

A-301

>
 >Hi Jon,
 >
 >Great to see you too. I am cc'ing Al Perry who can give you more information re: the YouTube position.
 >
 >Thanks.
 >
 >
 >
 >Amy Powell
 >Senior Vice President
 >Interactive Marketing
 >Paramount Pictures
 [REDACTED]

>
 >
 >-----
 >From: Jon Anderson/PPI/MP/Paramount_Pictures@PARAMOUNT_PICTURES
 >Sent: Monday, February 05, 2007 6:48 AM
 >To: Powell, Amy - Paramount
 >Cc: Heath Tyldesley/PPI/MP/Paramount_Pictures@Paramount_Pictures
 >Subject: Fw: Variety stories
 >
 >Hi Amy,
 >
 >Good to see you last week.
 >
 >Below is an article (scan down) on Youtube and Viacom's position.
 >
 >Can you clarify Paramount's position on dealing with Youtube at a local level - are we able to work with them if we are using our own approved material - or is this a blanket ruling that we should not be dealing with Youtube at all.
 >
 >Kind regards
 >Jon
 >----- Forwarded by Jon Anderson/PPI/MP/Paramount_Pictures on 05/02/2007 14:45 -----
 >
 >
 >
 >From: Jaakko Niemela
 >05/02/2007 08:49
 >To:
 >cc:
 >Subject: Variety stories
 >
 >
 >
 >
 >'Pursuit' shows Will power overseas
 >'Happynews' tops 'Museum,' 'Diamond'
 >By DAVE MCNARY <<http://www.variety.com/index.asp?layout=bio&peopleID=1508>>
 >Showing the worldwide drawing power of Will Smith, "The Pursuit of Happyness" topped a healthy weekend at the international box office with \$16 million at 3,100 playdates in two dozen markets.
 >"The Pursuit of Happyness" beat "Night at the Museum" and "Blood Diamond" by more than \$2 million in a three-way battle for the top slot. The race would have been far closer had many Brit chains not banished "Museum" due to Fox's decision to shorten the DVD release window, but "Pursuit" would have likely still won.
 >The frame also saw "Casino Royale" continue to mint money overseas, thanks mostly to a boffo Chinese launch,

while "Dreamgirls" posted a decent Brit launch but stumbled in its German debut. >

>"Pursuit" prevailed thanks to a combo of solid openings plus respectable holdover perfs as Sony took advantage of Smith's ongoing star power plus his Oscar nom. Best figures came from pic's second-place Spanish launch with \$2.4 million at 286; its Japanese soph sesh of \$2.3 million at 271, down 21%; its French launch of \$2.2 million at 322, losing narrowly to the "Blood Diamond" debut; and its German second weekend with \$1.7 million at 521, off 19%. "Pursuit" also opened respectably in Mexico with \$1.3 million at 300.

>Despite the Brit ban, "Night at the Museum" showed plenty of pop elsewhere with \$13.5 million at 4,500 in 50 markets, led by a socko first-place Italian launch of \$4.7 million at 536 and a solid Spanish soph sesh of \$3.6 million at 481, down 34%.

>But Brit biz nearly vanished for "Museum," plunging 87% to \$274,000 at 190 in its sixth weekend as the number of locations -- including many top destinations -- dropped from 458 in the previous frame. "Museum" still managed to hit the \$40 million mark in U.K. grosses, the leading overseas market for a pic that's cumed \$212 million internationally and \$438 million worldwide.

>It was the first time in six seshes that "Night at the Museum" didn't top the foreign charts.

>Overall biz exceeded the same frame a year ago, when "Munich" led with \$13.3 million.

>Warner's "Blood Diamond" continued to turn up solid rather than spectacular overseas returns with \$13.2 million from 3,200 prints in 51 markets, led by its first-place French opening of \$2.5 million at 459.

>"Blood Diamond," which opens next weekend in Mexico and Spain, has cumed \$45.5 million offshore and should go well past the \$54 million domestic total.

>Sony's sturdy "Casino Royale" generated plenty of B.O. heat in its first six days in China with \$6.9 million at 468, including \$4 million for the weekend as the first James Bond pic ever to play in that market. Weekend launch was the third best for a non-Chinese pic, trailing only those of "The Da Vinci Code" and "Harry Potter and the Goblet of Fire."

>"Casino" has cumed \$416.8 million overseas and \$582 million worldwide -- No. 34 of all time.

>BVI kicked in an impressive launch in Germanic markets for local family comedy "Wild Bunch 4" with \$5.5 million at 700, including \$4.7 million at 600 in Germany, where it easily topped the "Saw III" opening with \$3 million at 439.

>"Rocky Balboa" continued to punch in decent numbers with \$5.4 million at 2,300 in 21 territories, led by its third Brit frame with \$1.7 million and its French soph sesh of \$1.5 million. The sixth "Rocky" pic has grossed \$47 million overseas and \$116 million worldwide.

>With its eight Oscar noms, Paramount's "Dreamgirls" doubled its foreign gross with \$4.7 million at 1,188 in 11 markets, led by a Brit launch of \$2.5 million at 271.

>"Babel," with seven Oscar noms, remained an international contributor with \$3.6 million at 1,126 to lift foreign cume to nearly \$59 million.

>Fox's Brit launch of "Notes on a Scandal," with Oscar noms for Cate Blanchett and Judi Dench, nearly matched "Dreamgirls" with \$2.3 million at 300 in its first foreign outing. And its "The Last King of Scotland" pulled in \$1.4 million at 378 in 15 markets to push foreign gross to \$8.3 million.

>Warner's "The Departed" continued to shake down more foreign coin with \$1.8 million at 1,200 in 31 markets for a foreign cume of \$142.4 million and a worldwide total of \$271 million.

>Fox saw "Apocalypto" grab \$3.1 million at 600, led by a South Korean launch of \$1 million at 157, while Warner's

>"Happy Feet" kicked up \$2.8 million at 2,700 for a foreign total of \$165.2 million. BVI's "Deja Vu" materialized with \$2.5 million at 1,857 to cross the \$100 million foreign mark -- the 11th Jerry Bruckheimer film to hit the milestone for BVI.

>

>Scorsese wins at DGA Awards

>'Departed' director takes Feature Film prize

>Martin Scorsese has scored the top feature award from the Directors Guild of America for his work on Warner Bros.' gangster thriller "The Departed." >

>It was the first victory in seven DGA nominations for Scorsese, who topped Alejandro Gonzalez Inarritu for "Babel," Bill Condon for "Dreamgirls," Jonathan Dayton and Valerie Faris for "Little Miss Sunshine" and Stephen Frears for "The Queen."

>"I just wanted to make a good film and people would go see it and enjoy the film and God willing I'd get another picture and that's it," Scorsese told the audience of about 1,000 at the Century Plaza Hotel. "I did not think I'd be standing here tonight, I'll tel you that."

>The award, presented by Steven Spielberg on Saturday night in ceremonies at the Century Plaza Hotel, places Scorsese as a front-runner for the Best Director Oscar. The DGA winner, based on voting by 13,400 Guild members, has matched the Oscar winner in 52 of its 58 awards, including last year when Ang Lee won both for "Brokeback Mountain."

>In his acceptance speech, Scorsese paid tribute to genre film directors such as Don Seigel, Samuel Fuller, Anthony

Mann and Robert Aldrich. And he noted that the grosses were especially strong in such organized crime centers as Las Vegas and Boca Raton, Fla.

>Scorsese now faces Frears and Inarritu for the Oscar along with Clint Eastwood for "Letters From Iwo Jima" and Paul Greengrass for "United 93." It's his sixth Oscar directing nomination along with "Raging Bull," "The Last Temptation of Christ," "Good Fellas" "Gangs of New York" and "The Aviator."

>"The Departed" has taken in the highest gross among the nominated films with \$127 million domestically and nearly \$270 million worldwide. Scorsese won the Golden Globe for Best director three weeks ago; since then, "Little Miss Sunshine" won both the top feature film awards from the PGA and SAG.

>Scorsese's previous DGA nominations were for "The Aviator," "Gangs of New York," "The Age of Innocence," "Goodfellas," "Raging Bull" and "Taxi Driver." He won the DGA's Lifetime Achievement Award in 2003.

>Richard Shepard won the DGA trophy for comedy series for ABC's pilot of "Ugly Betty" and Jon Cassar won the drama series award for Fox's "24." Rob Marshall took the musical variety award for NBC's "Tony Bennett: An American Classic" and Walter Hill won for TV movies for AMC's "Broken Trail."

>Marshall won the DGA feature award four years ago for "Chicago" while Hill won the drama award two years ago for the "Deadwood pilot."

>Lithuanian filmmaker Arunas Matelis won for feature documentary award for "Before Flying Back to the Earth," centered on children hospitalized with leukemia, topping Oscar nominees, "Deliver Us From Evil" and "Iraq in Fragments."

>

>YouTube to remove Viacom clips

>Conglom wants over 100K videos taken down

>By BEN FRITZ <<http://www.variety.com/index.asp?layout=bio&peopleID=1372>>

>The simmering tension between Hollywood and the new Google/YouTube combination exploded on Friday as Viacom demanded that the viral video giant take down every single clip of its copyrighted content after talks about a revenue sharing and distribution deal between the two companies broke down.

>YouTube said it will comply with the request, though it will likely be a long process as Viacom identified more than 100,000 clips from MTV, Comedy Central, BET, Paramount, and its other properties.

>After more than a year of tolerating huge amounts of its content being illegally uploaded onto the site, Viacom is now issuing the massive legal takedown notice in an attempt to pressure Google and YouTube to bend its way in negotiations. Thus far, companies have been unable to reach terms on a formula to give Viacom a portion of the advertising money generated by its clips. >

>Conglom also expressed frustration that YouTube has not yet fully implemented a long-promised content identification system that would allow it to identify and automatically delete copyrighted clips, or let media partners share in the revenue from ads around the content they own, regardless of who posted it.

>Viacom apparently concluded that private talks wouldn't go its way and took the dispute public, issuing a hostile

>public statement saying that Google and YouTube are "unwilling to come to a fair market agreement that would make Viacom content available to YouTube users."

>While no other congloms are currently joining Viacom, all are in some stage of active negotiations with YouTube and many are also believed to be frustrated by their inability to reach a deal.

>All are hoping to get a big payout from YouTube's new owner, Google, which bought the website for \$1.65 billion last fall. Search giant ended 2006 with nearly \$4 billion cash and has a market cap of close to \$150 billion.

>In the meantime, however, all are passively allowing YouTube to keep up many clips of their content. By not issuing takedown notices, as Viacom did, they're demonstrating they think the video site has some promotional value, or that they don't want to alienate its users.

>Viacom previously had the same strategy. Even in October, when it asked the Netco to take down only about 10,000 of the longest clips of its shows, it allowed tens of thousands of shorter ones to stay online.

>News Corp., which has its own Web properties like MySpace and isn't as dependent on YouTube to distribute its content online, also hasn't been getting along well with the video site recently. Last week it demanded that YouTube not only take down episodes of "24" and "The Simpsons," but identify the users who uploaded them.

>If other traditional media companies aren't able to find common ground to forge an agreement with Google and YouTube, then there will likely be more public disputes and takedown requests.

>In a worse case scenario, there could potentially be copyright infringement lawsuits, like those Universal Music already filed against video websites Grouper and Bolt.com.

>"With the News Corp. issue and now this, you're seeing the first sparks of something that could ignite in the future," IDC research manager Rachel Happe said.

>Several big media congloms have also been talking about launching a YouTube competitor with all of their content pooled together. But insiders say that while the talks aren't dead, it's unlikely there will be an agreement anytime

soon.

>CBS is the only network to have pacted with YouTube, along with record labels Universal, Warner, and Sony BMG.

>However, all four agreements, reached in the fall, included YouTube rolling out the content identification system as a key provision.

>Though it was promised by the end of last year, YouTube is still working on deploying it.

>"Content identification architecture is not one single component, but rather a collection of tools for our partners, some of which are already in use," YouTube co-founder Chad Hurley told Daily Variety in a statement. "We will continue to evolve these tools and roll out additional components over time."

>Big media execs have been increasingly friendly toward websites that are earning money off their content, recognizing that ignoring or attacking them could alienate young consumers.

>In fact, Viacom itself even pacted with Google Video last summer for a test of an ad-supported video syndication service.

>But it was clear that the seas between Hollywood and Silicon Valley may be getting choppy again in the two companies' public statements issued on Friday.

>"Filtering tools promised repeatedly by YouTube and Google have not been put in place, and they continue to host and stream vast amounts of unauthorized video," Sumner Redstone-led conglomerate said. "YouTube and Google retain all of the revenue generated from this practice, without extending fair compensation to the people who have expended all of the effort and cost to create it." >

>By the afternoon, YouTube shot back that "it's unfortunate that Viacom will no longer be able to benefit from YouTube's passionate audience which has helped to promote many of Viacom's shows."

>Conglomerate noted that it has a broad array of Web properties that feature its content. However, none match the availability and ease-of-use of YouTube.

>MTV-owned iFilm, for instance, legally posts full episodes of shows like "The Colbert Report" and "Laguna Beach," but doesn't have nearly as many clips. In addition, YouTube users often cut up episodes to show only the exact moments that are most popular. >

Schapiro Exhibit 49

Subject: RE: You Tube
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>
To: 'Globe, Anne'
Cc: Date: Thu, 22 Mar 2007 01:05:38 +0000

We are still uploading content to YouTube, but working very closely with our anti-piracy teams, etc. You should probably plan on uploading yourselves. tx

From: Globe, Anne [mailto:Anne.Globe@dreamworks.com]
Sent: Sunday, March 18, 2007 4:00 PM
To: Powell, Amy - Paramount
Subject: You Tube

Given your recent corporate dispute with You Tube, are you doing anything with the site? Should we plan to upload dancing babies ourselves? We should talk tomorrow.

Schapiro Exhibit 53

From: "Hallie, Michelena" <Michelena.Hallie@mtvn.com>
Date: Thu, 16 Aug 2007 02:39:30 -0400
To: "Kauffman, Stuart" <Stuart.Kauffman@mtvstaff.com>
Cc: "Morales, Cindy" <Cindy.Morales@mtvstaff.com>, "Solow, Warren" <Warren.Solow@viacom.com>
Subject: RE: Hills on Youtube

Redacted
for
Privilege

Actually we're ok with uploading our own material on youtube for promotional purposes. 

You just have to let Warren and Cindy know the ip addresses of the people uploading the material so they don't take it down as part of our enforcement efforts.

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

From: Kauffman, Stuart
Sent: Wednesday, August 15, 2007 5:56 PM
To: Hallie, Michelena
Subject: FW: Hills on Youtube

Redacted
for
Privilege

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

From: Zan, Koethi
To: Kauffman, Stuart; Wojtenko, Alexandra
Cc: Encarnacion, Yvette; Parks, Ken - MTV
Sent: Wed Aug 15 15:27:06 2007
Subject: RE: Hills on Youtube

yes we know about the existence of the emoticlips, but did not know anything about bradley & montgomery. Alex - can you check in with hillary cohen & see if she can point you to the person who would have handled that deal.

either way, yes we should find out from michelena if we can upload to youtube.

From: Kauffman, Stuart
Sent: Wednesday, August 15, 2007 3:06 PM
To: Zan, Koethi; Wojtenko, Alexandra
Cc: Encarnacion, Yvette; Parks, Ken - MTV
Subject: FW: Hills on Youtube

Redacted
for
Privilege

Stuart Kauffman
Senior Counsel, Intellectual Property
& Litigation
MTV Networks
1515 Broadway, 34-55
New York, NY 10036

E. stuart.kauffman@mtvstaff.com

Privileged & Confidential Attorney Client Communication. Do Not Disclose.

Click to add my contact info to your organizer:
<http://my.infotriever.com/vh6gt1sl>

From: Encarnacion, Yvette
Sent: Wednesday, August 15, 2007 2:48 PM
To: Kauffman, Stuart
Subject: FW: Hills on Youtube

I will fill you in ...

From: Hambidge, Vanessa
Sent: Wednesday, August 15, 2007 2:32 PM
To: Encarnacion, Yvette
Subject: Hills on Youtube

Not that I want to get anyone into trouble but this came across my desk and remembered our convo in the Life of Ryan weekly.....so forwarding!

<http://www.youtube.com/user/MTVTheHills> <<http://www.youtube.com/user/MTVTheHills>>

MTV Combats 'Sucky' Relationships
August 09, 2007
By Kamau High

CLICK HERE TO VIEW THE AD <http://www.adweek.com/aw/creative/article_display.jsp?vnu_content_id=1003623867>

NEW YORK What's the best way to tell someone that they're dating a "sucky" person?

If things go independent Bradley & Montgomery's way, high-school girls will be doing it with short clips from season two of MTV's serial reality drama, The Hills. The snippets show series characters Lauren, Heidi and others saying just that sort of thing. The shorts, which promote the show's release on DVD, were uploaded to YouTube last Friday.

Schapiro Exhibit 56

Subject: RE: Heartbreak kid clip for approval
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>
To: Wahtera, Megan - Paramount
Cc: Teifeld, Tamar - Paramount
Date: Wed, 26 Sep 2007 03:55:46 +0000

for some reason when i search for this on youtube it is not coming up?

do you need to upload the keyterms as "heartbreak kid" and "ben stiller" as tied terms rather than "ben" separate from "stiller" , etc?

From: Wahtera, Megan - Paramount
Sent: Tue 9/25/2007 9:35 AM
To: Powell, Amy - Paramount
Cc: Teifeld, Tamar - Paramount
Subject: RE: Heartbreak kid clip for approval

Hi Amy,

Yes, this is live!
Tamar/Scott are on it as well!

<http://youtube.com/watch?v=49zOwm8ojD4>

Thanks,
Megan

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

From: Powell, Amy - Paramount
Sent: Tuesday, September 25, 2007 9:35 AM
To: Wahtera, Megan - Paramount
Subject: Re: Heartbreak kid clip for approval

Is our clip up on youtube?

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

From: Wahtera, Megan - Paramount
To: Hidvegi, Les - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar - Paramount
Cc: Powell, Amy - Paramount
Sent: Tue Sep 25 08:13:01 2007
Subject: RE: Heartbreak kid clip for approval

This is approved for upload.

From: Hidvegi, Les - Paramount
Sent: Monday, September 24, 2007 5:15 PM
To: Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar - Paramount
Cc: Powell, Amy - Paramount
Subject: Heartbreak kid clip for approval

Here is the Heartbreak kid clip "did you bring the present" for approval Z:\Video_Encodes\heartbreak kid\interactive final clips\streams\9-24

Schapiro Exhibit 58

Subject: RE: HBK Youtube Clip
From: "Bordo, Sara - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=BORDOSA>
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Date: Fri, 28 Sep 2007 20:45:48 +0000

I've just spoken with 3 people up there- working on it.

Sara Bordo
Executive Director
Motion Picture Interactive Marketing
Paramount Pictures
323.956.8499 t
323.862.1107 f

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

From: Wahtera, Megan - Paramount
Sent: Friday, September 28, 2007 1:32 PM
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Bordo, Sara - Paramount
Subject: RE: HBK Youtube Clip

Apparently the community flagged it as inappropriate and not youtube. Regardless, Kevin Rodgers is seeing if he can get this taken down.

We should know very soon.

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


From: Wahtera, Megan - Paramount
Sent: Friday, September 28, 2007 1:19 PM
To: Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Bordo, Sara - Paramount
Subject: RE: HBK Youtube Clip

We are on it. Will keep you posted.

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

From: Powell, Amy - Paramount
Sent: Friday, September 28, 2007 1:04 PM
To: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount
Subject: RE: HBK Youtube Clip
Importance: High

We need to get the age restriction fixed asap

Amy Powell
Senior Vice President
Interactive Marketing
Paramount Pictures


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

From: Teifeld, Tamar - Paramount
Sent: Friday, September 28, 2007 7:27 AM
To: Powell, Amy - Paramount; Wahtera, Megan - Paramount
Subject: RE: HBK Youtube Clip

24,417 views!!! YAY!!

