

Glam Media Case Study –

OXYGEN NETWORK

Janice Dickinson Modeling Agency

“Oxygen is streaming the second-season premiere of the Janice Dickinson Modeling Agency on fashion website Glam Media. To build awareness for season two, which debuts January 10, Oxygen began streaming its first episode exclusively on the site December 25.”

--Broadcasting & Cable.com, December 26, 2006

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Client: Janice Dickinson Modeling Agency/
the Oxygen Network

Objective: Raise awareness and drive-
tune-in for season II premiere by airing full
episode on Glam

Glam Strategy:

- Raise celebrity profile
- Seed exclusive video to key publishing partners to promote and drive video downloads
- Create buzz and PR opportunities

Brought to you by
Oxygen and Glam.com

THE JANICE  DICKINSON
MODELING AGENCY
Premieres January 10 at 10 PM ET

What
Will
Janice
Say
Next?

See the Premiere Before
It Hits TV and Find Out

[Watch the Full Episode Now](#)

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	Part 1 of the Season Premiere The Janice Dickinson Modeling Agency	12/22/2006	PLAYING ▶
	Part 2 of the Season Premiere The Janice Dickinson Modeling Agency	12/22/2006	WATCH NOW ▶
	Part 3 of the Season Premiere The Janice Dickinson Modeling Agency	12/22/2006	WATCH NOW ▶
	Part 4 of the Season Premiere The Janice Dickinson Modeling Agency	12/22/2006	WATCH NOW ▶

THE JANICE  DICKINSON
MODELING AGENCY
Premieres January 10 at 10 PM ET
On Oxygen

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Janice Dickinson Modeling Agency

Glam Execution:

- Edited episode for web
- Created branded takeover video player
- Seeded the Video to key publishing partners and promoted it across Glam
- Created in-house ads driving to video
- Secured press in industry publications

