



SO YOU THINK YOU CAN
DANCE



dick clark productions

Marketing
Partnership



PREMIERE CONTENT

Dick Clark Productions: Producers of programming that has defined pop culture and shaped generations for decades



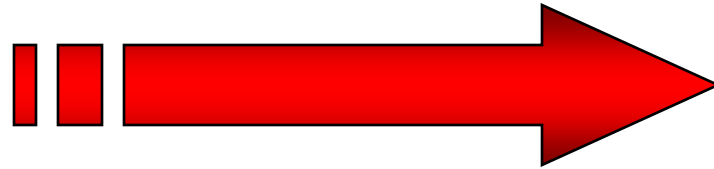
DCP and Verizon

Providing access to each property at each entry point, simultaneously addressing specific Verizon marketing objectives



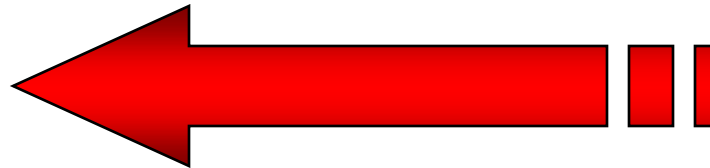
DCP/Verizon Marketing Plan

A 2-phased approach will ensure the longevity of Verizon's marketing plan, maximizing its Pre-, In-, and Post-show visibility:



- ❑ Phase I: Original Programming
Bringing DCP Programming to Verizon Customers

- Exclusive Programming
- Real-Time Content
- Unique Promotional Content

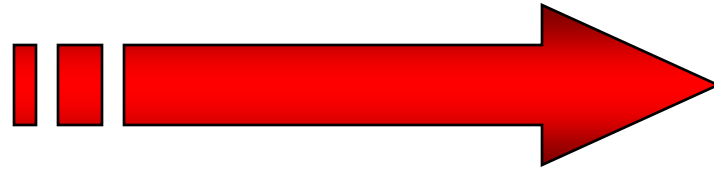


- ❑ Phase II: Branding and Integration
Bringing the Verizon Brand to DCP Programming

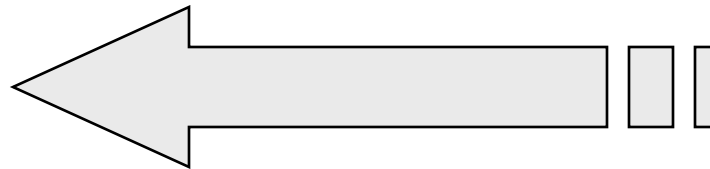
- Deep, Organic Integrations
- Comprehensive Activation plans, driving customer interaction to Verizon sites and phones



PHASE I: ORIGINAL PROGRAMMING



- ❑ Phase I: Original Programming
Bringing DCP Programming to Verizon Customers
 - Exclusive Programming
 - Real-Time Content
 - Unique and Customized Content



- ❑ Phase II: Branding and Integration
Bringing the Verizon Brand to DCP Programming



ORIGINAL PROGRAMMING

Unique and Exclusive DCP Programming will be produced, creating increased exposure to various distribution channels of the Verizon network



Such content can take a variety of forms, including:

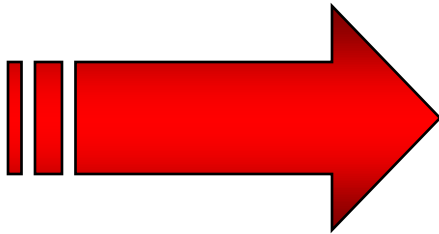
- Unique Archive & Post-Show Clips
- Exclusive Verizon Themed Content
 - ✓ Live Streaming of Real-Time Events
 - ✓ Customized Promotional Content
- Exclusive Voting/Text User Interaction Opportunities



EXCLUSIVE VERIZON PROGRAMMING

Exclusive programming around each property, providing Verizon distribution channels to be natural and unique extensions of each show.

24/7 DCP Channel: Programming Blocks



CAST Video: Browse

Login

User Name or Cell Phone Number:

[Forgot User Name?](#)

Password:

[Forgot Password?](#)

[Register](#) | [Learn More](#)

Video Clips

Overview
Browse
Help

With Video Clips, watch the latest news reels and celebrity interviews, right from your handset. Show off to your friends and replay the game-winning shot when you can't be at the game.

Choose from the list below to get more details about some of the videos you can watch on your handset.

