

## A-201

To: "Micah Schaffer" <micah@youtube.com>, "Jacob Pruess" <jpruess@youtube.com>  
 From: "Justin Green" <jgreen@youtube.com>  
 CC: "Matthew Liu" <mliu@youtube.com>  
 BCC:  
 Sent Date: 2007-02-08 03:13:47 GMT  
 Subject: Fwd: Video Removed: Copyright Infringement

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Micah/Jacob,

Can we contact BayTSP to ask about a retraction?

Thanks  
 Justin

----- Forwarded message -----

From: Matthew Liu <matthew@youtube.com>  
 Date: Feb 7, 2007 6:51 PM  
 Subject: Fwd: Video Removed: Copyright Infringement  
 To: Justin Green <jgreen@youtube.com>, Jacob Pruess <jpruess@youtube.com>

Hey guys,

If there is an obvious error on Viacom's part are we able to re-instate a video without an official DMCA Counter Notice? This is obviously a gross error on their part. Please give me an answer. These guys are starting to call my personal line. Thank!

Matt

Begin forwarded message:

From: "Bashkoff, Rick (WEAC)" <Rick.Bashkoff@wmg.com>  
 Date: February 7, 2007 6:37:29 PM PST  
 To: "'matthew@youtube.com'" <matthew@youtube.com>  
 Co: "Sinclair, Paul (Atlantic)" <Paul.Sinclair@atlanticrecords.com>, "Chung, Yujin (WVG)" <Yujin.Chung@wmg.com>  
 Subject: Re: FW: Video Removed: Copyright Infringement

Matt-

Paul from Atlantic is not seeing any reaction time on this and this is a serious problem as Panic! At The Disco videos are some of the most successful on YouTube.

Please help us out here.

RDB

----- Original Message -----

From: Sinclair, Paul (Atlantic)  
 To: 'Jamie Byrne' <jbyrne@youtube.com>; 'gentry@youtube.com'

<gentry@youtube.com>; 'matthew@youtube.com' <matthew@youtube.com>;  
'dgking@google.com' <dgking@google.com>

Cc: 'video-partner@google.com' <video-partner@google.com>; Bashkoff,  
Rick (WEAC)  
Sent: Wed Feb 07 21:07:01 2007  
Subject: RE: FW: Video Removed: Copyright Infringement

Jamie and all,

Can we get an ETA on getting the Panic! at the Disco videos that were  
wrongly pulled back up? Panic has dropped 3 spots in the most viewed  
channels because of this. What do we need to do to rectify this?

Thanks,  
Paul

-----Original Message-----

From: Jamie Byrne [mailto:jbyrne@youtube.com]  
Sent: Sunday, February 04, 2007 8:32 PM  
To: Sinclair, Paul (Atlantic)  
Subject: Re: FW: Video Removed: Copyright Infringement

I'll check into it.

Basically I think that Viacom is abusing the take down process and  
issuing mass take downs without confirming rights.

I am checking to see how we handle.

Will let you know.

Jamie

Sinclair, Paul (Atlantic) wrote:

>  
> Jamie,  
>  
> Our crew at Fueled by Ramen received the email below regarding a DCMA  
> infringement for Panic's videos. Obviously this isn't correct, as we  
> own the copyright. Who should I speak with to rectify this? I'm not  
> sure why this would be reported by Viacom.  
>  
> Thanks,  
> Paul

> -----Original Message-----

> From: Adam Samiljan <adam@fueledbyramen.com>  
> Date: Sat, 3 Feb 2007 23:30:33  
> To: John Janick <john@fueledbyramen.com>, joe@fueledbyramen.com, Jason  
> Russum <jason@fueledbyramen.com>  
> Subject: Fw: Video Removed: Copyright Infringement

>  
> All of our panic videos were just removed. Should we talk with paul?  
>  
> -adam

> -----Original Message-----

> From: DMCA Complaints <copyright\_counternotice@youtube.com>  
> To: FueledByRamen <adam@fueledbyramen.com>

> Subject: Video Removed: Copyright Infringement  
> Date: Sat, 3 Feb 2007 19:55:23 -0300 (PST)  
>  
> YouTube | Broadcast Yourself(tm)  
>  
> Dear Member:  
>  
> This is to notify you that we have removed or disabled access to the  
> following material as a result of a third-party notification by Viacom  
> Internation Inc. claiming that this material is infringing:  
>  
> PANIC! AT THE DISCO: Lying Is The Most Fun...:  
> <http://www.youtube.com/watch?v=8AZkUtZ2ZqI>  
>  
> Please Note: Repeat incidents of copyright infringement will result in  
> the deletion of your account and all videos uploaded to that account.  
> In order to avoid future strikes against your account, please delete  
> any videos to which you do not own the rights, and refrain from  
> uploading additional videos that infringe on the copyrights of others.  
> For more information about YouTube's copyright policy, please read the  
> Copyright Tips guide.  
>  
> If you elect to send us a counter notice, to be effective it must be a  
> written communication provided to our designated agent that includes  
> substantially the following (please consult your legal counsel or see  
> 17 U.S.C. Section 512(g)(3) to confirm these requirements):  
>  
> A physical or electronic signature of the subscriber.  
> Identification of the material that has been removed or to which  
> access has been disabled and the location at which the material  
> appeared before it was removed or access to it was disabled.  
>  
> A statement under penalty of perjury that the subscriber has a good  
> faith belief that the material was removed or disabled as a result of  
> mistake or misidentification of the material to be removed or disabled.  
>  
> The subscriber's name, address, and telephone number, and a statement  
> that the subscriber consents to the jurisdiction of Federal District  
> Court for the judicial district in which the address is located, or if  
> the subscriber's address is outside of the United States, for any  
> judicial district in which the service provider may be found, and that  
> the subscriber will accept service of process from the person who  
> provided notification under subsection (c)(1)(C) or an agent of such  
> person.  
>  
> Such written notice should be sent to our designated agent as follows:  
>  
> DMCA Complaints  
> YouTube, Inc.  
> 1000 Cherry Ave.  
> Second Floor  
> San Bruno, CA 94066  
> Email: [copyright@youtube.com](mailto:copyright@youtube.com)  
>  
> Please note that under Section 512(f) of the Copyright Act, any person  
> who knowingly materially misrepresents that material or activity was  
> removed or disabled by mistake or misidentification may be subject to  
> liability.  
>  
> Sincerely,

```
> YouTube, Inc.  
>  
> Copyright (c) 2007 YouTube, Inc.  
> ADAMsamiljan  
> sent from my sidekick  
>
```

Matthew Liu  
Product Manager

510.921.6684 | matthew@youtube.com

<?xml version="1.0" encoding="UTF-8"?>

<!DOCTYPE plist PUBLIC "-//Apple Computer//DTD PLIST 1.0//EN"

"http://www.apple.com/DTDs/PropertyList-1.0.dtd">

<plist version="1.0">

<dict>

<key>date-sent</key>

<real>1170904427</real>

<key>flags</key>

<integer>570686593</integer>

<key>original\_mailbox</key>

<string>pop://mliu@sjl-mbox1.sjl.youtube.com/</string>

<key>remote-id</key>

<string>00006867452ebl3b</string>

<key>sender</key>

<string>"Justin Green" &lt;jgreen@youtube.com&gt;</string>

<key>subject</key>

<string>Fwd: Video Removed: Copyright Infringement</string>

<key>tc</key>

<string>"Micah Schaffer" &lt;micah@youtube.com&gt;, "Jacob Pruess"

&lt;jpruess@youtube.com&gt;</string>

</dict>

</plist>

To: "Matthew Liu" <matthew@youtube.com>, "Ali Sandier"  
<aliza@google.com>  
From: "Sherman, Bobby" <bobby.sherman@sonybmj.com>  
CC: "Mullen, Pete, SONY BMG" <petc.mullen@sonybmj.com>,  
"Levin, David, SONY BMG NY" <David.Levin@sonybmj.com>  
BCC:  
Sent Date: 2007-02-13 15:03:36 GMT  
Subject: Artist Accounts Deleted/Suspended

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Matt & Ali,

J Records just informed me late yesterday that access to two of their artists accounts has been restricted. The Paula DeAnda account has been suspended and their Say Anything account has been "permanently disabled." They had received a warning email that a specific video was pulled by Viacom and repeat occurrences would result in account suspension (though the account was suspended indefinitely). This makes no sense given the fact that it was cleared footage they had shot specifically for use on this channel (as well as Paula's).

To say that the label is concerned is a huge understatement! Can you help me reestablish their access as quickly as possible? Also, can you walk me through how this happened and if there is anything we can do on our end to prevent this from happening in the future?

Thank you in advance,

Bobby

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To: "Christopher Maxcy" <maxcy@google.com>  
From: "Chung, Yujin (WMG)" <Yujin.Chung@wmg.com>  
Cc: "Bryan, Stephen (WMG Corp)" <Stephen.Bryan@wmg.com>, "Peters, Elliott (WMG Corp)" <Elliott.Peters@wmg.com>, "Singer, Howie (WMG Corp)" <Howie.Singer@wmg.com>  
Bcc:  
Received Date: 2007-02-13 23:42:04 GMT  
Subject: RE: Jet YouTube channel suspended

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Chris, thanks for your note. We're certainly frustrated by this blatant abuse of the DMCA takedown statute.

I have a contact at MTV (Michela Hallie) but was wondering if you knew of additional individuals there, either their legal counsel or business development. We'd like to discuss ways to prevent these mistakes from occurring in the future.

Thanks,  
Yujin D. Chung  
Warner Music Group  
Strategic Planning and Product Strategy  
75 Rockefeller Plaza | New York, NY 10019  
Phone: [REDACTED] | Fax: 212 275 1491  
Email: yujin.chung@wmg.com

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From: Christopher Maxcy [mailto:maxcy@google.com]  
Sent: Tuesday, February 13, 2007 4:53 PM  
To: 'Sinclair, Paul (Atlantic)'  
Cc: 'Bashkoff, Rick (WEAC)'; 'Chung, Yujin (WMG)'  
Subject: RE: Jet YouTube channel suspended

Hi Paul,

I just received confirmation from our content team that the cause of this was an erroneous takedown request from Viacom. Unfortunately this is not an isolated incident and we are trying to address with Viacom (who has not been too concerned with accuracy). As you can imagine we are not happy with the incorrect takedown requests coming in right now. I'd also encourage your business affairs team to reach out to Viacom directly and let them know about the problems they are creating. Please let me know if you experience any further problems and my apologies again for the inconvenience.

Best,

Chris

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From: Sinclair, Paul (Atlantic) [mailto:Paul.Sinclair@atlanticrecords.com]  
Sent: Tuesday, February 13, 2007 10:32 AM  
To: 'Christopher Maxcy'  
Cc: Bashkoff, Rick (WEAC); Chung, Yujin (WMG)  
Subject: RE: Jet YouTube channel suspended

Thanks much Chris. Would love to know the cause so that we do what's needed to avoid it on our end in the future.

Best,

Paul

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From: Christopher Maxcy [mailto:maxcy@google.com]  
Sent: Tuesday, February 13, 2007 1:28 PM  
To: 'Sinclair, Paul (Atlantic)'; aliza@google.com; chris@youtube.com;  
[REDACTED] matthew@youtube.com  
Cc: 'Bashkoff, Rick (WEAC)'; 'Mueller, Mark (Atlantic)'; 'Chung, Yujin (WMG)'; [REDACTED]; 'Ali'; 'Micah Schaffer';  
jpreuss@youtube.com  
Subject: RE: Jet YouTube channel suspended

Hi Paul,

Our content team will take care of this asap -copying Jacob and Micah. Sorry about the inconvenience.

Best,

Chris

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From: Sinclair, Paul (Atlantic) [mailto:Paul.Sinclair@atlanticrecords.com]  
Sent: Tuesday, February 13, 2007 10:14 AM  
To: 'aliza@google.com'; 'chris@youtube.com'; [REDACTED];  
'matthew@youtube.com'  
Cc: Bashkoff, Rick (WEAC); Mueller, Mark (Atlantic); Chung, Yujin (WMG);  
[REDACTED]  
Subject: FW: Jet YouTube channel suspended

Importance: High

All,

Can you point us in the right direction to get this resolved? Is this related to the Viacom C&D last week?

Thanks,

Paul

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From: Mueller, Mark (Atlantic)  
Sent: Tuesday, February 13, 2007 12:49 PM  
To: Russo, Michael (Atlantic); Sinclair, Paul (Atlantic); Dackowski, Brian (Atlantic)  
Subject: Jet YouTube channel suspended  
Importance: High

trying to log in to the Jet YouTube channel and i'm getting this account has been disabled.

if i go to their URL, i'm getting this user account is suspended.  
[www.youtube.com/jetvideos](http://www.youtube.com/jetvideos) <<http://www.youtube.com/jetvideos>>

any idea why? we have 17 videos up and i was going to add SHINE ON video to it today.

mark mueller

atlantic records new media

[REDACTED]

<http://www.atlanticrecords.com> <<http://www.atlanticrecords.com/>>

1290 ave of the americas | 28th fl. | ny, ny 10104





UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

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VIACOM INT'L INC., ET AL., )  
 )  
 Plaintiffs, )  
 v. )  
 YOUTUBE, INC., ET AL., )  
 )  
 Defendants )  
 )

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ECF Case  
Civil No. 07-CV-2103 (LLS)

THE FOOTBALL ASSOCIATION )  
 PREMIER LEAGUE LIMITED, ET AL., )  
 on behalf of themselves and all others )  
 similarly situated, )  
 )  
 Plaintiffs, )  
 v. )  
 YOUTUBE, INC., ET AL., )  
 )  
 Defendants. )  
 )

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ECF Case  
Civil No. 07-CV-3582 (LLS)

**DECLARATION OF MICHAEL RUBIN IN SUPPORT OF DEFENDANTS'  
MOTION FOR SUMMARY JUDGMENT**

I, Michael Rubin, pursuant to 28 U.S.C. § 1746, hereby declare as follows:

1. I am a partner with the firm of Wilson Sonsini Goodrich & Rosati, attorneys for Defendants Google Inc., YouTube, LLC, and YouTube, Inc., (collectively "YouTube"). I submit this declaration in support of Defendants' Motion for Summary Judgment. I have been involved in these cases from their outset and am familiar with the documents produced in discovery by the parties and by third parties. The following facts are true based upon my personal knowledge and if called as a witness I could competently testify to them.

Selected Documents Regarding the Use of YouTube for Marketing and Promotional Purposes by Plaintiffs and Other Companies

2. Attached hereto as Exhibits 1 and 2 are tables that I prepared identifying selections of documents produced in discovery by the parties and third parties showing marketing and promotional uses of YouTube by Plaintiffs and other companies, respectively. True and correct copies of the documents identified on those tables are attached hereto as Exhibits 3 - 41. The information contained in the tables is drawn from the underlying exhibits.

Selected Documents Regarding Mistaken Takedown Requests Viacom Sent to YouTube Targeting Its Own Content

3. Attached hereto as Exhibit 42 is a table that I prepared identifying a selection of documents produced in discovery by the parties and third parties showing instances in which Viacom or its agents sent to YouTube takedown notices for videos that it or its agents had uploaded to the YouTube site, including cases that resulted in the suspension or termination of Viacom-authorized YouTube accounts. True and correct copies of the documents identified in that table are attached hereto as Exhibits 43 - 68. The information contained in the table is drawn from the underlying exhibits.

Selected Documents Regarding Mistaken Takedown Requests Other Companies Sent to YouTube

4. Attached hereto as Exhibit 69 is a table that I prepared identifying a selection of documents produced in discovery by the parties and third parties showing instances in which various companies sent to YouTube takedown notices for videos they had uploaded or authorized to appear on the YouTube site, including cases that resulted in the suspension or termination of their YouTube accounts. True and correct copies of the documents identified in that table are attached hereto as Exhibits 70 - 83. The information contained in the table is drawn from the underlying exhibits.

Selected Documents Regarding Viacom's "Whitelists"

5. The sub-paragraphs below identify selected documents produced in this action showing that Viacom maintains "whitelists" to avoid sending takedown notices for videos that it wanted to remain on YouTube, including videos that it had uploaded to YouTube or had authorized to appear there. The documents show that Viacom's whitelists consistently failed to include a variety of Viacom-approved YouTube accounts. Attached hereto as Exhibits 84 and 85 are excerpts from the depositions of Michelena Hallie and Warren Solow describing Viacom's whitelist practice.

