

# project LORE



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## OVERVIEW

- The ultimate premium video companion site to the world of massively multiplayer online games, like World Of Warcraft, Lineage, Final Fantasy & Dofus
- Initially focused on the WoW phenomenon & the more than 10MM players who have developed a cult-like obsession with the game
- Distributed through **ZAM** - 15 million uniques and 550 million pageviews per month



## HOST

A devotee of all things gaming and tech, **Alex Albrecht** launched his presenting career as co-host of TechTV's Screen Savers. At TechTV he met **Kevin Rose**, founder of Digg, and one of the most successful Internet television partnerships was born. In 2004, Kevin and Alex decided to create a weekly podcast called *Dignation*. The show consistently ranks among the top podcasts on iTunes, with more than 2 million views each month. Albrecht also hosts *The Totally Rad Show*, an eclectic mix of movie quotes, reviews, and radness.



## ProjectLore.com

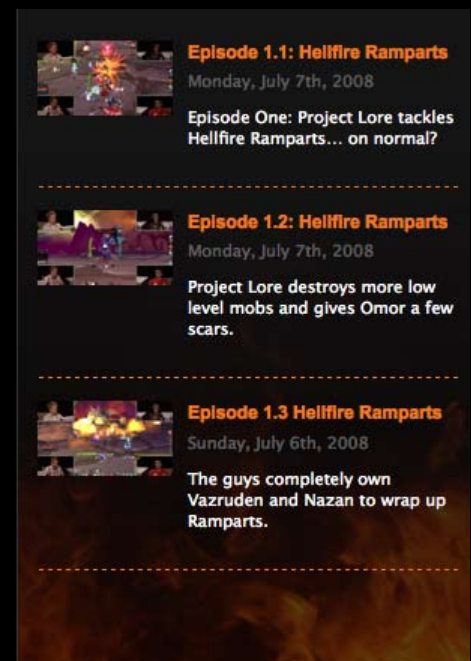
- Definitive multimedia guides and location-specific glossaries
- Text and videos tips and commentary
- MMOG news blog, comments and community
- User-generated game videos

## The Show

Every weekday, **Alex Albrecht** and three friends take on another MMOG challenge. A groundbreaking production with 10 camera feeds will document the multiplayer gaming experience, capturing all of the action with unprecedented fidelity, from every possible angle – including the perspective of the players.

## Demographic

Male, 16-24, WoW players



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