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

From: Powell, Amy - Paramount
Sent: Thu 9/27/2007 5:07 PM
To: Wahtera, Megan - Paramount; Teifeld, Tamar - Paramount
Subject: RE: HBK Youtube Clip

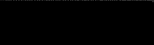
omg

Amy Powell

Senior Vice President

Interactive Marketing

Paramount Pictures



From: Wahtera, Megan - Paramount
Sent: Thursday, September 27, 2007 5:05 PM
To: Teifeld, Tamar - Paramount; Powell, Amy - Paramount
Subject: RE: HBK Youtube Clip

11,031 views!

From: Teifeld, Tamar - Paramount
Sent: Thursday, September 27, 2007 12:32 PM
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount
Subject: RE: HBK Youtube Clip

5,553 views now!!

From: Wahtera, Megan - Paramount
Sent: Thursday, September 27, 2007 9:06 AM
To: Powell, Amy - Paramount
Cc: Teifeld, Tamar - Paramount
Subject: HBK Youtube Clip

<http://youtube.com/watch?v=49zOwm8ojD4>

1324 views

Megan Wahtera
Executive Director
Interactive Marketing
Paramount Pictures
P: 323.956.8516 | F: 323.862.1101

Schapiro Exhibit 59

Subject: RE: Heartbreak Kid Clip
From: Wahtera, Megan - Paramount <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=WHATERME>
To: Joanna Ging
Cc: Bordo, Sara - Paramount
Date: Fri, 28 Sep 2007 22:47:16 +0000

It is not copyrighted. I will call you momentarily. Please do not remove.

From: jging@google.com [mailto:jging@google.com] On Behalf Of Joanna Ging
Sent: Friday, September 28, 2007 3:44 PM
To: Wahtera, Megan - Paramount
Cc: Bordo, Sara - Paramount
Subject: Re: Heartbreak Kid Clip

Hi Megan,

I just left you a VM but looks like the clip is copyrighted material.

Please let me know if this is the case and I can escalate to the content team for takedown.

Thanks!

On 9/28/07, Wahtera, Megan - Paramount <Megan_Wahtera@paramount.com> wrote:

Hi Joanna,

Left you a vm, but can you call us about the inappropriate clip notice that is up here?

<http://www.youtube.com/watch?v=49zOwm8ojD4>

Thanks!

Megan Wahtera
Executive Director
Interactive Marketing
Paramount Pictures
P: 323.956.8516 | F: 323.862.1101

--

Joanna Ging
Media Coordinator
Office: (650) 827-6159
Phone: (415) 728-4053
Email: jging@youtube.com

Schapiro Exhibit 64



MTV 50 Cent Cribs Special
Online Publicity Wrap Report: December 7, 2007

Director of Partnerships: Christy Wise, Christyw@Fanscape.com, 323-785-7789
Manager, Publicity: Mylan Beauford, Mylanb@fanscape.com, 323-785-7781

Summary

CAMPAIGN RUN DATES

- November 12-November 29

GOAL

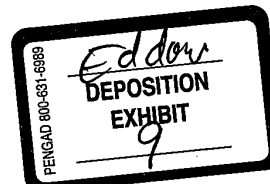
- Create online awareness for the MTV Cribs special with 50 Cent
- Reach out to television sites and hip hop sites as well as mainstream entertainment websites

RESULTS

- Over **10.5 million estimated impressions** received through online publicity placement
- **32 placements** on general entertainment, television, and hip-hop websites
- **Two home page** placements on **Yahoo!**
- Featured placement on **Yahoo! Television**
- YouTube video was viewed over 670,000 times with over 1,200 comments, and "favorited" over 1,100 times.

WHAT WORKED?

- We had success on both TV and Hip Hop Lifestyle sites. One of the major highlights was gaining interest and featured placement on Yahoo! TV. The major portal featured a few items for the show and recommended it to readers to watch. This resulted in two Yahoo! home page placements.
- We were given a few exclusive clips from the upcoming show to service wide to all the gossip blogs and hip-hip sites. As a result we had our most successful YouTube video thus far.



FANSCAPE

BIG REACH. SMART MARKETING.

Publicity Placements

Real Television <http://www.realtelevision.net/>
 News mention on homepage
Site traffic: 127,000 unique visitors per month
<http://www.realtelevision.net/>
<http://www.realtelevision.net/2007/11/15/mtv-cribs-to-air-a-full-episode-with-rap-superstar-50-cent/>

Monsters and Critics
<http://www.monstersandcritics.com/>
 News mention
Site traffic: 1.9 million unique visitors per month
http://smallscreen.monstersandcritics.com/news/article_1373973.php

My Rap News <http://myrapnews.topmsrs.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://myrapnews.topmsrs.com/2007/11/15/mtvcom-to-feature-exclusive-web-content/>

TV Megasite <http://tvmegasite.net/>
 News mention
Site traffic: 30,000 unique visitors per month
<http://tvmegasite.net/prime/news.shtml>

Metal Lungies <http://metallungies.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://metallungies.com/2007/11/50-cent-on-mtv-cribs/>

Hip Hop Press <http://www.hiphoppress.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://www.hiphoppress.com/2007/11/mtv-cribs-to-ai.html>

You Heard That New
<http://www.uheardthatnew.blogspot.com>
 News mention
Site traffic: 10,000 unique visitors per month
<http://www.uheardthatnew.blogspot.com/>

Sohh <http://www.sohh.com/>
 News mention on homepage
Site traffic: 613,121 unique visitors per month
<http://www.sohh.com/>
<http://www.sohh.com/articles/article.php/13021>

Sohh Blog <http://blogs.sohh.com/>
 News mention
Site traffic: 10,000 unique visitors per month
http://blogs.sohh.com/nyc/archives/2007/11/styles_p_tracklisting_new_join.html

Stereogum <http://www.stereogum.com/>
 News mention
Site traffic: 300,000 unique visitors per month
<http://www.stereogum.com/http://www.stereogum.com/archives/video/50-cent-cribs.html>

Gossip or Truth <http://www.gossiportruth.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://www.gossiportruth.com/>
<http://www.gossiportruth.com/2007/11/16/50-cent-home-invasion/>

Sit Down Stand Up
<http://gillmoreboy.blogspot.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://gillmoreboy.blogspot.com/2007/11/video-50-cent-mtv-cribs-promo.html>

CMEV <http://celeb.wohoo.co.uk/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://celeb.wohoo.co.uk/2007/11/50-cent-mtv-cribs/>

Hip Hop Dx <http://www.hiphopdx.com/>
 News mention
Site traffic: 328,070 unique visitors per month
<http://www.hiphopdx.com/index/news/id.5973/title.hhdnews-bits-50-cent-ghostface>

The Lavish View
<http://thelavishview.wordpress.com/>
 News mention
Site traffic: 10,000 unique visitors per month
<http://thelavishview.wordpress.com/2007/11/16/mtv-cribs-50-cent-snippet/>

Yo Raps <http://www.yoraps.com/>
 News mention on homepage
Site traffic: 450,000 unique visitors per month
<http://www.yoraps.com/>
http://www.yoraps.com/news1.php?subaction=showfull&id=1195215166&archive=&start_from=&ucat=1&

FANSCAPE

BIG REACH. SMART MARKETING.

The Digital Streets<http://portarock.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://portarock.wordpress.com/2007/11/16/50-cents-crib/>

Real Talk NY <http://realtalkny.rawkus.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://realtalkny.rawkus.com/2007/11/topic/artists/50-cent/video-preview-of-50-cents-mtv-cribs-segment/>

Rap-Up <http://www.rap-up.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://www.rap-up.com/2007/11/16/video-50-cents-mansion-on-mtv-cribs/>

In Verse Hip Hop<http://inversehiphop.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://inversehiphop.wordpress.com/2007/11/16/50-cent-on-mtvs-selective-censorship/>

Rap-Up <http://www.rap-up.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://www.rap-up.com/2007/11/16/video-50-cents-mansion-on-mtv-cribs/>

The Rap Up <http://therapup.rawkus.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://therapup.rawkus.com/2007/11/50s-crib.html>

Hip Hop Mov<http://hiphopmov.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://hiphopmov.wordpress.com/2007/11/17/mtv-cribs-50-cent/>

Nah Right <http://nahright.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://nahright.com/news/>

The Industry Co-Sign<http://theindustryco-sign.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://theindustryco-sign.com/site/index.php?option=content&task=view&id=7024>

Pro Hip Hop <http://www.prohiphop.com/>

News mention

Site traffic: 10,000 unique visitors per month
<http://www.prohiphop.com/2007/11/50-cent-seeks-h.html>

Hip Hop Dx <http://www.hiphopdx.com/>

News mention

Site traffic: 328,070 unique visitors per month
<http://www.hiphopdx.com/index/videos/id.499/title.50-cent-mtv-cribs-preview>

50 Cent <http://www.50cent.de>

News mention

Site traffic: 10,000 unique visitors per month
http://www.50cent.de/_wordpress/?p=134

Yahoo www.yahoo.com

Feature Top 10 TV Picks

Site traffic: 65 million unique visits monthly
<http://www.yahoo.com/>
<http://tv.yahoo.com/collections/4650>

TV Crunch <http://tv.popcrunch.com/>

News mention

Site traffic: 222,000 unique visits monthly
<http://tv.popcrunch.com/50-cent-to-give=%E2%80%9Ccribs%E2%80%9D-tour/>

Glitterati Gossip<http://www.glitteratigossip.com/>

News mention

Site traffic: 10,000 unique visits monthly
<http://www.glitteratigossip.com/glitterati/2007/11/50-cent-on-crib.html>

Yahoo www.yahoo.com

50 Cent feature on homepage

Site traffic: 65 million unique visits monthly
<http://yahoo.com>
<http://tv.yahoo.com/collections/4650>

A-322
Left Blank Intentionally



MTV's The Hills Online Publicity Wrap Report: April 7, 2008
Manager, Online Publicity: My-lan Beauford, mylanb@fanscape.com, 323.785.7781

Campaign Summary

Program

Run Dates

2/20-2/28

Description

The Hills is MTV's leading reality drama series. *The Hills* follows Lauren Conrad from *Laguna Beach* to Los Angeles, where she tries to break into the fashion industry, starting with an internship at *Teen Vogue*.

Goal

Primary Goal

Create online awareness and promote tune-in for the newest season of MTV's leading reality drama series, *The Hills*.

Results

Highlights

- Fanscape secured high-profile placements on almost every major TV portal including Yahoo TV and AOL TV. Most gossip and major news sites such as Perez Hilton and Time.com featured the YouTube video.
- Fanscape's distribution of the *Lauren Phone Call* clip on YouTube resulted in over 700,000 views.

Final Tally

- 8 million estimated impressions
- 77 placements

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

In Case You Didn't Know – <http://icydk.com/>
YouTube video

219,000 unique visitors per month
<http://icydk.com/2008/02/20/mtvs-the-hills-returns-march-24th/>

Hollyscoop – <http://tv.hollyscoop.com/t>
YouTube video

350,000 unique visitors per month
http://tv.hollyscoop.com/the-hills/lc-finds-her-rebound-beau-in-paris_437.aspx

MTV Reality World – <http://www.mtvrealityworld.com/>
YouTube video

10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/02/20/its-official-the-hills-returns-march-24th/>

Real Television – <http://www.realtelevision.net/>
YouTube video

189,000 unique visitors per month
<http://www.realtelevision.net/2008/02/20/mtvs-the-hills-returns-march-24th/>

iVillage Daily Blabber –
<http://dailyblabber.ivillage.com/>
YouTube video

210,000 unique visitors per month
<http://dailyblabber.ivillage.com/entertainment/archives/2008/02/get-your-preview-of-the-hills.html>

Bricks and Stones Gossip –
<http://bricksandstonesgossip.com/>
YouTube video

87,000 unique visitors per month
<http://bricksandstonesgossip.com/2008/02/20/mtvs-the-hills-returns-march-24th/>

TVgasm – <http://www.tvgasm.com>
YouTube video

200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/spring-is-near-and-so-is-the-h.php>

E! Online – <http://www.eonline.com/>
YouTube video

3.8 million unique visitors per month
<http://www.eonline.com/gossip/kristin/detail/index.jsp?uuid=2a6408d1-fe25-49be-a7c8-ee58683845ad&sid=fd-kristin>

White Lightning –
<http://feelslikewhitelighting.blogspot.com/>
YouTube video

10,000 unique visitors per month
<http://feelslikewhitelighting.blogspot.com/2008/02/march-24th-will-be-first-day-of-rest-of.html>

Lipstick Diaries – <http://lipstick-diaries.blogspot.com/>
YouTube video

10,000 unique visitors per month
<http://lipstick-diaries.blogspot.com/2008/02/hills-is-coming-back.html>

Screenhead – <http://www.screenhead.com/>
YouTube video

50,000 unique visitors per month
<http://www.screenhead.com/reviews/mtvs-the-hills-returns-march-24th/>

Reality TV Scoop – <http://www.realitytvscoop.com/>
YouTube video

30,000 unique visitors per month
<http://www.realitytvscoop.com/2008/02/five-things-to-watch-on-the-hills/>

LaLAté – <http://news.lalate.com/>
YouTube video

10,000 unique visitors per month
<http://news.lalate.com/2008/02/20/the-hills-season-3-paris-premiere-video-lauren-conrad-whitney-port-love-in-paris-video/>

eSpot – <http://espot.wordpress.com/>
YouTube video

30,000 unique visitors per month
<http://espot.wordpress.com/2008/02/24/mtvs-the-hills-returns-march-24th-check-out-the-trailer/>

Radar Online – <http://www.radaronline.com/>
YouTube video

250,000 unique visitors per month
<http://www.radaronline.com/exclusives/2008/02/the-hills-is-back-looking-better-than-ever.php>

Perez Hilton – <http://perezhilton.com/>
YouTube video

2.2 million unique visitors per month
<http://perezhilton.com/2008-03-10-she-deserves-an-emmy-award>

US Magazine – <http://www.usmagazine.com/>
YouTube video

1 million unique visitors per month
http://www.usmagazine.com/lauren_conrad_learns_brody_jenner_has_a_new_girlfriend

FANSCAPE

BIG REACH. SMART MARKETING.

Gawker – <http://gawker.com>

YouTube video

2.2 million unique visitors per month

<http://gawker.com/366043/what-we-talk-about-when-we-talk-about-drama>PC Planets – <http://www.pcplanets.com>

YouTube video

10,000 unique visitors per month

<http://www.pcplanets.com/videoyoutube-Lauren-s-Phone-Call.VPmdlBpwIPs.shtml>Show Hype – <http://www.showhype.com>

YouTube video

163,744 unique visitors per month

http://showhype.com/video/lauren_s_phone_call/Clevver <http://www.clevver.com>

YouTube video

3 million unique visitors per month

<http://www.clevver.com/video/170147/laurens-phone-call.php>Toxic Shock TV – <http://www.toxicshock.tv>

YouTube video

592,000 unique visitors per month

<http://www.toxicshock.tv/news/2008/03/11/video-watch-the-hills-season-3-sneak-preview-clip-laurens-phone-call/>Ulinkx – <http://www.ulinkx.com>

YouTube video

73,000 unique visitors per month

http://www.ulinkx.com/video/10557283/lauren_s_phone_call365 Funny Videos – <http://www.365funnyvideos.com>

YouTube video

10,000 unique visitors per month

<http://www.365funnyvideos.com/159/laurens-phone-call/>Celebrity Mound – <http://www.celebritymound.com>

YouTube video

75,000 unique visitors per month

<http://www.celebritymound.com/?p=10026>

I AM A TV Junkie –

<http://www.iamatvjunkie.typepad.com>

YouTube video

10,000 unique visitors per month

http://iamatvjunkie.typepad.com/i_am_a_tv_junkie_a_blog_f/2008/03/video-of-lauren.htmlWoo Factor – <http://www.woofactor.com>

YouTube video

17,000 unique visitors per month

<http://www.woofactor.com/58182/>

Remote Control – MTV Blog

<http://www.remotecontrol.mtv.com>

YouTube video

35,000 unique visitors per month

<http://remotecontrol.mtv.com/2008/03/10/brodys-got-a-girlfriend/>Iulian Babalau – <http://www.iulianbabalau.com>

YouTube video

10,000 unique visitors per month

<http://www.iulianbabalau.com/playground-one/?p=15804>Friendster – <http://www.friendster.com>

YouTube video

1,356,000 unique visitors per month

<http://www.friendster.com/video.php#src=youtube&id=VPmdlBpwIPs>Hollywood Central – <http://www.hollywoodcentral.us>

YouTube video

10,000 unique visitors per month

<http://hollywoodcentral.us/hollywood/she-deserves-an-emma-award/>

Hollywood Hot News –

<http://www.hollywoodhotnews.info>

YouTube video

10,000 unique visitors per month

<http://www.hollywoodhotnews.info/she-deserves-an-emma-award/>

The Hollywood Dish –

<http://www.thehollywooddish.blogspot.com>

YouTube video

10,000 unique visitors per month

<http://thehollywooddish.blogspot.com/2008/03/damn-im-old-celebrity-birthdays.html>Mad Hollywood – <http://www.madhollywood.com>

YouTube video

10,000 unique visitors per month

<http://www.madhollywood.com/she-deserves-an-emma-award.html>Self Absorbed – <http://www.selfabsorbed.com>

YouTube video

10,000 unique visitors per month

<http://www.selfabsorbed.com/2008/03/10/she-deserves-an-emma-award/>M For Music – <http://www.mformmusic.net>

YouTube video

10,000 unique visitors per month

<http://mformusic.net/blog/she-deserves-an-emma-award.htm>

FANSCAPE

BIG REACH. SMART MARKETING.

Scandal Gossip – <http://www.scandalgossip.com>
 YouTube video
 10,000 unique visitors per month
<http://scandalgossip.com/she-deserves-an-emmy-award/>

Rayzed Blog – <http://www.rayzedblog.com>
 YouTube video
 10,000 unique visitors per month
<http://rayzedblog.com/2008/03/11/she-deserves-an-emmy-award/>

Celebs In News – <http://www.celebsinnews.info>
 YouTube video
 10,000 unique visitors per month
<http://www.celebsinnews.info/2008/03/10/she-deserves-an-emmy-award/>

Agg Blog – <http://www.aggblog.com>
 YouTube video
 10,000 unique visitors per month
<http://www.aggblog.com/2008/03/lauren-conrad-learns-brody-jenner-has-a-new-girlfriend/>

Umm Yeah – <http://www.ummyeah.com>
 YouTube video
 36,218 unique visitors per month
http://ummyeah.com/page/Laurens_Phone_Call

Lauren Conrad <http://www.lauren-conrad.net>
 YouTube video
 10,000 unique visitors per month
<http://www.lauren-conrad.net/>

Boxing Scene – <http://www.boxingscene.com/>
 YouTube video
 37,096 unique visitors per month
<http://www.boxingscene.com/forums/vBTube.php?do=view&vidid=VPmdlBpwIPs>

Fnets – <http://www.fnets.net>
 YouTube video
 10,000 unique visitors per month
<http://www.fnets.net/watch-VPmdlBpwIPs>

Hollywood TV – <http://www.hollywood.tv/>
 YouTube video
 10,000 unique visitors per month
<http://www.hollywood.tv/video/201533-laurens-phone-call.html>

Video Gully – <http://www.videogully.com>
 YouTube video
 10,000 unique visitors per month
http://www.videogully.com/Laurens-Phone-Call__VPmdlBpwIPs.html

Top Videos – <http://www.top-video-clips.com/>
 YouTube video
 10,000 unique visitors per month
<http://www.top-video-clips.com/laurens-phone-call/VPmdlBpwIPs.html>

Mefeedia – <http://www.mefeedia.com/>
 YouTube video
 1.1 million unique visitors per month
<http://www.mefeedia.com/entry/laurens-phone-call/7122503/>

Web2announcer – <http://web2announcer.com/>
 YouTube video
 10,000 unique visitors per month
<http://web2announcer.com/video/display/28723>

Infectious Videos – <http://www.infectiousvideos.com>
 YouTube video
 19,035 unique visitors per month
http://www.infectiousvideos.com/v/9748/Laurens_Phone_Call

TechChee – <http://www.techchee.com/>
 YouTube video
 10,000 unique visitors per month
<http://www.techchee.com/qtags.php?s=24&i=1609>

Video Fantastica – www.videofantastica.com/
 YouTube video
 10,000 unique visitors per month
www.videofantastica.com/
http://www.videofantastica.com/view_video/35462/

In Case You Didn't Know – <http://icydk.com/>
 YouTube video
 219,000 unique visitors per month
<http://icydk.com/2008/03/10/lauren-conrad-learns-brody-jenner-has-a-new-girlfriend/>

TVgasm – <http://www.tvgasm.com>
 YouTube video
 200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/the-hills-its-almost-here.php>

Radar Online – <http://www.radaronline.com/>
 YouTube video
 250,000 unique visitors per month
<http://www.radaronline.com/exclusives/2008/03/the-hills-is-almost-upon-us.php>

E! Online – <http://www.eonline.com/>
 Interview with Lo
 3.8 million unique visitors per month
<http://www.eonline.com/>
<http://www.eonline.com/gossip/planetgossip/index.jsp?#ddd25e2-f57e-46a3-8629-aec94df879cd>

FANSCAPE

BIG REACH. SMART MARKETING.

