



ABC Family Goes Greek

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Challenge

- May 2007 :: Social media craze
 - No applications on Facebook
 - Apparent disaggregation of social nets
 - Strong appetite for social media
- July 2007 :: Launching Greek
 - ABC Family original series targeting Millennials
 - Objectives:
 - Encourage sampling, awareness and retention
 - Drive digital traffic, page views and revenue

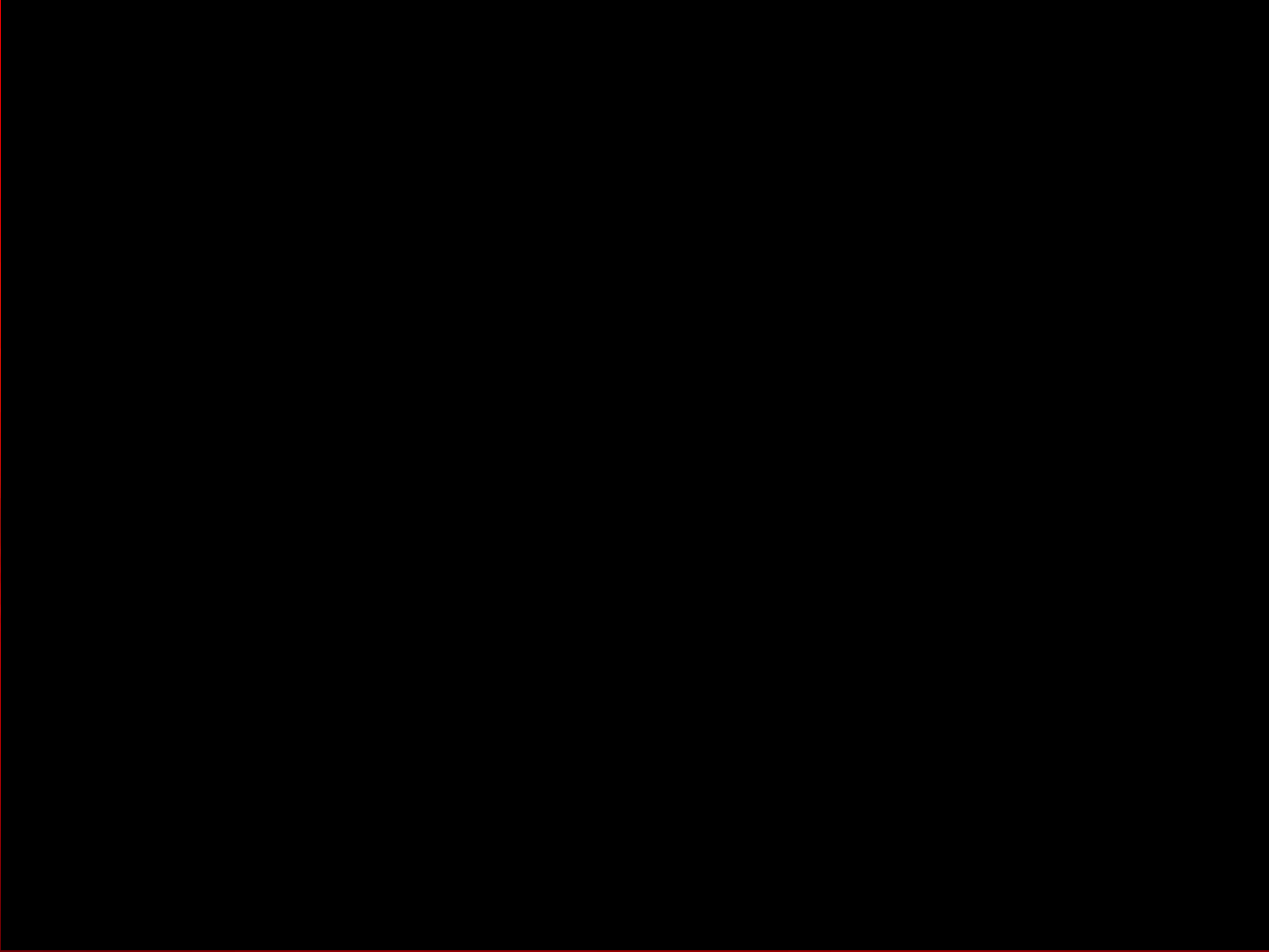


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Results

- Raised awareness of Greek
 - Seeding of VR.com drove early buzz
- Nearly 20k active, invested users
 - Mirrored our audience and desired demo
 - High PPV vs. ABCFamily.com
 - High repeat visitation vs. ABCFamily.com
- High profile advertiser integrations
- Strong viral program
- Innovative cross platform application
- Season bridge



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What Worked

- General contest and niche network concept *
- Weekly challenges/assignments
- On-air integration
- Advertiser integrations



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What Wasn't So Cool

- Legal concerns
- Standards/moderation
- Maturity of development tools
- Costs to develop and maintain
- Rush'd
- Integration with other social nets
- Bridging between seasons



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Learnings

- Contest and early seeding drove sampling and awareness
 - Buzz for new show higher than previously seen
 - Contest structure did not maximize participation
- Community around a show worked
 - Cost high; features limited
- On-air drove growth
 - Opportunity for deeper on-air integrations
 - Site tied to Greek
- Broad accessible features drove revenue against established fan base



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