

# YAHOO!

## 2012 PROGRAMMING GUIDE



# YAHOO! IS THE PREMIERE DIGITAL MEDIA COMPANY.

Yahoo! offers contextually relevant premium content, programming & curation, exclusive experiences, leading content verticals and the scale that only its global audience can bring.

The undisputed leaders producing and programming quality shows at scale, Yahoo! produces over 40 original shows and over 300 episodes a month. We are a pioneer in video from branded entertainment programs to audience targeted slates of programming to blockbuster events, partnering with advertisers to engage and delight consumers.

This programming guide offers an overview of Yahoo!'s live and coming soon shows to showcase the breadth of opportunities Yahoo! offers brands to tell their stories and deepen consumer relationships in context against premium video content.

\*Please note all shows included in this guide are subject to availability and can be removed or changed from the Yahoo! programming schedule at any time. Please contact your Yahoo! sales representative for the most current show information.

# TABLE OF CONTENTS

BLOCKBUSTER EVENTS	4
NEWS	5-6
SPORTS	7
SHINE	7
TV	7
COMEDY SLATE	8-9
MEN'S SLATE	10-11
WOMEN'S SLATE	12-14



**BLOCKBUSTER EVENTS**

**TOM HANKS'**  
**ELECTRIC CITY**

Created by Tom Hanks, who also voices the protagonist of the show. Through the lens of a functioning, yet dystopian metropolis, "Electric City" touches upon relevant global issues and themes, including energy consumption, freedom of information, crime and punishment, and more. The story unfolds gradually, layering mystery upon mystery, inviting viewers to interact with the content and each other.

LAUNCH DATE: **JULY 17**

PRODUCTION COMPANY: **PLAYTONE**

FREQUENCY: **TBD**

AVERAGE EPISODE LENGTH: **4-6 MIN**

**BLOCKBUSTER EVENTS**

ANTHONY E. ZUIKER'S  
**CYBERGEDDON**

A digital motion picture from CSI creator Anthony E. Zuiker, which, in partnership with Norton by Symantec, will bring to life the growing threat of cybercrime.

LAUNCH DATE: **SEPTEMBER**

PRODUCTION COMPANY: **ANTHONY E. ZUIKER / DOLPHIN**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **10 MIN**

**BLOCKBUSTER EVENTS**

**Dancing**  
**WITH MYSELF**

From the creators of ROCK OF AGES comes a musical "jukebox" comedy set in small town Ohio in the mid-80's, and fueled by a soundtrack of the greatest pop/rock songs of that era. A comedic homage to After School Specials of that era, DANCING WITH MYSELF is an irreverent and satirical tale of one teen's quest to fit in and find himself, his girl, and his passion... And maybe a few sweet dance moves along the way.

LAUNCH DATE: **Q1 2013**

PRODUCER: **MATT WEAVER**

## NEWS



Katie Couric's new web show is a weekly online-only video program hosted by Katie, with a focus on health and lifestyle trends and issues.

## NEWS



President Obama. Queen Elizabeth II. Indra K. Nooyi. Ben Bernanke. LeBron James. It's THE destination for major newsmakers who are shaping the national and global dialogue. Guests ranging from hard-news figures to politicians and celebrities engage in video conversations with ABC News hosts in the most innovative, interactive, social platform EVER.

### NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / Y! STUDIOS**

FREQUENCY: **2X/MONTH**

AVERAGE EPISODE LENGTH: **2-5 MIN**

## NEWS



Join George Stephanopoulos, John Berman, and other senior political reporters from ABC News and Yahoo! News in this exciting daily political show.

## NEWS



The invisible plane, a car that gets 200 mpg, a building that generates its own electricity, an eye implant that allow the blind to see ... these are just a few of the glimpses into the future of innovation that Bill Weir explores each week. We go behind the scenes at TED, the MIT Media Lab, DARPA, NASA, and beyond.

### NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3-4 MIN**

### NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-4 MIN**

## NEWS

# AROUND THE WORLD WITH CHRISTIANE AMANPOUR

Explanations, context, analysis and interviews around the day's top global stories from the world's top international journalist.