- a. Attached hereto as Exhibit 86 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as of January 3, 2007. The exhibits listed below are true and correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of January 3, 2007: *demansr* (Exs. 87 (Response to RFA 61), 88), *MTV2* (Exs. 87 (Response to RFA 25), 89), *Mosjef73* (Exs. 87 (Response to RFA 42), 90, 91, 92), *mtvnewsinterns* (Exs. 87 (Response to RFA 48), 93), *MTVSneakAttack* (Exs. 87 (Response to RFA 49), 94), and *veehonerockz* (Exs. 87 (Response to RFA 45), 95). These YouTube accounts, however, do not appear on the January 3, 2007 Viacom whitelist.
- b. Attached hereto as Exhibit 96 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as of February 28, 2007. The exhibits listed below are true and

correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of February 28, 2007: *Beheard* (Exs. 87 (Response to RFA 58), 97), *Chu2007* (Exs. 87 (Response to RFA 107), 98), and *Zachbraffdotcom* (Exs. 99, 100). These YouTube accounts, however, do not appear on the February 28, 2007 Viacom whitelist.

- c. Attached hereto as Exhibit 101 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as of March 16, 2007. The exhibits listed below are true and correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of March 16, 2007: *demansr* (Exs. 87 (Response to RFA 61), 88), *MTV2* (Exs. 87 (Response to RFA 25), 89), *Mosjef73* (Exs. 87 (Response to RFA 42), 90, 91, 92), *mtvnewsinterns* (Exs. 87 (Response to RFA 48), 93), *MTVSneakAttack* (Exs. 87 (Response to RFA 49), 94), *vehonerockz* (Exs. 87 (Response to RFA 45), 95), *Beheard* (Exs. 87 (Response to RFA 58), 97), *Chu2007* (Exs. 87 (Response to RFA 107), 98), *Zachbraffdotcom* (Exs. 99, 100), *Globe427* (Exs. 102, 103), *Live2rhyme88* (Exs. 102, 104), and *the110th* (Ex. 105). These YouTube accounts, however, do not appear on the March 16, 2007 Viacom whitelist.

- d. Attached hereto as Exhibit 106 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as

of April 16, 2008. The exhibits listed below are true and correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of April 16, 2008: *demansr* (Exs. 87 (Response to RFA 61), 88), *MTV2* (Exs. 87 (Response to RFA 25), 89), *Mosjef73* (Exs. 87 (Response to RFA 42), 90, 91, 92), *mtvnewsinterns* (Exs. 87 (Response to RFA 48), 93), *MTVSneakAttack* (Exs. 87 (Response to RFA 49), 94), *veehonerockz* (Exs. 87 (Response to RFA 45), 95), *Beheard* (Exs. 87 (Response to RFA 58), 97), *Chu2007* (Exs. 87 (Response to RFA 107), 98), *Zachbraffdotcom* (Exs. 99, 100), *Globe427* (Exs. 102, 103), *Live2rhyme88* (Exs. 102, 104), *the110th* (Ex. 105), *GossipGirl40* (Exs. 87 (Response to RFA 66), 107), *keithhn* (Exs. 87 (Response to RFA 43), 108, 109), *MysticalGirl8* (Exs. 87 (Response to RFA 44), 110, 111), *FunFunFunnyVideo* (Exs. 112, 113), and *strangewildernessuk* (Exs. 87 (Response to RFA 39), 114). These YouTube accounts, however, do not appear on the April 16, 2008 Viacom whitelist.

- e. Attached hereto as Exhibit 115 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as of June 16, 2008. The exhibits listed below are true and correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of June 16, 2008: *demansr* (Exs. 87 (Response to RFA 61), 88), *MTV2* (Exs. 87 (Response to RFA 25), 89), *Mosjef73* (Exs. 87 (Response to RFA 42), 90, 91, 92),

*mtvnewsinterns* (Exs. 87 (Response to RFA 48), 93),  
*MTVSneakAttack* (Exs. 87 (Response to RFA 49), 94), *vehonerockz*  
 (Exs. 87 (Response to RFA 45), 95), *Beheard* (Exs. 87 (Response  
 to RFA 58), 97), *Chu2007* (Exs. 87 (Response to RFA 107), 98),  
*Zachbraffdotcom* (Exs. 99, 100), *Globe427* (Exs. 102, 103),  
*Live2rhyme88* (Exs. 102, 104), *the110th* (Ex. 105), *keithhn*  
 (Exs. 87 (Response to RFA 43), 108, 109), *MysticalGirl8* (Exs.  
 87 (Response to RFA 44), 110, 111), *FunFunFunnyVideo* (Exs.  
 112, 113), and *strangewildernessuk* (Exs. 87 (Response to RFA  
 39), 114). These YouTube accounts, however, do not appear on  
 the June 16, 2008 Viacom whitelist.

- f. Attached hereto as Exhibit 116 is a true and correct copy of a document produced by Viacom in this action that purports to contain a set of YouTube accounts on Viacom's whitelist as of May 14, 2009. The exhibits listed below are true and correct copies of documents that show that the following Viacom-authorized YouTube accounts had been registered and were in use as of May 14, 2009: *demansr* (Exs. 87 (Response to RFA 61), 88), *MTV2* (Exs. 87 (Response to RFA 25), 89), *Mosjef73* (Exs. 87 (Response to RFA 42), 90, 91, 92), *mtvnewsinterns* (Exs. 87 (Response to RFA 48), 93), *MTVSneakAttack* (Exs. 87 (Response to RFA 49), 94), *vehonerockz* (Exs. 87 (Response to RFA 45), 95), *Beheard* (Exs. 87 (Response to RFA 58), 97), *Chu2007* (Exs. 87 (Response to RFA 107), 98), *Zachbraffdotcom* (Exs. 99, 100), *Globe427* (Exs. 102, 103), *Live2rhyme88* (Exs. 102, 104), *the110th* (Ex. 105), *keithhn* (Exs. 87 (Response to RFA 43), 108, 109), *MysticalGirl8* (Exs.

87 (Response to RFA 44), 110, 111), *FunFunFunnyVideo* (Exs. 112, 113), and *strangewildernessuk* (Exs. 87 (Response to RFA 39), 114). These YouTube accounts, however, do not appear on the May 14, 2009 Viacom whitelist.

Viacom's Continuing Assertion of Infringement Claims Regarding Clips It Uploaded to YouTube

6. In June 2008, the Court ordered plaintiffs to disclose the copyrighted works and any alleged infringements that they planned to assert in these cases no later than 90 days before the close of fact discovery (the "Identification Deadline"). *See* June 23, 2008 Hearing Tr. at 3:10-23.

7. By the Identification Deadline, Viacom had asserted 63,497 videos on YouTube as allegedly infringing its copyrights. (Our analysis found 13 videos that were identified twice, so the unique number of allegedly infringing video should be 63,484). Attached hereto as Exhibit 117 are the accumulated lists that Viacom provided during the course of this litigation identifying: (i) the purportedly copyrighted works Viacom claims it is asserting in this action (the "Works in Suit") and (ii) the URLs corresponding to the videos that were on the YouTube service that Viacom alleges infringe those works (the "Clips in Suit").

8. Viacom employee Michael Housley submitted a declaration in the *Viacom* action in early 2008 attesting to the time-consuming, multi-step, multi-review process that Viacom used to identify its Clips in Suit. A true and correct copy of the February 28, 2008 Declaration of Michael Housley is attached hereto as Exhibit 118.

9. On October 15, 2009, after the Identification Deadline, Viacom sent YouTube an "Amended Production of Works in Suit" that purported to withdraw its claims of infringement regarding 241 of the Clips in Suit that Viacom had previously identified. In its cover letter, Viacom asserted that its withdrawal had



been prompted by another “quality check” of its infringement allegations. Attached hereto as Exhibit 119 is a true and correct copy of Viacom’s October 15, 2009 letter. The enclosure to that letter, an Excel spreadsheet entitled “Amended Production of Works in Suit,” is attached hereto as Exhibit 120.

10. On December 21, 2009, the Court ruled that to effect its desired withdrawals, Viacom needed to submit a request for dismissal with prejudice pursuant to Fed. R. Civ. P. 41(a). *See* Docket No. 162.

11. On January 8, 2010, Viacom served its responses to YouTube’s Third Set of Interrogatories and YouTube’s First Set of Requests for Admission. In its verified interrogatory responses, Viacom averred that none of the Clips in Suit listed in its October 15, 2009 “Amended Production of Works in Suit” had been uploaded to YouTube by Viacom or at its direction (Response to Interrogatory 23). Viacom likewise denied in its RFA responses that it or its agents had uploaded to YouTube any of the Clips in Suit listed in the October 15, 2009 amended disclosure (Response to Request for Admissions 16, 21). True and correct copies of Viacom’s responses to YouTube’s Third Set of Interrogatories and YouTube’s Requests for Admission are attached hereto as Exhibits 121 and 87, respectively.

12. On February 26, 2010, one week before motions for summary judgment were to be filed, Viacom submitted a Notice of Dismissal with Prejudice with respect to various infringement claims it had asserted. A true and correct copy of Viacom’s Notice of Dismissal with prejudice is attached hereto as Exhibit 122. Viacom’s Notice of Dismissal with Prejudice included the infringement claims for the 241 clips that Viacom had sought to withdraw via its October 15, 2009 “Amended Production of Works in Suit.” Viacom’s Notice of Dismissal with Prejudice also included claims regarding 193 additional Clips in Suit that Viacom had continued to assert even after its quality check, and its October 15, 2009 “Amended Production of Works in Suit.”

13. Among the additional infringement claims that Viacom sought to drop with prejudice in late February 2010 were claims regarding six clips that had been uploaded to YouTube by a user with the account name “Wiredset.”

“Wiredset” is a YouTube account name controlled by a company called Wiredset that is one of the viral marketing firms that Viacom frequently used to upload Viacom clips to YouTube. Attached hereto as Exhibit 123 is testimony from the deposition of Wiredset affirming that all of its uploads of Viacom content were done with Viacom’s permission.

14. In Viacom’s most recent iteration of its infringement claims (its October 15, 2009 “Amended Production of Works in Suit,” as modified by its February 26, 2010 Request for Dismissal), Viacom continues to assert infringement claims against the following videos uploaded to YouTube:

- a. Two clips (with the YouTube Video IDs ABeJNFyj26o and XEzbW6wTS3o) that were uploaded to the service using the account name “wiredsetassets,” which was registered by KatrinaA@wiredset.com. During the deposition of Wiredset in this action, its corporate designee identified the email address KatrinaA@wiredset.com as belonging to a Wiredset employee (Ex. 124);
- b. A clip (a promotional video for the Paramount film “There Will Be Blood” with the YouTube Video ID 0c5ZqEMxgu8) that was uploaded using the account name JakeMyers2001. There is a Paramount marketing employee named Jake Myers who is identified as uploading Paramount promotional clips to YouTube and as using JakeMyers2001 as an instant messaging handle in the attached Exhibit 125;

- c. Two clips (with the YouTube Video IDs tckEWbOvmrY and 2dZ66NoxefY) that were uploaded using the account names “kate3984” and “drillbit001,” which were both registered to the email address of kate@waytoblue.com. Exhibits 126-127 reflect that Viacom authorized internet marketing company Way To Blue to upload videos to YouTube. In its response to YouTube Requests for Admission 85 and 88 in this action (Exhibit 87 hereto), Viacom admitted that two other Way to Blue YouTube accounts, WayTBlue and WayToBlueFrance, are accounts Viacom authorized to upload videos to YouTube, and Viacom has dismissed with prejudice infringement claims based on clips uploaded by those accounts.

With respect to the YouTube clips cited in the foregoing sub-paragraphs, attached hereto as Exhibit 128 are excerpts of data produced by YouTube in response to Plaintiffs’ discovery request showing the YouTube user name and email registration information for uploaders of the Clips in Suit.

The Length of the Clips in Suit

15. YouTube has produced in this case data regarding the run-length for each Clip in Suit. That data shows that the majority of Viacom Clips in Suit are under four minutes long; many are under one minute long; and some are fewer than ten seconds long. For example, Video ID iA\_YOiYmoNo is 3 seconds long, Video ID \_dtnyvBmOTw is 5 seconds long, and Video ID ErNz4SjgrsU is 10 seconds long. Versions of these videos are attached hereto as exhibits 311A, 311B, 312A, 312B, 313A, 313B. The “A” version is the original file format and the “B” version is a copy of the same file converted to the MPEG format.

16. Prior to the disclosure deadline, the *Premier League* plaintiffs collectively identified approximately 13,500 video clips that they allege infringe

their copyrights (excluding duplicates with identical Video IDs). Attached hereto as Exhibit 129 are the accumulated lists that the *Premier League* plaintiffs provided during the course of this litigation identifying (i) the purportedly copyrighted works that the *Premier League* plaintiffs claim they are asserting in this action and (ii) the Video IDs corresponding to the videos on the YouTube service that the *Premier League* plaintiffs allege infringe those works. According to our analysis of the *Premier League* plaintiffs' identifications, we located approximately 900 different titles of allegedly copyrighted works that the *Premier League* plaintiffs assert are infringed by the Clips in Suit. We conducted the same analysis of the length of the *Premier League* Clips in Suit that we conducted for the *Viacom* Clips in Suit. That analysis showed that plaintiff Premier League has asserted dozens of clips less than 5 seconds in length. For example, YouTube Video ID l3Nza0UMqis, asserted by Premier League, is two seconds in length; Video IDs 8jKKlH4pios and 4utcuLY6YRU, also asserted by Premier League, are even shorter at one second in length. Versions of these videos are attached hereto as exhibits 314A, 314B, 315A, 315B, 316A, 316B. The "A" version is the original file format and the "B" version is a copy of the same file converted to the MPEG file format.

Many Viacom Clips in Suit Are Identical to Viacom Promo Videos

17. In response to YouTube's Request for Production No. 140, which sought "one copy of each video file used in connection with the promotion or marketing of any work in suit," Viacom agreed to produce the requested files with two exceptions: they would not produce (i) promo videos shorter than 30 seconds or (ii) multiple versions of promo videos where the only difference was the "call to action." Attached hereto as Exhibit 130 is a true and correct copy of Viacom's Amended Responses and Objections to YouTube's Fourth Set of Requests for Production. Viacom ultimately produced a number of DVDs that they told me

contain promo videos. I reviewed many of the promo videos on those DVDs and compared them to certain of the *Viacom* Clips in Suit. Based on this analysis, I have determined that many of Viacom's Clips in Suit are indistinguishable from the promo videos it produced. Attached hereto as Exhibit 131 is a chart showing a sample of more than one hundred Clips in Suit that appear indistinguishable from promo videos that Viacom produced. Exhibits 132A through 176B constitute the promo videos identified on Exhibit 131, while Exhibits 177A to 310B constitute the Clips in Suit identified on Exhibit 131. The "A" version is the original file format and the "B" version is a copy of the same file converted to the MPEG file format. For the promo videos, the Version A files were produced by Viacom in this action; for the matching YouTube videos, the Version A files are versions of the "Flash" (or ".flv") files, as stored on YouTube's servers (see Declaration of Michael Solomon, submitted concurrently, at ¶ 12, which explains the manner in which those videos were obtained from YouTube's servers).

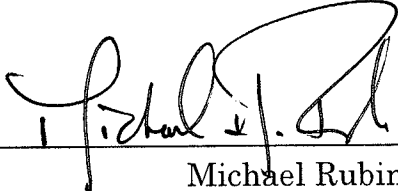
Viacom Has Uploaded Thousands of Clips to YouTube

18. I have reviewed documents and testimony that cumulatively reference thousands of clips authorized by Viacom to be posted on YouTube. This includes, *inter alia*, whitelists provided by Viacom to BayTSP; DMCA counternotices from Viacom and its marketing agents sent to YouTube after Viacom mistakenly took down its own authorized videos; reports from Viacom's marketing agents, such as ICED Media, Fanscape, and Wiredset, detailing their uploads to YouTube; email correspondence among members of Viacom's various marketing departments; and the accounts on the YouTube website of the usernames that Viacom admitted in response to Requests for Admission were used by Viacom for its authorized uploads.

