fans sign up to receive alerts on their favorite shows, including exclusive content and behind-the-scenes info.

► FAN FAVORITE

Our audience gets the last word by voting for their favorite Oxygen competitors.

► OBSESSED

This is where GenerationO women go to get the inside scoop on what's popping in style and entertainment.

► MAKEOVERMATIC

Fans create their own virtual makeovers and share them with friends on social media.

► SHOP OXYGEN

Savvy shoppers snag must-have looks inspired by Oxygen original series.

► ALL ABOUT

Oxygen talent Tiffany Smith hosts customized vignettes, featuring a who's who of pop culture trendsetters and stylemakers.





the
glee
project



“JOYFUL AND
INSIDERY,”

“A-”

—ENTERTAINMENT WEEKLY

“



”

—NEW YORK DAILY NEWS

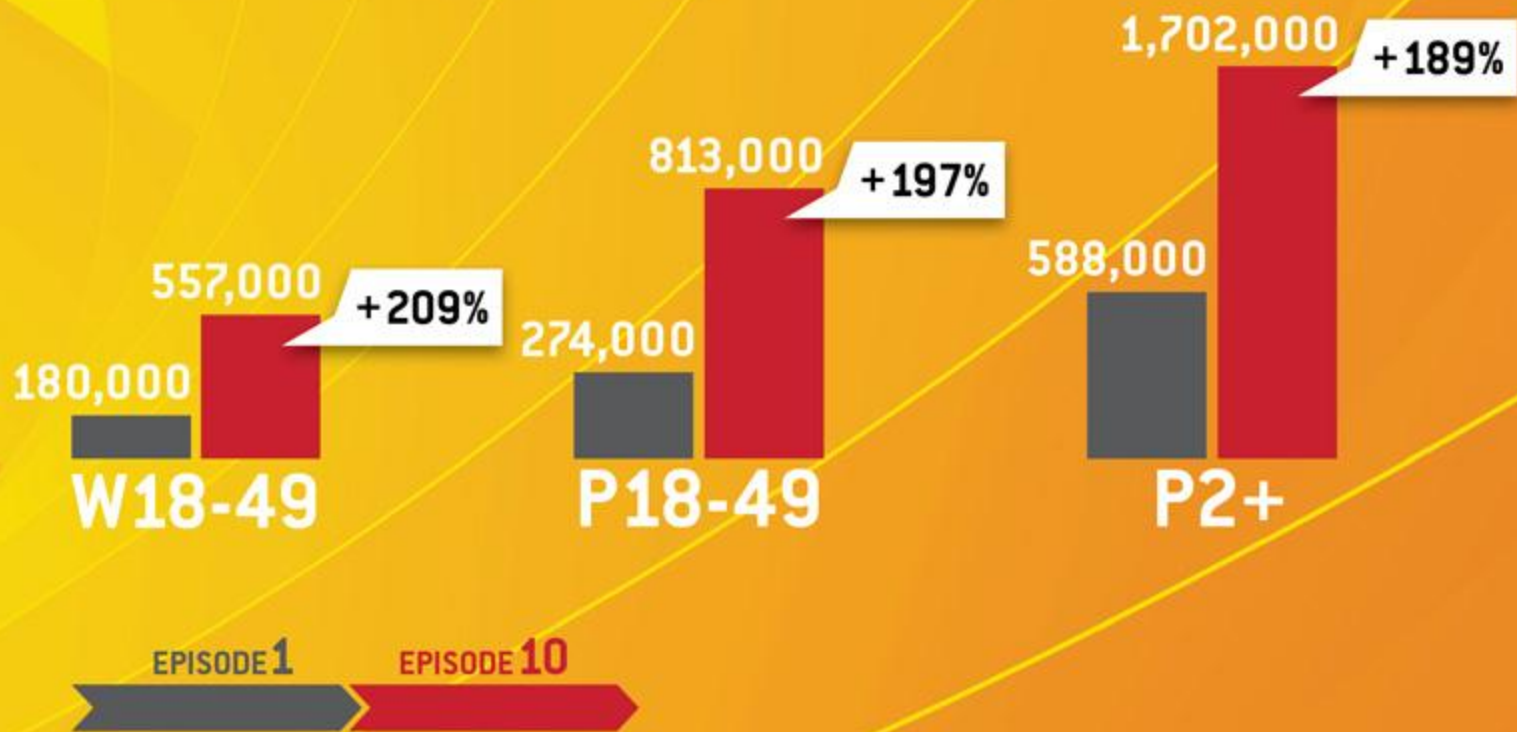




“I AM
HOOKED
ON OXYGEN’S
GLEE PROJECT”