Media Fiends – <http://www.mediafiends.com/>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2663&Itemid=1

YM – <http://www.ym.com/>
 News item
 1 million unique visitors per month
<http://www.ym.com/jsp/stars/whatshot/mar1808.jsp>

The Student Zone – <http://www.thestudentzone.com/>
 News item
 127,000 unique visitors per month
<http://www.thestudentzone.com/articles/article.php?ContentID=35676>

Yahoo! TV – <http://tv.yahoo.com/>
 Feature
 8,847,000 unique visitors per month
<http://tv.yahoo.com/>
<http://tv.yahoo.com/collections/4650>

AOL TV – <http://television.aol.com/>
 Daily TV Picks
 2.7 million unique visitors per month
<http://television.aol.com/>
http://television.aol.com/editors_picks/monday_tv

Monsters and Critics –
<http://www.monstersandcritics.com/>
 News item
 1.9 million unique visitors per month
<http://www.monstersandcritics.com/>
http://smallscreen.monstersandcritics.com/news/article_1396702.php

Time – <http://www.time.com/>
 News item
 4,066,000 unique visitors per month
http://www.time-blog.com/tuned_in/2008/03/tv_tonight_paris_je_like_taime.html

MTV Reality World – <http://www.mtvrealityworld.com/>
 Interview with Lo
 10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/03/21/the-mtv-reality-world-interview-with-lo-from-the-hills/>

Fanbolt – <http://www.fanbolt.com/tv.php>
 News item
 30,000 unique visitors per month
<http://www.fanbolt.com/tv.php>
http://www.fanbolt.com/tv_newsfeed.php?view=article&article=1722&returnview=articles&returnpage=1

The Showbuzz – <http://www.showbuzz.cbsnews.com>
 Interview with Lo
 927,000 unique visitors per month
<http://www.showbuzz.cbsnews.com/stories/2008/03/21/tv/main3958446.shtml>

I am TV Junkie – <http://iamatvjunkie.typepad.com>
 News item
 10,000 unique visitors per month
http://iamatvjunkie.typepad.com/i_am_a_tv_junkie_a_blog_f/2008/03/video----extend.html

Media Fiends – <http://www.mediafiends.com/>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2766&Itemid=1

She Knows – <http://www.sheknows.com/>
 Lo interview
 5.5 million unique visitors per month
<http://www.sheknows.com/articles/entertainment/television/803154--The-Hills-is-back-Lo-and-behold.htm>

E! Online: Korbi's Quickie –
<http://www.eonline.com/gossip/kristin/korbi/>
 News item
 3.8 million unique visitors per month
<http://www.eonline.com/gossip/kristin/korbi/detail/index.jsp?uid=32c90bda-6c52-433f-adc6-1d5ec3b34a75>

Seventeen.com – <http://www.seventeen.com/>
 Lo interview
 425,000 unique visitors per month
<http://www.seventeen.com/fun-stuff/17-buzz/the-hills-premiere-interview-lo-032408>

CosmoGIRL! – <http://www.cosmogirl.com>
 Interviews with Lauren and Whitney
 114,000 unique visitors per month
<http://www.cosmogirl.com/entertainment/>
<http://www.cosmogirl.com/entertainment/celeb-qa/lauren-conrad-hills-season-3-premiere>
<http://www.cosmogirl.com/entertainment/celeb-qa/whitney-port-hills-season-3-premiere>

TVgasm – <http://www.tvgasm.com>
 Lo interview
 200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interview-lo-bosworth-from-the.php>

National Lampoon's The Zaz Report –
<http://www.nationallampoon.com/thezaz>
 Interview with Lo
 169,000 unique visitors per month
<http://www.nationallampoon.com/thezaz/index.php/2008/03/24/interview-lo-bosworth-from-the-hills/>



BIG REACH. SMART MARKETING.

TV Cocktail – <http://tvcocktail.ivillage.com>
Lauren interview
21,614 unique US visitors per month
<http://tvcocktail.ivillage.com/entertainment/archives/2008/03/the-hills-lauren-conrad-talks.html>

Cool Grrls – <http://www.coolgrrls.com/>
Lauren interview
10,000 unique US visitors per month
<http://www.coolgrrls.com/>

Fanbolt.com – <http://www.fanbolt.com>
Interview with Lo
30,000 unique visitors per month
<http://www.fanbolt.com> <http://www.fanbolt.com/tv.php>
<http://www.fanbolt.com/tvinterview.php?id=56&page=1>

A-329

Left Blank Intentionally



Yo! MTV Raps Online Publicity Wrap Report: 5/5/2008

Senior Director, Partnership Marketing: Christy Wise, Christyw@fanscape.com, 323.785.7789
 Manager, Publicity: My-lan Beauford, Mylanb@fanscape.com, 323.785.7781

Online Publicity Summary

Program

Campaign Run Dates

3/27 -4/28

Campaign Description

MTV celebrates the 20th Anniversary of *Yo! MTV Raps* throughout the entire month of April (2008) featuring both new and old programming, an MTV.com retrospective hub, a hip-hop roundtable, and more.

Goals

Primary Goal

Create online awareness for the Yo! MTV Raps month-long celebration as well as assist with the invites for the Yo! MTV Raps roundtable discussion

Secondary Goal

Create awareness for the MTV.com Yo! MTV Raps hub

Results

Highlights

- Fanscape secured high-profile and niche placements on major hip-hop blogs including Sohh.com, HHE.com and Nah Right.
- Specialty sites such as The Bosh and AOL Video featured videos via YouTube.
- Secured roundtable coverage on sites including UGO.com, Hip Hop Ruckus, Hip Hossip, and more

Final Tally

- 3,875,482 estimated impressions
- 58 placements
- Over 13,000 video views for clips of Fat Joe, LL Cool J, Three 6 Mafia, Yo! Freestyles, and more

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

Metal Lungies - <http://metallungies.com>

News item

10,000 unique visitors per month

<http://metallungies.com/2008/03/the-schedule-for-the-month-long-celebration-of-yo-mtv-raps/>DUB Daily - <http://www.dubdaily.com>

News item

10,000 unique visitors per month

<http://www.dubdaily.com/?p=2451>The RunDown - <http://www.therundown.tv>

News item

25,094 unique visitors per month

<http://www.therundown.tv/headlines/tv-talk/yo-mtv-raps-to-air-in-april/>All Urban News - <http://www.allurbannews.com>

News item

10,000 unique visitors per month

<http://www.allurbannews.com/urban-news/yo-mtv-raps-turns-20-mtv-pays-tribute>Complex.com Blog - <http://www.complex.com>

News item/YouTube Video

353,276 unique visitors per month

<http://www.complex.com/blogs/2008/03/27/yo-mtv-raps-returns-this-april/>SOHH.com - <http://www.sohh.com>

News item

169,000 unique visitors per month

<http://www.sohh.com/articles/article.php/14362>

Your Favorite Rapper's Role Model -

<http://thelanguageofmyworld.blogspot.com/>

News item

10,000 unique visitors per month

<http://thelanguageofmyworld.blogspot.com/2008/03/yo-mtv-raps-is-back-but-only-for-month.html>

Press Play > Fashion Forward -

<http://mickboogie.blogspot.com/>

News item

10,000 unique visitors per month

<http://mickboogie.blogspot.com/2008/03/yo-mtv-raps-returns-next-month.html>Slam X Hype - <http://www.slamxhype.com/>

News item/YouTube Video

75,095 unique visitors per month

<http://www.slamxhype.com/2008/03/27/yo-mtv-raps-returning-april>Hip Hossip - <http://www.hiphossip.com>

News item/Roundtable photo

10,000 unique visitors per month

<http://www.hiphossip.com/2008/03/mtv-will-celebrate-20th-anniversary-of.html>http://www.hiphossip.com/2008_04_01_archive.htmlShow Hype - <http://www.showhype.com>

News item

163,744 unique US visitors per month

http://showhype.com/story/mtv_celebrates_the_most_influential_music_television/Now - <http://now.unfolded.ch>

News item

10,000 unique visitors per month

<http://now.unfolded.ch/2008/03/28/photo.2633/>

A Love Supreme Dreaming -

<http://standing8.wordpress.com>

News item

10,000 unique visitors per month

<http://standing8.wordpress.com/2008/03/29/yo-mtv-raps-20th-anniversary/>

Diary of a 30 Year Old Hip-Hop Head -

<http://monkeejones.multiply.com/>

10,000 unique visitors per month

News item

http://monkeejones.multiply.com/journal/item/8/Yo_MTV_Raps_20th_Anniversary

Team MySwag -

<http://myswagmagazine.blogspot.com>

News item

10,000 unique visitors per month

<http://myswagmagazine.blogspot.com/2008/03/yo-mtv-raps-is-back.html>

The Hollywood Story -

<http://www.thehollywoodstory.com>

News item

10,000 unique visitors per month

<http://www.thehollywoodstory.com/?p=28149>Hip(star) Hop - <http://hipsterhops.blogspot.com>

News item

10,000 unique visitors per month

<http://hipsterhops.blogspot.com/2008/03/yo-mtv-raps.html>

FANSCAPE

BIG REACH. SMART MARKETING.

SP1200 - <http://www.sp1200.net>
 News item
 10,000 unique visitors per month
<http://www.sp1200.net/2008/03/31/yo-mtv-raps-time-to-reminisce/>

God Loves Ugly -
<http://godlovesuglybad.blogspot.com>
 News item/YouTube Video
 10,000 unique visitors per month
<http://godlovesuglybad.blogspot.com/2008/03/stole-this-from-mickboogies-blog-spot.html>

The Futon Critic - <http://www.thefutoncritic.com>
 News item
 1,200,000 unique visitors per month
<http://www.thefutoncritic.com/news.aspx?id=20080327mtv01>

Live On Music - <http://www.liveonmusic.com>
 News item
 10,000 unique visitors per month
<http://www.liveonmusic.com/news/yo-mtv-raps-turns-20-mtv-pays-tribute/>

Nerdelphia - <http://hhev.nerdelphia.com>
 News item
 10,000 unique visitors per month
<http://hhev.nerdelphia.com/hip-hop-news/03/28/2008/yo-mtv-raps-turns-20-mtv-pays-tribute/>

Congoo - <http://congoo.com>
 News item
 340,160 unique visitors per month
<http://www.congoo.com/news/2008March29/MTV-Raps-Turns-Pays>

HHE - <http://www.hiphop-elements.com>
 News item
 374,545 unique visitors per month
<http://www.hiphop-elements.com/article/read/4/19771/1/>

The Feed - <http://www.g4tv.com/thefeed>
 News item
 647,517 unique US visitors per month
http://www.g4tv.com/thefeed/blog/post/684205/Yo_MTV_Raps_Is_Back.html

Nah Right - <http://nahright.com/>
 YouTube Video
 151,000 unique visitors per month
<http://nahright.com/news/2008/04/03/video-fat-joe-ll-three-6-mafia-on-yo/#more-3811>

Free Rap Hop - <http://freeraphop.blogspot.com/>
 YouTube Video
 10,000 unique visitors per month
<http://freeraphop.blogspot.com/2008/04/yo-mtv-raps-ll-cool-j.html>

AOL Video - <http://video.aol.com>
 YouTube Video
 21.3 million unique visitors per month
<http://video.aol.com/video-detail/yo-mtv-raps-ll-cool-j/1247510857>

Laced Up/BFK/ISH - <http://lacedupbfk.blogspot.com>
 YouTube Video
 10,000 unique visitors per month
<http://lacedupbfk.blogspot.com/2008/04/fat-joe-three-6-mafia-ll-on-yo-mtv-raps.html>

MorrisVideos.com -
<http://videovault.morrisvideos.com/>
 YouTube Video
 10,000 unique visitors per month
<http://videovault.morrisvideos.com/videos/yo-mtv-raps---fat-joe-freestyle>

MOP - <http://www.musiconplay.net/>
 YouTube Video
 10,000 unique visitors per month
<http://musiconplay.net/?p=753>

A-Med Productions -
<http://www.amedproductions.com/>
 YouTube Video
 10,000 unique visitors per month
<http://www.amedproductions.com/2008/04/mtvs-back-yo.html>

Pardon Me Duke - <http://www.pardonmeduke.com>
 YouTube Video
 10,000 unique visitors per month
<http://www.pardonmeduke.com/movies-tv/yo-mtv-raps-celebrates-20-years/>

Show Hype - <http://www.showhype.com>
 YouTube Video
 163,744 unique visitors per month
http://showhype.com/blog/nah_right_1/

Truveo - <http://de.truveo.com>
 YouTube Video
 25,978 unique US visitors per month
<http://de.truveo.com/Yo-MTV-Raps-LL-Cool-J/id/1247510857>

FANSCAPE

BIG REACH. SMART MARKETING.

Urban Music – <http://hiphopnrb.wordpress.com>
 YouTube Video
 13,123 unique visitors per month
<http://hiphopnrb.wordpress.com/2008/04/04/fat-joe-on-yo-mtv-raps/>

Around The Way Girls -
<http://www.aroundthewaygirls.net>
 News item
 10,000 unique visitors per month
<http://www.aroundthewaygirls.net/2008/04/yo-mtv-raps-celebrates-20-years.html>

P.B.S. (Prince's Blogging Show) –
<http://princepbs.blogspot.com>
 YouTube Video
 10,000 unique visitors per month
<http://princepbs.blogspot.com/2008/04/fat-joe-yo-mtv-raps-freestyle-video.html>

AOL Video – <http://video.aol.com>
 YouTube Video
 21.3 million unique visitors per month
<http://video.aol.com/video-detail/yo-mtv-raps-three-6-mafia/3811565703>

Fast Life – <http://fastlife730.blogspot.com>
 YouTube Video
 10,000 unique visitors per month
http://fastlife730.blogspot.com/2008/04/outiderz-videos-of-day_03.html

The 9 Elements – <http://fastlife730.blogspot.com>
 YouTube Video
 10,000 unique visitors per month
<http://the9elements.blogspot.com/2008/03/fat-joe-on-radio-game-calls-in.html>
 The Bosh – <http://www.thebosh.com>
 YouTube Video
 616,000 unique visitors per month
http://thebosh.com/archives/2008/04/by_the_way_32.php

Wreck Shop – <http://ameblo.jp/wreckshop/>
 YouTube Video
 10,000 unique visitors per month
<http://ameblo.jp/wreckshop/entry-10085423969.html>

Hip Hossip – <http://www.hiphossip.com>
 News item
 10,000 unique visitors per month
<http://www.hiphossip.com/2008/04/picture-of-day.html>

UGO.com – <http://www.ugo.com>
 News item
 3.3 million unique visitors per month
http://musicblog.ugo.com/index.php/musicblog/more/yo_mtv_raps_live_roundtable

UGO.com – <http://www.ugo.com>
 News item
 3.3 million unique visitors per month
http://musicblog.ugo.com/index.php/musicblog/more/yo_we_miss_you/

Urban Express – <http://urbanexpress.blogspot.com>
 News item
 10,000 unique visitors per month
<http://urbanexpress.blogspot.com/2008/04/yo-mtv-raps-20th-anniversary-please.html>

Aimstar - <http://missaimstar.com>
 News item
 10,000 unique visitors per month
<http://missaimstar.com/2008/04/07/yo-is-20/>

Rawkus Network: The Smoking Section -
<http://smokingsection.rawkus.com/>
 News item
 88,000 unique visitors per month
<http://smokingsection.rawkus.com/TSS/?p=3797>

Media Fiends – <http://www.mediafiends.com>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2960&Itemid=1

Hip Hop Ruckus – <http://hiphopruckus.blogspot.com/>
 YouTube video/Roundtable photo
 50,000 unique visitors per month
<http://hiphopruckus.blogspot.com/2008/04/classic-yo-mtv-raps-episodes.html>
<http://hiphopruckus.blogspot.com/2008/04/new-photo-of-yo-mtv-raps-roundtable.html>

Nah Right – <http://nahright.com/>
 YouTube video
 151,000 unique visitors per month
<http://nahright.com/news/2008/04/23/vintage-yo-mtv-raps-clips/>

Hustle Hard – <http://hustlehardmagazine.com/>
 News item
 10,000 unique visitors per month
<http://hustlehardmagazine.com/2008/04/25/yo-mtv-raps-20th-anniversary/>

FANSCAPE

BIG REACH. SMART MARKETING.

SP1200 – <http://www.sp1200.net>
YouTube video
10,000 unique visitors per month
<http://www.sp1200.net/2008/04/22/yo-mtv-raps-freestyles/>

Show Hype – <http://www.showhype.com>
YouTube video
163,744 unique US visitors per month
http://showhype.com/video/yo_mtv_raps_ladies_first/

Base Magazine Online –
<http://basemagazine.blogspot.com/>
News item
10,000 unique visitors per month
<http://basemagazine.blogspot.com/2008/04/dont-call-it-comeback.html>

Vanmega Whatever – <http://vanmega.tumblr.com/>
YouTube video
10,000 unique visitors per month
<http://vanmega.tumblr.com/post/32680716>

Wreck Shop – <http://ameblo.jp/wreckshop>
YouTube video
10,000 unique visitors per month
<http://ameblo.jp/wreckshop/entry-10090927002.html>

A-335

Left Blank Intentionally



A Shot at Love 2 Online Publicity Wrap Report: 6/2/2008
 Manager, Publicity: My-lan Beauford, mylanb@fanscape.com, 323-785-7781

MUSIC TELEVISION®

Online Publicity Summary

Program

Campaign Run Dates

4/7 – 5/12

Campaign Description

Brokenhearted but still hell-bent on finding her perfect match, Tila Tequila is ready for another *Shot at Love*. Yup, everyone's favorite bisexual bachelorette is back in action!

During season 1 of *A Shot at Love*, Tila met a bunch of sexy straight guys and luscious lesbians and had to decide if she wanted to be with a guy *or* a girl. In the end, she chose Bobby – and things just didn't work out. But Tila can't just throw in the towel because she had her heart broken, so she's looking for love again!

On *A Shot at Love 2*, 15 hot new straight guys and 15 sexy new lesbians have been rounded up to vie for Tila Tequila's love and affection. She's got a brand-new house *and* new rules. Although her bisexuality isn't a surprise this time around, the question still remains: Will she pick a guy or a girl?

Goals

Primary Goal

Create online awareness and tune-in for the season premiere and weekly airings of MTV's *A Shot at Love 2 with Tila Tequila*.