Submission of Videos from the YouTube Service

19. In connection with the briefing process for this motion, YouTube provided us with a designated set of videos for use in connection with its opening papers in .FLV format. Once received, I then caused those videos to be converted into the .MPEG file format. Both versions have been provided.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct and that this declaration is executed the 5th day of March 2010, at New York City, New York.

  
\_\_\_\_\_  
Michael Rubin

**Selected Documents Regarding the Use of YouTube  
for Marketing and Promotional Purposes by Plaintiffs**

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 3 (GOO001-01855886)	Feb. 15, 2006	Viacom's VH1: "we're using YouTube for all of our online video, and we love it."
Ex. No. 4 (VIA00366274-87)	Feb. 25, 2006	Paramount: "We recommend YouTube, Vimeo, & Vidlife as sites to post our content for viral distribution . . . the best promotion can be gained by: Posting behind-the-scenes footage or content from the cutting room floor, so users feel they have found something unique rather than a traditional trailer."
Ex. No. 5 (VIA10391714)	Mar. 10, 2006	Viacom: "[Another Viacom employee and I] are both going to submit clips to YouTube.com – him through his personal account so it seems like a user[] of the site and me through [the YouTube account] 'mtv2.'"
Ex. No. 6 (VIA10406417-18)	Mar. 30-31, 2006	Viacom: discussing whether or not it should post the video "as coming from [Viacom's] VH1" or whether "the idea [is] to make it seem like it was leaked."
Ex. No. 7 (VIA11918373-75)	Apr. 19, 2006	In response to a question from the MPAA about whether videos on YouTube from "Mission Impossible 3" (a work in suit) were "leaked" improperly, Paramount confirms: "None of the below scenes mistakenly listed as 'leaked' in this article were leaked at all, they were all brought online this week as pa[r]t of normal online publicity before the release of the film."

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 8 (VIA00330415)	Jun. 7-8, 2006	Viacom: agreeing to “execute” a plan to “leak” an episode onto YouTube from the MTV show Jamie Kennedy’s Blowin’ Up, a work in suit.
Ex. No. 9	Jun. 27, 2006	Wall Street Journal article: “Viacom Inc.’s Paramount Vantage movie unit last Friday posted exclusively on YouTube an 83-second animated clip poking fun at Al Gore to promote its ‘An Inconvenient Truth’ film.” Viacom employee Andrew Lin (quoted in article): “As a marketer you almost can’t find a better place than YouTube to promote your movie.”
Ex. No. 10 (VIA01250162)	Jun. 30 - Jul. 5, 2006	Viacom: “I am uploading youtube videos under the fake grassroots account ‘demansr’ — am having a phone conversation with YouTube people on Wednesday as they already are questioning my identity. Bastards.” Viacom also suggests that Viacom’s Spike TV should use both an official Spike TV director account on YouTube and “fake grassroots” accounts to upload Viacom content to YouTube.
Ex. No. 11 (VIA01179945)	Jul. 5, 2006	Viacom reports regarding “video we have running on You-Tube presently” from television show on Viacom’s Spike TV.
Ex. No. 12 (VIA00367207-11)	Jul. 31, 2006	Iced Media, a marketing agent for Viacom, identifying 59 videos it found on YouTube containing “Jackass” content that it planned to use when marketing Paramount’s “Jackass 2” movie, a work in suit.



<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 13 (VIA00330126–27)	Aug. 9, 2006	Viacom: identifying YouTube as one of the “sites to which I recommend leaking the Human Giant clips.” The Human Giant is a television show on Viacom’s MTV channel and a work in suit.
Ex. No. 14 (VIA01179942–44)	Aug. 22, 2006	Viacom employees discussing their posting of a video on YouTube from an upcoming episode of UFC (Ultimate Fighting Championship), a television show on Viacom’s Spike TV television channel. A Viacom employee instructs that “the goal is to make [the video clip] looked ‘hijacked’” and states that a Viacom executive suggested they place “visual time code on [the video clip] to add to the ‘hijacked’ effect.”
Ex. No. 15 (VIA00369535–36)	Oct. 4-5, 2006	Paramount internal email: “Please help in uploading different versions of our viral slug video [from the movie ‘Flushed Away’] to YouTube! . . . we are staying away from ‘studio’ marketing so please stay away from words like ‘Paramount’ and ‘Flushed Away.’ . . . THIS MUST BE VIRAL AND NOT DIRECTLY CONNECTED TO US! . . . We are working on more versions which have countdowns, watermarks, bars, time codes etc. . . . for the multiple YouTube Accounts.”

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 16 (VIA00369543–44)	Oct. 5-6, 2006	Paramount employees discussing the need to make sure that viral video clips posted to YouTube and other sites contain no “corporate references” such as “paramount,” “dreamworks,” “dreamworks animation,” or “flushed away” in the “author name, tags, descriptions etc.”
Ex. No. 17 (VIA01179951–52)	Oct. 9-10, 2006	Viacom: “we’ve uploaded a boatload of clips onto YouTube for distribution. . . . Please send them out to any and all sites you feel would pick up on these.”
Ex. No. 18 (VIA00371987–2012)	Nov. 4, 2006	Report prepared by Paramount regarding viral video campaign for the movie Flushed Away. The report lists 26 video clips that were uploaded to YouTube as part of a campaign that received 763,669 views.
Ex. No. 19 (VIA00345822)	Jan. 30, 2007	Paramount executive requesting that a video clip from the movie Norbit, a work in suit, “get posted on YouTube asap” but instructing that the video should be posted on YouTube by a third party and without any “PARAMOUNT LOGO OR ASSOCIATION.”
Ex. No. 20 (VIA00429987–89)	Jan. 30, 2007	Paramount executive approving a request from Paramount employee to post a video clip of “Lloyd the Dog” from the movie Norbit, a work in suit, and to “rough it up’ with some time code” before releasing the video.

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 21		YouTube video watch page for YouTube video afuhSi13YAs, titled "Talking Dog from 'Norbit'," to which a time code has been added. The screenshot shows that this video was uploaded to the YouTube account "Broadwayjoe415" the day after Paramount executives approved having video clips from the movie Norbit uploaded to viral video websites with time code added.
Ex. No. 22 (VIA00373855-59)	Jan. 31- Feb. 1, 2007	Paramount executive discussing viral video clips from the movie Norbit, a work in suit, that Paramount's agent had uploaded to various websites, including YouTube. Paramount executive: "I'm really concerned b/c these clips have been uploaded as if from the official film- from the studio. I thought we were clear with scott that it was to be uploaded from his personal acct and not associated with the film."
Ex. No. 23 (BAYTSP003732680-81)	Feb. 27-28, 2007	Paramount to BayTSP: Do not issue takedown notices for any videos "posted by an approved Paramount Account" or any videos "reposted by another account that matches [videos posted by an approved Paramount Account]."
Ex. No. 24 (BAYTSP003715561)	May 9, 2007	Paramount executive to employee: "leave up" on YouTube a video from the movie Transformers, a work in suit. Paramount to BayTSP: "don't remove any instances of this clip online."

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 25 (VIA01987927–28)	May 11-14, 2007	Paramount executive: “I think a time code cut that is not color corrected, cleared, etc. is the way to go . . . leak on youtube?”
Ex. No. 26 (VIA00346037–39)	Jun. 8-12, 2007	Paramount executive instructs that when uploading a video promoting the movie <i>Disturbia</i> , a work in suit, to viral video sites: “[It] should definitely not be associated with the studio – [it] should appear as if a fan created and posted it.” Paramount employee then reports that the video was uploaded to websites, including YouTube, “using email & account that can’t be traced back to Paramount.”
Ex. No. 27 (VIA11788213–227)	Sep. 11, 2007	Viacom executive regarding 102 videos on YouTube containing content from the movie <i>Iron Man</i> trailer, a work in suit: “We should not take down the trailer at this point.”
Ex. No. 28 (VIA11918237)	Nov. 8, 2007	Paramount executive describing the marketing plan for the movie <i>Cloverfield</i> , a work in suit: “We will release the trailer exclusively in theaters . . . We will assume audiences will tape the trailer on their own and post it on YouTube – we will NOT issue take-down notices.”
Ex. No. 29 (FS004957–59)	Feb. 19-20, 2008	Viacom to its marketing agent Fanscape: It is “okay” to upload viral videos to YouTube “if u can do it the in cognito [sic] way. :)”

<i>Ex. No. (Bates No.)</i>	<i>Date</i>	<i>Description</i>
Ex. No. 30 (FS043029–31)	Feb. 29 - Mar. 6, 2008	Viacom to its marketing agent Fanscape: “I assume we are posting everything on YouTube, and then using the YouTube links to get our content embedded elsewhere.” Fanscape: “If we are trying to be ‘under the radar’ we will not upload videos to the Fanscapevideos YouTube account but will create a different one.”
Ex. No. 31 (FS038616–43)	Nov. 18, 2008	Viacom’s marketing agent Fanscape sending a report to Viacom listing 282 videos containing content from several works in suit that Fanscape had uploaded to YouTube.

**Selected Documents Regarding the Use of YouTube for  
Marketing and Promotional Purposes by Other Companies**

Ex. No. (Bates No.)	Date	Description
Ex. No. 32 (GOO001-01021878-88)		Internal YouTube document containing quotations from third parties, including Nike, Warner Brothers Records, and Atlantic Records, praising YouTube's effectiveness as a marketing platform.
Ex. No. 33 (GOO001-05161257-58)	May 10, 2006	Viacom marketer Wiredset: "We are all huge fans of YouTube and we upload many of our clients videos to the service. . . . We work with every major label and have clients all over the entertainment industry – and we always get video from them specifically for YouTube."
Ex. Nos. 34-35 (GOO001-09595002)	Jun. 21, 2006	NBC Universal to YouTube regarding an NBC-owned television pilot titled "Nobody's Watching": "In order to avoid any confusion of misunderstanding, I wanted to make sure you are aware that NBC is permitting YouTube to host this content, so there is no need for you to remove it until NBC expressly requests its removal." A screenshot of the referenced video titled "Nobody's Watching Part 1" accompanies this email.
Ex. No. 36	Sep. 13, 2006	Article published by The New York Times describing how filmmakers created a series of videos that appeared to be amateur testimonials from a young woman and posted them to the YouTube account "Lonelygirl15" without revealing their connection to the videos.

## A-231

Ex. No. (Bates No.)	Date	Description
Ex. No. 37 (FS020140-42)	Sep. 28, 2006	Viacom marketer Fanscape: “Keep in mind that the only site the clients care about is you tube so that will be the first place they will look.”
Ex. No. 38 (CH00003400)	Oct. 24, 2006	Cherry Lane: describing as “very cool” a promotional video on YouTube containing “our newest song.”
Ex. No. 39 (VIA00330595-96)	Nov. 27–28, 2006	Viacom executive forwarding a news article reporting that CBS uploaded “300-plus video clips” to YouTube: “Should we discuss a more aggressive approach with our series clips, short-form, etc.” Another Viacom executive responds: “We actually provide clips to YouTube quite aggressively.”
Ex. No. 40 (GOO001-06946727-46)	Jul. 22, 2006	Collection of articles including one, published by The Atlanta Journal–Constitution, quoting NBC Entertainment President Kevin Reilly: “We now in fact have gone into business with them [YouTube] for promotional efforts for our fall [shows.] That video, like everything else on YouTube at this point, none of it has official clearance. We allowed it to happen.”

Ex. No. (Bates No.)	Date	Description
Ex. No. 41	Sep. 6, 2007	Wall Street Journal article titled "Download This: YouTube Phenom Has a Big Secret," reporting that the 24-year-old singer and guitarist named Marie Digby whose "simple, homemade music videos of her performing songs have been viewed more than 2.3 million times on YouTube," was actually part of an Internet marketing campaign by Walt Disney Company's Hollywood Records, which had "signed Ms. Digby in 2005, 18 months before she became a YouTube phenomenon."



# A-233

To: Chris Maxcy <chris@youtube.com>; Hurley Chad <chad@youtube.com>; Donahue Kevin <kevin@youtube.com>; Julie Supan <julie@youtube.com>  
From: Steve Chen <steve@youtube.com>  
Cc:  
Bcc:  
Received Date: 2006-02-22 07:42:46 GMT  
Subject: Fwd: Exploding TV

---

Begin forwarded message:

From: "Fred Wilson"  
Date: February 21, 2006 8:47:16 PM PST  
To: "Steve Chen"  
Subject: FW: Exploding TV

you might want to follow up on this

fred

---

From: Jazwiecki, Jim [mailto:Jim.Jazwiecki@mtvmix.com]  
Sent: Wednesday, February 15, 2006 12:08 PM  
To: Fred Wilson  
Subject: Exploding TV

Fred-

Over at VH1's "Best Week Ever", we're using YouTube for all of our online video, and we love it. Do you have any good contacts there? I'd love to see if there's some way we can work more closely with them.

Thanks,  
Jim  
212-654-8791

---

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Subject: Re: Video Search Challenge  
From: "Megan Crowell" <>  
To: Amy Powell  
Cc: Bryan Warman; Kristina Tipton; Megan Wahtera; Mickey Worsnup;  
Sara Bordo  
Date: Sat, 25 Feb 2006 02:40:25 +0000

Hi Amy,

Kristina & I have reviewed your list of video sites & have looked into some others as well. Here are our suggestions for incorporating these sites into our marketing campaign:

- For sites such as Google video & AOL video search, we should always be sure to supply these search engines with all of our content & metadata to ensure user searches are fulfilled with official, high quality content

- We recommend YouTube, Vimeo, & VidiLife as sites to post our content for viral distribution. In these instances, the best promotion can be gained by:

\* Posting behind-the-scenes footage or content from the cutting room floor, so users feel they have found something unique rather than a traditional trailer

\* Whenever possible tagging our content with related phrases to capture search audiences

\* Encouraging our internal team to rank, view, & comment on these placements (not using Paramount email accounts) to gain higher position in clip galleries

\* Anonymously tipping a blog or two about the placement (i.e. AdRants, Fark, BoingBoing) without sounding like an obvious marketing ploy.

Example: "was watching jesus the muscial for the 100th time & saw a cool jack black clip for Nacho liBre. Never heard of it, but was stoked to see its by the same people who did Napoleon Dynamite. Anyways, in this clip he's getting waxed & its worse than 40 year old virgin. ouch!"

- Once we have distributed content, we need to continue free access from the source (see ppt for details on NBC/YouTube disaster)

Attached you can also find a more in-depth review of these sites & their offerings.

Megan Crowell  
Paramount Pictures Interactive Marketing  
323.956.8471  
fax: 323.862.1107

----- Replied by Megan Crowell on 2/24/2006 6:39:52 PM

---

From: Amy Powell

02/20/2006 11:51 AM


To: kristina\_tipton@paramount.com, megan\_crowell@paramount.com, sara\_bordo@paramount.com

cc: mickey\_worsnup@paramount.com, bryan\_warman@paramount.com, megan\_wahtera@paramount.com

Subject: Video Search Challenge

KT & MC: please do an analysis of sites below and lets discuss how we can utilize them to begin viral video campaigns.

Amy Powell  
Senior Vice President, Interactive Marketing  
Paramount Pictures

  
February 20, 2006  
Video Search Challenge

## Devising the Killer App for Easier Browsing Is Taking on Urgency By Daisy Whitney

At nearly every industry conference or panel in the past few months, video search has emerged as the new hot topic as content multiplies on numerous platforms—broadband, traditional television, video-on-demand, mobile phones and iTunes. As delivery methods and programming grow at an exponential rate, the industry is seeking new means to navigate seamlessly through the content.

Story continues below...

"Everybody is trying to figure out how to manage it," said Andy Addis, executive VP of Hillcrest Labs, which enables navigation across devices using a visual interface. "In a world where content choice becomes limitless, navigation is at the end of the day going to separate the winner from the loser. If consumers can't find this stuff, they don't derive any value. If they don't derive any value, they either downgrade, disconnect or take the box back."

That's why "video search" has become the new buzz phrase and has bubbled up quickly as a crucial issue for the TV business, in all its new and old media manifestations.

Telcos, cable operators, satellite providers, mobile phone companies and broadband channels are all now serving up gobs of content. But the advantage may lie not in volume of content, but rather in a meaningful way to sift through it.

