



Comedy Central – Ongoing Retainer

- **Delivered over 1.5 Billion earned-media impressions** over 2.5 year ongoing relationship
- **Thousands of placements** ranging from the most important top-tier destinations to targeted, niche communities
- **Continued coverage on top television portals** – Yahoo! TV, TV.com, and AOL TV – garnering featured placement for key programming priorities
- **Impressive growth in site traffic and video views** – always linking to and driving traffic from all placements to key points of emphasis



Bravo - The Real Housewives

- Utilized **Twitter** and **Facebook** to drive participation for Bravo's Real Housewives of New York season finale **online viewing party**
- **Over 100% increase** in Bravo's Twitter followers and **over 450% increase** on Real Housewives Facebook fans at time of finale
- Bravo's Twitter now has **over 10K followers - 300% growth** from start of program
- Also utilized **earned media to drive awareness and opt-ins** securing key coverage on Mashable, USA Today, and CBS The Insider
- **Increased blog mentions** of "Real Housewives" **by over 72%** during program