Results

Highlights

- Fanscape secured high-profile placements on specialty and niche websites including Yahoo TV, MSN TV, AOL TV, Gay Socialites, Out in America, and Curve Magazine.
- Uploaded 9 video clips to YouTube with over 186,000 views

Final Tally

- 5 million estimated impressions
- 55 placements

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

Anna Nicole Legend –
<http://www.annanicolelegend.com>
 News item
 10,000 unique visitors per month
<http://annanicolelegend.com/?p=12760>

Times Square Gossip –
<http://www.timessquaregossip.com/>
 News item
 15,721 unique visitors per month
<http://www.timessquaregossip.com/2008/04/tila-tequilas-new-mtv-shot-at-love.html>

No Control – <http://tv.blogdig.net>
 News item
 10,000 unique visitors per month
http://tv.blogdig.net/archives/articles/April2008/10/A_Shot_At_Love_2_With_Tila_Tequila__Premieres_April_22__First_Season_On_DVD_April_15.html

Buddy TV – <http://www.buddytv.com>
 News item
 1.5 million unique visitors per month
<http://www.buddytv.com/articles/a-shot-at-love-with-tila-tequila/meet-the-cast-of-a-shot-at-love-18367.aspx>

Online Snitch – <http://www.onlinesnitch.com>
 News item
 10,000 unique visitors per month
<http://www.onlinesnitch.com/archives/5148>

Star Pulse – <http://www.starpulse.com/>
 News item
 5.5 million unique visitors per month
http://www.starpulse.com/news/index.php/2008/04/10/a_shot_at_love_2_with_tila_tequila_premiere_15

Music Blog Explorer – <http://blogsitemusicexplorer.blogspot.com/>
 News item
 10,000 unique visitors per month
<http://blogsitemusicexplorer.blogspot.com/2008/04/storkcraft-lauren-crib-white-and-shot.html>

Celebrity Smack Blog –
<http://www.celebritysmackblog.com>
 News item
 10,000 unique visitors per month

<http://www.celebritysmackblog.com/2008/04/10/a-shot-at-love-with-tila-tequila-2-trailer/>

MTV Reality World –
<http://www.mtvrealityworld.com/>
 News item
 10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/04/10/get-ready-for-another-season-of-a-shot-at-love-with-tila-tequila/>

Reality Scoop – <http://www.realitytvscoop.com>
 News item
 39,112 unique visitors per month
<http://www.realitytvscoop.com/2008/04/a-shot-at-love-with-tila-tequila-to-premiere-april-22/>

About Womyn – <http://www.aboutwomyn.com>
 News item
 10,000 unique visitors per month
<http://www.aboutwomyn.com/videos/a-shot-at-love-2-trailer-another-round-of-insanity/>

Starpulse – <http://www.starpulse.com>
 Giveaway
 5.5 million unique visitors per month
http://www.starpulse.com/Contests/A_Shot_At_Love_With_Tila_Tequila_Season_1/2053/

Real Television – <http://www.realtelevision.net/>
 YouTube video
 189,000 unique visitors per month
<http://www.realtelevision.net/2008/04/17/a-shot-at-love-2-with-tila-tequila-premiering-april-22nd-at-10pm-etpt/>

TV Megasite – <http://tvmegasite.net>
 News item
 60,000 unique visitors per month
<http://tvmegasite.net/prime/discovery/tila2/index.shtml>

Reality TV Online – <http://www.reality-tv-online.com/>
 News item
 10,000 unique visitors per month
<http://www.reality-tv-online.com/blog/shot-at-love-preview/>

Gay Socialites – <http://gaysocialites.com/>
 News item/featured video
 62,137 unique visitors per month

FANSCAPE

BIG REACH. SMART MARKETING.

http://gaysocialites.com/2008/04/tila_tequila_is_back_heres_a_v.html

VH1 Blog – http://blog.vh1.com/News_item/featured_video
2.7 million unique visitors per month
<http://blog.vh1.com/2008-04-17/tila-tequilas-new-show-is-scary/>

Out in America – http://outinamerica.com/News_item_on_homepage
30,248 unique visitors per month
<http://outinamerica.com/>
<http://outinamerica.com/arts/entertainment.asp>

Gay Socialites – <http://gaysocialites.com/Giveaway>
62,137 unique visitors per month
http://gaysocialites.com/2008/04/win_a_shot_at_love_with_tila_t.html

TVgasm – <http://www.tvgasm.com>
News item
200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interview-tila-tequila-for-a-s.php>

Yahoo! TV – http://tv.yahoo.com/Tonight's_Picks_Feature
8.9 million unique visitors per month
<http://tv.yahoo.com>

National Lampoon The Zaz Report – http://www.nationallampoon.com/News_item
169,000 unique visitors per month
<http://www.nationallampoon.com/thezaz/index.php/2008/04/22/interview-tila-tequila-for-a-shot-at-love-2/>

MSN TV - <http://tv.msn.com/tv/tonights-picks>
Tonight's Picks Feature
8.6 million unique visitors per month
<http://tv.msn.com/tonights-picks>

Reality TV Magazine – <http://www.realitytvmagazine.com>
News item
465,000 unique visitors per month
<http://www.realitytvmagazine.com/blog/2008/04/22/a-shot-at-love-2-premieres-on-mtv/>

AOL Television - http://television.aol.com/What_to_Watch_Feature
10.1 million unique visitors per month

<http://television.aol.com/show/a-shot-at-love-with-tila-tequila/1333177/main>

MTV Reality World – <http://www.mtvrealityworld.com>
Giveaway
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/04/22/win-a-shot-at-love-season-1-on-dvd/>

The Gossip – <http://www.the-gossip.net>
News item
10,000 unique visitors per month
<http://the-gossip.net/gossip/on-tap-tonight-second-round-of-tila-tequila-shots/>

TV Squad – <http://www.tvsquad.com>
News item
2.3 million unique visitors per month
<http://www.tvsquad.com/2008/04/22/whats-on-tonight-ncis-deadliest-catch-reaper/>

Film.com – <http://www.film.com>
News item
2.5 million unique visitors per month
<http://www.film.com/tv/story/what2watch-still-interested-tila-tequila/20379176>

No Control – <http://tv.blogdig.net>
Giveaway
10,000 unique visitors per month
http://tv.blogdig.net/archives/articles/April2008/2/Interview__Tila_Tequila_For_A_Shot_At_Love__2_And_DVD_Giveaway_.html

Socialite Report – <http://www.socialitereport.com>
Giveaway
10,000 unique visitors per month
http://socialitereport.com/2008/04/tila_tequila_back_tuesday_nigh.html

QueerVerve Mag - <http://www.queervervemag.com/>
News item
10,000 unique visitors per month
http://www.queervervemag.com/queerverve_mag/2008/04/gay-tv-guide--7.html

Toxic Shock – <http://www.toxicshock.tv>
News item
500,000 unique visitors per month
<http://www.toxicshock.tv/news/2008/04/19/trailer-a-shot-at-love-2-with-tila-tequila-television-trailer/>

FANSCAPE

BIG REACH. SMART MARKETING.

All Trailers – <http://www.alltrailers.net>
 YouTube video
 10,000 unique visitors per month
<http://www.alltrailers.net/a-shot-at-love-with-tila-tequila-2.html>

Buddy TV – <http://www.buddytv.com>
 YouTube video
 1.5 million unique visitors per month
<http://www.buddytv.com/tvshow/page/a-shot-at-love-with-tila-tequila-videos-1.aspx>

The Hollywood Gossip –
<http://www.thehollywoodgossip.com>
 News item
 10,000 unique visitors per month
<http://www.thehollywoodgossip.com/2008/04/on-tap-tonight-second-round-of-tila-tequila-shots/>

NY Daily News – <http://www.nydailynews.com>
 News item
 2.4 million unique visitors per month
http://www.nydailynews.com/entertainment/tv/2008/04/22/2008-04-22_tila_tequila_ready_for_another_shot_at_1.html

Reality Blurred – <http://www.realityblurred.com>
 News item
 200,000 unique visitors per month
http://www.realityblurred.com/realitytv/archives/a_shot_of_love_with_tila_tequila/2008_Apr_22_season_two_debut

The Superficial – <http://www.thesuperficial.com>
 News item
 1.1 million unique visitors per month
http://thesuperficial.com/2008/04/tila_tequila_insert_witty_alco.php

DVD Faqs – <http://dvd.faqs.com>
 News item
 10,000 unique visitors per month
<http://dvd.faqs.com/dvd/2008/04/22/win-a-shot-at-love-with-tila-tequila-on-dvd-gay-socialites/>

Reality Wanted – <http://www.realitywanted.com>
 News item
 45,025 unique visitors per month
<http://www.realitywanted.com/newsitem/1045-a-shot-at-love-ii-with-tila-tequila-2>

Meevee – <http://www.meevee.com>
 News item
 1.5 million unique visitors per month

http://blog.meevee.com/my_weblog/2008/04/is-american-ido.html

Curve Newsletter – <http://www.curvemag.com>
 Giveaway
 Circulation: 5,000

ToxicShock.tv – <http://www.toxicshock.tv/>
 YouTube video
 500,000 unique visitors per month
<http://www.toxicshock.tv/news/2008/05/04/trailer-a-shot-at-love-2-with-tila-tequila-clip-panty-raid/>

ToxicShock.tv – <http://www.toxicshock.tv/>
 YouTube video
 500,000 unique visitors per month
<http://www.toxicshock.tv/news/2008/05/04/trailer-a-shot-at-love-2-with-tila-tequila-clip-panty-raid-backfire/>

MTV Reality World –
<http://www.mtvrealityworld.com/>
 YouTube video
 10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/05/04/a-shot-at-love-panty-raid-bad-idea/>

AOL Video – <http://video.aol.com/>
 YouTube video
 21.3 million unique visitors per month
<http://video.aol.com/video-detail/a-shot-at-love-2-with-tila-tequila-panty-raid-backfire/3139936241?icid=acvsv2>

TVSquad.com – <http://www.tvsquad.com>
 DVD Giveaway
 1.5 million unique visitors per month
<http://www.tvsquad.com/2008/05/05/giveaway-monday-a-shot-at-love-with-tila-tequila-season-one/>

Real Television – <http://www.realtelevision.net/>
 YouTube video
 189,000 unique visitors per month
<http://www.realtelevision.net/2008/05/05/a-shot-at-love-2-with-tila-tequila-panty-raid/>

Hot Celebrities News –
<http://hotcelebritiesnews.info/>
 YouTube video
 10,000 unique visitors per month
<http://hotcelebritiesnews.info/a-shot-at-love-panty-raid-bad-idea/>

El Bicho – <http://elbichoshive.blogspot.com/>
 News item

FANSCAPE

BIG REACH. SMART MARKETING.

10,000 unique visitors per month
<http://elbichoshive.blogspot.com/2008/05/shot-at-love-with-tila-tequila-complete.html>

Blogcritics Magazine – <http://blogcritics.org>
Review

1.1 million unique visitors per month
<http://blogcritics.org/archives/2008/05/02/100128.php>

Truveo – <http://www.truveo.com>
YouTube video
1.3 million unique visitors per month
<http://de.truveo.com/Tila-Tequila-Leak-Lesbian-Sandwich/id/2884684666>

Zap2it - <http://www.zap2it.com>
Feature video
1.8 million unique visitors per month
<http://tvlistings.zap2it.com/tv/a-shot-at-love-2-with-tila-tequila/EP00963097>

TV Squad – <http://www.tvsquad.com>
Giveaway
2.3 million unique visitors per month
<http://www.tvsquad.com/2008/05/09/giveaway-reminder-a-shot-at-love-with-tila-tequila/>

A-341

Left Blank Intentionally



Legally Blonde The Musical: Online Publicity Wrap Report - 6/30/2008
Manager, Online Publicity: My-lan Beauford, mylanb@fanscape.com, 323-785-7781

Online Publicity Summary

Program

Campaign Run Dates

4/28 – 6/30

Campaign Description

After a nationwide casting call, thousands of girls auditioned for the chance to become Elle Woods. Now that the intensive search is over, 10 girls with larger-than-life dreams are going to be given the opportunity of a lifetime -- a shot at the starring role in the Broadway musical *Legally Blonde*. But only one of them will take center stage when the lights go up.

Filmed in New York City, the search will pull back the curtain on the audition process and show you exactly what it takes to become a Broadway star. The 10 lucky finalists will live together in a NYC loft while working their butts off with some of Broadway's biggest names, including choreographer Denis Jones, vocal coach Seth Rudetsky and some of the cast members of *Legally Blonde*. Plus, they'll be mentored by singer/actress Haylie Duff, who had her own starring role in the Broadway musical, *Hairspray*.

Goals

Primary Goal

Create online awareness and promote tune-in for the new series, *Legally Blonde The Musical: The Search for Elle Woods*.

Results

Highlights

- ✓ Fanscape secured high-profile placements on specialty and niche websites including features on the homepages of Yahoo! TV, TV Guide and MSN TV, a "backstage access" feature with Just Jared and a "Guide to Being Blonde" feature with Best Week Ever
- ✓ 7 video clips uploaded totaling over 40,000 views

Final Tally

- ✓ 8.2 million estimated impressions
- ✓ 124 placements

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

Media Fiends – <http://www.mediafiends.com>
News item
222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=3030&Itemid=1

TV Guide – <http://www.tvguide.com>
News item
3 million unique visitors per month
<http://community.tvguide.com/blog-entry/LambSilencers-News-Blog/Mtv-Look-Legally/800038775?rssDate=12345678>

HilaryNews.com – <http://www.hilarynews.com>
News item
10,000 unique visitors per month
<http://www.hilarynews.com/2008/05/02/haylie-duff-hosts-legally-blonde-the-musical-the-search-for-elle-woods/>

Real Television – <http://www.realtellevision.net>
News item
189,000 unique visitors per month
<http://www.realtellevision.net/2008/05/05/legally-blonde-the-musical-the-search-for-elle-woods/>

e-Spot – <http://espot.wordpress.com/>
News item
30,000 unique visitors per month
<http://espot.wordpress.com/2008/05/05/mtvs-reality-competition-series-legally-blonde-the-musical/>

TheTwoCents – <http://keithp23.blogspot.com/>
News item
10,000 unique visitors per month
<http://keithp23.blogspot.com/2008/05/mtv-gets-blonde-legally.html>

TVGuide – <http://www.tvguide.com>
News item
3 million unique visitors per month
<http://community.tvguide.com/blog-entry/TVGuide-News-Blog/Todays-News/Mtv-Series-Recasts/800038923?rssDate=12345678>

E! Online Boards – <http://boards.eonline.com/>
News item
3.8 million unique network visitors
<http://boards.eonline.com/Insider/Boards/threa>

[d.jspa?messageID=2133995&tstart=0#2133995](http://www.hilarynews.com)

Multichannel News –
<http://www.multichannel.com/>
News item
43,235 unique visitors per month
<http://www.multichannel.com/article/CA6557286.html?nid=4262>

HilaryNews.com – <http://www.hilarynews.com>
News item
10,000 unique visitors per month
<http://www.hilarynews.com/2008/05/03/haylie-duff-photos-legally-blonde-the-musical-the-search-for-elle-woods/>

Oh No They Didn't –
<http://community.livejournal.com/ohnotheydidnt/>
News item
696,000 unique visitors per month
<http://community.livejournal.com/ohnotheydidnt/23097133.html>

Shimmy – <http://shimmyonline.blogspot.com/>
News item
10,000 unique visitors per month
<http://shimmyonline.blogspot.com/2008/05/legally-blonde-mtv-reality-show-to.html>

News Portal – <http://music.nuovoportale.com/>
News item
10,000 unique visitors per month
<http://music.nuovoportale.com/haylie-duff-hosts-%E2%80%9Clegally-blonde-the-musical-the-search-for-elle-woods%E2%80%9D/>

Business Finance & Economy –
<http://business.marc8.com>
News item
10,000 unique visitors per month
<http://business.marc8.com/mtv-turn-legally-blonde-june-2>

Hollywood Pulse –
<http://www.hollywoodpulse.com/>
News item
10,000 unique visitors per month
<http://www.hollywoodpulse.com/celebrity->

FANSCAPE

BIG REACH. SMART MARKETING.

forum/t31631-haylie-duffs-legally-blonde-the-musical-the-search-for-elle-woods.html

ACED Magazine – <http://acedmagazine.com/>
News item
13,457 unique visitors per month
<http://acedmagazine.com/content/view/1233/>

Videogum – <http://videogum.com/>
YouTube video
167,200 unique visitors per month
http://videogum.com/archives/reality-tv/legally-blonde-the-musical-the_009679.html

Mercury News Interactive –
<http://blogs.mercurynews.com>
News item
14,454 unique visitors per month
http://blogs.mercurynews.com/aei/2008/05/02/mtv_gets_legally_blonde_highlights/

Deseret News – <http://deseretnews.com/>
News item
361,727 unique visitors per month
<http://deseretnews.com/article/1,5143,695275754,00.html>

Monsters and Critics –
<http://www.monstersandcritics.com>
News item
3 million unique visitors per month
http://www.monstersandcritics.com/smallscreen/news/article_1403303.php

Real Television – <http://www.realtelevision.net>
News item
189,000 unique visitors per month
<http://www.realtelevision.net/2008/05/12/legally-blonde-the-musical-the-search-for-elle-woods-2/>

I'm Not Obsessed –
<http://www.imnotobsessed.com>
YouTube video
354,000 unique visitors per month
<http://www.imnotobsessed.com/2008/05/13/who-will-be-the-next-elle-woods/>

Fan Bolt – <http://www.fanbolt.com>
YouTube video
30,000 unique visitors per month
http://www.fanbolt.com/tv_newsfeed.php?view=article&article=2237&returnview=articles&returnpage=1

TV Squad – <http://www.tvsquad.com>
YouTube video
2.3 million unique visitors per month
<http://www.tvsquad.com/2008/05/13/new-mtv-show-searches-for-the-next-broadway-star-video/>

She Knows – <http://www.sheknows.com>
News item
1 million unique visitors per month
<http://www.sheknows.com/articles/entertainment/television/803730-Haylie-Duff-searches-for-the-.htm>

Wicked Youth –
<http://www.snagwiremedia.com/wickedyouth>
YouTube video
10,000 unique visitors per month
<http://snagwiremedia.com/wickedyouth/2008/05/legally-blonde-the-musical-the.html>

Pop Crunch – <http://www.popcrunch.com>
YouTube video
359,311 unique visitors per month
<http://www.popcrunch.com/legally-blonde-the-musical-the-search-for-elle-woods-preview-video/>

Real Television – <http://www.realtelevision.net>
YouTube video
189,000 unique visitors per month
<http://www.realtelevision.net/2008/05/12/legally-blonde-the-musical-the-search-for-elle-woods-2/>

HilaryNews.com – <http://www.hilarynews.com>
YouTube video
10,000 unique visitors per month
<http://www.hilarynews.com/2008/05/12/haylie-duff-legally-blonde-the-musical-clips/>

MTV Reality World –
<http://www.mtvrealityworld.com/>
YouTube video
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/05/18/955/>

Yahoo! TV – <http://tv.yahoo.com>
Summer's New Shows Feature
8.8 million unique visitors per month
<http://tv.yahoo.com/collections/5141>
<http://tv.yahoo.com/legally-blonde-the-musical-the-search-for-elle-woods/show/42968>

FANSCAPE

BIG REACH. SMART MARKETING.

Pink Is The New Blog –
<http://trent.blogspot.com>

News item
 200,000 unique visitors per month
<http://trent.blogspot.com/2008/05/tv-guide-blonde-s-are-more-fun.html>

Oh No They Didn't –
<http://community.livejournal.com/ohnotheydidnt>

News item
 696,000 unique visitors per month
<http://community.livejournal.com/ohnotheydidnt/23394642.html>

Pink Is The New Blog –
<http://trent.blogspot.com>
 YouTube video
 200,000 unique visitors per month
<http://trent.blogspot.com/2008/05/les-news-wesley-gets-bail-usher-remains.html>

Seriously? OMG! WTF? –
<http://www.seriouslyomg.com>
 YouTube video
 294,000 unique visitors per month
<http://seriouslyomg.com/?p=8284>

YM.com – <http://www.ym.com>
 What's Hot Feature
 1 million unique visitors per month
<http://www.ym.com>
<http://www.ym.com/jsp/stars/whatshot/may2708.jsp>

*Hot Momma Gossip –
<http://www.hotmommagossip.com/>
 News item
 18,950 unique visitors per month
<http://www.hotmommagossip.com/2008/05/24/legally-blonde-the-musical-the-search-for-elle-woods/>

*Daily Stab – <http://www.dailystab.com>
 News item
 31,187 unique visitors per month
<http://www.dailystab.com/mtvs-legally-blonde-the-musical-the-search-for-elle-woods-trailer/>

*Celebrity Mound –
<http://www.celebritymound.com/>
 News item
 96,531 unique visitors per month
<http://www.celebritymound.com/?p=11154>

Zap2it.com – <http://www.zap2it.com/>
 Video
 1.8 million unique visitors per month
<http://www.zap2it.com/tv>
<http://www.zap2it.com/video/?clipID=2529854>

Pop Crunch – <http://www.popcrunch.com>
 News item
 359,311 unique visitors per month
<http://www.popcrunch.com/hot-blond-girls-to-take-over-nyc/>

Seventeen.com – <http://www.seventeen.com>
 17 Buzz Feature
 600,000 unique visitors per month
<http://www.seventeen.com>
<http://www.seventeen.com/fun-stuff/17-buzz/legally-blonde-musical-buzz-052808>

A Socialite's Life -
<http://socialitelife.celebuzz.com>
 News item
 820,000 unique visitors per month
http://socialitelife.celebuzz.com/2008/05/13/nibly_things_more_golden_every_year.php

GreasyGuide.com –
<http://www.greasyguide.com>
 News item
 10,000 unique visitors per month
<http://greasyguide.com/2008/05/28/mtv-is-on-a-search-for-elle-woods/>

Pop Crunch – <http://www.popcrunch.com>
 News item
 438,254 unique visitors per month
<http://www.popcrunch.com/mtv-legally-blonde-contestants-new-york-city-tour/>

Occasional Superheroine -
<http://occasionalsuperheroine.blogspot.com/>
 News item
 10,000 unique visitors per month
<http://occasionalsuperheroine.blogspot.com/2008/05/attack-of-legally-blondes.html>

Celebrity News Blog -
<http://www.celebnewsblog.info/>
 News item
 10,000 unique visitors per month
<http://www.celebnewsblog.info/celebrity-news/mtvs-legally-blondes-paint-the-town-pink/>

iVillage Daily Blabber -
<http://dailyblabber.ivillage.com/>

FANSCAPE

BIG REACH. SMART MARKETING.