Video search is a wide-open business, a true green field niche in the frantic new world of consumer-controlled TV. Every player has a slightly different approach to search. Among the companies attempting to crack the nut of video search are AOL, Google, Gemstar-TV Guide, Hillcrest Labs and MeeVee. There are others, of course, but their early work represents a good cross-section of approaches.

Here's a look at how a handful of players are approaching this nascent business opportunity.

### Hillcrest Labs

Hillcrest came on the scene at the Consumer Electronics Show and has been generating some industry buzz with its intuitive approach to search. Rather than using a standard remote control, Hillcrest's content navigation system necessitates the use of a round, ring-like remote with only two buttons and a scroll wheel to zoom in and out of content options. It operates like a mouse and allows viewers to navigate through a visual interface. This navigation strategy is built on concepts popularized by Web sites such as Amazon and Netflix, which rely on browsing and recommendation.

Hillcrest's system is designed to let users navigate all their content, such as VOD, linear TV or digital photos, in the same fashion. "You find a VOD movie the same way you find a CD or a song you want," Mr. Addis said.

The system is intuitive, so it can guide viewers through content and also help them drill down to other, similar content, such as movies or shows with the same actor. The service, like Amazon.com, can suggest or recommend content. Hillcrest has pursued this visual approach because video search isn't about looking up video content by a keyword, Mr. Addis said. "Consumers will not be inclined to sit back on their couch and lean forward and pick up a keyboard and say, 'I don't know what I want to watch tonight,'" he said.

That's why the browse function is such a critical part of the navigation process, he said. Hillcrest is marketing its product to service providers, consumer electronics companies and PC makers.

### AOL Video Search

AOL plans to launch a new version of its video search site this week now that it has integrated its existing search capabilities with those of its newly acquired video search service, Truveo. AOL's approach is built on a pure search paradigm, but also enables browsing in AOL's video library of more than 20,000 video assets.

Truveo's technology searches content visually. While video search is its own animal, it draws comparisons with

text search, because that's the gold standard for consumers, said Kevin Conroy, executive VP for AOL Media Networks.

"There is an expectation in the marketplace of what people expect to get when they type in a search query. The bar has been set and it's our challenge to deliver as good a result for video search as people have come to expect for text search," he said.

## Google Video

The company that defines traditional search on the Internet aims to play a leading role in video search as well. That work will come largely through its Google Video service.

Rather than search for video on the main Google page, where video results would turn up with other results or not at all, Google wants users to look for video specifically at Google Video. Once there, searching isn't the only way around. The service is browse-based, too, and enables random discovery of content.

## Gemstar-TV Guide

The dominant provider of interactive program guides, which services Comcast's footprint, will release a new version of its guide in the middle of this year in a phased rollout to Comcast homes. This new iteration will include integrated search capabilities.

Today users can search for content on linear TV. But the next version will enable viewers to search for programming from both video-on-demand offerings and traditionally scheduled TV, said Mike McKee, president of interactive program guides for Gemstar-TV Guide.

It's important to offer different search experiences because some viewers will want to use the grid while others will want to search by genre, title or actor, he said: "We want to offer it in multiple ways."

## MeeVee

An online TV guide, MeeVee searches through actual TV listings rather than all video on the Web. The approach of MeeVee is to look forward into the next few weeks of scheduled TV programming rather than look back on the Web for past content.

It's also designed to be a personal guide that helps users manage viewing preferences, send them to a friend or be alerted to upcoming content, said Matthew Cullen, VP of sales and business development for MeeVee. "We want to be the place people come to discover video they want to watch, whether through linear TV or Internet TV channels," he said.

List of attachments:  
VideoSharingSites.ppt

## Video Sharing Sites

### Overview

The recent rise in popularity of video sharing sites seems a perfect fit for promoting viral video content. However, upon further research some key themes have arisen that will be important to keep in mind:

- If we are going to distribute this content, we need to ensure that once posted, we can continue to allow free access from the source
  - NBC legally forced YouTube to remove the SNL Lazy Sunday clip & asked users to instead view from the official site. This was looked negatively upon & NBC received negative buzz from many blogs
  - Google's DRM system has annoyed users who want to continue to watch a clip over time
- The best way to garner heavy promotion is to rely on sites that showcase top clips
  - Placing viral content on AOL and/or Google video search engines is unlikely to work, other than by reaching users specifically searching for that content

Continued on next slide . . .

## Video Sharing Sites

### Overview Continued

- Many sites encourage user comments, so we should be aware of the potential for negative feedback
  - Suggest staying away from posting Tom Cruise clip, for instance
- A traditional trailer is not interesting to these users
  - Behind the scenes footage or content that appears to be from the cutting room floor seems much more special & therefore worth sending to friends & coworkers
- Whenever possible we should tag our content with related phrases to capture search audience
- If possible, we should anonymously tip a blog or two to post about the placement (i.e. AdRants, Fark), without sounding like an obvious marketing ploy

# AOL Video Search

[Home](#) | [Sign In](#) | [Advanced Search](#)
© 2005 AOL

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**AOL** **Search**

**Search for mission impossible**

**Results for mission impossible** page 1 of 7  
 Search more about mission impossible


**Search in**

- AOL
- All
- Music
- Movies
- News
- Sports
- Technology
- Video
- Web
- Images
- News
- Images

**Favorite Searches**

Your latest searches appear here. To begin a search, type a word or phrase in the search field.


**Save My Search**  
Manage My Search



**Mission Impossible**  
Search for mission impossible


**First Tip: Mission Impossible**  
ALL content shown here is provided by AOL Video. Search for mission impossible

**Duration:** 3:05    **Rate:** 01/08/05  
**Source:**    **Provided by:** AOL Video




**Mission Impossible 3 Trailer**  
Check out the latest Mission Impossible 3 trailer

**Duration:** 2:00    **Rate:** 01/01/05  
**Source:** Ruo Media Corp 2005 www.ruo.com



**Action: Mission Impossible**  
The action scenes that make Mission Impossible

**Updated:** 01/01/05    **Topic:** News  
**Source:** Ruo Media Corp 2005 www.ruo.com



**First Tip: Mission Impossible**  
ALL content provided here is an

**DON'T  
SURE  
IN**

## AOL Video Search

Results pages show screenshot of clip along with length & original source. Lots of content duplication from various sources makes the user experience somewhat frustrating.

- 3.7 M unique users
- 48% M / 52% F
- User base is mostly young adults:
  - Ages 18-24: 12% (441,000)
  - Ages 25-34: 14% (512,000)
  - Ages 35-54: 42% (1,546,000)


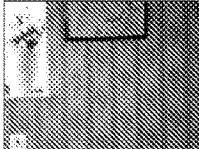


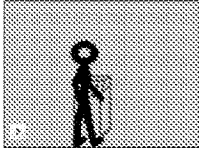



# Google Video

Google

Video:   All:    All:    1 - 15 of about 53,000

Sort by:

 <p><b>Mission Impossible 3 - Jerry vs. "Mr. M" - 2s</b> Evan DeJarnatt 1:00:45:00 - 1:00:46:00 1:00:45:00 - Nov 11, 2005</p>	 <p><b>Mission Impossible 3 (movie)</b> Arlan Dornbly 1:20:15:28 - Oct 7, 2005</p>	 <p><b>Mission Impossible II Tasset Tasset</b> Pavlovsk190usea 1 min 22 sec - Feb 8, 2006</p>
 <p><b>Mission Impossible 2</b></p>	 <p><b>Mission Impossible 2 Behind the Scenes</b></p>	 <p><b>Mission Impossible 2 Behind the Scenes</b></p>

## Google Video

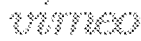
Search engine allows users to search for video assets online. Seems like it doesn't have that many sites included in database.

In researching this site, I uncovered backlash on this feature as not being a user driven initiative, but rather a corporate DRM mess.

- Media Builder shows 170,000 monthly uniques

# Vimeo

Home | Channels | Recent uploads | Search | Log out | My Vimeo | My Profile



Home | Channels | Recent uploads | Search | Log out | My Vimeo | My Profile

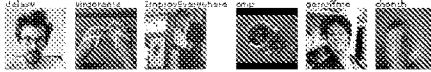
## Welcome to Vimeo, megancc!

Was just logged in

Search:

Latest blog entry (14 days ago) | Friends' birthday approaching

Recently, you might see information about your contacts on this page. However, you don't have any yet. Try searching for contacts you can add, or take a look at these popular users:



### Clips people are digging (response + close x) (when watching a clip, click the 'dig' or 'like')



Mac Nuts May Be Out Before They Even Start  
2008  
from Giggles

2008  
from Giggles

2008  
from Giggles

2008  
from Giggles

### Random people who have uploaded at least 5 clips

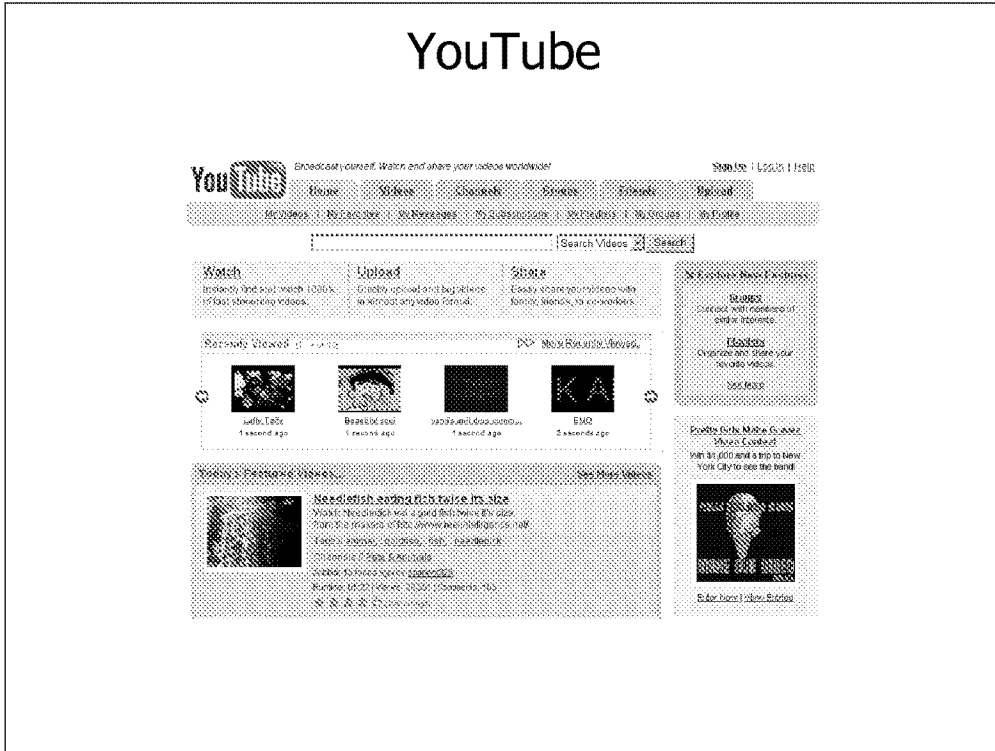
## Vimeo

Part of Connected Ventures (CollegeHumor.com). Homepage shows top clips, newest clips, & users who have uploaded multiple clips. Users also have a profile, so it seems to attract a younger & more social audience.

Message boards are displayed under clip so users can comment. Clips can also be tagged with keywords to help with searching. A large majority of the content is pornographic. Must sign in to view any clips.

- Does not appear in Media Metrix

# YouTube



## YouTube

Free video uploading service. Lots of video blogging. Restrictions include nudity & also "video must be appropriate for all ages". Great formatting – clips are organized into several categories (top viewed, most discussed) and numerous channels (arts, people, blogging, etc.).

- 2,741,000 unique users
- 53% M / 47% F
- User base is growing at all age levels:
  - Ages 18-24: 8% (222,000)
  - Ages 25-34: 7% (186,000)
  - Ages 35-54: 17% (478,000)

## Other Sites of Interest

- VideoBomb (the more users interact with the content, the more promotion it garners)
- MetaFilter.com (community weblog)
- Yashi.com (similar to YouTube)
- Vidilife.com (compatible with MySpace & Friendster)

Subject: YouTube.com  
From: Lam, Cuong <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER  
ACCOUNTS/CN=USER/CN=LAMC>  
To: Preston, Lisa  
Cc: Date: Fri, 10 Mar 2006 22:11:32 +0000

Lisa:

Spoke with Jeff and we are both going to submit clips to YouTube.com - him through his personal account so it seems like a users of the site and me through "mtv2." We'll cover the site this way until we have further contact with YouTube.com.

Thanks,  
Cuong.



---

Subject: Fw: Fw: MI:3  
From: "Alfred Perry" <>  
To: Scott Martin  
Cc: Date: Wed, 19 Apr 2006 23:47:28 +0000

Redacted  
for Privilege

-----  
Sent from my BlackBerry wireless handheld

From: Alfred Perry  
Sent: 04/19/2006 04:46 PM  
To: Bryan Warman  
Cc: Amy Powell  
Subject: Re: Fw: MI:3

Thanks to all....we hoped as much.

-----  
Sent from my BlackBerry wireless handheld

From: Bryan Warman  
Sent: 04/19/2006 04:45 PM  
To: Alfred Perry  
Cc: Amy Powell  
Subject: Re: Fw: MI:3

Alfred, Dan & Joe,

None of the below scenes mistakenly listed as "leaked" in this article were leaked at all, they were all brought online this week as part of normal online publicity before the release of the film.

These 2 clips plus 7 others are all online on numerous websites including the official site at [MissionImpossible.com](http://MissionImpossible.com)

Hope this helps clear up any confusion...

Please feel free to let Amy Powell or myself know if there are any other questions or concerns about these or any other clips online.

Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3204  
Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

----- Replied by Bryan Warman on 4/19/2006 4:41:50 PM

-----  
From: Alfred Perry  
Sent: 04/19/2006 04:37 PM  
To: Amy Powell  
Subject: Fw: MI:3

----- Forwarded by Alfred Perry/PHE/MP/Paramount\_Pictures on 04/19/2006 04:36 PM -----

From: Alfred Perry

04/19/2006 04:32 PM

To: Scott Martin

cc:

Subject: Fw: MI:3

Sent from my BlackBerry wireless handheld

From: Joe Ruvalcaba  
Sent: 04/19/2006 04:27 PM  
To: Alfred Perry  
Subject: Fw: MI:3

I just spoke with Dan Seymour and Brad Borchard from the MPA re. MI:3 scenes found on YouTube.com. [REDACTED]

The 3 clips I found on the site are:

1. Mission Impossible 3: I've Got a Signal
2. Mission Impossible 3: Are You In
3. MI:3 Trailer

Also noting that an article was posted today on the FOX NEWS website indicating scenes have hit the internet.

Here's a cut and paste of the article:

'Mission: Impossible' Scenes Hit Internet

Tom Cruise's baby was not the only birth in his life over the past 24 hours. Today, scenes from his upcoming thriller, "Mission: Impossible 3," are being leaked to the internet.

In the last day or so, two scenes have made it onto youtube.com. They aren't trailers. These are scenes. One of them is called "I've Got a Signal" and the other is "Are You In?"

Both scenes are a minute long. The first one is an action sequence with Ving Rhames and Jonathan Rhys-Myers. You can't really judge it, but it's very colorful chase that ends with a big explosion. The sound is good enough that the clip will definitely whet appetites for more.

The second scene, however, is less exciting. It's Tom delivering an impassioned speech to Rhames and Rhys-Myers in front of a clear planning board. Honestly, it looks a little like an outtake from "Minority Report."

But at least there's a funny little spoiler: it seems that Philip Seymour Hoffman's villain is named Oscar Davian, a tribute to his longtime manager and friend Davien Littlefield. The character is referred to in the movie by his last name, so there's a lot of talk about "Davian." It's a nice inside joke.

It's hard to say whether Paramount has authorized these clips as a way of stoking interest in the \$200 million film (that includes promotion), or if some snarky person in the production office is behind the leaks.

And if there are two today, are more coming? The answer is probably yes. Paramount's mission, if they choose to accept it, may be to stem the tide in coming days.

The clips can be found on youtube simply by typing in Cruise's name or the name of the movie in the search engine.

But be warned: you will also find several parodies of the film and of Cruise himself regarding Katie Holmes and Scientology. They are almost more fun to watch than the clips.

