



Comedy Central & Social Media

SES New York

Don Steele

Comedy Central Digital

- ▶ Digital extension of the Comedy Central Cable channel
 - ▶ Comedy Central is a division of MTV Networks
 - ▶ Fully distributed cable network
- ▶ Sites are both marketing tool for brand and our programs and home to original content
 - ▶ Original web only programs, games and insider blog
 - ▶ Websites gets 10mil+ unique users per month
 - ▶ Videos and information surrounding our on air content
- ▶ Ad supported- Targeting 18-34 male demo



COMEDY
CENTRAL.COM



THE
DAILYSHOW
with JON STEWART



THE
COLBERT
REPORT



COMEDY CENTRAL'S
INDECISION 2008

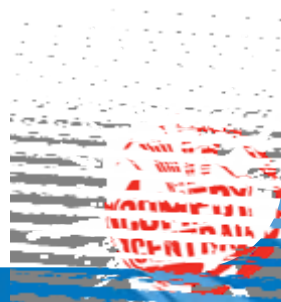


South Park
Studios.com

Digital Marketing Strategy

- ▶ Leveraging the critical digital space to market the Comedy Central brand and programs
- ▶ Understand and promote comedycentral.com's and our verticals presence in digital space

Our Audience Lives Online So We
Must Understand How and Where to
Speak with Them



We want our content to be....

Programming

- Funny
- Engaging
- Surprising
- Smart

Digital Marketing

- Discoverable
- Branded
- Portable
- Smart

Media Plan

Google™

YAHOO!

facebook

funny
OR DIE

BREAK.COM

myspace.com
a place for friends

CollegHumor

daily
KOS

FARK.com
It's not news, it's

PEREZ
HILTON-

political analysis
and other daily rants
on the state of the nation

THE HUFFINGTON POST

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CollegeHumor



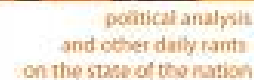
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THE HUFFINGTON POST

Facebook applications

The screenshot shows a Facebook profile page with a navigation bar at the top containing 'Profile', 'edit', 'Friends', 'Networks', 'Inbox', and 'home'. The 'facebook' logo is in the top left. A search bar is located below the logo. On the left sidebar, there is an 'Applications' section with icons for Photos, South Park Games, Pandora, Groups, Scrabulous, and VooZoo. Below this is a 'Facebook For Dummies' advertisement featuring a book cover and the text 'Learn how to get the most out of Facebook.' and 'More Ads | Advertise'.

The main content area features a large banner for 'LEWIS BLACK'S ROOT OF ALL EVIL' with the text 'WHICH ONE IS MORE EVIL? JUDGE FOR YOURSELF'. Below the banner are four buttons: 'PLAY GAME', 'WEEKLY MOST EVIL', 'ALL-TIME MOST EVIL', and 'INVITE FRIENDS'. The central focus is a judge in a white suit holding a gavel, with a large orange starburst containing the word 'OR' in the center. To the left of the judge is a box labeled 'Donald Rumsfeld' containing a close-up photo of him. To the right is a box labeled 'Boston' containing a photo of the city skyline. At the bottom, there are two boxes: one for 'Britney Spears' with 'Avg 78% Evil' and a small photo of her, and another for 'Football' with 'Avg 37% Evil' and a small image of a football. The text 'YOU JUST JUDGED BRITNEY SPEARS MORE EVIL' is positioned between these two boxes. At the very bottom, the text 'LEWIS BLACK'S THE ROOT OF ALL EVIL' is displayed.

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Celebrity Juice, Not from Concentrate



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REPRESENT!



Sarah Silverman Gets An Abortion

Filed under: [Sarah Silverman](#)

 The Sarah Silverman Program: Abortion Montage - Preview
Weds 10:30pm / 9c



Only [Sarah Silverman](#) would find abortions funny.

Watch this clip (above) from her Comedy Central show in which she reminisces on the three abortions her character has had - set to the tune of [Green Day's Good Riddance \(Time Of Your Life\)](#).



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THE HUFFINGTON POST

Stewart: "Stocks Before Whores, Everyone's Poor"

Comedy Central | March 18, 2008 08:41 AM

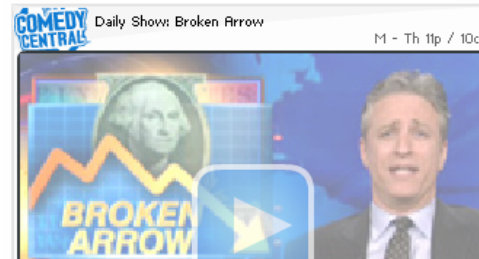


Read More: [Broken Arrow](#), [Crisis In The Chartland](#), [Daily Show](#), [Economics](#), [Finance News](#), [Jon Stewart](#), [Breaking Business News](#)



The economic crisis has reached such proportions that even Jon Stewart and his writers are leading with finance news at the top of *The Daily Show*. On Monday night's show, he introduced a new segment entitled "Broken Arrow: Crisis In The Chartland," in which he mocked Bush's record and plan to save the economy, as well as Jim Cramer's "fine" assessment of Bear Stearns last week.

Watch the clip:



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Print ▶
Comments ▶


on Yahoo!

Outreach meets Ad Buy

The screenshot shows a web browser window with the address bar containing <http://www.dailykos.com/storyonly/2007/8/8/13816/16667>. The page features a large banner with the text "DAILY KOS" in white letters against a background of a person holding a flag. Below the banner, the article title "Colbert on the attack!" is displayed, followed by the author "by kos" and the date "Wed Aug 08, 2007 at 10:44:53 AM PDT". A video player is embedded in the article, showing a still from a video with a play button overlay. The video player includes a progress bar, volume control, and buttons for "URL", "EMBED", and "MORE". To the right of the article, there is a sidebar with a "COMEDY CENTRAL'S INDECISION 2008" logo and a "TOP STORIES" section. The top stories listed are: "Roll Call: Four Legs Good, Two Legs Better" (Tue, 14 Aug 2007 - Washington Post: Clinton seen associating with ...), "The Long and Winding Rove" (Tue, 14 Aug 2007 - Last night, two men were forced to deal with some important news -- the resignation of the man who masterminded the), and "Caption Challenge: George Bush & Karl Rove" (Mon, 13 Aug 2007 - It's hard to believe that this day has actually fallen upon the White House, but we can tell -- by the). The sidebar also includes a "COMEDY CENTRAL" logo and a "MORE INDECISION >" link.

http://www.dailykos.com/storyonly/2007/8/8/13816/16667

DAILY KOS

Colbert on the attack!

by [kos](#)

Wed Aug 08, 2007 at 10:44:53 AM PDT

COMEDY CENTRAL Colbert Report - Yearly Kos Convention
M - Th 11:30p / 10:30c

YEARLY KOS CONVENTION

COMEDY CENTRAL'S INDECISION 2008

TOP STORIES

Roll Call: Four Legs Good, Two Legs Better
Tue, 14 Aug 2007 - Washington Post: Clinton seen associating with ...

The Long and Winding Rove
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COMEDY CENTRAL
MORE INDECISION >

The Daily Show, also taking a look at YearlyKos, thankfully trains its guns on Hillary and spares me the Hitler mustache.

Final Thought...

CC Programing
+
(Online Advertising + Search)
*
Social Media Efforts
=
Smart Digital Strategy