News item
210,000 unique visitors per month
<http://dailyblabber.ivillage.com/entertainment/archives/2008/05/mtvs-legally-blondes-paint-the.html>

TeenHollywood.com –
<http://www.teenhollywood.com>
Picture Gallery Feature
1.2 million unique visitors per month
<http://www.teenhollywood.com/>
<http://www.teenhollywood.com/gallery/15953/egally-blonde-the-musical.html>

Monsters & Critics –
<http://www.monstersandcritics.com>
Interview
3 million unique visitors per month
http://www.monstersandcritics.com/smallscreen/features/article_1408451.php/A_Chat_with_Haylie_Duff_MTVs_Legally_Blonde_Elle_Woods_Search

Haylie-online.com – <http://www.haylie-online.com>
News item
10,000 unique visitors per month
<http://www.haylie-online.com/?p=43>

SheKnows – <http://www.sheknows.com>
News item
1 million unique visitors per month
<http://www.sheknows.com/articles/804126.htm>

Reality TV Magazine –
<http://www.realitytvmagazine.com>
News item
500,000 unique visitors per month
<http://www.realitytvmagazine.com/blog/2008/05/30/legally-blonde-the-musical-the-search-for-elle-woods/>

Broadway World –
<http://www.broadwayworld.com>
News item
426,282 unique visitors per month
<http://www.broadwayworld.com/viewcolumn.cfm?colid=28352>

The Insider Online –
<http://www.theinsideronline.com>
News item
112,584 unique visitors per month
<http://www.theinsideronline.com/news/2008/05/18526/>

Yahoo! TV – <http://tv.yahoo.com>
Tonight's Picks Feature
8.8 million unique visitors per month
<http://tv.yahoo.com>
<http://tv.yahoo.com/legally-blonde-the-musical-the-search-for-elle-woods/show/42968>

Reality-TV-Online – <http://www.reality-tv-online.com>
News item
10,000 unique visitors per month
<http://www.reality-tv-online.com/blog/elle-woods-lookalikes-around-new-york-city/>

LATimes.com – <http://www.latimes.com>
News item
3.9 million unique visitors per month
http://www.latimes.com/entertainment/lat-legally_jo651pnc20080529144840,0,7665300.photo

TV Guide – <http://www.tvguide.com>
TV Hot List Feature
3 million unique visitors per month
<http://www.tvguide.com/tv-hotlist>

SheKnows – <http://www.sheknows.com>
Tonight on TV Feature
1 million unique visitors per month
<http://www.sheknows.com/articles/entertainment/television/804157-Legally-Blonde-The-Bachelorette-tonight-on-TV.htm>

MTV Reality World –
<http://www.mtvrealityworld.com/>
Interview
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/06/04/interview-with-haylie-duff-host-of-legally-blonde-the-search-for-elle-woods/>

MSN TV – <http://tv.msn.com>
Featured Video Clip
8.6 million unique visitors per month
<http://tv.msn.com>

TV Guide – <http://www.tvguide.com>
Interview
3 million unique visitors per month
<http://www.tvguide.com/news/haylie-duff-MTV/080602-01>

TV Guide – <http://www.tvguide.com>
News item
3 million unique visitors per month

FANSCAPE

BIG REACH. SMART MARKETING.

<http://www.tvguide.com/tvshows/legally-blonde-search/293845>

Glam.com – <http://www.glam.com>
YouTube video
Network gets 22 million unique visitors per month
http://entertainment.glam.com/videos/detail/legally-blonde_the_search_for_elle_woods_trailer/

Dana's Dirt – <http://www.danasdirt.com>
News item
42,373 unique visitors per month
<http://danasdirt.com/2008/05/28/legally-blonde-the-search-for-elle-woods/>

Buddy TV – <http://www.buddytv.com>
News item
1 million unique visitors per month
<http://www.buddytv.com/articles/legally-blonde-the-musical/legally-blonde-the-musical-the-20066.aspx>

Cinema Blend – <http://www.cinemablend.com>
News item
503,982 unique visitors per month
<http://www.cinemablend.com/television/2008-Summer-TV-Preview-Legally-Blonde-The-Musical-The-Search-For-Elle-Woods-10683.html>

Watching Reality TV –
<http://www.watchingrealitytv.com>
News item
10,000 unique visitors per month
<http://www.watchingrealitytv.com/reality-tv-the-new-way-of-casting/>

AOL Television – <http://television.aol.com>
"What to Watch" Feature
2.7 million unique visitors per month
<http://television.aol.com>
<http://television.aol.com/show/legally-blonde/10237319/main>

Fanvasion – <http://www.fanvasion.com>
Interview
150,000 unique visitors per month
<http://www.fanvasion.com>
http://www.fanvasion.com/celeb_legallyblonde.html

JustJared.com – <http://justjared.buzznet.com>
"Backstage Access" Interview
1.1 million unique visitors per month

<http://justjared.buzznet.com/2008/06/09/haylie-duff-interview/>

Star Pulse – <http://www.starpulse.com>
News item
3.5 million unique visitors per month
http://www.starpulse.com/news/index.php/2008/06/13/haylie-duff_stars_in_mtv_s_reality_compe

Glam – <http://www.glam.com/>
Interview
22 million unique visitors per month
<http://entertainment.glam.com/#>
http://entertainment.glam.com/articles/detail/haylie-duff_goes_legally_blonde/

ET Insider – <http://www.theinsideronline.com/>
Interview
147,919 unique visitors per month
<http://www.theinsideronline.com/news/2008/06/18777/index.html>

Best Week Ever –
<http://www.bestweekever.tv/>
"Guide to Being Blonde" Feature
489,900 unique visitors per month
<http://www.bestweekever.tv/2008/06/13/haylie-duff-presents-legally-blondes-guide-to-being-blonde/>

Oh No They Didn't –
<http://community.livejournal.com/ohnotheydidnt/>
JustJared Interview
696,000 unique visitors per month
<http://community.livejournal.com/ohnotheydidnt/24358551.html>

Gossip Feast – <http://gossipfeast.com/>
JustJared Interview
11,682 unique visitors per month
<http://gossipfeast.com/backstage-access-haylie-duff>

News Zoom – <http://www.newszoom.com/>
JustJared Interview
36,798 unique visitors per month
http://www.newszoom.com/search/read/hilary+duff/hilary_duff/1/02/

Weekly Examiner –
<http://weeklyexaminer.com/>
JustJared Interview
10,000 unique visitors per month
<http://weeklyexaminer.com/?p=13343>

FANSCAPE

BIG REACH. SMART MARKETING.

Teen Online – <http://ntnteen.blogspot.com/JustJaredInterview>
10,000 unique visitors per month
<http://ntnteen.blogspot.com/2008/06/backstage-access-with-haylie-duff.html>

Toxic Shock – <http://www.toxicshock.tv/YouTubevideo>
500,000 unique visitors per month
<http://www.toxicshock.tv/news/2008/06/13/trailer-legally-blonde-the-musical-the-search-for-elle-woods/>

Reality-TV-Online – <http://www.reality-tv-online.com>
YouTube video
12,700 unique visitors per month
<http://www.reality-tv-online.com/blog/the-search-for-elle-woods-cassie-o-leaves/>

Pop Sugar – <http://popsugar.com/Interview>
1.7 million unique visitors per month
<http://popsugar.com/1707753>

MTV Reality World –
<http://www.mtvrealityworld.com/BestWeekEverVideo>
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/06/15/haylie-duffs-guide-to-being-legally-blonde/>

TVgasm – <http://www.tvgasm.com>
Show recap
450,000 unique visitors per month
<http://www.tvgasm.com/shows/legally-blonde/legally-blonde-1-7149.php>

Gawker – <http://gawker.com/>
News item
2.2 million unique visitors per month
<http://gawker.com/tag/disasters/?i=394781&t=hastened-by-new-legally-blonde-reality-show-theatre-continues-to-die>

Get Mash – <http://www.getmash.net>
News item
10,000 unique visitors per month
<http://people.getmash.net/2008/06/10/haylie-duff-goes-legally-blonde/>

411 Chatter – <http://411chatter.com/>
News item
16,394 unique visitors per month

<http://411chatter.com/124/legally-blonde-the-musical/>

Blog Dig No Control – <http://www.blogdig.net>
News item
39,715 unique visitors per month
http://tv.blogdig.net/archives/articles/June2008/13/Haylie_Duff_Stars_In_MTV_s_Reality_Competition_Series__Legally_Blonde_The_Musical__The_Search_For_Elle_Woods_.html

Yahoo! TV – <http://tv.yahoo.com/>
What to Watch Feature
8.8 million unique visitors per month
<http://tv.yahoo.com/>
<http://tv.yahoo.com/legally-blonde-the-musical-the-search-for-elle-woods/show/42968>

Haylie-online.com – <http://www.haylie-online.com>
PopSugar interview
10,000 unique visitors per month
<http://www.haylie-online.com/?p=58>

Gossip Thug – <http://www.gossipthug.com>
PopSugar interview
10,000 unique visitors per month
<http://www.gossipthug.com/2008/06/15/a-few-words-with-haylie-duff.html>

Snitch – <http://www.snitch.com/>
PopSugar interview
11,480 unique visitors per month
<http://www.snitch.com/2008/06/15/a-few-words-with-haylie-duff/>

Gossip Feast – <http://gossipfeast.com/>
PopSugar interview
11,682 unique visitors per month
<http://gossipfeast.com/few-words-haylie-duff>

Celebrity Hot Dump –
<http://blog.80millionmoviesfree.com/>
PopSugar interview
10,000 unique visitors per month
<http://blog.80millionmoviesfree.com/celebrity/a-few-words-with-haylie-duff>

Woo Factor – <http://www.woofactor.com/>
PopSugar interview
12,263 unique visitors per month
<http://www.woofactor.com/73684/>

Celebrity Blog –
<http://arlenejelinekmc.blogspot.com/>
PopSugar interview

FANSCAPE

BIG REACH. SMART MARKETING.

10,000 unique visitors per month
<http://arlenejelinekmc.blogspot.com/2008/06/few-words-with-haylie-duff.html>

Celebrity Goss – <http://celebritygoss.com.au/>
 PopSugar interview
 10,000 unique visitors per month
<http://celebritygoss.com.au/gossip/?p=20987>

Masala Web – <http://www.masalaweb.info>
 PopSugar interview
 10,000 unique visitors per month
<http://masalaweb.info/a-few-words-with-haylie-duff/>

Celebrity Top News –
<http://celebritytopnews.info/>
 PopSugar interview
 10,000 unique visitors per month
<http://celebritytopnews.info/a-few-words-with-haylie-duff/>

Celebrity News Blog –
<http://www.celebnewsblog.info/>
 PopSugar interview
 10,000 unique visitors per month
<http://www.celebnewsblog.info/celebrity-news/a-few-words-with-haylie-duff-2/>

Pop Grind – <http://www.popgrind.com>
 PopSugar interview
 10,000 unique visitors per month
<http://www.popgrind.com/post/?pid=6445>

MTV Reality World –
<http://www.mtvrealityworld.com/>
 YouTube video
 10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/06/16/deleted-clip-from-tonights-legally-blonde/>

ET Online – <http://www.etonline.com/>
 Interview
 600,000 unique visitors per month
<http://www.etonline.com/news/2008/06/62483/index.html>

Static Multimedia –
<http://www.staticmultimedia.com/>
 News item
 100,000 unique visitors per month
http://www.staticmultimedia.com/film/videos/legally_blonde_pillow_fight

TV Squad – <http://www.tvsquad.com/>
 Interview

2.3 million unique visitors per month
<http://www.tvsquad.com/2008/06/02/haylie-duff-the-tv-squad-interview/>

Reality-TV-Online – <http://www.reality-tv-online.com/>
 News item
 12,700 unique visitors per month
<http://www.reality-tv-online.com/blog/the-search-for-elle-woods-lindsey-is-eliminated/>

Reality Wanted –
<http://www.realitywanted.com>
 News item
 75,649 unique visitors per month
<http://www.realitywanted.com/newsitem/1181-cassie-s-sells-out-the-other-contestants-in-the-next-episode-of-legally-blonde-the-musical-the-search-for-elle>

TVgasm – <http://www.tvgasm.com/>
 Interview
 450,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interviewhaylie-duff-from-mtvs.php>

Media Fiends – <http://www.mediafiends.com>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=3296&Itemid=1

TVgasm – <http://www.tvgasm.com/>
 News item
 450,000 unique visitors per month
<http://www.tvgasm.com/shows/legally-blonde/legally-blonde-2-7194.php>

Media Fiends – <http://www.mediafiends.com>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=3326&Itemid=1

HilaryNews.com – <http://www.hilarynews.com/>
 Interview
 10,000 unique visitors per month
<http://www.hilarynews.com/2008/06/02/haylie-duff-talks-legally-blonde-exclusive-interview/>

Hilary Fan – <http://hilaryfan.com/>
 HilaryNews.com Interview
 10,000 unique visitors per month
<http://hilaryfan.com/forums/showthread.php?t=127603>

FANSCAPE

BIG REACH. SMART MARKETING.

Tomdog.com – <http://www.tomdog.com>
 News item
 10,000 unique visitors per month
<http://www.tomdog.com/wordpress/?p=132>

LAist – <http://laist.com>
 News item
 700,000 unique visitors per month
http://laist.com/2008/06/16/tv_junkie_monday.php

She Knows – <http://www.sheknows.com>
 Interview
 1 million unique visitors per month
<http://www.sheknows.com/articles/entertainment/television/804198-Haylie-Duff-finds-her-inner-.htm>

No Control – <http://tv.blogdig.net>
 News item
 49,757 unique visitors per month
http://tv.blogdig.net/archives/articles/June2008/16/Interview_Haylie_Duff_From_MTV_s_Legally_Blonde_the_Musical__The_Search_for_Elle_Woods.html

Derelict – <http://derelict.ee.blogspot.com>
 Best Week Ever Video

10,000 unique visitors per month
<http://derelict.ee.blogspot.com/2008/06/haylie-duff-is-fun.html>

TV Envy – <http://television.gearlive.com/>
 News item
 39,658 unique visitors per month
<http://television.gearlive.com/tvenvy/article/q107-this-week-on-tv-6-23-6-29/>

Oh No They Didn't –
<http://community.livejournal.com/ohnotheydidnt/>
 Best Week Ever Video
 696,000 unique visitors per month
<http://community.livejournal.com/ohnotheydidnt/24869869.html>

TV Guide – <http://www.tvguide.com>
 News item
 3 million unique visitors per month
<http://community.tvguide.com/blog/TV-Show-Blog/Legally-Blonde-Search/800068857>

Technophobic – <http://technophobic.net/>
 News item
 10,000 unique visitors per month
<http://technophobic.net/7946>

A-351

Left Blank Intentionally



BIG REACH. SMART MARKETING.



From G's to Gents Online Publicity Wrap Report: 8/18/2008
 Manager, Online Publicity: My-lan Beauford, mylanb@fanscape.com, 323-7857781

Online Publicity Summary

Program

Campaign Run Dates

6/9/2008 – 7/28/2008

Campaign Description

From G's to Gents rounds up 14 rough-around-the-edges young men from across the country and gives them the opportunity of a lifetime -- the chance to go from G to gent and walk away with some cold, hard cash!

From executive producer Jamie Foxx, *From G's to Gents* schools diamonds in the rough on how to lose the front, learn self-respect, realize their self-worth and market themselves accordingly. The wannabe gentlemen learn everything from style and grace to etiquette and chivalry. The G's discover that with the right tools, they can become true gents.

Goals

Primary Goal

Create online awareness and tune-in for the new MTV series, *From G's to Gents*.

Results

Highlights

- Fanscape secured high-profile placements on specialty and niche websites including features on the homepages of MSN TV, Yahoo TV and AOL Television.
- Two YouTube video clips totaling nearly 80,000 views

Final Tally

- Over 4.5 million estimated impressions
- 107 placements

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

Times Square Gossip –

<http://www.timessquaregossip.com>

YouTube video

12,000 unique visitors per month

<http://www.timessquaregossip.com/2008/06/mtv-ready-for-new-show-gs-to-gents.html>

Monsters and Critics –

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

News item

3 million unique visitors per month

http://www.monstersandcritics.com/smallscreen/news/article_1413138.php/MTVs_%93From_G%92s_to_Gents%94_an_urban_PygmalionReality TV Website – <http://realitytvwebsite.com/>

News item

10,000 unique visitors per month

<http://realitytvwebsite.com/RealityTVNews/Lessons-For-Tha-Hood-MTV-Executive-Producer-Jamie-Foxx-Invite-Viewers-To-See-Just-What-It-Takes-To-Become-A-True-Gentleman-When-FROM-G-S-TO-GENTS-Premieres-Tuesday-July-15th-At-10-00-P-M-ET-PT.html>

Around The Way Girls –

<http://www.aroundthewaygirls.net>

News item

10,000 unique visitors per month

<http://www.aroundthewaygirls.net/2008/06/gs-to-gents-mtv-reality.html>

Spoil The Ending –

<http://spoiltheending.blogspot.com/>

News item

10,000 unique visitors per month

<http://spoiltheending.blogspot.com/2008/06/gs-to-gents.html>Music Heat XL – <http://www.musicheatxl.com>

News item

43,500 unique visitors per month

<http://www.musicheatxl.com/2008/06/27/tv-foxx-bentley-to-premiere-%E2%80%98from-g%E2%80%99s-to-gents%E2%80%99/>

Reality TV Information –

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

News item

10,000 unique visitors per month

<http://www.realitytvinformation.com/jamie-foxxs-new-reality-show-will-transform-young-men-from-gs-to-gents-2/>The Insider – <http://www.theinsider.com/>

YouTube video

42,795 unique visitors per month

http://www.theinsider.com/videos/1004337_From_G_s_to_Gents_TrailerReality TV About.com – <http://realitytv.about.com/>

News item

131,946 unique visitors per month

<http://realitytv.about.com/b/2008/06/24/jamie-foxxs-new-reality-show-will-transform-young-men-from-gs-to-gents.htm>

The Smoking Section –

<http://smokingsection.rawkus.com/>

YouTube video link

107,777 unique visitors per month

<http://smokingsection.rawkus.com/>

You Heard That New –

<http://uheardthatnew.blogspot.com>

YouTube video

10,000 unique visitors per month

<http://uheardthatnew.blogspot.com/2008/06/can-you-belive-it.html>Urban Magazine Online – <http://www.urbanmag-online.com>

News item

10,000 unique visitors per month

<http://www.urbanmag-online.com/archives/news/archive0292.html>Hip Hop Press – <http://www.hiphoppress.com>

News item

10,000 unique visitors per month

<http://www.hiphoppress.com/2008/06/lessons-for-tha.html>

The Urban Gentleman –

<http://theurbangent.blogspot.com/>

News item

10,000 unique visitors per month

<http://theurbangent.blogspot.com/2008/06/more-information-on-from-gs-to-gents.html>SGL Universe – <http://whozhe.blogspot.com/>

YouTube video

10,000 unique visitors per month

<http://whozhe.blogspot.com/2008/06/gs-to-gents.html>

FANSCAPE

BIG REACH. SMART MARKETING.

