

# Ad Age chronicles the chaos

2005  
APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

2006  
JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

2007  
JANUARY

FEBRUARY

MARCH



## The Chaos Scenario (April 4, 2005)

Is He Sirius?  
(April 11, 2005)

New Ad Kings: Yahoo, Google (April 25, 2005)

P&G and GM Slash TV Spending: Top 2 Advertisers Funnel Cash to Web, Mad & Vine (June 13, 2005)

■ *News Corp. buys Intermix Media, owner of MySpace, for \$580 million.*

TV Networks Snap up Keywords Online to Draw Viewers (Aug. 29, 2005)

TV Guide to Undergo Extreme Makeover: Will Lose Listings, Focus on Celebs in Bid to Survive (July 25, 2005)



## Listenomics (Oct. 10, 2005)

**AdAge.com MediaWorks**  
Will 2006 Be the Year of the De-Merger? (Jan. 3, 2006)  
■ *Tom Freston and Leslie Moonves stood together to ring the opening bell at the New York Stock Exchange this morning, signifying the official split of Viacom into two separate companies.*

Social Climbers: Irrational Exuberance 2.0? Media Moguls Risk Overpaying for Fickle Fans of Facebook, MySpace (May 1, 2006)

**AdAge.com:** J&J Shuns Upfront; Coke Also Holds Back (May 15, 2006)

Cable's Double-Digit Days Seem to Be Over (July 17, 2006)



## Ad Effectiveness Takes Pounding (Aug. 7, 2006)

Image Is Everything: How Tom Freston Squandered Viacom's Fast-Growth Rep on Wall Street While CBS Became a Digital Darling (Sept. 11, 2006)

**AdAge.com:** It's Official: Google Buys YouTube: Search Giant Shells Out \$1.65B in Its Largest Acquisition Ever (Oct. 9, 2006)

Chaos Scenario Coming to Life? NBC Moves Mystify Mad. Ave. (Oct. 23, 2006)

Media Giants Search for Street Cred: Yahoo and NBC Wrestle With How to Grow ... (Oct. 23, 2006)

Agency of the Year: The Consumer (Jan. 8, 2007)



## Did Google Flush \$1.6B Down the Tube? (March 19, 2007)