Special Editions Q3 + 4 Calendar

Cynopsis MEDIA™

Sports: Olympics	**JULY 26**	This special edition will focus on how NBC is working to incorporate sponsors in new ways, with possible sides about new technology they are using as well as an overall schedule.
Kids: 10-yr Anniversary	**AUG 8**	Celebrating Cynopsis: Kids! 10 year Anniversary, this special edition will overview the last decade and examine what the future holds for the dynamic kids media industry.
Digital Content	**AUG 15**	This special edition will examine some of the online programming hits of 2012, a year in which the spotlight on premium original content for the web got noticeably bigger.
Digital: Measurement	**SEPT 12**	A reliable metric for measuring online video is what web content companies and Madison Avenue want. This report will provide insights on where online video measurement is, and where it needs to go.
2012 MIPCOM/MIP Jr.	**OCT 4**	Like its Spring sister, this e-publication is an easy-read list of the programming that will available at MIPCOM & MIP Jr.
Demographics: Women	**OCT 10**	Each Special E-Report explores the latest research on viewing patterns and evolving media preferences of specific demographic groups, as well as identifies the newest trends networks and ad agency executives are using to target and reach each of these demos.
Demographics: Baby Boomers	**OCT 17**	
Demographics: Kids, Tweens & Teens	**OCT 31**	
Demographics: Hispanics	**NOV 13**	
Demographics: Digital Viewers	**NOV 21**	
Sports: NASCAR	**NOV 26**	Cynopsis: Sports will detail what you need to know about NASCAR and the Sprint Cup!
Holiday Programming Guide	**DEC 3**	Easily locate all your favorite Holiday programs with this extensive Guide for the month of December.
Digital "It" List	**DEC 12**	A special, year-end edition that celebrates the men and women who are molding the digital space from being the flashy new kid on the block to one that demands your attention, first.

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