----- Forwarded by Joe Ruvalcaba/PHE/MP/Paramount\_Pictures on 04/19/2006 04:16 PM -----

From: <Dan\_Seymour@mpaa.org>  
04/19/2006 04:14 PM  
To: <Joe\_Ruvalcaba@paramount.com>  
cc:  
Subject: FW: MI:3

Daniel Seymour  
Internet Investigations Manager  
Worldwide Internet Enforcement  
Motion Picture Association of America  
818.995.6600

From: Borchard, Brad  
Sent: Wednesday, April 19, 2006 3:43 PM  
To: Seymour, Dan; Bergstrom, Peter; Winter, Craig; Yang, Jason; Huang, Eddie; Gischner, Michael  
Subject: MI:3  
Importance: High

Saw that two scenes have been leaked onto YouTube.com. Anyway we can confirm that this is the studio doing this to create buzz or do we have a serious leak that we need to start tracking on?

<http://www.foxnews.com/story/0,2933,192331,00.html>

Brad

Powered by CardScan

---

Subject: RE: JAMIE  
From: "Exarhos, Tina" <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=EXAROST  
>  
To: DeBenedittis, Paul A. - Programming; Aissa, Rod; Curren, Lois  
Cc: Ireland, Mikey  
Date: Thu, 08 Jun 2006 01:44:08 +0000

yes and yes.

---

From: DeBenedittis, Paul A. - Programming  
Sent: Wed 6/7/2006 7:42 PM  
To: Aissa, Rod; Curren, Lois; Exarhos, Tina  
Cc: Ireland, Mikey  
Subject: RE: JAMIE

Tina - We're totally up for this... you ok, can you execute?

---

From: Aissa, Rod  
Sent: Wednesday, June 07, 2006 7:31 PM  
To: DeBenedittis, Paul A. - Programming; Curren, Lois  
Cc: Ireland, Mikey  
Subject: RE: JAMIE

yes

---

From: DeBenedittis, Paul A. - Programming  
Sent: Wednesday, June 07, 2006 4:30 PM  
To: Aissa, Rod; Curren, Lois  
Cc: Ireland, Mikey  
Subject: RE: JAMIE

I'm totally game... may I include Tina here as well?

---

From: Aissa, Rod  
Sent: Wednesday, June 07, 2006 7:29 PM  
To: Curren, Lois; DeBenedittis, Paul A. - Programming  
Cc: Ireland, Mikey  
Subject: JAMIE

Jamie and Warner Bros just called me to hype how the show and Jamie's music is blowing up on the internet. They are wondering if we would consider leaking the next episode on YouTube. It might help spread word of mouth.

Is this something we would do?

---

From: Vicky Fang <Vicky.Fang@mtvnmix.com>  
Date: Wed, 05 Jul 2006 09:59:39 -0400  
To: "Bos, Chris" <Chris.Bos@spiketv.com>, Steve Farrell <Steve.Farrell@spiketv.com>  
Subject: Re: You tube

I have a phone meeting with the guy today (there's an approval process involved) -- I think it's probably a good idea to go the official route, but we can also go both routes, as many places do. More on that soon... We should probably set up some standards as far as URL overlay/slating for these videos. Also... Do we have an outlet to send these out once we post on You Tube?  
-Vicky

On 6/30/06 9:42 PM, "Bos, Chris" <Chris.Bos@spiketv.com> wrote:

Hey,

Did you sign up for the "official" director account so we can get the spike logo and link to the show page in the description? At the moment we have have a non hyperlink in place which won't be doing much for our google awareness.

-----Original Message-----

From: Fang, Vicky  
Sent: Fri 6/30/2006 6:07 PM  
To: Farrell, Steve  
Cc: Bunyi, Martin; Chung, Min; Bos, Chris; Kondas, Jeff; Kondas, Brian; Vecsi, Dayna; Farrell, Vincent; Parouka, Karmelina; Abrams, Mike; Whittingham, Chris; Klein, Melanie

Subject: You tube

Ok, I am uploading you tube videos under the fake grassroots account "demansr" -- am having a phone conversation with the You Tube people on Wednesday as they already are questioning my identity. Bastards.

ROOFS

I love you tammy  
<http://www.youtube.com/watch?v=T5ELL0pV0BM>

Father son crapper moment  
<http://www.youtube.com/watch?v=F15zRNFzmIo>

DUDESONS

Baseball bat surprise  
<http://www.youtube.com/watch?v=-mcsQarma04>

So anyhow, don't sue me. Steve, do you want to tell Matt about this?

-Vicky

---

From: "Diamond, Brian" <Brian.Diamond@mtvstaff.com>  
Date: Wed, 23 Aug 2006 11:38:15 -0400  
To: "Craig Borsari" <cborsari@ufc.com>, "Chris Blechschmidt" <chris@ufc.com>  
Cc: "Kay, Kevin" <Kevin.Kay@spiketv.com>, "Dana Blackberry" <dana@ufc.com>, "Farrell, Steve" <Steve.Farrell@spiketv.com>, "Symuleski, Peter V - SpikeTV" <Peter.Symuleski@mtvn.com>  
Subject: RE: episode 402 on thursday night

Craig/Chris,

Steve Farrell our VP Digital Media has the clip for you. fyi--In light of the fact that the goal is to make it looked "hijacked" we won't blur the round number on the clock. Steve actually suggested we throw (if technically possible) visual time code on it to add to the "hijacked" effect.

Liaise with Steve on format, but he has the clip ready to go. We feel the length is appropriate to get the point across, but if you want to cut it shorter, we'e cool with that too.

Thanks...this is going to be great!

Brian J. Diamond  
SVP Sports and Specials  
Spike TV  
1775 Broadway-10th floor  
NY, NY 10019  
212-767-8667

>-----

>From: Chris Blechschmidt  
>Sent: Wednesday, August 23, 2006 10:37 AM  
>To: Craig Borsari; Diamond, Brian  
>Cc: Kay, Kevin; Dana Blackberry  
>Subject: RE: episode 402 on thursday night

>

>I have our viral marketing company on standby - when we get the clip they will post it on Youtube and other video websites, then hammer msg boards (posing as fans) with links to the videos.

>

>

>-----Original Message-----

>From: Craig Borsari  
>Sent: Tue 8/22/2006 10:56 PM  
>To: 'Diamond, Brian'  
>Cc: Kay, Kevin; Chris Blechschmidt; Dana Blackberry  
>Subject: RE: episode 402 on thursday night

>

>I talked to Dana about this and he's all for it as long as we do the following:

>

>

>

- >\* Limit the length of the clip so it's as short as possible yet still effective.
- >\* Keep the viral buzz on sites other than Spike's and UFC's websites (including TUF.com).
- >\* Dana wants the clip to look as though it was leaked out by production instead of purposely placed by Spike or the UFC.

>

>

>

>I will be traveling tomorrow so please follow up with Chris Blechschmidt in the morning to implement.

>

>

>

>Thanks,

>

>Craig

>

>

>

>

>

>From: Diamond, Brian [mailto:Brian.Diamond@mtvstaff.com]

>Sent: Tuesday, August 22, 2006 12:58 PM

>To: Craig Borsari

>Cc: Kay, Kevin

>Subject: FW: episode 402 on thursday night

>Importance: High

>

>

>

>I know Dana is taking a rare day of family time...but wanted to get your take on this asap. We'd like to get a clip on asap. I know he usually defers to Craig for things like this for TUF, but I know you guys have particular issues as it pertains to Youtube, so I wanted to get your vibe on distribution asap. How do you feel about iFilm, Spike.com and ufc.com distributing a clip 30-60 seconds of Dewees vs. Ray? (fyi--MTV Networks owns iFilm, so we have influence there on managing the process).

>

>Also, did you see the "Crank" spot I sent you yesterday with Jason Straitham. If you need me to send again, no prob.

>

>I know you're probably up to your eyeballs today, so we can talk Army/Miramar tomorrow if you like.

>

>Thanks Craig,

>

>BD

>

>

>

>Brian J. Diamond

>SVP Sports and Specials

>Spike TV

>1775 Broadway-10th floor

>NY, NY 10019

>212-767-8667

>

>-----

>From: Craig Piligian

>Sent: Monday, August 21, 2006 11:32 PM

>To: Diamond, Brian; dwhite@ufc.com; dana@ufc.com; [REDACTED]

>Cc: cborsari@ufc.com; Kay, Kevin

>Subject: Re: episode 402 on thursday night

>

>Absolutely. We. Will support. All that you need. Great idea.>

>-----Original Message-----

>From: "Diamond, Brian" <Brian.Diamond@mtvstaff.com>

>Date: Mon, 21 Aug 2006 22:15:03

>To: <dwhite@ufc.com>, <dana@ufc.com>, [REDACTED]

>Cc: <cborsari@ufc.com>, "Kay, Kevin" <Kevin.Kay@spiketv.com>

>Subject: episode 402 on thursday night

>

>The fight on Thursday night is one of the most incredible fights we've seen in a UFC fight. Those who have screened the show have been blown away.

>

>

> We have an idea we'd like to run by you. We think we should do something viral to get people to the fight on Thursday night. This would be unprecedented for the series and would most definitely boost interest.

>

>

> So here goes. Obviously we won't show a fight finish, but we distribute a clip of 402's "bloody brawl" as a tease to watch the entire fight. We could do this via a "Youtube" or our own "iFilm". Or it could go on ufc.com and/or spike.com. The only reason we're suggesting the first two options is that vast number of uniques they get. Let us know your thoughts and we'll take action asap.

>

>

> Also, press has lined up Gideon Ray to do an interview on Q104 on Thursday. Again, not giving anything away, but David Schwarz feels it will drum up even more interest if Gideon can say "yeah, check out my fight tonight on Ultimate Fighter. Can't tell you what goes down, but if you miss it, you'll regret it". Dave feels if he can SAY he's fighting on "tonight's Ultimate Fighter" it will be big for promotion of the show.>

>

>

> Let us know your thoughts as soon as possible.

>

> Thanks,

>

> BD

>

> Brian J. Diamond

> SVP Sports and Specials

> Spike TV

> 1775 Broadway

> New York, NY 10019

> 212-767-8667

> brian.diamond@spiketv.com

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Subject: Re: Slug Upload Instructions for You Tube

From: "Powell, Amy - Paramount" [REDACTED]

To: Hu, Carolyn

Cc: Bordo, Sara; Tipton, Kristina

Date: Thu, 05 Oct 2006 05:08:00 +0000

please vote too!!!

this is really really important to us.

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures  
[REDACTED]

-----Carolyn Hu/Marketing/MP/Paramount\_Pictures wrote: -----

To: Amy Powell [REDACTED]

From: Carolyn Hu/Marketing/MP/Paramount\_Pictures

Date: 10/04/2006 04:06PM

cc: Sara Bordo/Marketing/MP/Paramount\_Pictures@Paramount\_Pictures, Kristina Tipton/Marketing/MP/Paramount\_Pictures@Paramount\_Pictures

Subject: Slug Upload Instructions for You Tube

Please help in uploading different versions of our viral slug video to YouTube!

Our positioning is that this was a pet project of a Dreamworks Animator and that it's hilarious that these slugs appear in Flushed Away

First, make sure you have a version saved to your desktop to upload (we are working on some variations of the slug video) Please see Bryan's previous email pasted below if you need to download.

If you don't have an account already, signup by clicking the link below:

<http://www.youtube.com/signup>

To upload a video, click the Upload link in the main navigation (if you are new, you will be taken to a page to confirm your email address before you can upload any video. Once you receive the email, click the link to go back to the site.)

From there you will be brought to a page where you input Title, Description, Keyword/Tags, Category and Language. Please note we are staying away from "studio" marketing so please stay away from words like "Paramount" and "Flushed Away", etc. Keywords we are using currently are (but feel free to add your own:  
slugs, animation, dance, music, comedy, movie, trailer, clip, sing, funny

Click Continue to go to the next page.

The next page you will select the video saved onto your desktop. Make sure "Public" is selected to get maximum exposure. If you already have an account and have family/friends you want to share with, check the boxes below

Click the "Upload Video" button and wait for the entire video to upload. You will get a confirmation email after the upload is completed.

If you would like to embed the site on a personal page, such as MySpace, YouTube generates a sample code in html

that you can link to.

That's it! Thanks for your help!

---

More video versions below!

**IMPORTANT NOTE: IN NO CIRCUMSTANCE MAY ANYONE LINK OR STREAM DIRECTLY TO THESE FILES - THESE ARE FOR VIEWING DOWNLOAD ONLY! THIS MUST BE VIRAL AND NOT DIRECTLY CONNECTED TO US!**

We are working on more versions which have countdowns, watermarks, bars, time codes, etc to vary it up, so hold off using this list as the "Final" versions for the multiple YouTube Accounts.

High Def Version (140 MB) - THESE ARE BIG FILES AND ARE STILL UPLOADING! Will be live by 4 PM.

File - [http://www.flushedaway.com/videos/FlushedAway\\_SweatSlugs.mov](http://www.flushedaway.com/videos/FlushedAway_SweatSlugs.mov)

Zip - [http://www.flushedaway.com/videos/FlushedAway\\_SweatSlugs.zip](http://www.flushedaway.com/videos/FlushedAway_SweatSlugs.zip)

Large Size QuickTime: (18.1 MB this is the first link sent today)

File - [http://www.flushedaway.com/videos/FA\\_slugs\\_dancenow.mov](http://www.flushedaway.com/videos/FA_slugs_dancenow.mov)

Zip - [http://www.flushedaway.com/videos/FA\\_slugs\\_dancenow.zip](http://www.flushedaway.com/videos/FA_slugs_dancenow.zip)

Medium Size QuickTime: (8 MB)

File - [http://www.flushedaway.com/videos/FA\\_slugs\\_sweat\\_med.mov](http://www.flushedaway.com/videos/FA_slugs_sweat_med.mov)

Zip - [http://www.flushedaway.com/videos/FA\\_slugs\\_sweat\\_med.zip](http://www.flushedaway.com/videos/FA_slugs_sweat_med.zip)

FLV Flash video version: (4 MB)

File - [http://www.flushedaway.com/videos/FA\\_slugs\\_sweat\\_medflv.flv](http://www.flushedaway.com/videos/FA_slugs_sweat_medflv.flv)

Zip - [http://www.flushedaway.com/videos/FA\\_slugs\\_sweat\\_medflv.zip](http://www.flushedaway.com/videos/FA_slugs_sweat_medflv.zip)

Carolyn Hu

Producer, Interactive Marketing

Paramount Pictures

P: 323.956.8226 | F: 323.862.1107

---

To: Sara\_Bordo@paramount.com  
cc:  
Subject: Re: Slugs

We do. I'll send you them when I get back to my computer.  
Sent from my BlackBerry® wireless handheld

-----Original Message-----

From: Sara\_Bordo@paramount.com  
Date: Thu, 5 Oct 2006 18:06:19  
To: Scott Hurwitz <scott@icedmedia.com>  
Cc: "Bryan\_Warman@paramount.com" <Bryan\_Warman@paramount.com>,  
"Kristina\_Tipton@paramount.com" <Kristina\_Tipton@paramount.com>  
Subject: Re: Slugs

Hi Scott-  
Were there any new updates for tonight? Thanks!!

Sara Bordo  
Director, Interactive Marketing  
Paramount Pictures  
323-956-8499

----- Replied by Sara Bordo on 10/5/2006 6:05:45 PM -----

From: Scott Hurwitz <scott@icedmedia.com>  
10/04/2006 09:18 PM  
To: "Kristina\_Tipton@paramount.com" <Kristina\_Tipton@paramount.com>, "Sara\_Bordo@paramount.com" <Sara\_Bordo@paramount.com>, "Bryan\_Warman@paramount.com" <Bryan\_Warman@paramount.com>  
cc:  
Subject: Slugs

Currently featured on homepage of addictingclips.com and the animation hub of streamdump.com  
Much more to come...