Christiane deconstructs the complexities on the international stage through exclusive interviews, contextual analysis and on-the-ground reporting.

## NEWS



An anchor of Yahoo!'s groundbreaking 2012 election coverage, it's a weekly video docu-series that follows the lives of six families as they strive to get back on track towards achieving the American dream.

### NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **TRIUM**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **5-6 MIN**

## NEWS



Trending Now is Yahoo! News' daily newscast bringing you the news you need to know every day, from headlines to trending topics. Whether it's spiking in search, most shared on Facebook or a trending topic on Twitter, you'll be ahead of the curve with the latest, most interesting and buzzed about information.

## NEWS



Upgrade Your Life is a weekly series that provides practical advice on a variety of hot, new tech-related topics. In each episode, our host Becky Worley highlights simple technology and some basic know-how that can improve our busy lives and makes things more manageable. We focus on products and tips that have broad consumer appeal, common frustrations and potential pitfalls, and help consumers get the most out of their technology and get the most for their money.

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **2-3 MIN**

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-4 MIN**

## SPORTS



A custom editorial series that will build excitement for the 2012 Summer Olympic Games.

Our unique storytelling will bring the top Olympic moments to life in a meaningful way for users across the world!

Each moment will be chosen by Y! Sports Editorial Staff and have written story, found exclusively on Yahoo! A video component will be added to some of the key moments. Includes 4-5 key moments during the games that we will call out as "Most Memorable".

## SHINE



Hosted by the charismatic and relatable Alesha Renee, The Shine is a high energy, informative and fun video series that gives viewers the latest tips, trends, and advice across the topics that affect their lives most, including topics such as news, style, healthy living, food, parenting, relationships, and more!

The series will be a combination of news reporting, expert & celeb interviews, Yahoo! Shine editor guest appearances and easy to follow how-to's that help women simplify their lives.

LAUNCH DATE: **6/18 (6/4 INTL)**

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **2X/ WEEK**

AVERAGE EPISODE LENGTH: **3-5 MIN**

**NOW LIVE**

PRODUCTION COMPANY: **DAVID THOMSEN PRODUCTIONS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **4 MIN**

## TV



Hosted by comedian Theo Von, Primetime in No Time is the most successful original video series online with over 500 million streams, providing a daily recap of last night's can't-miss primetime TV shows and events.

**NOW LIVE**

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

## COMEDY SLATE



Each episode of this hilariously quirky series finds Webby-award-winning host Mike O'Brien in a closet with a well-known celebrity, where anything can and does happen.

## COMEDY SLATE



Over the course of this scripted dating-show spoof series, our dim witted but hunky fireman bachelor, MARK (Ken Marino), will choose a bride from a diverse group of ladies desperate for love. BURNING LOVE is brought to life by a collection of some of comedy's biggest stars, including Ben Stiller, Adam Scott, Ken Jeong, Malin Ackerman, Kristin Bell and many more.

## NOW LIVE

PRODUCTION COMPANY: **BROADWAY VIDEO**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **4 MIN**

## LAUNCH DATE: 6/4

PRODUCTION COMPANY: **RED HOUR**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **10 MIN**

## COMEDY SLATE



FIRST DATES WITH TOBY HARRIS takes us on a journey of ill-fated first dates with the lovable (sometimes deplorable) and always single Toby Harris (Seth Morris). Love him or hate him, a date with Toby is a date you will always remember.

## COMEDY SLATE



Using a combination of live action and state-of-the-art digital effects, HACKERAZZI puts celebrities in hilarious circumstances and puts millions of viewers in stitches!

## NOW LIVE

PRODUCTION COMPANY: **FUNNY OR DIE**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

## NOW LIVE

PRODUCTION COMPANY: **DAVID MORGASEN**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **2 MIN**

## COMEDY SLATE



ODD NEWS is a weekly Web show that delights and surprises viewers with the funniest, most bizarre, but absolutely real news stories of the week.

## COMEDY SLATE



The funniest people in comedy today come together to get a little crazy and poke fun at the absurdities of life in this weekly sketch comedy series.

## NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3 MIN**

## NOW LIVE

PRODUCTION COMPANY: **ELECTUS,  
PRINCIPATO YOUNG**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

## MEN'S SLATE

# The Jeff Goldblum Show

One of the most interesting actors of our time brings his unique point-of-view to Yahoo! while reinventing one of entertainment's oldest genre's, the talk show. Jeff will be sitting down with the biggest names in show business, sports, food and music and the only thing you can predict is that it won't be like anything you've ever seen before.

LAUNCH DATE: **JULY 2012**

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

## MEN'S SLATE



No man can resist the sight of an explosion. It's in their DNA. KABOOM! speaks to the little destruction enthusiast in all of us.

In each weekly episode, the "bombshell" hostess introduces the item of destruction - ranging from 1,000 Twinkies to a boyfriend's old futon, or a 20 ton cream egg. Next, our charismatic "bomb-geek-expert" co-host discusses the fine points of what we can expect and how the object is being rigged for maximum explosion. Ten cameras capture all the action in real time, slo-mo, super-slo-mo and of course our trademarked slo-as-a-mo-fo.

LAUNCH DATE: **JULY 2012**

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-4 MIN**

## MEN'S SLATE

# MANSOME

MANSOME delivers daily advice for the guy who never compromises in rising above masculine mediocrity. Hosted by four experts, each in their respective fields of Grooming, Survival, Culinary Arts, & Sport, as well as a guest host every week for Seduction Friday, each episode will come to define the essence of what every guy needs to know to be a man. Executive producers Morgan Spurlock, Will Arnett, and Jason Bateman bring their own blend of humor and expertise to the ultimate men's guide to rising above the pack.

LAUNCH DATE: **JULY 2012**

PRODUCTION COMPANY: **WARRIOR POETS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3 MIN**

## MEN'S SLATE



Five minutes. Four feats. One ultimate show.

For anyone who's ever wondered how they did it (or if it's all been faked), STUNT NATION is your fast-paced guide to online enlightenment. In each weekly 5 minute episode hosted by Sal Masakela, we see three hilarious, cringe-inducing stunts and feats that DEMAND a second look.

LAUNCH DATE: **JULY 2012**

PRODUCTION COMPANY: **FISHBOWL MEDIA**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **5 MIN**



Hosted by the amazing Angela Sun, Yahoo! Sports Minute is a daily show that quickly gets millions of sports fans up-to-speed on everything that is happening in the sports world.

**NOW LIVE**

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

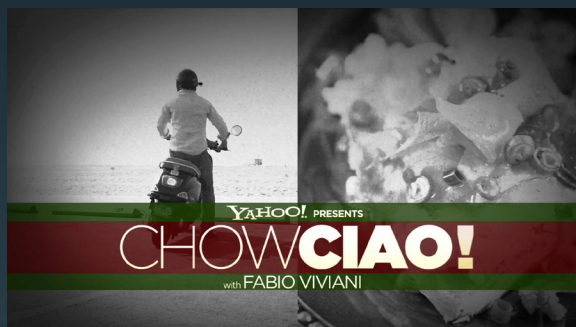
AVERAGE EPISODE LENGTH: **1-2 MIN**

## WOMEN'S SLATE



From local neighborhoods to the far reaches of America's most popular Food Festivals, on BLUE RIBBON HUNTER you'll meet cutting-edge food trendsetters, watch bizarre eating competitions, discover award-winning recipes and meet people you'll remember for a lifetime.

## WOMEN'S SLATE



Chef Fabio Viviani uses fresh ingredients to prepare easy-to-follow recipes, simple comfort food dishes, and flavorful Italian meals in 15 minutes. Each week introduces a new dish and full recipes are available online.

### NOW LIVE

PRODUCTION COMPANY: **DAVID THOMSEN PRODUCTIONS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **5-7 MIN**

## WOMEN'S SLATE



Daytime in No Time is Yahoo! TV's original daytime hot spot. Our host and daytime TV expert, Nikki Boyer, will help you catch up on the latest clips & news from all of your favorite daytime shows. Daytime shows covered include the Today Show, Good Morning America, The View, Regis & Kelly, Ellen, and many more!

