



help set them free
spiritstheseries.com



Spirits

Overview

WWL-TV, New Orleans, along with Belo Interactive, Inc. presents a new syndicated Web video series titled Spirits the series, accessed at spiritstheseries.com. This innovative video series tells a story that has been produced exclusively for the Web. Spirits viewers have the opportunity to interact with the story's characters and their experiences and immerse themselves in a tale full of adventure and mystery.

spiritstheseries.com introduces new interactive storytelling techniques that combine news and information into an entertaining format for viewers to explore the spirit of the supernatural, the spirit and resiliency of the people of New Orleans, and the spirit of the Mardi Gras Festival.

All of the filming and production is done in New Orleans and parts of southeast Louisiana providing for an authentic experience.

The series debuted on January 6, 2009 and will consist of chapters that include one to four minute daily video episodes as well as character journal entries. The program will run for eight weeks, culminating with Mardi Gras in the final episode on February 28, 2009.

Advertisers can integrate as part of the series through product placement and/or pay-the-consumer ad models. The Spirits target audience is:

- 18 – 34 year olds
- Male and female
- Some college or college graduate
- Single or married
- \$50K - \$100K household income
- High Internet usage with particular focus on social networks
- Early technology adaptors

Viewers will have the opportunity to interact and watch the episodes at spiritstheseries.com or through the main characters' profiles on MySpace, Facebook, YouTube and other social sites. The syndication of Spirits content out to multiple social networking sites, as well as character blogs and forums, encourages user engagement and incents viewers to return to visit spiritstheseries.com on a daily basis.

Spirits will be promoted throughout the national Belo Corp. network of television stations as well as through multiple social and viral portals.



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Storyline

The Web video series is set in New Orleans during the 2009 Carnival season. Each episode is immersed in local New Orleans music, art and culture. The storyline will follow four main characters as they enter the spirit realm of New Orleans.

In one of America's oldest and most haunted cities, residents weren't the only souls that were displaced by Hurricane Katrina. Three years ago, the killer hurricane changed the face and the people of New Orleans forever. But few realized that it also upset the spirit world....

Join us on a journey with Michael, Hailey, Ray and Joey as they enter the spirit realm of New Orleans! A journey where online audiences worldwide will witness and decide the fate and true destiny of the characters.

New Orleans, with its rich multicultural heritage, unique cuisine, lively music, memorable architecture, and annual celebrations, provides the perfect backdrop to tell this story of lost and found souls.



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Partners



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Social Agency applies its social media expertise to deliver web-based viral marketing strategies that utilize Web 2.0 point solutions. Social Agency's SpredFast platform allows its clients to rapidly develop, deploy and monitor their social applications across multiple social networks and the blogosphere allowing them to "write once, distribute across many". These social media solutions allow Social Agency's clients to extend their brand reach and develop customer loyalty to millions of social networking users and the blogosphere community.



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Digital Bayou HD Productions, Inc. was the first professional media service in New Orleans, Louisiana to specialize in high-definition video production. The company has been creating Emmy and Telly award-winning media and programming since 2002. Digital Bayou produces memorable and engaging content for broadcast networks, corporate communications, multi-media museum exhibits, television commercials and web sites. Its owners, Dave Weber and Duane Prefume, have been named by New Orleans Magazine as "People to Watch." The company provides full creative services, professional scriptwriting, producing, videography, graphics, editing and content delivery. Dave and Duane are excited to be a part of the WWL-TV and Belo Interactive, Inc. visionary new web series, "Spirits". The team at Digital Bayou has been tapped to conceptualize, write, produce and develop the 50 episode program.

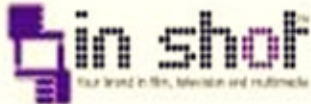


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TubeMogul is an online video distribution and analytics company serving video producers large and small who need independent information about video performance on the Internet and an easy way to deploy their work to the Web's top video sharing sites. Tube Mogul's analytic technology aggregates video-viewing data from multiple sources to give publishers a extensive view their video. For sites that host their own videos or use a platform player, TubeMogul offers tracking far beyond the traditional metric of video "views".

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James Grant Hay is a leading brands integration strategist, whose agency InShot specializes in product placement, branded entertainment, and in-game advertising. James regularly advises rights holders on the value of their ad inventory in-programming for the purposes of packaging and selling investment sponsorships to advertising clients as diverse as Skype, Hyundai, Nike, Apple Computer, Sony, Atari, Foster's Group, Siemens and Microsoft Xbox. In addition to client services, InShot labs is a co-developer of hypervideo software authoring tools, which allows objects in online video to be clickable.



A refreshingly different approach to online advertising for companies that know who they want to reach and don't want to waste time or money being ignored. Only YouData provides a direct market for consumer attention where an advertiser can purchase targeted, validated attention directly from the source - the individual consumer. With YouData, your ad is invited, not invasive; matched, not broadcasted; received, not wasted. You get the validated attention of the exact consumer you define, or you don't pay a dime. For more information, visit us at www.youdata.com, or email us at ads@youdata.com.

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Promotional Materials

The following ad creatives are available to use for promotion:
Video for on-air or online:

Video Teaser 1

Generic video promo showcasing talent

All video is provided in Beta SP format - if a different format is required, please contact Mark Terry at mterry@ahbelo.com



728 x 90 flash banner



160 x 600
flash banner



300 x 250 flash banner



Flash trailer
video player

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