Addicting Clips: <<http://addictingclips.com/Clip.aspx?key=13BFAC21761CCA0F>> <http://addictingclips.com/Clip.aspx?key=13BFAC21761CCA0F>  
Grouper: <<http://grouper.com/video/MediaDetails.aspx?u=kwyfb&f=-l&vt=1>> <http://grouper.com/video/MediaDetails.aspx?u=kwyfb&f=-l&vt=1>  
Free video blog: <<http://www.vidiac.com/video/342684e4-66e6-455a-85aa-98500143b10b.htm>> <http://www.vidiac.com/video/342684e4-66e6-455a-85aa-98500143b10b.htm>  
Revver: unpublished  
Clevver: <<http://viralvideo.clevver.com/video/a90e2fe2-81ce-4844-add4-985001584e3d.htm>> <http://viralvideo.clevver.com/video/a90e2fe2-81ce-4844-add4-985001584e3d.htm>  
YouTube: <<http://www.youtube.com/watch?v=32pbKQAaFI0>> <http://www.youtube.com/watch?v=32pbKQAaFI0>  
Clip Shack: <<http://clipshack.com/Clip.aspx?key=C44A554D3D2EDC56>> <http://clipshack.com/Clip.aspx?key=C44A554D3D2EDC56>  
Sharkle: <http://sharkle.com/video/103890/>  
Daily Motion: <http://www.dailymotion.com/register/c5e6ba7783754f5a28ceb4495/782041>  
Zippy Videos: [http://www.zippyvideos.com/6232367566082176/fa\\_slugs\\_dancenow/](http://www.zippyvideos.com/6232367566082176/fa_slugs_dancenow/)  
Stream Dump (UGO): <http://www.streamdump.com/?f9b0ec>  
Putfile: <<http://media.putfile.com/gonna-make-you-sweat>> <http://media.putfile.com/gonna-make-you-sweat>  
Bolt: <[http://www.bolt.com/thatisalsofunny/video/2353346?cn=STREAM\\_thatisalsofunny\\_video\\_large\\_PAGE1](http://www.bolt.com/thatisalsofunny/video/2353346?cn=STREAM_thatisalsofunny_video_large_PAGE1)> [http://www.bolt.com/thatisalsofunny/video/2353346?cn=STREAM\\_thatisalsofunny\\_video\\_large\\_PAGE1](http://www.bolt.com/thatisalsofunny/video/2353346?cn=STREAM_thatisalsofunny_video_large_PAGE1)

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From: "Fox, Tony" <tony.fox@comedycentral.com>  
Date: Tue, 10 Oct 2006 13:19:39 -0400  
To: "Farrell, Steve" <Steve.Farrell@spiketv.com>  
Subject: Re: Scream YouTube Clips

Got it. Hope it works out but if not, next time.  
T

-----Original Message-----

From: Farrell, Steve  
To: Fox, Tony  
Sent: Tue Oct 10 12:11:05 2006  
Subject: RE: Scream YouTube Clips

Just heard back from his viral agency, Iced Media, two minutes ago, so it's probably late in the game for them to get anything substantial going. We're going to talk in a bit and I'll tell you what I hear.

Steve

P.S.

Here are the links I sent before:

the clip  
[http://download.movedigital.com/pep\\_delicious/5211](http://download.movedigital.com/pep_delicious/5211)  
click on the blue "download" button.

the map  
[http://bhendrix.com/wall/Gmaps\\_GVideo\\_Mashup\\_Rendezvous.html](http://bhendrix.com/wall/Gmaps_GVideo_Mashup_Rendezvous.html)  
follow the instructions upper left.

-----Original Message-----

From: Fox, Tony  
Sent: Tuesday, October 10, 2006 12:00 PM  
To: Farrell, Steve  
Subject: Re: Scream YouTube Clips

Steve:  
Have you hooked up with Sean Stevensen at Comedy for the viral campaign?  
T

-----Original Message-----

From: Farrell, Steve  
To: Spina, Dario; Ames, Todd; Schwarz, David I - Spike TV; Agron, Shana M; Fazio, Debra A; Budow, Aileen; Reynolds, Karen  
CC: Fox, Tony; Kay, Kevin  
Sent: Mon Oct 09 20:18:36 2006  
Subject: Scream YouTube Clips

Okay, gang, we've uploaded a boatload of clips onto YouTube for distribution. The deal is that these won't be "found" on YouTube until sometime tomorrow (there's a lag time between when you post and when these become searchable), but you can still link directly to them. Listed below are the clips and the URL's. Please send them out to any and all sites you feel would pick up on these:

Jenna Carpenter  
"Is it wrong that I like to play with the devil?"  
<http://www.youtube.com/watch?v=r31DVHdIhKE>

Jay Hernandez

"I'm going to go home and stick this in my girlfriend's head."

[http://www.youtube.com/watch?v=\\_94BAapRL1s](http://www.youtube.com/watch?v=_94BAapRL1s)

Shatner

"Son of a bitch."

<http://www.youtube.com/watch?v=3pHvCcPFRjU>

Saw III Skull Opening Bit

Juicy.

[http://www.youtube.com/watch?v=wQ\\_8oIg0G6I](http://www.youtube.com/watch?v=wQ_8oIg0G6I)

Rob Zombie

"Finally an awards show beeping worth watching."

<http://www.youtube.com/watch?v=AoMIu4T8Y2Q>

Robert Rodriguez

"Beep the Oscars."

<http://www.youtube.com/watch?v=UHHjwoq2oII>

Frank Miller

"Blood is blood and death is death."

<http://www.youtube.com/watch?v=zR0IF0qi0uQ>

We have more to come but we should try and get these out now to anyone and everyone.  
I'm going to drop a line to AICN, IGN, Comicmonsters and Break tonight.

Let's get viral!

Steve

Subject: RE: Donald vs. Rasputia Clip  
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>  
To: Tipton, Kristina - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount; Teifeld, Tamar - Paramount  
Date: Tue, 30 Jan 2007 19:28:16 +0000

This is HILARIOUS

Can we get posted on YouTube asap? (from scott of course) NOT WITH A PARAMOUNT LOGO OR ASSOCIATION

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue  
Hollywood, CA 90038  
323.956.8486

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From: Tipton, Kristina - Paramount  
Sent: Monday, January 29, 2007 2:32 PM  
To: Powell, Amy - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount; Teifeld, Tamar - Paramount  
Subject: Donald vs. Rasputia Clip

Hi Amy,

Here's the clip link for the Norbit / Rasputia clip. Let us know your thoughts.

<http://www.paramountmovies.com/review/DonaldvsRasputia.mp4>

Thanks!

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

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Subject: Re: Lloyd / Trump Viral Video Links  
From: "Powell, Amy - Paramount" [REDACTED]  
To: Warman, Bryan - Paramount  
Cc: Date: Thu, 01 Feb 2007 20:37:14 +0000

Tx for taking the lead here

-----Original Message-----

From: Warman, Bryan - Paramount  
To: Tipton, Kristina - Paramount; Powell, Amy - Paramount  
CC: Hu, Carolyn - Paramount  
Sent: Thu Feb 01 12:36:39 2007  
Subject: RE: Lloyd / Trump Viral Video Links

Norbit and Charlie would be known by whomever leaked it. I'll re-write the copy and resend.

Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3205  
Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

-----Original Message-----

From: Tipton, Kristina - Paramount  
Sent: Thursday, February 01, 2007 12:35 PM  
To: Powell, Amy - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Subject: RE: Lloyd / Trump Viral Video Links

You don't think the poster knowing it was Charlie Murphy would raise suspicion? That seems like something someone in the studio would know.

Should we not have "Norbit" in there at all?

Kristina Tipton  
Paramount Pictures  
Interactive Coordinator, Promotions & Publicity  
323-956-8453

-----Original Message-----

From: Powell, Amy - Paramount  
Sent: Thursday, February 01, 2007 12:34 PM  
To: Tipton, Kristina - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Subject: Re: Lloyd / Trump Viral Video Links

I think we should be more vague + mention charlie murphy

-----Original Message-----

From: Tipton, Kristina - Paramount  
To: Powell, Amy - Paramount  
CC: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Sent: Thu Feb 01 12:32:52 2007  
Subject: RE: Lloyd / Trump Viral Video Links

Scott is going to be changing the verbiage to:

Title: "Talking Dog from Norbit"  
Text: "This dog is hilarious."

Some of the links just have "scene from the movie norbit" in the description, and those are the ones I had seen. I'm so sorry - I thought he was clear on how vague the text needed to be, and going forward I'll draft all copy they use and send to you for approval before they post.

Let me know if the above copy looks okay to you.

Kristina Tipton  
Paramount Pictures  
Interactive Coordinator, Promotions & Publicity  
323-956-8453

-----Original Message-----

From: Powell, Amy - Paramount  
Sent: Thursday, February 01, 2007 12:30 PM  
To: Tipton, Kristina - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Subject: Re: Lloyd / Trump Viral Video Links

I mean that it is obviously from the studio when it says our mrktg verbiage - look at addicting clips.

BW: pls take the lead on clarifying. Tx

-----Original Message-----

From: Tipton, Kristina - Paramount  
To: Powell, Amy - Paramount  
CC: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Sent: Thu Feb 01 12:22:58 2007  
Subject: RE: Lloyd / Trump Viral Video Links

Hi Amy,

As far as being uploaded from the studio, do you mean in the tags or description? Iced uploaded from a separate account that doesn't have any other Paramount video. Is there other messaging they should use? Something more like "Funny talking dog"?

I can have them change the messaging asap.

Kristina Tipton  
Paramount Pictures  
Interactive Coordinator, Promotions & Publicity  
323-956-8453

---

From: Powell, Amy - Paramount  
Sent: Thursday, February 01, 2007 12:18 PM  
To: Tipton, Kristina - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount



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Subject: RE: Lloyd / Trump Viral Video Links  
Importance: High

I'm really concerned b/c these clips have been uploaded as if from the official film- from the studio. I thought we were clear with scott that it was to be uploaded from his personal acct and not associated with the film...

Pls clarify asap.

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures

---

From: Tipton, Kristina - Paramount  
Sent: Wednesday, January 31, 2007 1:09 PM  
To: Powell, Amy - Paramount  
Cc: Warman, Bryan - Paramount; Hu, Carolyn - Paramount  
Subject: Lloyd / Trump Viral Video Links

Hi Amy,

Below are the links where the Rasputia vs. Trump and Lloyd the Dog clips have been uploaded so far. Now that they have these uploaded they're working on getting editorial pickup by sending to blogs and other editorial sites. They are also working on getting editorial features within the viral video sites. I'll send another update on how these are doing by EOD.

Here's some notes on how their editorial push is going

- YouTube, Veoh, AddictingClips and DailyMotion are getting the strongest pushes from us
- NewsToday.com is linking to the donald youtube link
- Sending out embedding links to sites

Let me know if you have any questions.

Thanks,

KT

Lloyd the Dog Uploads:

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=F2858FEE9EA2395F>

Bolt

[http://www.bolt.com/broadwayjoe415/video/Talking\\_Dog\\_from\\_Norbit/2972312](http://www.bolt.com/broadwayjoe415/video/Talking_Dog_from_Norbit/2972312)

Clevver

<http://viralvideo.clevver.com/video/92e63450-d19c-4e0d-828b-98c700f43968.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=DBFE15A50C2ED2DD>

DailyMotion

<http://www.sharkle.com/video/116846/>

Flurl

[http://www.flurl.com/item/Talking\\_Dog\\_from\\_\\_Norbit\\_\\_u\\_224451](http://www.flurl.com/item/Talking_Dog_from__Norbit__u_224451)

Sharkle

<http://www.sharkle.com/video/116846/>

StreamDump

<http://www.streamdump.com/?a41665>

Veoh

<http://www.veoh.com/videos/v2269922G8WdAfc>

Vimeo

<http://www.vimeo.com/clip:134860>

Vidiac

<http://www.vidiac.com/video/9e4fc6b1-0649-4fee-9d03-98c700ecc5fa.htm>

Rasputia vs. Trump Uploads:

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=6E71646DBE228787>

Bolt

[http://www.bolt.com/parkmyvibe/video/Donald\\_Trump\\_vs\\_Rasputia/2971836](http://www.bolt.com/parkmyvibe/video/Donald_Trump_vs_Rasputia/2971836)

Clevver

<http://viralvideo.clevver.com/video/edb63288-ba08-4e75-a8fd-98c700c48542.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=47F6ED1FEB59770E>

DailyMotion

[http://www.dailymotion.com/video/x13pc2\\_donald-trump-vs-rasputia](http://www.dailymotion.com/video/x13pc2_donald-trump-vs-rasputia)

Flurl

[http://www.flurl.com/item/Donald\\_Trump\\_v\\_s\\_\\_Rasputia\\_u\\_224417](http://www.flurl.com/item/Donald_Trump_v_s__Rasputia_u_224417)

Sharkle

<http://www.sharkle.com/video/116838/>

Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=D505619EBA5841B2AE7708BCC08E7549>

StreamDump

<http://www.streamdump.com/?5b3003>

Veoh

<http://www.veoh.com/videos/v221878JXknBYjS>

VidiLife

<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9>

Vimeo

<http://www.vimeo.com/clip:134834>

Vidiac

<http://www.vidiac.com/video/765b7ad2-2528-44f5-abfd-98c700d84a83.htm>

YouTube

<http://www.youtube.com/watch?v=ltXNBOTmZE4>

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

---

**From:** Tipton, Kristina - Paramount [Kristina\_Tipton@Paramount.com]  
**Sent:** Wednesday, February 28, 2007 3:56 AM  
**To:** Courtney Nieman  
**Subject:** RE: Paramount Marketing

Hey Courtney,

Just wanted to let you know that I'm still working on pulling together all our usernames and content. I'll have my big and informative email to you tomorrow :)

Have a good night!

Kristina Tipton  
Paramount Pictures  
Interactive Coordinator, Promotions & Publicity  
323-956-8453

-----Original Message-----

From: Courtney Nieman [mailto:courtneyni@baytsp.com]  
Sent: Tuesday, February 27, 2007 9:41 AM  
To: Perry, Alfred - Paramount; Salter, John - Paramount  
Cc: Mark M. Ishikawa; Evelyn Espinosa; Tipton, Kristina - Paramount  
Subject: Paramount Marketing

Al,

I just finished a wonderful conversation with Kristina Tipton. We discussed how Amy is doing the "viral" marketing and came up with these ground rules...

1. Do not remove anything posted by an approved Paramount Account (Kristina to provide)
2. Do not remove anything reposted by another account that matches something from Rule 1.
3. Remove anything that "misuses" Paramount material in a negative way; mash-ups, re-edited clips, DVD materials
4. If Paramount Marketing does anything in the P2P world, they will try to send us the file so we can watch for it and treat it like "interdicted" material if possible.
5. If a "late" or "surprise" marketing action is taken, Paramount Marketing will make an effort to notify BayTSP to prevent any accidental enforcement action against this material.

Kristina is in the process of putting together materials that BayTSP will use to "filter" out the approved material already on the internet. These filters will be used for Paramount and Viacom (MTVN) activities to prevent accidental enforcement.

I or someone we assign will stay in touch with Kristina going forward.

Courtney Nieman  
Manager Client Services  
BayTSP, Inc.  
408-341-2314  
AIM: BayTSPCanne  
Have you checked out BayTSP's Piracy news web log?  
<http://www.baytsp.com/weblog>

---

The information contained in this email message may be confidential and is intended only

## A-269

for the parties to whom it is addressed. If you are not the intended recipient or an agent of same, please notify us of the mistake by telephone (408-341-2300) or email and delete the message from your system. Please do not copy the message or distribute it to anyone.

---

**From:** Courtney Nieman  
**Sent:** Thursday, May 10, 2007 5:39 PM  
**To:** RADAR; vst@baytsp.com; AST  
**Cc:** Courtney Nieman; Evelyn Espinosa; Sarah Cruz; Jeffry Bell  
**Subject:** FW: Transformers - YouTube Clip

Courtney Nieman

---

**From:** Tipton, Kristina - Paramount [mailto:Kristina\_Tipton@Paramount.com]  
**Sent:** Thursday, May 10, 2007 10:24 AM  
**To:** Courtney Nieman  
**Subject:** FW: Transformers - YouTube Clip

Hi Courtney,

Just a heads up – below is a link to a Transformers clip on YouTube that we’re allowing to stay up. Please don’t remove any instances of this clip online unless you hear otherwise from us.

Thanks!