Singers Room – <http://www.singersroom.com/>
 News item
 119,746 unique visitors per month
<http://www.singersroom.com/news/entertainment-story-1860.asp>

Show Hype – <http://showhype.com>
 YouTube video
 269,303 unique visitors per month
http://showhype.com/video/from_g_s_to_gents_trailer/

Greasy Guide – <http://www.greasyguide.com>
 YouTube video
 112,100 unique visitors per month
<http://greasyguide.com/2008/06/27/jamie-foxx-and-fonzworth-bentley-hit-reality-tv-with-gs-to-gents/>

ML75 – <http://www.ml75.nl/>
 YouTube video
 10,000 unique visitors per month
<http://www.ml75.nl/?page=2&id=280048&nt=1214665518&p=last>

BREAKERONE9 – <http://breakerone-nine.blogspot.com/>
 YouTube video
 10,000 unique visitors per month
<http://breakerone-nine.blogspot.com/2008/06/mtvs-from-gs-to-gents-trailer.html>

Ill Roots – <http://illroots.com/>
 YouTube video
 10,000 unique visitors per month
<http://illroots.com/2008/06/27/mtvs-from-gs-to-gents-trailer/>

Ghettofabulous – <http://ghettofabu.blogspot.com/>
 YouTube video
 10,000 unique visitors per month
<http://ghettofabu.blogspot.com/2008/07/mtv-fonzworth-bentley-presents-from-gs.html>

All About TV –
http://community.livejournal.com/all_about_tv
 YouTube video
 10,000 unique visitors per month
http://community.livejournal.com/all_about_tv/6866.html

E! Online (Marc Malkin Blog) –
<http://www.eonline.com/>
 News item
 3.7 million unique visitors per month
http://www.eonline.com/uberblog/marc_malkin/b145147_jamie_foxx_wants_his_reality_mtv.html

Yahoo! News – <http://news.yahoo.com/>
 Marc Malkin E! feed
 16 million unique visitors per month
http://news.yahoo.com/s/eonline/20080702/en_tv_eo/865b71f8_d19740b8_939d_e261afa7f9a3

Yahoo! TV – <http://tv.yahoo.com>
 Marc Malkin E! feed
 8.8 million unique visitors per month
http://tv.yahoo.com/contributor/29789/news/urn:newsml:tv.eonline.com:20080702:865b71f8_d19740b8_939d_e261afa7f9a3_ER:9237

E! Online – <http://www.eonline.com>
 News item
 3.7 million unique visitors per month
http://au.eonline.com/uberblog/jamie_foxx/index.html

Hollywood Celebrities –
<http://www.highwallpaper.com>
 Marc Malkin E! re-post
 15,408 unique visitors per month
<http://www.highwallpaper.com/celebrities/hollywood/celebrity-stories/p2008/jamie-foxx-wants-his-reality-mtv.html>

The Gossip – <http://www.the-gossip.net>
 News item
 Marc Malkin E! re-post
<http://the-gossip.net/gossip/jamie-foxx-wants-his-reality-mtv/>

Celebrity Jungle – <http://www.celebrityjungle.com>
 News item
 Marc Malkin E! re-post
<http://celebrityjungle.com/2008/07/02/jamie-foxx-wants-his-reality-mtv/>

The Bro's Code – <http://thebroscod.com/>
 News item
 10,000 unique visitors per month
<http://thebroscod.com/post/40068856/according-to-one-member-the-academy-of-motion-picture>

Greasy Guide – <http://greasyguide.com/>
 Interview teaser
 112,100 unique visitors per month
<http://greasyguide.com/2008/07/02/fonzworth-bentley-coming-to-greasyguidecom/>

Greasy Guide – <http://greasyguide.com/>
 News item
 112,100 unique visitors per month
<http://greasyguide.com/2008/07/07/a-look-at-the->

FANSCAPE

BIG REACH. SMART MARKETING.

cast-of-mtvs-from-gs-to-gents-f-fonzeworth-bentley/#more-1382

Danity Kane Fan – <http://www.danitykanefan.com/>
News item
10,000 unique visitors per month
<http://www.danitykanefan.com/2008/06/26/dk-to-guest-on-new-vh1-reality-show/>

The Maven Report –
<http://www.themavenreport.com/>
News item
19,803 unique visitors per month
<http://blog.themavenreport.com/?p=5039>

Rap-Up.com – <http://www.rap-up.com>
News item
72,828 unique visitors per month
<http://www.rap-up.com/2008/07/06/mtv-to-air-jamie-foxxs-gs-to-gents-july-15/>

Miss Xpose – <http://www.missxpose.com>
News item
53,203 unique visitors per month
<http://www.missxpose.com/2008/07/welcome-to-the-gentlemens-club-from-gs-to-gents/>

Nothing But The Truth – <http://ashatrue.blogspot.com>
News item
10,000 unique visitors per month
<http://ashatrue.blogspot.com/2008/07/real-job-for-bentley.html>

Hip Hop Battlefield –
<http://hiphopbattlefield.blogspot.com/>
YouTube video
10,000 unique visitors per month
<http://hiphopbattlefield.blogspot.com/2008/07/sucka-of-week-fonzworth-bentley.html>

EUR Web – <http://www.eurweb.com/>
News item
165,152 unique visitors per month
<http://www.eurweb.com/story/eur44977.cfm>

Hearing Aide – <http://hearingaide.wordpress.com/>
YouTube video
10,000 unique visitors per month
<http://hearingaide.wordpress.com/2008/07/02/from-gs-to-gents/>

SOHH.com – <http://www.sohh.com>
Trailer video
169,000 unique visitors per month
<http://sohhdotcom.typepad.com/sohhcom/2008/07/from-gs-to-gent.html>

Save The Assistants –
<http://www.savetheassistants.com>
News item
10,000 unique visitors per month
<http://savetheassistants.com/?p=970>

ClaytonBoen.com – <http://claytonboen.com/>
News item
10,000 unique visitors per month
<http://claytonboen.com/july-premiere-dates-when-does-your-favorite-summer-show-return/>

Net Glimse – <http://www.netglimse.com/>
News item
406,455 unique visitors per month
<http://www.netglimse.com/news/1438>

Video Gum – <http://www.videogum.com>
YouTube video
52,050 unique visitors per month
http://videogum.com/archives/reality-tv/from-gs-to-gents-looks-racist_010945.html

Black Folk –
<http://community.livejournal.com/blackfolk/>
News item
10,000 unique visitors per month
<http://community.livejournal.com/blackfolk/6334612.html>

Blog Critics – <http://www.blogcritics.org>
Fonzworth Interview
1.5 million unique visitors per month
<http://blogcritics.org/archives/2008/07/03/131935.php>

Reality TV Magazine –
<http://www.realityvmagazine.com/>
News item
465,000 unique visitors per month
<http://www.realityvmagazine.com/blog/2008/07/04/jamie-foxx-to-produce-from-g%E2%80%99s-to-gents-for-mtv/>

TVgasm – <http://www.tvgasm.com>
Fonzworth Interview
450,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interview-fonzworth-bentley-fr.php>

SOHH.com – <http://www.sohh.com>
Fonzworth Interview
169,000 unique visitors per month
<http://www.sohh.com/2008/07/sohh-exclusiv-8.html>

FANSCAPE

BIG REACH. SMART MARKETING.

Real Television – <http://www.realtelevision.net>
 YouTube video
 189,000 unique visitors per month
<http://www.realtelevision.net/2008/07/10/from-gs-to-gents-creepas-sitdown/>

Metal Lungies – <http://www.metallungies.com>
 YouTube video
 10,000 unique visitors per month
<http://metallungies.com/2008/07/fonzworth-bentleys-mtv-show-from-gs-to-gents-video-trailer/>

Spoil The Ending –
<http://spoiltheending.blogspot.com/>
 YouTube video
 10,000 unique visitors per month
<http://spoiltheending.blogspot.com/2008/07/set-your-tivo-from-gs-to-gents.html>

Bossip – <http://www.bossip.com>
 News item
 166,234 unique visitors per month
<http://www.bossip.com/20945/queer-eye-for-the-g-types/>

G.O.O.D. Music Blog -
<http://goodmusicinfo.blogspot.com>
 YouTube videos
 10,000 unique visitors per month
<http://goodmusicinfo.blogspot.com/2008/07/fonzworth-to-host-in-gs-to-gents.html>

Platinum Lounge – <http://www.platinumlounge.net>
 News item
 10,000 unique visitors per month
<http://www.platinumlounge.com/node/11529>

Show Hype – <http://www.showhype.com>
 YouTube video
 269,303 unique visitors per month
http://showhype.com/video/from_g_s_to_gents_creep_a_s_sitdown/

Ramblings of a TV Whore –
<http://www.ramblingsofatvwhore.com/>
 News item
 10,000 unique visitors per month
<http://www.ramblingsofatvwhore.com/2008/07/14/whats-premiering-this-week/>

Gossip Thug – <http://www.gossiphug.com/>
 SOHH video
 10,000 unique visitors per month
<http://www.gossiphug.com/2008/07/02/video-from-gs-to-gents.html>

TV Envy – <http://television.gearlive.com/tvenvy/>
 News item
 10,000 unique visitors per month
<http://television.gearlive.com/tvenvy/article/q107-this-week-on-tv-7-14-7-20/>

BET News You Should Know –
<http://blogs.bet.com/news/newsyoushouldknow/>
 News item
 10,000 unique visitors per month
<http://blogs.bet.com/news/newsyoushouldknow/entertainment-news-bernie-mac-bashed-for-bad-humor-actor-charged-after-brawl-in-louisiana-jamie-foxxs-reality-show-hits-mtv-this-week/>

Your Black Gossip –
<http://yourblackgossip.blogspot.com/>
 YouTube videos
 10,000 unique visitors per month
<http://yourblackgossip.blogspot.com/2008/07/sneak-peek-mtvs-from-gs-to-gents.html>

Perajok & Kanye West –
<http://kenewest.blogspot.com/>
 YouTube video
 10,000 unique visitors per month
<http://kenewest.blogspot.com/2008/07/from-gs-to-gents-creepas-sitdown.html>

The Young, Black and Fabulous – <http://theybf.com>
 YouTube clips
 105,000 unique visitors per month
<http://theybf.com/2008/07/10/random-ish-j-huds-album-coverjim-jones-calls-kanye-a-cry-babymtvs-gs-to-gents-clips/>

Zap2it – <http://www.zap2it.com>
 Featured video clips
 1.8 million unique visitors per month
<http://www.zap2it.com/>
<http://www.zap2it.com/video/?clipID=2690099>
<http://www.zap2it.com/video/?clipID=2690108>

The Bro's Code – <http://www.thebroscod.com>
 Fonzworth Interview
 10,000 unique visitors per month
<http://thebroscod.com/post/41609999/the-bros-code-interview-fonzworth-bentley>

Media Fiends – <http://www.mediafiends.com>
 News item
 222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=3460&Itemid=1

FANSCAPE

BIG REACH. SMART MARKETING.

Yahoo! TV – <http://tv.yahoo.com>

What to Watch

8.8 million unique visitors per month

<http://tv.yahoo.com/collections/442>AOL Television – <http://television.aol.com>

Daily TV Picks

10.1 million unique visitors per month

http://television.aol.com/editors_picksCourant – <http://www.courant.com>

News item

688,063 unique visitors per month

<http://www.courant.com/entertainment/tv/hc-tveye0715.artjul15,0,7950822.story>

Television Without Pity –

<http://www.televisionwithoutpity.com>

News item

474,000 unique visitors per month

<http://www.televisionwithoutpity.com/goingthroughchannels/2008/07/daily-picks-for-tuesday-july-1-1.php>No Control – <http://tv.blogdig.net>

News item

10,000 unique visitors per month

http://tv.blogdig.net/archives/articles/July2008/14/Interview_Fonzworth_Bentley_From_G_s_To_Gents.html24 Hour Hip Hop – <http://www.24hourhiphop.com>

News item

333,211 unique visitors per month

<http://24hourhiphop.com/hip+hop+News/Jamie%20Fox%20Presents:%20From%20G%27s%20To%20Gents/2874>MTV Reality World – <http://www.mtvrealityworld.com>

YouTube video

10,000 unique visitors per month

<http://www.mtvrealityworld.com/2008/07/13/attention-hip-hop-fans/>

Watching Reality TV –

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

News item

10,000 unique visitors per month

<http://www.watchingrealitytv.com/check-out-what-is-happening-this-week/>Pop-Junkie.com – <http://www.pop-junkie.com>

News item

10,000 unique visitors per month

<http://thepopculturejunkie.blogspot.com/2008/07/are-you-g-or-gent.html>Reality Blurred – <http://www.realityblurred.com>

News item

200,000 unique visitors per month

http://www.realityblurred.com/realitytv/archives/mtv/2008_Jul_15_from_gs_to_gentsGreasy Guide – <http://www.greasyguide.com>

Fonzworth Interview

10,000 unique visitors per month

<http://greasyguide.com/2008/07/15/greasyguidecom-interview-with-fonzworth-bentley-on-from-gs-to-gents/>

At Home Network (12 sites total) – ie.

<http://www.philadelphiaathome.com>

On The Tube Feature

120,000 unique visitors per month

<http://philadelphiaathome.com/entertainment.aspx><http://philadelphiaathome.com/dct/54/id/9333/mid/2468/-From-G-s-to-Gents--premieres-tonight-10pm-ET-PT.aspx>MSN TV – <http://tv.msn.com>

Tube Tops

8.6 million unique visitors per month

<http://tv.msn.com/tv/weekly-tv-picks/?icid=TV2>1=TV2>Dumb Bitch Slayers – <http://www.dbslayers.com>

News item

10,000 unique visitors per month

<http://www.dbslayers.com/2008/07/mtvs-gs-to-gents-premiere-tonight-10pm.html>

Spoil The Ending –

<http://spoiltheending.blogspot.com/>

News item

10,000 unique visitors per month

<http://spoiltheending.blogspot.com/2008/07/tonight-from-gs-to-gents.html>Daily Blabber – <http://dailyblabber.ivillage.com>

News item

210,000 unique visitors per month

<http://dailyblabber.ivillage.com/entertainment/archive/2008/07/jamie-foxx-turns-gs-into-gents.html>Necole Bitchie – <http://www.necolebitchie.com>

News item

10,000 unique visitors per month

<http://necolebitchie.com/2008/07/15/new-videos-fonzworth-bentley-alicia-keys/>New to TV – <http://www.newtotv.com/>

News item

10,000 unique visitors per month

FANSCAPE

BIG REACH. SMART MARKETING.

<http://www.newtotv.com/can-playas-become-gentlemen-gs-to-gents-premieres-on-mtv/>

LAist – <http://www.laist.com>
TV Junkie Listing
700,000 unique visitors per month
http://laist.com/2008/07/15/tv_junkie_tuesday_4.php#more

At Home Network (12 sites total) – ie.
<http://www.buffaloathome.com>
News item
120,000 unique visitors per month
<http://buffaloathome.com/dct/54/id/9346/mid/2461/From-G-s-to-Gents-Episode-One.aspx>

Reality Rocks –
<http://new.music.yahoo.com/blogs/realityrocks>
News item
10,000 unique visitors per month
<http://new.music.yahoo.com/blogs/realityrocks/96538/mtv-stole-my-idea>

BenMVP – <http://www.benmvp.com/>
News item
10,000 unique visitors per month
<http://www.benmvp.com/2008/07/from-gs-to-gents.html>

Spoil The Ending –
<http://spoiltheending.blogspot.com/>
News item
10,000 unique visitors per month
<http://spoiltheending.blogspot.com/2008/07/fonzworth-bentley-talks-from-gs-to.html>

Social Metard – <http://socialmetard.blogspot.com/>
News item
10,000 unique visitors per month
<http://socialmetard.blogspot.com/2008/07/from-gs-to-gents.html>

Prince of the City –
<http://theprinceofthecityeddieb.blogspot.com/>
YouTube video
10,000 unique visitors per month
<http://theprinceofthecityeddieb.blogspot.com/2008/07/from-gs-to-gents-trailer-heres-my.html>

The Hater – <http://www.avclub.com/content/hater>
News item
10,000 unique visitors per month
http://www.avclub.com/content/hater/how_to_be_a_gentleman

Your Black Gossip –
<http://yourblackgossip.blogspot.com>
YouTube videos
10,000 unique visitors per month
<http://yourblackgossip.blogspot.com/2008/07/sneak-peek-mtvs-from-gs-to-gents.html>

Buddy TV – <http://www.buddytv.com>
Fonzworth Interview
1 million unique visitors per month
<http://www.buddytv.com/articles/from-gs-to-gents/exclusive-interview-with-from-21253.aspx>

Pop Matters – <http://www.popmatters.com>
Fonzworth Interview
1 million unique visitors per month
<http://www.popmatters.com/pm/article/60951/mtv-premieres-from-gs-to-gents/>

HollyScoop – <http://www.hollyscoop.com>
What to Watch
1.1 million unique visitors per month
http://tv.hollyscoop.com/must-love-kids/what-to-watch-on-tv-tuesday-edition_1029.aspx

Hollywire – <http://www.hollywire.com>
News item
73,790 unique visitors per month
<http://www.hollywire.com/reality-tv/improving-their-swagger-mtvs-from-gs-to-gents/>

The Urban Daily – <http://www.theurbandaily.com/>
What to Watch
10,000 unique visitors per month
<http://www.theurbandaily.com/article/what-to-watch-wednesday-072308>

Behind the Approval Matrix –
<http://www.behindtheapprovalmatrix.com/>
YouTube video
10,000 unique visitors per month
<http://www.behindtheapprovalmatrix.com/2008/07/from-gs-to-gents.html>

TheCustard.tv – <http://thecustardtv.blogspot.com/>
News item
10,000 unique visitors per month
http://thecustardtv.blogspot.com/2008/07/coming-up-new-entries-and-updates_26.html

The Urban Gentleman –
<http://theurbangent.blogspot.com/>
News item
10,000 unique visitors per month
<http://theurbangent.blogspot.com/2008/07/from-gs-to-gent-premieres-tonight-on.html>



BIG REACH. SMART MARKETING.

The Urban Gentleman –
<http://theurbangent.blogspot.com/>
News item
10,000 unique visitors per month
<http://theurbangent.blogspot.com/2008/07/from-gs-to-gents-episode-2.html>

Creepa's MySpace –
<http://www.myspace.com/CREEPA070>
YouTube videos
3,505 friends
<http://www.myspace.com/CREEPA070>

Reality-TV-Online – <http://reality-tv-online.com/>
Featured YouTube video
12,700 unique visitors per month
<http://reality-tv-online.com/>

Reality-TV-Online - <http://reality-tv-online.com/>
YouTube video
12,700 unique visitors per month
<http://www.reality-tv-online.com/blog/from-g-to-gents/>

Schapiro Exhibit 66

From: French, David - MTV
To: [-] Christy Wise
Cc: [-]
Bcc: [-]
Subject: Fw: MTV Press Viral Report 3/6/08

Fyi

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

From: Housley, Michael
To: French, David - MTV; Solow, Warren
Cc: DeGuzman, Jennifer; Pittman, Q; Black, Marnie; Urbont, Ariana; Strube, Amy MTV
Sent: Fri Mar 07 08:10:31 2008
Subject: RE: MTV Press Viral Report 3/6/08

Hello Dave,

For YouTube, the username alone is sufficient. For all other sites, the more information the better. Of course, reporting individual URLs is prohibitively time consuming, we will work with usernames.

