

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.

