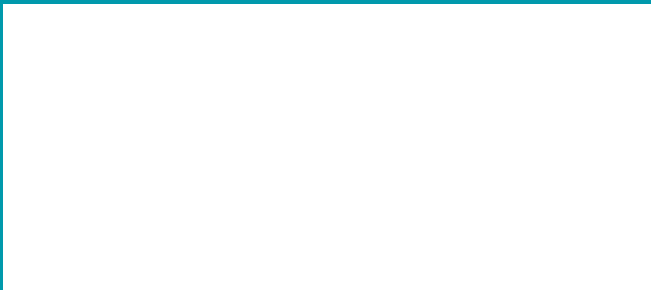


# Entertainment WEEKLY

**TV JUST  
GOT MORE  
SOCIAL**



# INTRODUCING



## EW'S NEW SECOND SCREEN EXPERIENCE

Dear Friends of EW,

This Fall, Entertainment Weekly is proud to announce the launch of *viewer*, the groundbreaking social TV experience we've all been waiting for.

Launching with 25 shows across 9 networks, *viewer* invites our 17 million EW Fanfluentials (and you!) to watch must-see television shows while chatting in real time on EW.com with our expert editors, friends, and other fans. A major step forward in the second screen revolution, *viewer* is not only the latest innovation in social media, it's the ultimate gathering place for fans to share their thoughts about shows that matter most to them. As their most trusted resource for all things pop culture, we are so excited to be at the forefront of this unprecedented social platform, which allows us to leverage of-the-moment trends and technology to empower consumers.

Personally, I am thrilled to be joining the Entertainment Weekly team at such a momentous time. On behalf of everyone here, I'd like to thank you, our advertising partners, for your continued support. It is your confidence in our brand, coupled with the love affair our readers have with EW, that inspires us to launch new platforms like *viewer*, designed to amplify your print, digital, and social marketing campaigns. I look forward to discussing those opportunities with you soon.

In the meantime, I can't wait to chat with you while watching this season's hottest shows! Be a part of the conversation today by joining us at [ew.com/viewer](http://ew.com/viewer).

A handwritten signature in blue ink that reads 'Karin Tracy'.

Karin Tracy  
Publisher, Entertainment Weekly