

...ology.

May
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.

Celebrity Ologist:

We're excited to introduce our first Celebrity Ologist. Anoop Desai is a former *American Idol* finalist and he will be writing a weekly column in MusicOlogy for the next month. Check out what post-*Idol* life is like right now on Ology.com.

Featured Campaign:

Ology is partnering with Starbucks Frappuccino to host SummerOlogy, a custom channel about all the best movies, music, and events this summer!

Ology Daily Digest:

There will soon be more ways to get your hands on Ology content. We're excited to be offering a daily email digest which will keep you up to date on our top stories as well as giveaways and other exciting news.

Upcoming:

In early June Ology will be covering both Bonnaroo and the Tony Awards. The popular music festival starts June 9th in Tennessee and the Tonys will air in NY on June 12th.

Industry News:

A study by Forrester and GSI Commerce found that "display ads are the first touchpoint for 13% of soft goods buyers," while less than 2% of orders were from shoppers on a social network.

<http://mashable.com/2011/04/27/social-media-retail-purchases/>

comScore April 2011

Ology Potential Reach-

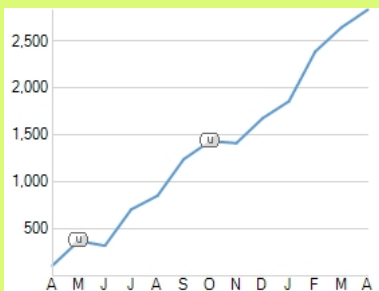
Total Reach: 26,377,000

Total Pages Viewed: 926MM

Average Minutes Per Visit 5.2

Total Unique
Visitors to Ology
Property

Increased 2,516%
since April 2010



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