Kristina Tipton  
Interactive Marketing  
Paramount Pictures  
323-956-8453

---

**From:** Powell, Amy - Paramount  
**Sent:** Tuesday, May 08, 2007 8:38 PM  
**To:** Tipton, Kristina - Paramount  
**Cc:** Bordo, Sara - Paramount  
**Subject:** RE: Transformers - YouTube Clip

we can leave it. pls be sure Bay TSP knows

---

**From:** Tipton, Kristina - Paramount  
**Sent:** Tue 5/8/2007 11:26 AM  
**To:** Powell, Amy - Paramount  
**Cc:** Bordo, Sara - Paramount  
**Subject:** Transformers - YouTube Clip

Hi Amy,

As you may have seen, the Transformers clip that debuted on Ellen made its way onto YouTube. Publicity won’t let us post the clip officially online. Do we want to leave the YouTube clip as is or have it taken down?

<http://youtube.com/watch?v=01Uky6nQJVQ>

Thanks!

Kristina Tipton  
Interactive Marketing  
Paramount Pictures  
323-956-8453

6/13/2008

Subject: RE: disturbia / paris  
From: "Tipton, Kristina - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TIPTONKR>  
To: Powell, Amy - Paramount  
Cc: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Chiang, Cat - Paramount; Bonnici, Kyle - Paramount  
Date: Tue, 12 Jun 2007 00:08:37 +0000

Hi Amy,

Kyle has uploaded and fostered the Paris Hilton Disturbia video on a handful of viral video sites (using email & account that can't be traced back to Paramount) by posting comments and video responses on existing, popular Paris Hilton videos ranging from around 100K views to 2.5M views.

The video on YouTube has over 250 views, but has a poor rating (1 star). I'll rally internal support to get the rating up higher.

Paris Hilton Disturbia Video Outreach:

Links:

YouTube

[www.YouTube.com/watch?v=c-A8i73II0A](http://www.YouTube.com/watch?v=c-A8i73II0A)

Revver

<http://one.revver.com/watch/298190>

Break

(still uploading)

Clevver

<http://viralvideo.clevver.com/video/928f120b-92aa-496e-99e1-994a013182d2.htm>

AtomFilms.com

<http://uploads.atomfilms.com/clip.aspx?key=ECCCEE9BD8798697>

Veoh

<http://www.veoh.com/videoDetails.html?v=v614725NJYFwAsM>

In 2 Hours time, the video received more than 200 views.

Promotion of video on numerous other highly rated Paris Hilton jail videos through text comments such as the following:

CHECK OUT THIS HOT PARIS HOUSE ARREST VIDEO AT [YouTube\(dot\)com/watch?v=c-A8i73II0A](http://YouTube(dot)com/watch?v=c-A8i73II0A)

Links to Other Paris Hilton Videos:

<http://www.youtube.com/watch?v=k66epna2Sss>

[http://www.youtube.com/watch?v=CJ-J\\_v69304](http://www.youtube.com/watch?v=CJ-J_v69304)

<http://youtube.com/watch?v=4yjRLrZfln8>

---

<http://youtube.com/watch?v=l4nMdS0Jrt0>

<http://youtube.com/watch?v=NM-h6Df3KmE>

<http://youtube.com/watch?v=lKJzFTptbyY>

<http://youtube.com/watch?v=FHKAsjDHpPM>

Let us know if you have any questions.

Thanks!

Kristina Tipton

Interactive Marketing

Paramount Pictures

323-956-8453

---

From: Teifeld, Tamar - Paramount  
Sent: Monday, June 11, 2007 9:58 AM  
To: Tipton, Kristina - Paramount  
Subject: FW: disturbia / paris

---

From: Powell, Amy - Paramount  
Sent: Monday, June 11, 2007 8:25 AM  
To: Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar - Paramount  
Subject: RE: disturbia / paris

should definitely not be associated with the studio- should appear as if a fan created and posted it.

---

From: Wahtera, Megan - Paramount  
Sent: Mon 6/11/2007 7:34 AM  
To: Powell, Amy - Paramount; Simard, Stephanie - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar - Paramount  
Subject: RE: disturbia / paris

hi amy -

we will definitely get this posted.  
we assume you want kt/tt to go out to webmasters, plus for us to upload to viral video sites.

for viral video sites - can you confirm you want us to post from random accnts that are not paramount related?

thanks!  
megan

-----Original Message-----  
From: Powell, Amy - Paramount  
Sent: Sun 6/10/2007 4:56 PM



---

To: Simard, Stephanie - Paramount; Wahtera, Megan - Paramount; Chiang, Cat - Paramount; Telfeld, Tamar - Paramount  
Subject: disturbia / paris

see below... can you guys get this posted? it's funny.

---

From: Sauter, Jeremy - Paramount  
Sent: Fri 6/8/2007 7:00 PM  
To: Powell, Amy - Paramount; Rich, Gerry - Paramount; Waldman, David - Paramount; Vollman, Michael - Paramount  
Subject: Fw: Posted

Amy -  
Want to post this?  
J-

Jeremy Sauter  
Paramount Pictures

----- Original Message -----

From: Mark Lipsky [REDACTED]  
To: Sauter, Jeremy - Paramount  
Sent: Fri Jun 08 18:56:45 2007  
Subject: Posted

Jeremy,  
We have posted Disturbia "Paris" :30 V.1 to our website. I have listed log in information below.

Once you log in you will come to a page with a Disturbia Icon on it and it will bring you to another page with a file tree on the left hand side. Click the top file that will say Disturbia. This will bring you to another page with a thumbnail in the center of the page. To download the spot option click the download icon below the thumbnail. If you want to watch the spot on the website click the thumbnail then click the click here to play icon and wait for them to load. Give me a call with any questions.

Mark

link:  
<http://secure.wiredrive.com/clients/buddhajonestrailer/wd/folder/55341/list>



---

From: "Warren Kim" <warrenk@baytsp.com>  
Date: Wed, 12 Sep 2007 10:40:30 -0700  
To: "Al Perry" <alfred\_perry@paramount.com>  
Cc: "Scott Martin" <scott\_martin@paramount.com>, "John Salter" <john\_salter@paramount.com>, "Evelyn Espinosa" <evelyn@baytsp.com>, "Sarah Cruz" <sarac@baytsp.com>  
Subject: RE: [html] RE: BayTSP Iron Man Search

With the release of the official theatrical trailer, tracking and enforcement of that footage has been terminated as of 9/11/07.

Thank you,  
Warren Kim

---

From: Amy Powell  
Sent: Tuesday, September 11, 2007 5:45 PM  
To: Teifeld, Tamar - Paramount; Navdeep Hothi; Warren Kim; Al Perry  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: Re: [html] RE: BayTSP Iron Man Search

We should not take down the trailer at this point

----- Original Message -----

From: Teifeld, Tamar - Paramount  
To: 'Navdeep Hothi' <navdeeph@baytsp.com>; Warren Kim <warrenk@baytsp.com>; Perry, Alfred - Paramount; Powell, Amy - Paramount  
Cc: Blair Taylor <blairt@baytsp.com>; Arian Hormozi <arianh@baytsp.com>; Sarah Cruz <sarac@baytsp.com>; Andrea Cordone <andreas@baytsp.com>; RADAR <RADAR@baytsp.com>  
Sent: Tue Sep 11 17:44:24 2007  
Subject: RE: [html] RE: BayTSP Iron Man Search

These are all the iron man trailer?

---

From: Navdeep Hothi [mailto:navdeeph@baytsp.com]  
Sent: Tuesday, September 11, 2007 4:29 PM  
To: Teifeld, Tamar - Paramount; Warren Kim; Perry, Alfred - Paramount; Powell, Amy - Paramount  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: [html] RE: BayTSP Iron Man Search

The following detections were made. Let us know what action you want us to take.

Thanks

<http://www.youtube.com/watch?v=bUqSXMW3aeU>

<http://www.youtube.com/watch?v=ufiU9I3GoUM>

<http://www.youtube.com/watch?v=EhCCKDenM3o>

<http://www.youtube.com/watch?v=HqPDYBpfoG0>

<http://www.youtube.com/watch?v=7SJY83YcQfE>

[http://www.youtube.com/watch?v=2o\\_XrS-cn64](http://www.youtube.com/watch?v=2o_XrS-cn64)  
[http://www.youtube.com/watch?v=bw0oV\\_iG6Pk](http://www.youtube.com/watch?v=bw0oV_iG6Pk)  
<http://www.youtube.com/watch?v=84sQ4eu7GdU>  
<http://www.youtube.com/watch?v=PSyp7KdHOy8>  
[http://www.youtube.com/watch?v=eZ4\\_JdPu1FYk](http://www.youtube.com/watch?v=eZ4_JdPu1FYk)  
[http://www.youtube.com/watch?v=wYOkFx\\_9bvE](http://www.youtube.com/watch?v=wYOkFx_9bvE)  
<http://www.youtube.com/watch?v=0Jly371hhBY>  
[http://www.youtube.com/watch?v=wYOkFx\\_9bvE](http://www.youtube.com/watch?v=wYOkFx_9bvE)  
<http://www.youtube.com/watch?v=0Jly371hhBY>  
[http://www.youtube.com/watch?v=WVgng\\_JWTYI](http://www.youtube.com/watch?v=WVgng_JWTYI)  
<http://www.youtube.com/watch?v=uhNjhCn-pco>  
<http://www.youtube.com/watch?v=6FKGP0HjBoM>  
<http://www.youtube.com/watch?v=GoQZoeVawu4>  
<http://www.youtube.com/watch?v=60Nai7TdlAo>  
<http://www.youtube.com/watch?v=sp8PasWL9Os>  
<http://www.youtube.com/watch?v=v4F4Qcra9pM>  
<http://www.youtube.com/watch?v=oTYBiZ426Cs>  
<http://www.youtube.com/watch?v=unIbH1BDIAM>  
<http://www.youtube.com/watch?v=7kKQZs4XD4>  
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<http://www.youtube.com/watch?v=gWbsUuf-lo8>  
<http://www.youtube.com/watch?v=UXmsu0TUTxw>  
<http://www.youtube.com/watch?v=KJJvhti4TkY>  
<http://www.youtube.com/watch?v=7vQwGa8ImPU>  
<http://www.youtube.com/watch?v=cZXE9FzQ7Os>  
<http://www.youtube.com/watch?v=GCNbm1f1fNE>  
<http://www.youtube.com/watch?v=RnU3CrFtlWg>  
<http://www.youtube.com/watch?v=brNVnCVvhKM>

<http://www.youtube.com/watch?v=i5jNMKnAWs8>  
[http://www.youtube.com/watch?v=FL\\_n6cURrGw](http://www.youtube.com/watch?v=FL_n6cURrGw)  
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<http://www.youtube.com/watch?v=wHLQmUjSCBE>  
[http://www.youtube.com/watch?v=Z\\_nlwh6XOpc](http://www.youtube.com/watch?v=Z_nlwh6XOpc)  
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[http://www.youtube.com/watch?v=xr\\_1Ys-zmYo](http://www.youtube.com/watch?v=xr_1Ys-zmYo)  
[http://www.youtube.com/watch?v=wRX0Ow22w\\_0](http://www.youtube.com/watch?v=wRX0Ow22w_0)  
<http://www.youtube.com/watch?v=Nch6V8ZOrZM>

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<http://www.youtube.com/watch?v=ly9zM0oTnhs>  
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[http://www.youtube.com/watch?v=l6GScksL\\_EE](http://www.youtube.com/watch?v=l6GScksL_EE)  
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<http://www.youtube.com/watch?v=jPRN0TK9kK4>  
<http://www.youtube.com/watch?v=UBUHuJsj3-w>  
<http://www.youtube.com/watch?v=ssq2IKLRd4s>  
<http://www.youtube.com/watch?v=411v--FuS-o>  
<http://www.youtube.com/watch?v=jHVM7FpywIQ>

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From: Teifeld, Tamar - Paramount [mailto:Tamar\_Teifeld@Paramount.com]  
Sent: Tuesday, September 11, 2007 4:08 PM  
To: Warren Kim; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: [html] RE: BayTSP Iron Man Search

Lets do it on a case by case basis please.

---

From: Warren Kim [mailto:warrenk@baytsp.com]  
Sent: Tuesday, September 11, 2007 3:09 PM  
To: Teifeld, Tamar - Paramount; Perry, Alfred - Paramount; Powell, Amy - Paramount

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Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: [html] RE: BayTSP Iron Man Search

Okay, so to confirm, are we to engage in enforcement activity for any postings of the official trailer on any site other than apple's?

Thanks,

Warren

---

From: Teifeld, Tamar - Paramount [mailto:Tamar.Teifeld@Paramount.com]  
Sent: Tuesday, September 11, 2007 3:05 PM  
To: Warren Kim; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: [html] RE: BayTSP Iron Man Search

The trailer is exclusive to Apple until this Friday. After Friday, we will be syndicating out online. Thanks for checking!

---

From: Warren Kim [mailto:warrenk@baytsp.com]  
Sent: Tuesday, September 11, 2007 11:19 AM  
To: Perry, Alfred - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

An official Iron Man Trailer appears to have been released by marketing. From what I can tell, it looks like the footage from the comic-con preview trailer.

Should we cease tracking and enforcement of the comic-con footage now? Or shall we continue to engage in such activity? The officially released trailer is now spreading and appearing on UGC and other streaming video sites.

Thank you,

Warren Kim

---

From: Navdeep Hothi  
Sent: Saturday, September 08, 2007 3:27 PM  
To: Tipton, Kristina - Paramount; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

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From: Navdeep Hothi  
Sent: Thursday, September 06, 2007 4:52 PM  
To: Tipton, Kristina - Paramount; Al Perry; Amy Powell



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Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search



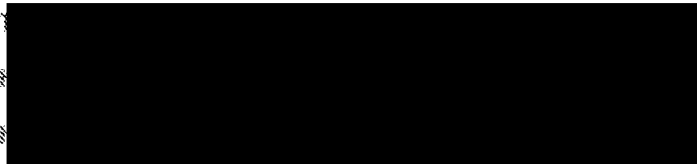
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From: Navdeep Hothi  
Sent: Tuesday, September 04, 2007 5:11 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search



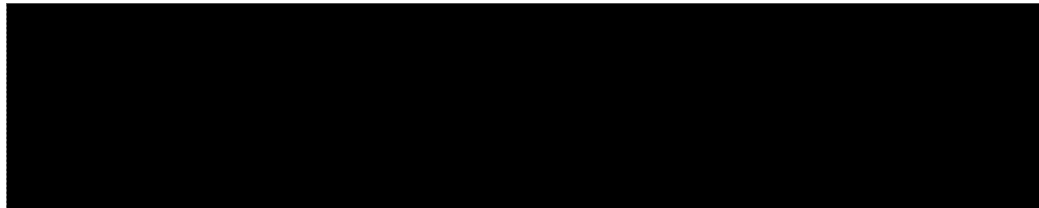
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From: Navdeep Hothi  
Sent: Thursday, August 30, 2007 5:29 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search



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From: Navdeep Hothi  
Sent: Tuesday, August 28, 2007 11:00 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search



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From: Navdeep Hothi  
Sent: Thursday, August 23, 2007 11:06 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

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From: Navdeep Hothi  
Sent: Tuesday, August 21, 2007 7:37 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

---

From: Navdeep Hothi  
Sent: Sunday, August 19, 2007 5:02 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

