



# 2010 Editorial Content Initiatives



**THE WORLD OF TOMORROW**  
The women you're sleeping with, the toys you're playing with and the games you're playing with in the future.

5.24 - 5.30



**UGO AND TUP TAG TEAM E3 WITH WIT, BRAINS AND STYLE, PROVIDING IN-DEPTH COVERAGE BY THE MINUTE.**

6/14 - 6/18

**UGO's Roadtrip to SDCC**

We hit the road - highlighting America's nerdiest cities. Chicago, Austin, Vegas and LA? We're there.



7/12 - 7/16



**SDCC '10**

**San Diego Comic-Con.**  
We came. We saw. We covered.

7/19 - 7/25



**UGO GOES BACK TO SCHOOL**


WITH THE LATEST CLOTHES, GEAR AND PORTABLE GAMES TO DISTRACT YOU FROM MATH CLASS.

8/16 - 8/22

**DEATH OF SUMMER**  
FALL PREVIEW

A FULL FALL PREVIEW ACROSS CHANNELS, WITH AN EYE TOWARD NERDS STAYING INDOORS AS THE WEATHER CHANGES. "COOL STUFF AS IT COOLS OFF"

8/30 - 9/5



**TGS - JAPAN WEEK**

A Celebration of the Otaku in each of our lenses. This is life through the eyes of a hip Japanese twenty-something.

9/13 - 9/19



**NERD YORK**

The Nerd's Guide to the big city. We visit locations like Ghostbusters fire station and the Museum of Natural History.

10/4 - 10/10



**MONSTER MASH** HALLOWEEN

Horror Content across all channels.

10/25 - 10/30



*Secret Santa / Year End Lists*

A promotion for user generated content. Instead of our own year-end lists, we ask our readers, and give away prizes (Secret Santa) to the winners.

12/15 - 12/19