Thanks very much,
Michael Housley
Manager, Litigation Support
Viacom, Inc.
1515 Broadway
New York, NY 10036
[REDACTED]
michael.housley@viacom.com

From: French, David - MTV
Sent: Thursday, March 06, 2008 7:35 PM
To: Housley, Michael; Solow, Warren
Cc: DeGuzman, Jennifer; Pittman, Q; Black, Marnie; Urbont, Ariana; Strube, Amy MTV
Subject: MTV Press Viral Report 3/6/08
Importance: High

Hi Michael & Warren:

In an effort to keep you, and Viacom, informed of where we are promoting our MTV projects virally from a PR perspective, we will be providing you a weekly update of everything we have out there. Attached are the documents representing the last two weeks. We will be providing you future updates on Tuesdays, and will come from my colleague Q Pittman.

One final question for you that may make this process a lot easier. If we are regularly posting videos using a couple usernames -- if we gave you just those names, would you still require receiving individual clip links each week? Our regular user names are: FanscapeVideos4U, fanscapevideos, and Snackboard.

Thanks again!
Dave

David French
VP, MTV Communications
[REDACTED]
david.french@mtvstaff.com

Schapiro Exhibit 68

A-363

The screenshot shows the top navigation bar of the YouTube website. On the left is the YouTube logo. To its right are navigation buttons for HOME, FAVORITES, MESSAGES, VIDEOS, and MY PROFILE. Further right is a 'SIGN UP HERE >>' button and a 'Help' link. Below the navigation bar is a login form with fields for 'Screen Name:' and 'Password:', and a 'Log In' button. The main content area is titled 'About Us' and contains the following text: 'YouTube is the first online community site that allows members to post and share personal videos.' and 'To learn more about our service, please see our [Help](#) section.' On the left side of the main content area, there are links for 'About Us' and 'Contact Us'. At the bottom of the page, there is a footer with links for 'About Us', 'Terms of Use', and 'Privacy Policy', followed by the copyright notice 'Copyright © 2005 YouTube, LLC™'.

[About Us](#) | [Terms of Use](#) | [Privacy Policy](#) | Copyright © 2005 YouTube, LLC™

Schapiro Exhibit 69

A-365

From: Steve Chen <[REDACTED]>
Sent: Tuesday, April 26, 2005 2:45 PM
To: 'Chad Hurley' <[REDACTED]>; 'Jawed' <[REDACTED]>
Subject: RE: latest flash checked in?

We should meet.

Hmm. I'm already going to be down there at 5. I didn't want to stick around for 4 hours in PA if I didn't have to.

But hey -- regarding the HorN vs Flickr. I thought we were all on the same page as of last night.

We are a Personal Video site. Drawing analogies to HorN and Flickr will not work because we embody qualities of both.

We are a site that features creative videos from personal users. It can be dating-oriented or creativity-oriented. We will not restrict. We want to create a community around connections made by users viewing one another's videos.

Do you guys agree?

-s

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

From: Chad Hurley [mailto:[REDACTED]]
Sent: Tuesday, April 26, 2005 3:30 PM
To: Jawed
Cc: Steve Chen
Subject: Re: latest flash checked in?

lets all meet @ 9. where do you want to meet.

we need to sit down and talk. I still feel like the HorN idea and flickr idea are tearing our site apart. we really have to pick one.

-chad

On Apr 26, 2005, at 3:26 PM, Jawed wrote:

> I have dinner plans but I can do stuff after 9.

>

>

> Jawed

>

>

> Jawed Karim <http://jawed.com/>

>

> On Tue, 26 Apr 2005, Chad Hurley wrote:

>

>> I keep playing with the flash and going back and forth between
>> designs/layouts for this stuff. We need to have a meeting and discuss
>> things. What time are you going to be in Palo Alto?

>>

>> -chad

>>

>>
>>
>> On Apr 26, 2005, at 3:16 PM, Jawed wrote:
>>
>>> Yes, see my email from yesterday. It's checked in.
>>>
>>>
>>> Jawed
>>>
>>>
>>> Jawed Karim <http://jawed.com/>
>>>
>>> On Tue, 26 Apr 2005, Steve Chen wrote:
>>>
>>>> Chad, are you still working on the Flash? If we want to solidify
>>>> something to be pushable to Live tonight, I need to start cranking
>>>> on the Flash stuff.
>>>>
>>>> Also, Jawed, are you sending back the video descriptions?
>>>>
>>>> -s
>>>>
>>
>>
>>

Schapiro Exhibit 70

From: Jawed <[REDACTED]>
Sent: Sunday, June 26, 2005 11:46 AM
To: Chad Hurley <chad@youtube.com>
Cc: Chen Steve <[REDACTED]>
Subject: Re: crappy videos

Yeha, screw it. Let's reject it.

Jawed

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

On Sun, 26 Jun 2005, Chad Hurley wrote:

> Yo guys,
>
> This user, TheOCROx311, is uploading crappy videos... like the entire
> season finale of "Charmed" in 5 parts.
>
> I really want to start rejecting copyrighted material now. I think
> the key to our success is personal videos. If we are going to build
> this service, I think we should do it right and start enforcing this
> rule. We are not another "StupidVideos" or "Bittorrent".
>
> Viral videos are fine, like the airplane videos you found on the web
> or funny commercials people upload. But when it blatantly comes from
> a network or movie, we shouldn't mess around... we are going to be
> big and will perhaps someday even offer premium content, so I don't
> want to get sued or piss anyone off.
>
> What do you think? Do you care if I reject all of "TheOCROx311's"
> crap right now?
>
> -Chad
>
>

Schapiro Exhibit 71

UNITED STATES DISTRICT COURT
FOR THE SOUTHERN DISTRICT OF NEW YORK

VIACOM INTERNATIONAL, INC., COMEDY)
PARTNERS, COUNTRY MUSIC)
TELEVISION, INC., PARAMOUNT)
PICTURES CORPORATION, and BLACK)
ENTERTAINMENT TELEVISION, LLC,)
)
Plaintiffs,)
)
vs.) NO. 07-CV-2203
)

YOUTUBE, INC., YOUTUBE, LLC,)
and GOOGLE, INC.,)
)
Defendants.)
)

THE FOOTBALL ASSOCIATION PREMIER)
LEAGUE LIMITED, BOURNE CO., et al.,)
on behalf of themselves and all)
others similarly situated,)
)
Plaintiffs,)
vs.) NO. 07-CV-3582
)

YOUTUBE, INC., YOUTUBE, LLC, and)
GOOGLE, INC.,)
)
Defendants.)
_____)

VIDEOTAPED DEPOSITION OF HEATHER GILLETTE
SAN FRANCISCO, CALIFORNIA
TUESDAY, AUGUST 12, 2008

BY: ANDREA M. IGNACIO HOWARD, CSR, RPR, CLR
CSR LICENSE NO. 9830
JOB NO. 15481

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

AUGUST 12, 2008

9:14 a.m.

VIDEOTAPED DEPOSITION OF HEATHER GILLETTE,
held at the offices of SHEARMAN & STERLING,
525 Market Street, San Francisco, California,
pursuant to notice, before ANDREA M. IGNACIO
HOWARD, CLR, RPR, CSR License No. 9830.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

A P P E A R A N C E S:

FOR THE PLAINTIFFS VIACOM INTERNATIONAL, INC.:

JENNER & BLOCK

By: JAMES C. COX, Esq.

1099 New York Avenue, NW, Suite 900

Washington, D.C. 20001

(202) 639-6000 jamescox@jenner.com

FOR THE LEAD PLAINTIFFS AND PROSPECTIVE CLASS:

BERNSTEIN LITOWITZ BERGER & GROSSMANN LLP

By: JOHN C. BROWNE, Esq.

1285 Avenue Of The Americas

New York, New York 10019

(212) 554-1533 johnb@blbglaw.com

FOR THE DEFENDANTS YOUTUBE, INC., YOUTUBE, LLC and

GOOGLE, INC.:

MAYER BROWN

By: ANDREW H. SHAPIRO, Esq.

ERIC D. DOWELL, Esq.

1675 Broadway

New York, New York 10019-5820

(212) 506-2279 ashapiro@mayer.com

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

A P P E A R A N C E S: (Continued.)

ALSO PRESENT:

GOOGLE

By: ADAM L. BAREA, Litigation Counsel

1600 Amphitheater Parkway

Mountain View, California 94043

(650) 214-4879 adambarea@google.com

STUART PETTIGREW, Videographer.

---oOo---

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

10:12:32 Q Okay. Some other basic ground rules that
10:12:36 lawyers typically say for witnesses who haven't been
10:12:38 deposited before which might be useful, there's a
10:12:42 natural inclination to nod or shake your head rather
10:12:46 than vocalize a "yes" or "no" answer. But for the
10:12:47 court reporter to pick up -- pick up the answer and
10:12:50 record on the transcript, you actually have to say
10:12:52 "yes" or "no"; is that okay?

10:12:54 A I understand, yes.

10:12:55 Q Okay. Great.

10:12:58 Are you currently employed?

10:13:00 A Yes, I am.

10:13:00 Q Where at?

10:13:01 A At YouTube, Incorporated/Google,
10:13:04 Incorporated.

10:13:04 Q And what is your title there?

10:13:07 A Manager of YouTube User Ops.

10:13:15 Q And how long have you been employed at
10:13:18 YouTube?

10:13:19 A Since November 15th of 2005.

10:13:22 Q And at the time that you started at YouTube
10:13:28 in November 2005, was your title manager of YouTube
10:13:33 User Ops?

10:13:34 A No, it was not.

1 GILLETTE

2 10:13:35 Q And what was your title at that time?

3 10:13:37 A Office manager.

4 10:13:39 Q And there came a time when that changed.

5 10:13:42 When did it change? When did your title change from

6 10:13:43 office manager?

7 10:13:47 A I don't recall the exact date. I could

8 10:13:53 estimate for you.

9 10:13:54 Q Okay. Could you do that, please?

10 10:13:56 A I believe three to four months after that.

11 10:14:00 Maybe shorter.

12 10:14:01 Q And what -- what did your title -- title

13 10:14:05 change to at that point?

14 10:14:07 A Director of customer support.

15 10:14:09 Q Was that a promotion?

16 10:14:19 A Yeah. I mean it -- yes.

17 10:14:21 Q And then I suppose your title changed again

18 10:14:26 at some point.

19 10:14:27 How long were you the director of customer

20 10:14:30 support?

21 10:14:31 A Until the Google acquisition.

22 10:14:32 Q And when was that, approximately?

23 10:14:37 A I actually believe it was middle of

24 10:14:46 November 2006; is that correct? I believe that's

25 10:14:49 correct. I may be wrong.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

10:14:51 Q Okay. And at the time of the Google
10:14:56 acquisition, what -- what did your title change to?

10:14:59 A It became manager of, at that time, Con Ops.
10:15:07 YouTube Con Ops. Excuse me.

10:15:11 Q Is that Con like C-O-N?

10:15:13 A Correct. C-O-N, O-P-S.

10:15:15 Q Okay. I suppose your title changed one more
10:15:22 time at least, and when -- when did your title change
10:15:24 from manager of YouTube Con Ops?

10:15:31 A Again, I'm not sure and, you know, I could --
10:15:40 I could give a guess in this instance, but I'm really
10:15:43 not sure.

10:15:43 Q Roughly, what is your best sense?

10:15:49 A Probably seven or eight months, maybe. After
10:15:53 that, the -- we -- our department moved from Con Ops
10:15:58 to the greater OSO organization.

10:16:06 Q Okay. And at that time, what did your title
10:16:08 change to?

10:16:09 A Manager of YouTube OSO.

10:16:11 Q Okay. Now, going back in time to when you
10:16:20 first started at YouTube and your title was office
10:16:23 manager, what were your job responsibilities in that
10:16:25 role?

10:16:27 A I can list many of the duties I had. It may

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

10:52:35 A Safety, Quality, and User Advocacy

10:52:40 Department.

10:52:40 Q And again, the time frame right around the

10:52:44 Google acquisition, what -- what kinds of things did

10:52:49 the SQUAD Team do?

10:52:57 A Really more of the same that I described to

10:52:59 you. We did copyright related activities, user

10:53:09 support. And, I'm sorry, this was at the --

10:53:14 pre-acquisition you said?

10:53:14 Q Right around the time frame like right around

10:53:17 it was happening.

10:53:18 A So training then in that case and -- and

10:53:33 populating of content, help content for our users.

10:53:37 Q I'm just a little unclear on what you mean

10:53:42 there by "populating of content."

10:53:45 A At the -- at the time of the acquisition, so

10:53:48 this is -- this didn't happen before the acquisition,

10:53:52 we -- Google has a help center that they provide to

10:53:56 all of their products, and in that help center, of

10:54:00 course, we list useful information for our users to be

10:54:05 able to use the site or any concerns really that we

10:54:08 know are going to be facing our users we would put

10:54:11 useful information in there, populate that. It's --

10:54:15 it's almost like a separate website --

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

10:54:21 Q And that's --

10:54:22 A -- of help.

10:54:22 Q And that's a website of the users the YouTube
10:54:25 users, can look at to possibly answer questions that
10:54:28 they may have about the site?

10:54:29 A Correct.

10:54:30 Q Okay. Did -- well, what copyright related
10:54:37 activities during this time frame did the SQUAD Team
10:54:41 deal with?

10:54:44 A Sure.

10:54:45 We responded and processed takedown requests.
10:54:56 We also answered just general questions and inquiries
10:55:00 with regard to either folks that had had their content
10:55:07 removed that didn't understand the process or even
10:55:13 content owners that didn't understand the process if
10:55:17 they wanted something removed that they felt was
10:55:19 unauthorized.

10:55:20 Q Anything else, again, with respect to
10:55:24 copyright related -- copyright related activities?

10:55:28 A We, of course, were involved with again
10:55:31 populating information in the help center with regard
10:55:34 to copyright information. We also helped to design
10:55:43 and also invite members and also make known and
10:55:50 prominent our content verification tool which I can

1 GILLETTE

2 10:55:54 explain more.

3 10:56:00 Q Before we get to that, just tell me, is there

4 10:56:02 anything else?

5 10:56:04 A There very well may have been much more than

6 10:56:07 that. I'm -- I'm giving you a general bucket list of

7 10:56:11 general gist.

8 10:56:12 Q Okay. Now, you said there were 23 members,

9 10:56:16 approximately, of the SQUAD Team at this time. Did

10 10:56:19 all of those people work on copyright -- copyright

11 10:56:24 related activities?

12 10:56:25 A No.

13 10:56:25 Q Okay. How many worked on copyright related

14 10:56:28 activities?

15 10:56:31 A Approximately, again, this is approximately

16 10:56:32 that same three -- three or four number. Maybe five,

17 10:56:39 if we're counting me. Again, I'm not sure. I believe

18 10:56:43 approximately three is a better guess.

19 10:56:46 Q Okay. And the remaining number of -- of the

20 10:56:51 SQUAD Team members worked on the other

21 10:56:55 responsibilities of the SQUAD Team?

22 10:56:57 A Correct.

23 10:56:57 Q Okay.

24 10:56:59 A Did I -- it's okay.

25 10:57:01 Q Okay. Did there come a time when it changed,

1 GILLETTE

2 10:57:08 when the number of people who worked just on the

3 10:57:09 copyright -- copyright related activities changed

4 10:57:13 moving forward?

5 10:57:18 A Not really. I mean, there were additional

6 10:57:23 duties that as time went on we would take on, but it

7 10:57:28 was all really copyright related work.

8 10:57:31 Q Yeah, I think we may have just been talking

9 10:57:33 past each other, but -- or maybe not.

10 10:57:36 But are there -- well, let me ask you: Are

11 10:57:43 there now -- now, how many members -- strike all that.

12 10:57:47 Does the SQUAD Team still exist now?

13 10:57:49 A Yes, we do.

14 10:57:51 Q Okay. And how many people are on it?

15 10:57:53 A I think I'm -- to be clear, this, I'm talking

16 10:57:56 about the San Bruno office. Approximately, I think

17 10:58:06 we're at [REDACTED], maybe [REDACTED].

18 10:58:10 Q And how many people now work on just

19 10:58:17 copyright related activities?

20 10:58:19 A At this time, we have [REDACTED].

21 10:58:20 Q Okay. Was it ever more than [REDACTED]?

22 10:58:27 A I don't believe so.

23 10:58:34 Q Do you work on all of the aspects of the

24 10:58:40 SQUAD Team's duties or --

25 10:58:42 A I do not, no.

1 GILLETTE

2 11:07:28 current knowledge or our current policies. I do not

3 11:07:34 recall specifics necessarily.

4 11:07:38 Q Do you recall any specifics?

5 11:08:01 A I recall a specific e-mail where I requested

6 11:08:14 a change because a statement in the -- I don't know if

7 11:08:18 it was the help center yet or if it was the FAQ where

8 11:08:29 it -- it -- the -- the statement in there made it

9 11:08:35 sound as though we were reviewing all content for, I

10 11:08:44 believe, copyright authorization which -- and again, I

11 11:08:52 don't remember what the wording was. I remember that

12 11:08:54 was important to me, and I don't know what -- I don't

13 11:09:00 even recall if we changed it.

14 11:09:02 Q Why did you want that -- why did you ask that

15 11:09:24 that statement be changed?

16 11:09:27 A Because I recall that we did not do that at

17 11:09:29 the time that I was there. So again, it was -- it was

18 11:09:34 not accurate, as far as I knew.

19 11:09:36 Q So you wanted it changed because it was not

20 11:09:42 accurate; right?

21 11:09:44 A As far as I knew, it was -- at that time, it

22 11:09:46 was not accurate.

23 11:09:48 Q Was there any other reason that you wanted it

24 11:09:50 changed?

25 11:09:54 A I don't recall any other reason. I don't

1 GILLETTE

2 11:09:59 recall -- I don't even recall really what the wording

3 11:10:04 I had issue with was.

4 11:10:05 Q Well, were you in a position to know at that

5 11:10:12 time whether a statement like that was accurate?

6 11:10:14 MR. SHAPIRO: Objection; foundation.

7 11:10:20 You may answer.

8 11:10:21 THE WITNESS: Again, if -- because it is -- I

9 11:10:26 remember my concern with that was with regard to

10 11:10:29 copyright. The only thing that I could know for sure

11 11:10:33 that I was accurate about was the operational portion

12 11:10:36 of this, and I -- I know at that time we were not

13 11:10:40 reviewing everything for that reason.

14 11:10:46 MR. BROWNE: Q. For what reason?

15 11:10:47 A For copyright.

16 11:10:49 Q Was there any time when you were reviewing

17 11:10:56 everything for copyright?

18 11:10:57 A Everything, no. As far as I know, no, while

19 11:10:59 I was there.

20 11:11:04 Q Were there times where -- where you were

21 11:11:06 reviewing some things for copyright?

22 11:11:08 A Yes.

23 11:11:08 Q What times were those?

24 11:11:17 A At various stages pre-acquisition, I believe,

25 11:11:36 yes. I'm -- I'm fairly sure that pre-acquisition we

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:11:42 did do -- we did scan portions of the site to try and
11:11:48 locate what we thought might be unauthorized content.

11:11:52 Q Who did that?

11:12:00 A That changed over time. The people that were
11:12:03 involved definitely changed over time.

11:12:10 Q What people were involved at any point in
11:12:18 time?

11:12:20 A So I can -- I can start from the point where
11:12:23 I joined the company. At that very early stage, I can
11:12:33 recall a few people helping, and there may have
11:12:35 definitely been more. Again, it was a small company,
11:12:38 so everyone helped with a little bit of everything,
11:12:40 but I helped. Brent Hurley helped.

11:12:56 I -- I think -- you know, I definitely know
11:13:09 that there were more people helping, but I think we
11:13:11 were the key players.

11:13:12 Q And how did you -- how did you scan the site
11:13:20 to try to locate unauthorized conduct -- content?

11:13:26 A I -- I believe at that time, again, very
11:13:30 early stage, we were really -- the content that
11:13:35 appeared to be most popular and shared at that stage
11:13:40 that we suspected could be unauthorized was really
11:13:43 just South Park.

11:13:47 Q So again though how did you scan the site to

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:13:50 find that content?

11:13:52 A I'm sorry. A lot of it was if we happened to
11:13:58 come across it, of course, and I believe there --
11:14:07 there was key word searching to try to locate that
11:14:13 content, and if -- if in the early stages there were
11:14:22 other methods, I'm not aware. That's my firsthand
11:14:26 knowledge.

11:14:27 Q Were there other methods at later stages?