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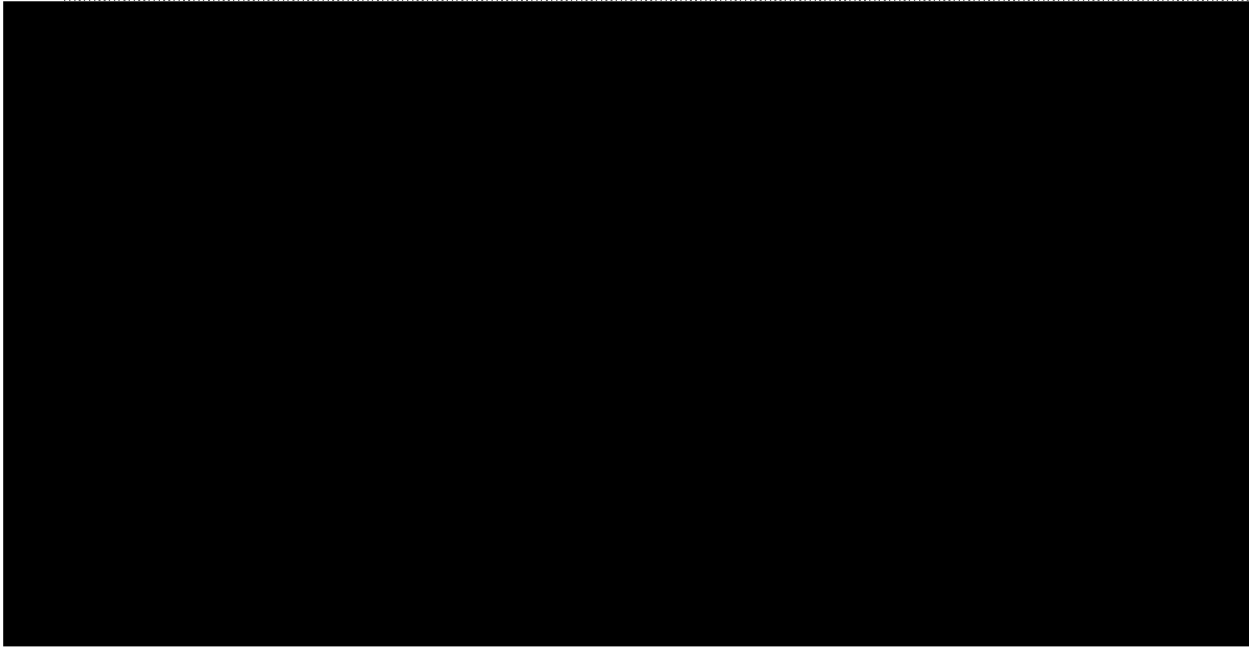
From: Warren Kim  
Sent: Thursday, August 16, 2007 3:01 PM  
To: 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

---

From: Navdeep Hothi  
Sent: Wednesday, August 15, 2007 5:36 PM  
To: Warren Kim; 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search

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From: Navdeep Hothi  
Sent: Tuesday, August 14, 2007 11:00 PM  
To: Warren Kim; 'Tipton, Kristina - Paramount'; Al Perry; Amy Powell  
Cc: Blair Taylor; Arian Hormozi; Sarah Cruz; Andrea Cordone; RADAR  
Subject: RE: BayTSP Iron Man Search



From: Christy Wise  
To: [-] Mylan Beauford  
Cc: [-]  
Bcc: [-]  
Subject: Fw: Viral Videos

Sent: 2/20/2008 5:03 PM

----- Original Message -----

From: Nicola, Jessica <Jessica.Nicola@mtvstaff.com>  
To: Christy Wise  
Sent: Tue Feb 19 22:41:16 2008  
Subject: Re: Viral Videos

Sur if u can do it the in cognito way. :)

----- Original Message -----

From: Christy Wise <christyw@fanscape.com>  
To: Nicola, Jessica  
Sent: Tue Feb 19 20:12:03 2008  
Subject: RE: Viral Videos

YouTube is okay to use?

-----  
Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/> <<http://fanscape.com/>>

3201 W. Cahuenga Blvd.

Los Angeles, CA 90068

T: 323.785.7789

F: 323.785.7101

[Christyw@fanscape.com](mailto:Christyw@fanscape.com) <<mailto:Christyw@fanscape.com>>

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<<http://www.fanscape.biz/>>

From: Nicola, Jessica [mailto:Jessica.Nicola@mtvstaff.com]  
Sent: Tuesday, February 19, 2008 5:03 PM  
To: Christy Wise  
Subject: Re: Viral Videos

Good to go! Thx!

----- Original Message -----

From: Christy Wise <christyw@fanscape.com>  
To: Nicola, Jessica  
Sent: Tue Feb 19 18:24:52 2008  
Subject: RE: Viral Videos

Let me know when you are ready for us to go out with this.

Also is it okay if we upload it to YouTube when it is ready?

-----  
Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/> <<http://fanscape.com/>>

3201 W. Cahuenga Blvd.

Los Angeles, CA 90068

T: 323.785.7789

F: 323.785.7101

Christyw@fanscape.com <mailto:Christyw@fanscape.com>

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From: Nicola, Jessica [mailto:Jessica.Nicola@mtvstaff.com]  
Sent: Tuesday, February 19, 2008 2:33 PM  
To: Christy Wise  
Subject: FW: Viral Videos

Is this HG clip ok?

From: Allie Wester. Sent: 11/18/2008 1:05 AM.  
To: [-] Pittman, Q.  
Cc: [-] Urbont, Ariana; Christy Wise.  
Bcc: [-] .  
Subject: Fanscape Video Uploads -- 11/17.

Hey Q,

The most recent video upload grid is attached.

Thanks!  
Allie

---

Allie Wester  
Coordinator, Digital Communications  
Fanscape, Inc.  
www.fanscape.com  
\*NEW ADDRESS\*  
360 N. La Cienega Blvd., 3rd FL  
Los Angeles, CA 90048  
P: 323.785.7786  
AllieW@fanscape.com | AIM: alliewester125

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Show Name	Clip Title	User Name
52 Bands/52 Weeks	Janet Jackson Wanted her Car on Her Birthday	fanscapevideos
True Life	MTV True Life, I Need Anger Management	fanscapevideos
Jackass	Jackass Stunt Gone Wrong	FanscapeVideos4U
Jackass	Wee-Man Hot Dog Prank	FanscapeVideos4U
That's Amore	That's Amore Trailer	FanscapeVideos4U
That's Amore	That's Amore V-Day Message	FanscapeVideos4U
ABDC	America's Best Dance Crew Episode 1 Performances	fanscapevideos
ABDC	Kaba Modern on America's Best Dance Crew	fanscapevideos
ABDC	Iconic Performers on America's Best Dance Crew	fanscapevideos
ABDC	Fysh n Chicks Performs on America's Best Dance Crew	fanscapevideos
ABDC	Live in Color on America's Best Dance Crew	fanscapevideos
ABDC	Femme 5 On America's Best Dance Crew	fanscapevideos
ABDC	JabbaWockeez on America's Best Dance Crew	fanscapevideos
ABDC	Break Sk8 Competes on America's Best Dance Crew	fanscapevideos
That's Amore	That's Amore" Girl Gets Hurt on Show	fanscapevideos
52 Bands/52 Weeks	Exclusive Yelle Video Clip from MTV's 52 Bands/52 Weeks	FanscapeVideos4U
52 Bands/52 Weeks	MTV's 52 Bands/52 Weeks Features Yelle	FanscapeVideos4U
Choose or Lose	Barack Obama Plays Pool with Young Vets	FanscapeVideos4U
52 Bands/52 Weeks	MTV 52 Bands/52 Weeks Flo Rida	FanscapeVideos4U
That's Amore	That's Amore Pool Fight	FanscapeVideos4U
52 Bands/52 Weeks	52 Bands/52 Weeks Flor Rida Rapping	FanscapeVideos4U
52 Bands/52 Weeks	MTV 52 Bands/52 Weeks-Flo Rida	FanscapeVideos4U
That's Amore	"That's Amore" Girl Faints	FanscapeVideos4U
Making the Band	MTV's Making the Band 4 Season Finale: No BitchAssNess	fanscapevideos
The Hills	Lauren's Phone Call	FanscapeVideos4U
The Paper	MTV The Paper -Monday April 14th at 10:30pm ET/PT	FanscapeVideos4U
52 Bands/52 Weeks	Paddy Casey Singing Irish Anthem The Auld Triangle	fanscapevideos
52 Bands/52 Weeks	Paddy Casey is MTV's 52 Bands/52 Weeks Featured Artist	fanscapevideos
The Real World	The Real World Awards Bash - Psychopaths and Insanity	fanscapevideos
The Real World	The Real World Awards Bash - Conflict	fanscapevideos
The Real World	The Real World Awards Bash - No One Likes Each Other	fanscapevideos
The Real World	The Real World Awards Bash - Roommates You Love to Hate	fanscapevideos
The Real World	The Real World Awards Bash - Roommate You Love to Hate	fanscapevideos

URL	Date Live
<a href="http://www.youtube.com/watch?v=1Mkyl_Si-H6Y">http://www.youtube.com/watch?v=1Mkyl_Si-H6Y</a>	2/22/2008
<a href="http://www.youtube.com/watch?v=Z1DQ7LCVASE">http://www.youtube.com/watch?v=Z1DQ7LCVASE</a>	2/1/2008
<a href="http://www.youtube.com/watch?v=b7g9fRbPUuw">http://www.youtube.com/watch?v=b7g9fRbPUuw</a>	2/20/2008
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YouTube	100
YouTube	79
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Rock The Cradle	Rock The Cradle-Cast	fanscapevideos
Rock The Cradle	Rock The Cradle-Landon Brown	fanscapevideos
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Rock The Cradle	Rock The Cradle-Crosby Loggins	fanscapevideos
Rock The Cradle	Rock The Cradle-Lara Johnston	fanscapevideos
Rock The Cradle	Rock The Cradle-Chloe Lattanzi	fanscapevideos
Rock The Cradle	Rock The Cradle-Lucy Walsh	fanscapevideos
Rock The Cradle	Rock The Cradle-Jesse Money	fanscapevideos
Rock The Cradle	Rock The Cradle-Lil B. Sure	fanscapevideos
Rock The Cradle	Rock The Cradle-A'Keiba Burrell	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - LL Cool J	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Three 6 Mafia	fanscapevideos
Yo! MTV Raps	Yo! MTV Raps - Fat Joe	fanscapevideos
Sean John Fashion Documentary	Diddy Fashion Documentary "If I Were King"	fanscapevideos
Real World Hollywood	Real World Hollywood -Meet the New Cast	fanscapevideos
Human Giant	Human Giant - Meth in Montana	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. - Papparazzi	fanscapevideos
The Paper	MTV's The Paper - Red Carpet	fanscapevideos
The Paper	MTV's The Paper - Dan Surgan Denied Access	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. in the Studio	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. - Jeans	fanscapevideos
52 Bands/52 Weeks	Mariah Carey and J.J. - Artistic Differences	fanscapevideos
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A Shot Of Love 2	A Shot Of Love 2 With Tila Tequila - Cage Dancing	fanscapevideos
A Shot Of Love 2	A Shot Of Love 2 With Tila Tequila - Trailer	fanscapevideos
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52 Bands/52 Weeks	Gossip - Ur Mangled Heart	fanscapevideos
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Rock the Cradle	Chloe Lattanzi on Rock the Cradle	fanscapevideos
Rock the Cradle	Crosby Loggins on Rock the Cradle	fanscapevideos
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Rock the Cradle	Jesse Snider's Advice on Rock the Cradle	fanscapevideos

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YouTube	928
YouTube	997
YouTube	1231
YouTube	3128
YouTube	405
YouTube	657
YouTube	1140

Rock the Cradle	Landon and Bobby Brown - Rock the Cradle	fanscapevideos
Rock the Cradle	Landon Brown on Rock the Cradle	fanscapevideos
Rock the Cradle	Lara Johnston on Rock the Cradle	fanscapevideos
Rock the Cradle	Lil Al B Sure on Rock the Cradle	fanscapevideos
Rock the Cradle	Lucy Walsh on Rock the Cradle	fanscapevideos
Real World Hollywood	Real World Hollywood - Drunken Arm Wrestling	fanscapevideos
Real World Hollywood	Real World Hollywood - Sarah's Birthday Plans	fanscapevideos
Real World Hollywood	Real World Hollywood - Joey	fanscapevideos
52 Bands/52 Weeks	Gnarls Barkley - A Little Better	fanscapevideos
52 Bands/52 Weeks	Gnarls Barkley - Frisbee	fanscapevideos
MTV EXIT	Radiohead - "All I Need" Video	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Panty Raid	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Panty Raid Backfire	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Sexy School Girls	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Puking	fanscapevideos
A Shot Of Love 2	A Shot At Love 2 With Tila Tequila - Making Out	fanscapevideos
52 Bands/52 Weeks	Atmosphere - You	fanscapevideos
True Life	True Life: I Have Schizophrenia	fanscapevideos
52 Bands/52 Weeks	Atmosphere - Lemonade Stand	fanscapevideos
52 Bands/52 Weeks	Atmosphere - Shoulda Known	fanscapevideos
Legally Blonde	Legally Blonde The Musical: The Search For Elle Woods	fanscapevideos
A Shot Of Love 2	Tila Tequila Leak... Kristy's Ass	GossipGirl40
A Shot Of Love 2	Tila Tequila Leak... Lesbian Sandwich	GossipGirl40
The Hills	Audrina and Justin Bobby Look at and Apartment	fanscapevideos
52 Bands/52 Weeks	The Myriad - Don't Let Them See You (Acoustic)	fanscapevideos
52 Bands/52 Weeks	The Myriad - Get On The Plane (Live)	fanscapevideos
52 Bands/52 Weeks	The Myriad - You Waste Time Like A Grandfather Clock (Live)	fanscapevideos
Hottest MC's	Hottest MC's - Teaser	fanscapevideos
Hottest MC's	Hottest MC's - Lil Wayne	fanscapevideos
Hottest MC's	Hottest MC's - Rick Ross	fanscapevideos
52 Bands/52 Weeks	Testament - Practice What You Preach	fanscapevideos
52 Bands/52 Weeks	Testament at Alcatraz	fanscapevideos
2008 MTV Movie Awards	2008 MTV Movie Awards Promo featuring Mike Myers	fanscapevideos
52 Bands/52 Weeks	Usher - What's Your Name	fanscapevideos
52 Bands/52 Weeks	Usher - Forever	fanscapevideos

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<http://www.youtube.com/watch?v=bZ-eQSAuIEql> 5/27/2008  
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52 Bands/52 Weeks	Usher - Moving Mountains	fanscapevideos
True Life	True Life: I Live Another Life On The Web	fanscapevideos
52 Bands/52 Weeks	Weezer - Automatic	fanscapevideos
52 Bands/52 Weeks	Weezer - Greatest Man	fanscapevideos
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FN MTV	Speidi - FN MTV	fanscapevideos
FN MTV	Spencer & Pete Wentz - Floating Diamonds	fanscapevideos
FN MTV	Spencer & Pete Wentz - FN MTV	fanscapevideos
A Shot Of Love 2	Bo's Broken Jaw	fanscapevideos
A Shot Of Love 2	Jay's Family in Hot Tub	fanscapevideos
A Shot Of Love 2	Brittany Gives Tila a Pickle	fanscapevideos
A Shot Of Love 2	Kristy's Family Dances	fanscapevideos
52 Bands/52 Weeks	N.E.R.D. - Spaz	fanscapevideos
FN MTV	Music Videos Still Exist - Pete Wentz & Heidi Montag	fanscapevideos
52 Bands/52 Weeks	Chad - 52 Bands/52 Weeks ft N.E.R.D.	fanscapevideos
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52 Bands/52 Weeks	Pharell - 52 Bands/52 Weeks ft N.E.R.D.	fanscapevideos
Legally Blonde	Celina's Breakdown	fanscapevideos
Legally Blonde	Cassie's Breakdown	fanscapevideos
FN MTV	Snoop Dogg & Pete Wentz Talk Parenting	fanscapevideos
52 Bands/52 Weeks	No Sunlight - Whirly Ball Performance	fanscapevideos
52 Bands/52 Weeks	"I Will Possess Your Heart" McCarren Pool Performance	fanscapevideos
52 Bands/52 Weeks	Whirly Ball Makes Death Cab A Better Band	fanscapevideos
Legally Blonde	Legally Blonde Pillow Fight	fanscapevideos
ABDC	ABDC - Fanny Pak, Super Crew, Boogie Bots	fanscapevideos
ABDC	ABDC - Lil Mama - Go Hard or Go Home	fanscapevideos
ABDC	ABDC - Xtreme Dance Force	fanscapevideos
Legally Blonde	The Legally Blonde Girls Gang Up On Cassie	fanscapevideos
Legally Blonde	Legally Blonde Dog Training	fanscapevideos
Legally Blonde	Legally Blonde - The Big Scare	fanscapevideos
52 Bands/52 Weeks	Les Artistes	fanscapevideos
52 Bands/52 Weeks	Garage Talk	fanscapevideos
52 Bands/52 Weeks	Creator (Live)	fanscapevideos
From G's To Gents	From G's To Gents Trailer	fanscapevideos

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