## WOMEN'S SLATE



A weekly, fashion & beauty web experience hosted by SO YOU THINK YOU CAN DANCE host and fashionista Cat Deeley. The series pulls back the curtain on today's fashion-forward stars and trend-setters as they share the techniques, tips & tricks they use to prepare for their lives in the spotlight.

Each week, Cat will offer women a behind the scenes look at the must-know info on the latest styles and hottest looks.

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3-4 MIN**

### LAUNCH DATE: 5/20

PRODUCTION COMPANY: **THE COLLECTIVE**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

## WOMEN'S SLATE



Comedienne Niecy Nash (RENO 911, DANCING WITH THE STARS, CLEAN HOUSE) hosts this no-nonsense relationship-advice show.

With her unstoppable, unflappable, larger-than-life personality, Niecy ventures out into the world in every episode to fix what's wrong and understand what makes relationships go RIGHT!

## WOMEN'S SLATE



omg! NOW is the most social video program on Yahoo!, reporting on the latest Entertainment news and happenings in the Celebrisphere. This daily program captures the biggest news in entertainment the minute it happens. From the newest movies, to the coolest styles, to the latest break-ups, this fast-paced program gives you everything you need to know about Hollywood in three minutes flat.

### NOW LIVE

PRODUCTION COMPANY: **ELECTUS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **2 MIN**

## WOMEN'S SLATE



Each week, host Judy Greer (The Descendants, 13 Going on 30, Arrested Development) shares special tips and advice on how to keep on track and stay motivated while constantly busy, working long hours, and often being thrown off-schedule - challenges that a lot of women can relate to.

## WOMEN'S SLATE



Designer Rebecca Minkoff encounters 12 women who are stylistically lost, and have the online "profile pics" to prove it.

Rebecca invites them to her "style studio" and systematically diagnoses their online fashion stumbles.

Through her innovative three step process, Rebecca helps women discover their own unique sense of style and create the profile picture that will empower them towards a life of beauty, quality and elegance.

### NOW LIVE

PRODUCTION COMPANY: **ELECTUS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **HUD:SUN MEDIA**

FREQUENCY: **2X/WEEK**

AVERAGE EPISODE LENGTH: **6-8 MIN**

## WOMEN'S SLATE

# FAILURE CLUB

In this weekly documentary-style series, Morgan Spurlock, the prolific documentarian of such films as *SUPER SIZE ME* and *30 DAYS*, brings together six adults from all walks of life, each with a dream and one year to make it happen. The results are unknown – but one thing is for sure – their lives will never be the same again.

## WOMEN'S SLATE



With relatable people and powerful emotions to connect to, *ULTIMATE SURPRISES* is heartfelt entertainment worth sharing.

In each weekly episode hosted by soap-star Cameron Matheson, friends and family spring an over-the-top surprise on a person they love.

With the help of our team of experts, these special events are transformed into unforgettable surprises that are so outrageous and personal that you'll be dying to see the look on everyone's face when it happens.

### NOW LIVE

PRODUCTION COMPANY: **WARRIOR POETS**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **3-5 MIN**

### NOW LIVE

PRODUCTION COMPANY: **FISHBOWL MEDIA**

FREQUENCY: **WEEKLY**

AVERAGE EPISODE LENGTH: **5 MIN**

## WOMEN'S SLATE

# THE YO SHOW

on **omg!** from Yahoo!

The Yo Show on Yahoo! is a fresh, daily sizzling series where Yo delivers all that's happening now (or so not!) in pop culture and entertainment.

Hosted by Michael Yo, a hot pop culture junkie, an entertainment news reporter from E! News, it showcases a variety of unique, playful, entertainment features including exclusive celebrity interviews, comedy, and buzzworthy editorial. From the new Beyonce video setting the world abuzz or the latest in Bieber fever, Yo keeps you cool on all that's hot in entertainment.

### NOW LIVE

PRODUCTION COMPANY: **Y! STUDIOS**

FREQUENCY: **DAILY**

AVERAGE EPISODE LENGTH: **3-5 MIN**