

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:

We are proud to introduce our new PoliticOlogy channel, where we'll tackle national and local politics with the same tenacity previously reserved for Glee casting news. Debt ceiling standoffs and presidential nominee races — we've got it covered. And when the next Weingergate exposes itself, you know we'll be right in the thick of it. Puns intended.



Daily Digest

Ology Daily Digest:

Want daily updates about the hottest news and gossip? Introducing the Ology Daily Digest, with every day's top story plus information on giveaways, upcoming interviews, and more!

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.

Editorial sponsorships available now!

Ology Media

(previously known as Ology Potential Reach)

Total Reach: 28,411,000

Total Pages Viewed: 1,061 MM

Average Minutes Per Visit 5.0

comScore June 2011

Industry News:

<http://www.digidaily.com/stories/marketers-should-forget-about-the-social-graph/>

“Marketers need to give up their obsession with the social graph and shift their focus to identifying individuals who are consuming and sharing content in relevant topics or categories. [...] These people may or may not be connected through social media, but they share a common interest in a particular brand, product category, entertainment genre or news content. These interest groups – or ‘interest graphs’ – are much more valuable to a marketer than the social graph.”

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