News

ABC News Now
ABC News Update
Latest headlines from ABC News (4/8)
[Details](#)

NBC Mobile
Sen. Petreaus Faces Congress
Sen. Petreaus questioned by Congress
[Details](#)

Weather

WeatherBug
National Weather Forecast
Daily forecast and weather news
[Details](#)

Entertainment

ACADEMY of COUNTRY MUSIC

GOLDEN GLOBE AWARDS

AMERICAN MUSIC AWARDS 2007

ROCKIN' EVE

SO YOU THINK YOU CAN DANCE

AB



24/7 CHANNEL: VCAST





 VCAST™ Video: Browse





Entertainment


←


The  Download

 Glamour and Gab

 AMA Music Hour

 Rockin' Rewind

 Country Countdown

 The Weekly Top 10

→



Internet	TV	Phone	Bundles	Wireless	Support
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Verizon Online Entertainment

FiOS Internet

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- [Compare FiOS to Cable](#)

- [How to Get FiOS](#)

[About Installation](#)

[System Requirements](#)

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Take your Internet to the MAX

Verizon FiOS Internet Service gives you instant access to video, music, games, late-breaking news, extended athlete interviews and a movie box office that's always open. Our comprehensive programming offers something for just about every taste and helps turn your computer into a place to play, learn and be entertained.



Sports -- Watch LIVE games and events, exclusive analysis, early premieres of ESPN shows and behind-the-scenes exclusives. Change the way you watch sports online.



Kids/Family -- Experience the magic of Disney right from your own home with fun games, activities, movie previews and videos updated weekly.



News -- Stay informed with the only 24/7 breaking news channel on the Web with top stories of the day, entertainment roundups and business reports.



Entertainment- Your favorite stars. Your favorite performances. Your favorite moments. Now, exclusively on Verizon fiOS, you have a backstage pass to Americana. From The American Bandstand Download to An American Music Awards Hour, from the Golden Globes Glamorous Red Carpet, to the Rockin' Rewind in Times Square...DCP promises to entertain!

Can I Get FiOS?

Please enter your home phone number below.

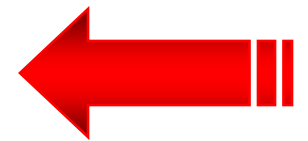
GO!

Don't have a Verizon phone number?

[Qualify your address](#)

Make the most of your time online.

Order Verizon FiOS Internet service today >



PROGRAMMING - REAL-TIME CONTENT

LIVE Streaming of Real-Time DCP Events can anchor the programming of a Verizon Channel Block, as well as maintain the power to stand alone as a unique content offerings



- *Verizon GG Red Carpet Show* (1hr)
- *Verizon Backstage: Vanity Fair GG Post-Party* (2hr)



- *Verizon ACMA Red Carpet Show* (1hr)
- *Verizon From The ACMA Green Room* (3hr)
- *Verizon Post Party at The ACMA's* (2hr)



- *Verizon AMA Red Carpet Show* (1hr)
- *Verizon From The AMA Green Room* (3hr)
- *Verizon Post Party at The AMA's* (2hr)



- *Verizon Road To The Big Dance: Audition Shows* (1hr)
- *Verizon Runner-Up Showdown: Specials* (1hr)



- *Ryan Seacrest NY Bash presented by Verizon*
(Bridge show when ABC goes to local news(½ hour))



PROGRAMMING- CONTENT AND USER INTERACTION

Unique Show Clips and Fan-Interaction Opportunities perfectly complement Verizon original programming, while simultaneously increasing user interest and interaction



Post-Show Clips

- Acceptance Speeches
- Behind the Scenes Footage
- Press Room Footage
- Green Room Footage
- SYTYCD Tour Clips



Fan Interaction Opportunities

Verizon Voting: *Top Tens*

- Best and Worst Dressed from the Verizon Red Carpet Shows
- Top SYTYCD Dance Moves

Verizon Red Carpet Live Fan Text

- Fans Text-in questions for their favorite stars during Red Carpet interviews



PROGRAMMING- CUSTOMIZED CONTENT

Customized content can also be produced to expand the Verizon content portfolio, while promoting the Verizon brand and products.

Example Concept: “Verizon Star of the AMAs...”

Exclusive “behind the scenes” footage can be produced, tracking a star’s progress as they prepare for their AMA appearance.

The footage will be produced to feature **on-screen Verizon branding**, with organic **product placements**, translating into:

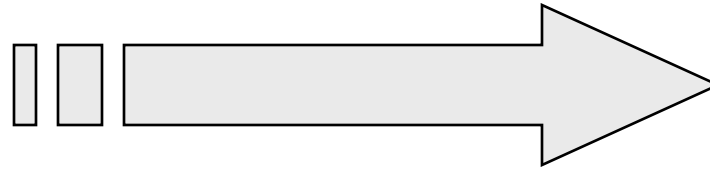
- ✓ Unique Episode Segments – illustrating “chapters” of the ‘behind-the-scenes’ story
 - Available for exclusive viewing on Verizon broadcast outlets
- ✓ :30 or :60 second “Episode Trailers”
 - Shown on Verizon distribution channels or within existing Verizon television advertising inventory



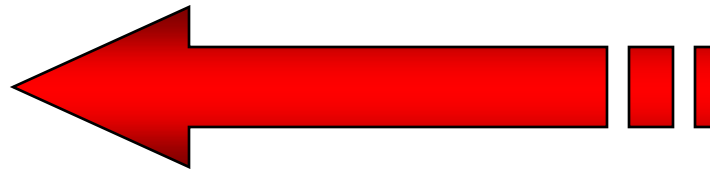
Such programming will simultaneously raise the visibility of Verizon’s in-show sponsorship promotions, developing natural and cohesive cross-platform integrations.