—THE WASHINGTON POST
MARC SILVER

A CRITICALLY ACCLAIMED HIT WITH **MOMENTUM...**

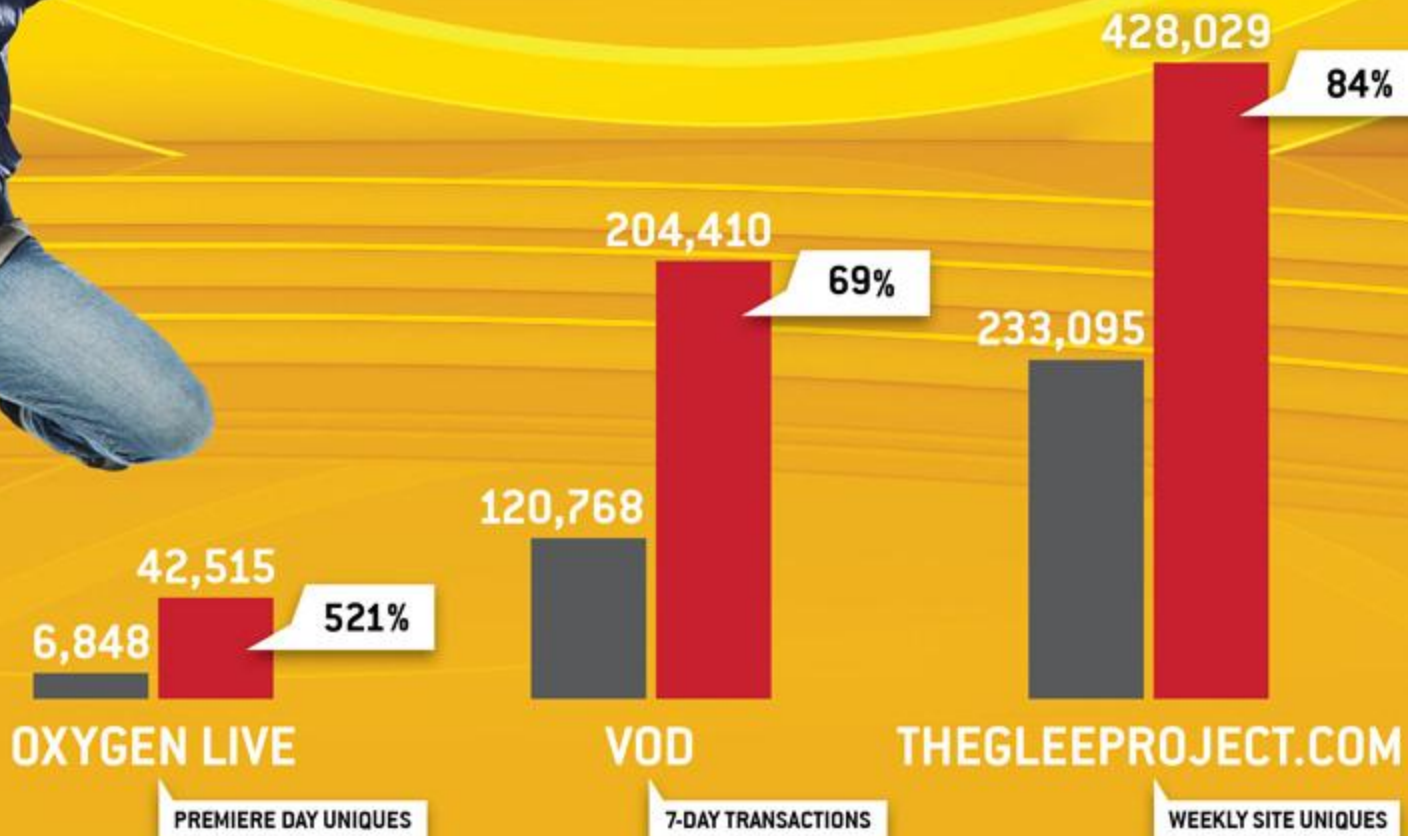


THAT REACHED MILLIONS



Source: Nielsen. The Glee Project premieres only. 6/26/11-8/21/11. P2+ progressive reach. 6-minute qualifier. L7.

A MULTI-PLATFORM SUCCESS



EPISODE 1

EPISODE 10

Source: Oxygen Live=Omniture Site Catalyst. 6/12/11 vs. 8/21/11. Full premiere day uniques. Total users. VOD= HHLD 7-day transactions following the premieres on 6/12/11 and 8/21/11. TheGleeProject.com=Omniture Site Catalyst. 7-days following the premieres on 6/12/11 and 8/21/11. Total users.

LET YOUR BRAND
LIVE OUT LOUD



oxygen