11:14:33 A For South Park specifically, I don't think
11:14:36 so. Again, I could be wrong. Things did change. Our
11:14:42 approach and our attempt at trying to help with --
11:14:45 with unauthorized content changed over time
11:14:49 definitely. So as it pertains to South Park, I don't
11:14:57 think so.

11:14:57 Q I didn't mean to confine it specifically to
11:15:00 South Park though.

11:15:01 A Okay.

11:15:02 Q If at later stages there were other methods
11:15:06 for searching the site for what you thought might be
11:15:09 unauthorized conduct -- content, what were those
11:15:12 methods?

11:15:13 A Yes. We had a -- at one time we had an
11:15:19 ability to review videos that were over ten minutes
11:15:22 long, and that lasted for a very short period of time.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:15:30 We were not capable of keeping up with the volume, and
11:15:37 at some point, and I don't remember when exactly, that
11:15:41 queue, we basically just removed it.

11:15:44 Also, I know that on occasion, again, because
11:15:53 the sheer volume on the site was, of course, growing
11:15:56 very quickly, on occasion we would ask engineering to
11:16:00 do queries. Yeah, I mean, again we're talking about a
11:16:07 large span of time, so....

Q But within that large span of time, were
11:16:15 there any other methods, other than the ones that
11:16:19 you've named, that you remember that were used to --
11:16:22 to scan the site to try and locate unauthorized
11:16:25 content?

A I mentioned key word searching. I'm not
11:17:03 thinking of any other methods. Although, again, I
11:17:07 could very well be forgetting something.

Q Well, now when you said that at least
11:17:12 sometimes engineering would -- would be asked to do
11:17:14 queries --

A Yes.

Q -- what did you -- what did you mean by that?

A One of the things that we noticed was content
11:17:30 owners definitely were interested in -- in videos that
11:17:36 where they had broken up something that was longer

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:20:36 would intend on, you know, going forward with
11:20:39 something but, you know, the -- the numbers we're
11:20:41 talking about, and I'm talking about beyond copyright,
11:20:45 the numbers that we're talking about were big quickly.

11:20:48 So I know on at least one occasion we
11:20:53 attempted to look through those, and our intent was to
11:20:55 try and find unauthorized content to help content
11:21:01 owners. That was the bottom line.

11:21:03 Q And then on that occasion, do you -- that
11:21:07 you're thinking of, is that in reference to specific
11:21:10 work or more than one work?

11:21:11 A I don't recall a specific work, no.

11:21:13 Q And again this occasion, at least this one
11:21:16 occasion that you're thinking of, when was that,
11:21:18 approximately?

11:21:19 A I have no idea.

11:21:20 Q And when you -- were you, in fact, successful
11:21:30 in finding some things that you believe may have been
11:21:32 unauthorized content?

11:21:34 A We -- there's no way we could determine that.
11:21:37 There was no feedback, and definitely one thing we
11:21:40 were successful at was learning that we were not
11:21:44 qualified to be making these calls, but as -- as to
11:21:49 the success of actually locating unauthorized or

1 GILLETTE

2 11:21:51 authorized content, no.

3 11:21:55 Q Your -- your searches didn't locate any

4 11:21:58 content?

5 11:21:58 A Oh, of course they located --

6 11:22:00 MR. SHAPIRO: Objection.

7 11:22:01 THE WITNESS: -- content.

8 11:22:03 MR. SHAPIRO: Objection; misstates the

9 11:22:04 testimony.

10 11:22:04 MR. BROWNE: Q. And of that content that

11 11:22:07 they located -- that they located, did you, at least

12 11:22:09 in certain instances, believe that some of it was

13 11:22:12 unauthorized content?

14 11:22:14 A We suspected it may be.

15 11:22:15 Q And what did you do then?

16 11:22:17 A We -- we removed what we suspected might be

17 11:22:19 unauthorized, yes.

18 11:22:21 Q And you said that you -- that you learned

19 11:22:39 that you weren't qualified to make a decision as to

20 11:22:44 what was -- what was authorized and what wasn't.

21 11:22:46 A Yes.

22 11:22:47 Q How did you learn that?

23 11:22:49 A We -- we learned that over time and it

24 11:22:53 basically -- as time went on, we became aware of the

25 11:22:59 thousands of mistakes that we had made through

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:23:02 counterclaims. We also became aware of the thousands
11:23:07 of mistakes we made for content producers where --
11:23:17 where it was original content, but even mainstream
11:23:20 media companies. There were -- there were many
11:23:26 different points of feedback basically that came our
11:23:29 way.

11:23:29 Q And you -- you removed thousands of instances
11:23:33 of stuff that you believe was unauthorized content?

11:23:37 A I can estimate for you, and again it's really
11:23:40 guessing. I do not have any record of the numbers. I
11:23:46 mean, actually I don't -- I don't -- I don't even know
11:23:48 a ballpark in this instance.

11:23:50 Q But you believe that you -- that you became
11:23:55 aware of thousands of mistakes that you made?

11:23:58 A Mistakes, my estimate is definitely
11:24:01 thousands. I mean, it's -- it's very likely many,
11:24:05 many thousands.

11:24:07 Q So then you would have had to remove -- maybe
11:24:09 I'm not understanding something, but to have made
11:24:12 thousands of mistakes, am I right that you would have
11:24:15 had to remove thousands of videos?

11:24:17 A Yes, I think that's a fair deduction.

11:24:22 Q And how did you become aware of these
11:24:28 mistakes? Actually, how were --

1 GILLETTE

2 11:24:31 A I just answered that.

3 11:24:32 Q I'm trying to ask it a little bit different.

4 11:24:34 I think you answered who told you, but I'm just saying

5 11:24:37 how, how did they tell you?

6 11:24:38 A Feedback, newspaper articles, direct e-mails

7 11:24:44 from content owners, telephone calls, reporters coming

8 11:24:49 to us on behalf of a content owner that wanted their

9 11:24:54 video to appear to be pirated and, in fact, it was a

10 11:24:59 very large media company. They wanted to seed the

11 11:25:01 site and make it look like it had been something that

12 11:25:03 was unauthorized.

13 11:25:08 Q What reporters came to you and said that?

14 11:25:10 A I do not recall names of -- and it wasn't

15 11:25:14 directly to me. Let me be very clear. This feedback

16 11:25:19 came to others as well. I mean, this was feedback

17 11:25:23 everyone was receiving.

18 11:25:26 Q Did any reporters come directly to you?

19 11:25:30 A No, I don't think so.

20 11:25:35 Q Whether they came directly to you or not, can

21 11:25:37 you remember the name or maybe the publication that --

22 11:25:41 that any -- of any reporter that -- that said this?

23 11:25:44 A That said specifically this, no, absolutely

24 11:25:46 not. I believe there were multiple instances by the

25 11:25:58 way. I don't think there was any one publication.

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:26:01 Q Now, but -- but you're testifying that the
11:26:05 reporters came to you and said this, or are you saying
11:26:08 that you read it in the newspaper, I just want to be
11:26:10 clear, or a news publication?

11:26:13 A Okay. Let me be clear in that I don't recall
11:26:16 exactly how the reporter or the information from a
11:26:19 reporter came to us. I don't know. It's my
11:26:25 understanding that that took place, the details of
11:26:27 which I do not know.

11:26:28 Q How did you come to that understanding?

11:26:32 A Honestly, I don't recall. Probably talking
11:26:39 about it or hearing about it within the company or
11:26:42 yeah. I don't truly recall.

11:26:48 Q Do you know who at YouTube reporters
11:26:52 contacted about this issue?

11:26:54 A This issue, no, I do not.

11:26:56 Q And I think you said you also had some direct
11:27:04 contacts from media companies; is that right?

11:27:08 A I had direct contact?

11:27:10 Q Yeah.

11:27:11 A Yeah, I mean, there was also contact with
11:27:13 others, but yes. As it pertained to content that had
11:27:19 been -- that had been removed that they, in fact,
11:27:23 either through implied authorization or through an

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:27:26 agent or that they were well aware that it was up here

11:27:30 even though they didn't upload it themselves --

11:27:30 Q Right.

11:27:32 A -- they would -- they would contact me, yes,
11:27:35 and ask me to have things reinstated.

11:27:38 Q And did you, in fact, have them restated at
11:27:40 that time?

11:27:40 A Yes, I did.

11:27:41 Q Who contacted -- what -- what media company
11:27:45 do you recall who specifically contacted you on this
11:27:47 issue?

11:27:48 A I mean almost any media company you could
11:27:51 think of we've reinstated content for.

11:27:55 Q But specifically on the issue of content that
11:28:01 YouTube removed because YouTube believed it may have
11:28:03 been unauthorized and then you had a media company
11:28:06 contact you and say no, it's one of these thousands of
11:28:09 mistakes --

11:28:10 A Yeah.

11:28:10 Q -- put it back up, can you remember any media
11:28:13 companies on that issue?

11:28:15 A I can't think of the specifics. I dealt with
11:28:26 media companies all the time.

11:28:30 Q Can you remember any of these thousands of

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:28:32 mistakes that -- that YouTube removed and were then
11:28:37 notified that the content owner actually wanted it up
11:28:41 there? Can you name for me any of those?

11:28:44 A Any of the mistakes giving specifics? You
11:28:48 mean on -- from a media company, or just private party
11:28:51 or --

11:28:51 Q Any.

11:28:52 A I honestly do not recall the specifics. I
11:28:55 mean, if I could sit here and think about it for a
11:28:59 while, I -- nothing is coming to me at the front of
11:29:02 my -- my mind.

11:29:03 Q Are there any -- were there any reports
11:29:05 prepared within YouTube documenting any of these
11:29:10 instances of mistakes?

11:29:11 A Again, I want to be very clear that you are
11:29:14 talking -- you're asking me about one particular
11:29:18 incident where we had, or maybe a couple of incidents,
11:29:21 I'm not quite sure how many times it happened, where
11:29:26 we had engineering do a query for us. This is what
11:29:30 I'm speaking to, and to that, no, I do not recall the
11:29:32 specifics.

11:29:33 Q So let me -- let me be more clear myself.

11:29:35 You testified that you became aware through
11:29:38 various means of thousands of instances where YouTube

1 GILLETTE

2 11:29:42 had removed material that it believed was unauthorized

3 11:29:46 and later learned that that removal was done in

4 11:29:50 mistake -- by mistake because the content owner

5 11:29:52 actually wanted it up there; is that right?

6 11:29:55 A That's correct.

7 11:29:56 Q Okay. Out of those thousands of instances,

8 11:30:00 can you name for me -- how many of them can you -- can

9 11:30:05 you name for me with specificity?

10 11:30:08 A At this stage, I can't name any.

11 11:30:11 Q Out of --

12 11:30:12 MR. SHAPIRO: Sorry. Just to be clear, to

13 11:30:13 make sure, are you talking about the -- the fact that

14 11:30:22 engineering --

15 11:30:22 MR. BROWNE: No, we're not.

16 11:30:23 MR. SHAPIRO: -- or in the universe

17 11:30:25 generally?

18 11:30:25 MR. BROWNE: We're talking about the universe

19 11:30:28 generally.

20 11:30:28 THE WITNESS: I just said engineering.

21 11:30:28 MR. SHAPIRO: Okay. It seemed like you guys

22 11:30:30 might be missing each other.

23 11:30:30 THE WITNESS: Yeah, I think we're missing

24 11:30:32 each other.

25 11:30:32 MR. SHAPIRO: So his question is generally

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25

GILLETTE

11:30:34 can you think of instances of mistakes and takedowns
11:30:39 such as that?

11:30:39 THE WITNESS: Sure.

11:30:40 MR. BROWNE: Q. I want to ask the question,
11:30:41 and I do think it's clear, but in case it wasn't, let
11:30:45 me ask it again.

11:30:46 There are -- you testified, right, that there
11:30:51 were instances where YouTube would go and remove
11:30:53 material because YouTube believed it may have been
11:30:56 unauthorized, and you later learned that you had done
11:31:01 that by mistake thousands of times because the content
11:31:06 owner or someone else contacted you and said the
11:31:09 content owner wanted that material on the site; is
11:31:13 that fair to say you testified?

11:31:15 A That is -- that is fair to say. However,
11:31:19 when I mentioned that, I thought we were speaking
11:31:21 specifically about the engineering queries.

11:31:26 Now, if we're going to speak about that
11:31:29 number "thousands," again, if you want to know more
11:31:35 broadly the response to that beyond the engineering
11:31:38 queries, again, I can -- I -- I -- I can only estimate
11:31:42 the number, first of all. So I'd like to stop using
11:31:45 that number, because now we're speaking more broadly,
11:31:49 and I don't know what the number or even could

1 GILLETTE

2 11:33:42 weren't happy about.

3 11:33:42 Q And -- and can you remember the names of any

4 11:33:46 of those reporters?

5 11:33:48 A No.

6 11:33:49 Q Okay. Sorry to keep asking. I'm just not

7 11:33:53 sure sometimes whether we talked about it.

8 11:33:55 A I really cannot remember the names.

9 11:33:58 Q Okay. You said you had heard though that

10 11:34:00 reporters had done this.

11 11:34:02 A Yes.

12 11:34:02 Q How had you heard that?

13 11:34:04 MR. SHAPIRO: Objection; asked and answered.

14 11:34:05 THE WITNESS: Again, I -- yeah.

15 11:34:07 MR. BROWNE: Q. Can you answer it again for

16 11:34:08 me?

17 11:34:09 A Sure. I -- I don't recall how I heard. I

18 11:34:13 suspect and can only speculate, since I don't

19 11:34:16 remember, but it may have just been people talking in

20 11:34:18 the office.

21 11:34:21 Q Do you remember any of the people who were

22 11:34:23 talking?

23 11:34:23 A No.

24 11:34:25 Q Okay.

25 11:34:26 A It's a small team.

1 GILLETTE

2 11:34:31 Q One second. Can I scan up a little bit?

3 11:34:34 MR. SHAPIRO: Should we take a break?

4 11:34:36 THE WITNESS: Yes, please. Thank you.

5 11:34:37 MR. SHAPIRO: Okay.

6 11:34:38 THE VIDEOGRAPHER: The time is 11:34. Off

7 11:34:41 the record.

8 11:34:42 (Recess taken.)

9 11:55:28 THE VIDEOGRAPHER: The time is 11:55. On the

10 11:55:31 record.

11 11:55:31 MR. BROWNE: Q. Ms. Gillette, still talking

12 11:55:38 about these many thousands of instances or mistakes

13 11:55:43 that came to your attention, can you recall any

14 11:55:45 specific media companies who informed you about these

15 11:55:50 mistakes?

16 11:55:50 A So we're talking the broad --

17 11:55:52 Q We are, yeah.

18 11:55:53 A Okay. So there were many media companies

19 11:56:04 that came forward and expressed that they were

20 11:56:07 actually happy about their content being on the site

21 11:56:10 even if it were not explicitly authorized, some of

22 11:56:16 which were, the removals were due to our proactive

23 11:56:22 scans.

24 11:56:25 I recall definitely specifics about media

25 11:56:29 companies in this -- in this -- you know, in this

1 GILLETTE

2 11:56:33 realm. I'm not 100 percent positive it was a result

3 11:56:37 of a proactive removal, although I believe in this

4 11:56:40 case it was.

5 11:56:42 There was a -- either a magazine or newspaper

6 11:56:48 article, I believe it was a magazine, where NBC

7 11:56:52 actually officially made a statement in there saying

8 11:56:55 that they, in fact, were well-aware of a lot of -- of

9 11:56:59 content that was up there that NBC owned that had not

10 11:57:03 been uploaded by, you know, an agent authorized or by

11 11:57:07 NBC, and that they were very pleased actually with --

12 11:57:12 with that content being up there.

13 11:57:13 And even though they hadn't given us an

14 11:57:16 explicit authorization, basically they, you know,

15 11:57:19 implied that it was authorized, that they were pleased

16 11:57:22 with the content being up there.

17 11:57:25 There are -- I recall, and again I'm not sure

18 11:57:29 if this one was as a result of proactive, many times

19 11:57:34 we had content owners take down their own content

20 11:57:37 because they couldn't even recognize that it was

21 11:57:39 professionally produced or part of -- of their

22 11:57:42 repertoire. But I do recall an instance, whether it

23 11:57:48 was proactive or not, where there was a movie. It

24 11:57:51 looked like it was chunks of feature length, you know,

25 11:57:58 two-hour movie broken into parts, and it looked like

1 GILLETTE

2 11:58:00 there was a guy, his shadow, literally holding up the

3 11:58:04 video camera in front of the movie the entire time.

4 11:58:09 Again, I can't recall if it -- it was

5 11:58:10 proactive or not. It may have been they themselves

6 11:58:12 that took it down, but it ended up later that we found

7 11:58:15 out that that was, in fact, uploaded intentionally by

8 11:58:18 the creator of the true movie with the intent to make

9 11:58:20 it look like it had been pirated to drive conversation

10 11:58:24 and traffic and excitement around the movie and

11 11:58:26 actually get them into the theater.

12 11:58:29 There were multiple, multiple private

13 11:58:31 parties, maybe not recognizable names, and I don't, in

14 11:58:35 fact, remember the individuals' names, but I can give

15 11:58:38 some examples.

16 11:58:40 American Idol, for example, we did a lot of

17 11:58:43 key word search in there, and we did a lot of

18 11:58:45 proactive removal there in an attempt to create

19 11:58:49 harmony with them and help them with unauthorized

20 11:58:54 content. And American Idol, in particular, a lot of

21 11:58:59 people would make their own homemade show, and they

22 11:59:02 compete with their friends, and they would hold

23 11:59:05 contests, and they videotape it, and they try to put

24 11:59:08 things around it that made it just like the show

25 11:59:10 itself, and there would be voting. The audience, the

1 GILLETTE

2 11:59:15 community, would get involved as well.

3 11:59:17 Numerous, numerous, numerous occasions of

4 11:59:20 removals like that. I mean, the -- it's -- it's a --

5 11:59:25 it's a very large number of instances that we're

6 11:59:29 talking about. And again, dealing with media

7 11:59:34 companies was a constant thing. So, you know, it's --

8 11:59:38 it's -- if you were to name any media company, on

9 11:59:41 occasion, I've probably dealt with them whether it was

10 11:59:44 because we removed something and they actually wanted

11 11:59:47 it up or not.

12 11:59:48 So for me, it's a little difficult to come up

13 11:59:51 with this complete list for you, and so I'm just

14 11:59:53 giving you some examples.

15 11:59:55 Q I appreciate that, but with respect to

16 12:00:00 specific instances where YouTube proactively removed

17 12:00:03 something and then there were many thousands of

18 12:00:07 instances where you then learned that the content

19 12:00:10 owner actually wanted that material on the site, can

20 12:00:12 you name for me one, two, three, any specific

21 12:00:16 instances, where a media company in that situation

22 12:00:21 told you "You made a mistake. I want my stuff back

23 12:00:25 up"?

24 12:00:25 MR. SHAPIRO: Objection; asked and answered.

25 12:00:28 MR. BROWNE: Asked but not answered.

1 GILLETTE

2 12:00:30 MR. SHAPIRO: Objection to that -- to that

3 12:00:33 statement.

4 12:00:34 THE WITNESS: I thought --

5 12:00:35 MR. BROWNE: Q. Do you have an answer to

6 12:00:37 that question?

7 12:00:38 THE WITNESS: Do I continue to answer, Andy,

8 12:00:42 again?

9 12:00:42 MR. SHAPIRO: Yes, you're required to

10 12:00:44 continue to answer.

11 12:00:45 THE WITNESS: Okay. So I'll reiterate what I

12 12:00:47 just said, and that is that there are many examples.

13 12:00:53 I believe a very good example is, as far as I

14 12:00:57 remember, would be, in fact, NBC, as I mentioned.

15 12:01:01 Again, the major feature movie was another

16 12:01:08 example. I cannot think of the specifics there.

17 12:01:12 MR. BROWNE: Q. I don't -- I don't --

18 12:01:13 totally don't mean to interrupt, but I just don't want

19 12:01:16 to go down the same road again where you may be

20 12:01:19 answering a slightly different question that I asked.

21 12:01:22 But do you recall specifically that those

22 12:01:24 instances were as a result of material that YouTube

23 12:01:28 proactively removed and then the media company

24 12:01:34 contacted you after that removal and said that was a

25 12:01:38 mistake?