PHASE II: BRANDING AND INTEGRATION



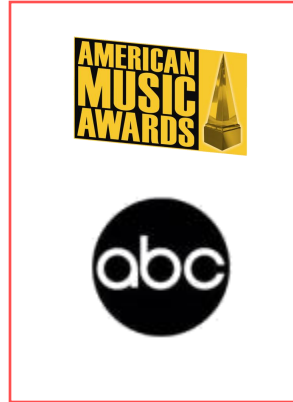
- Phase I: Original Programming
Bringing DCP Programming to Verizon Customers



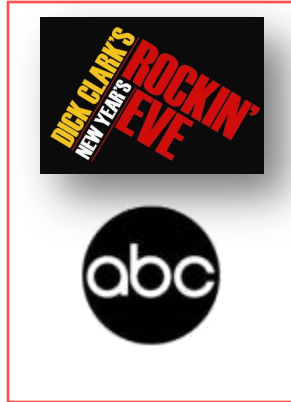
- Phase II: Branding and Integration
Bringing the Verizon Brand to DCP Programming
 - Deep, Organic Integrations
 - Comprehensive Activation plans, driving customer interaction to Verizon phones, websites, and retail outlets



DCP PROGRAMMING



November



NYE 09



May



May-October



January 11

- On-Air Integration
- On-Site Branding
- VIP Hospitality
- Program Activation



ON-AIR INTEGRATION

❑ Interactive User Voting/Texting Concepts

Deep Integrations that:

- ✓ Promote user-interaction and train viewership behavior
- ✓ Drive users to Verizon Phones and Websites
- ✓ Encourage repeated usage



Award Show Example: Verizon Text-In Music Award

Entitled Fan's Choice Award for favorite musical performer

- Text voting exclusively on Verizon phones or online at Verizon.com
- In-Show/On air-mentions include:
 - Promotional bumpers
 - Product display during award presentation
- Text voters rewarded with unique content access and ringtones



ON-AIR INTEGRATION

New Year's Rockin' Eve Examples

- New Year's Eve Resolution Texting
 - Viewers Text Resolutions exclusively on Verizon Phones
 - Select Resolutions appear on broadcast scroll
 - All Resolutions are available on Verizon.com
- Year-End Top Ten Lists
 - Viewers Text Vote on their favorites of the past year
 - Possible categories: "Best Movie," "Favorite Song," "Favorite Athlete," etc.
 - Results announced during the show



ON-AIR INTEGRATION

□ On-Air Branding Concepts

Creating Powerful Branding while complementing Verizon content and interactive initiatives



Example:

Verizon New Year's Rockin' Stage

Entitlement of New Year's Eve performance venues

- Available for Times Square, LA, Las Vegas, Dallas performance
- Performance out-takes available exclusively on Verizon phones
- Voting options available



ON-SITE BRANDING

➤ Award Show Venue and Red Carpet

- Carpet and Step and Repeat Branding
- VIP Verizon Fan Foto Areas - allowing fans to take pictures of talent with Verizon camera phones
- Verizon branded signage and content displayed at event locations



➤ So You Think You Can Dance Tour Entitlement

50 City Cross-Country Tour

- Signage and Branding Opportunities
 - Content Displays within Venues
 - Sampling Kiosk Opportunities
- ❖ *Includes On-Air Promotional Opportunities*
- ✓ *:10 on-air Mentions in Fox telecast*
 - ✓ *:15 on-air Scroll in Fox telecast*



VIP HOSPITALITY

➤ Verizon Award Show VIP Access

- Verizon VIP Party
- VIP Show Tickets
- VIP Passes to closed rehearsals
- VIP Access to Ancillary Events

➤ Verizon NYRE VIP Access

- VIP Ball Dropping Access in Times Square
- Verizon VIP Parties
 - LA, Las Vegas, Six Flags (Dallas)



PROGRAM ACTIVATION

➤ Verizon Retail Activation

- Full AMA & NYRE trademarks and logo rights for promotional activation
- Official Golden Globes Ballot Sweepstakes
 - Verizon.com, fiOS, and Text
- Broadcast and archival clips for in-store usage and phone demonstration
- VIP ticket and trip packages available for:
 - In-store promotion
 - Online promotion (ie. Verizon Lounge)



DCP AND VERIZON

An integrated marketing plan that will unite the Verizon Brand with the DCP properties at every turn



Combining two industry leaders into one entertainment power



ON-AIR INTEGRATION

Activating Verizon phones as the exclusive wireless portals to the Award Show Ballots that crown the AMA and ACMA winners.

