

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 leader producing and programming quality shows at scale, Yahoo! produces over 40 original shows and over 300 episodes a month. We are a pioneer in quality video experiences, 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 upcoming 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.

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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**

KATIE'S TAKE

KATIE'S TAKE is a weekly original digital video series featuring Katie Couric, special correspondent for ABC News. The series explores health, nutrition, parenting and wellness topics featuring interviews with top experts and Katie's own personal, fun and unique perspective.

NOW LIVE

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

FREQUENCY: **WEEKLY**

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

NEWSMAKERS

NEWSMAKERS combines the global resources of ABC News with Yahoo! News, connecting you with the nation's most influential voices from the White House to Hollywood. Diane Sawyer, George Stephanopoulos, Katie Couric, Christiane Amanpour, Robin Roberts and many more from the talented bench of ABC News engage in exclusive and digital-first video conversations, inviting you to join the discussion in an innovative, interactive, social platform.

NOW LIVE

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

FREQUENCY: **2X/MONTH**

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

★POWER★ PLAYERS

abc NEWS | YAHOO! NEWS

POWER PLAYERS series features ABC News and Yahoo! News anchors and correspondents every weekday including "George's Bottom Line" with George Stephanopoulos, "Political Punch with Jake Tapper," "Spinners and Winners" with Jonathan Karl, "Top Line" with ABC News Political Director Amy Walter, "World News with Diane Sawyer" Political Editor Rick Klein and Yahoo! Washington Bureau Chief David Chalian and "Politically Foul" with Amy Walter.

NOW LIVE

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

FREQUENCY: **DAILY**

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

THIS COULD BE BIG

An invisible plane, a car that gets 200 mpg, a building that generates its own electricity...THIS COULD BE BIG. Each week glimpse into the future as ABC News' Bill Weir takes you on a tour of the insights, innovations, and breakthroughs changing our world and challenging our conceptions. It's what you'll be talking about tomorrow, today.

NOW LIVE

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

FREQUENCY: **WEEKLY**

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

NEWS

AROUND THE WORLD

WITH
CHRISTIANE AMANPOUR

Christiane Amanpour brings the world to you with her unmatched global sources, international insight and daring journalistic style. AROUND THE WORLD deconstructs the biggest global stories through exclusive interviews, contextual analysis and on-the-ground reporting.

NEWS

REMAKE AMERICA

Presented by YAHOO! NEWS

At the heart of Yahoo! News' groundbreaking 2012 election coverage, REMAKE AMERICA is a docu-reality series that follows several American families as they strive to get back on track to achieving the American dream. Yahoo! News' experts provide advice and encouragement to the families and a hyper-social, deeply interactive community engagement create a rich, immersive experience around the program.

NOW LIVE

PRODUCTION COMPANY: **ABC NEWS / YAHOO! STUDIOS**
 FREQUENCY: **WEEKLY**
 AVERAGE EPISODE LENGTH: **5 MIN**

NOW LIVE

PRODUCTION COMPANY: **TRIUM**
 FREQUENCY: **WEEKLY**
 AVERAGE EPISODE LENGTH: **5-6 MIN**

NEWS

Trending Now

The News You Need to Know

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

Simple Solutions to High-Tech Problems

In this weekly series, technology expert and Good Morning America contributor Becky Worley shows how simple solutions can solve high-tech problems. With practical advice on hot tech-related topics, Becky helps viewers and consumers get the most out of their technology.

NOW LIVE

PRODUCTION COMPANY: **YAHOO! STUDIOS**
 FREQUENCY: **DAILY**
 AVERAGE EPISODE LENGTH: **2-3 MIN**

NOW LIVE

PRODUCTION COMPANY: **YAHOO! STUDIOS**
 FREQUENCY: **WEEKLY**
 AVERAGE EPISODE LENGTH: **3-4 MIN**

SPORTS

This special digital documentary series brings the top Olympic moments in history to life through rare interviews with some of the world's top athletes and profiles of the most amazing moments in Olympic history.

SHINE

THE SHINE is a daily talk show serving the largest online female audience in the world on Shine, Yahoo's women's site. Hosted by Alesha Renee, the program features Shine's editors along with topical newsmakers, celebrities and moms from all over the country. Each episode tackles the latest trends in parenting, relationships, beauty, fashion, work, money, health, home and food.

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

PRODUCTION COMPANY: **YAHOO! STUDIOS**

FREQUENCY: **2X/ WEEK**

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

NOW LIVE

PRODUCTION COMPANY: **PRIME CONTENT**

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: **YAHOO! 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



Hosted by comedian Greg Proops, Odd News is a weekly web series that features 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: **YAHOO! 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: **YAHOO! 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. 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 from every angle for your viewing pleasure.

LAUNCH DATE: **JULY 2012**

PRODUCTION COMPANY: **YAHOO! 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 plus a weekly guest host, each episode will 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**

MEN'S SLATE



Every day the YAHOO! SPORTS MINUTE brings millions of sports fans up to speed on everything happening in the world of sports, from the resources of Yahoo! Sports.

NOW LIVE

PRODUCTION COMPANY: **YAHOO! 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: **YAHOO! STUDIOS**
FREQUENCY: **WEEKLY**
AVERAGE EPISODE LENGTH: **5-7 MIN**

WOMEN'S SLATE



Each day on DAYTIME IN NO TIME, host and daytime TV expert Nikki Boyer helps viewers catch up on the latest clips and news from all of your daytime shows.

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: **YAHOO! 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: **YAHOO! 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 invites women to her style studio who are stylistically lost and have the online "profile pics" to prove it. Through her innovative three step process, Rebecca will help women discover their own unique sense of style and create the online profile picture that will help them achieve their dreams - a new job, a new relationship, or just making new friends.

NOW LIVE

PRODUCTION COMPANY: **ELECTUS**
FREQUENCY: **WEEKLY**
AVERAGE EPISODE LENGTH: **3-5 MIN**

NOW LIVE

PRODUCTION COMPANY: **HUD:SUN MEDIA**
FREQUENCY: **WEEKLY**
AVERAGE EPISODE LENGTH: **6-8 MIN**

WOMEN'S SLATE

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. The surprises 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

Hosted by pop culture junkie and entertainment reporter Michael Yo, THE YO SHOW ON YAHOO! is a fresh, daily series where Yo delivers all that's happening in pop culture and entertainment through exclusive celebrity interviews and entertainment roundtables.

NOW LIVE

PRODUCTION COMPANY: **YAHOO! STUDIOS**

FREQUENCY: **DAILY**

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