

Schapiro Exhibit 60

Subject: RE: Stats on Perez Hilton You Tube Video leak
From: Graden, Brian <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=GRADENB>
To: Black, Marnie, Norman, Christina
Cc: Date: Wed, 10 Oct 2007 22:18:09 +0000

soundbite: something like 70-80% growth in time period.... second highest premiere after Ryan.... highest tuesday night all year.... etc.

From: Black, Marnie
Sent: Wednesday, October 10, 2007 2:57 PM
To: Graden, Brian; Norman, Christina
Subject: RE: Stats on Perez Hilton You Tube Video leak

sure, will talk to ariana

From: Graden, Brian
Sent: Wednesday, October 10, 2007 5:09 PM
To: Black, Marnie; Norman, Christina
Subject: RE: Stats on Perez Hilton You Tube Video leak

ratings release on tila!?

From: Black, Marnie
Sent: Wednesday, October 10, 2007 1:51 PM
To: Norman, Christina; Graden, Brian
Subject: FW: Stats on Perez Hilton You Tube Video leak

fyi

From: French, David - MTV
Sent: Wednesday, October 10, 2007 4:44 PM
To: DiSanto, Tony; Urbont, Ariana; Black, Marnie
Subject: FW: Stats on Perez Hilton You Tube Video leak

FYI... shows the power of these viral clips when we get the footage and do it right. good stuff.

From: Mylan Beauford [mailto:mylanb@fanscape.com]
Sent: Wednesday, October 10, 2007 4:03 PM
To: Manning, Andrea
Cc: French, David - MTV; Christy Wise
Subject: Stats on Perez Hilton You Tube Video leak

Andrea-

YouTube finally gave me the stats on that Perez video they took down .

It got over 600,000 views in a few days, which is crazy. See screenshot below.

My-lan Beauford
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More Perez Hilton Freaking Out

00:53

More footage from backstage of Perez Hilton yelling at show producers

Tags: Perez Hilton Rap Celebrity

Views: 13,947

Comments: 21

Rating: ★★☆☆☆

17 ratings

Added: September 18, 2007, 01:07 PM

Broadcast: Public | Live!

Raw File: PEREZ_RANT_1.mov

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

Edit Video Info

Remix Video

Make Channel Icon



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Perez Hilton Freaking Out

01:22

Perez Hilton Freaking Out backstage at MTV Celebrity Rap Superstar.

Tags: Perez Hilton MTV Rap gossip

Views: 625,689

Comments: 933

Rating: ★★☆☆☆

933 ratings

Added: September 14, 2007, 04:29 PM

Broadcast: Public | Rejected (copyright infringement)

Raw File: PerezCRS.mov

Edit Video Info

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Schapiro Exhibit 61

From: Yeomans, Emily.

Sent: 10/15/2007 7:21 PM.

To: [-] Christy Wise; Molly Birckhead.

Cc: [-] Urbont, Ariana.

Bcc: [-] .

Subject: Tila Clips.

<<102 POOLSIDE FIGHT.mov>>

Attached is the clip we would like to distribute to promote tomorrow's episode. We can post on You Tube as long as we post on other video sites as well. Let me know if you guys need anything else.

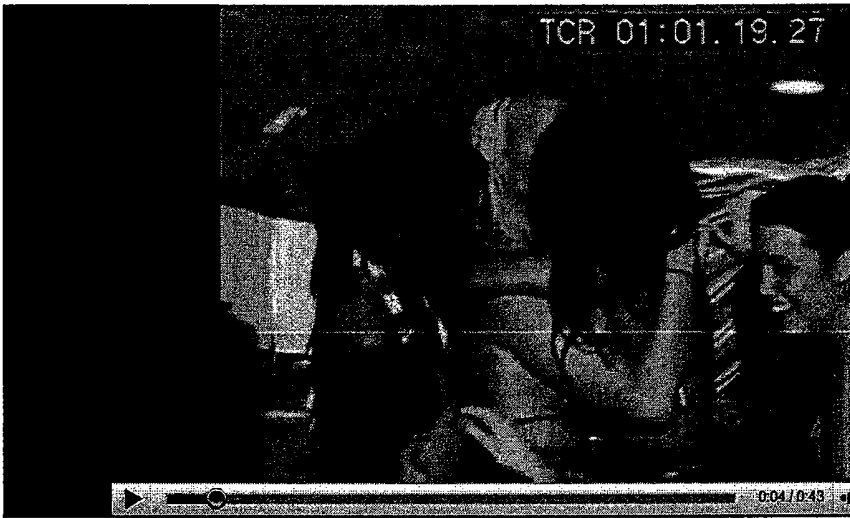
Thanks.

Emily Yeomans
MTV Communications
310.752.8074
emily.yeomans@mtvstaff.com

Schapiro Exhibit 62

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Tila Tequila Leak... Kristy's Ass
294,238 views - 1 year ago

Tila Tequila Poolside Fight Scene
1,041,351 views - 2 years ago

More Perez Hilton Freaking Out
16,921 views - 2 years ago

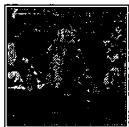
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Tila Tequila Leak... Lesbian Sandwich

245 ratings ★★★★★

From: GossipGirl40 | May 09, 2008 | 236,715 views
Footage from A Shot At Love 2.

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GossipGirl40

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There hasn't been any recent activity.

Profile

Channel Views: 13,042
Age: 29
Joined: September 14, 2007
Last Sign In: 2 weeks ago
Videos Watched: 12
Subscribers: 126
Country: United States

[Report profile image violation](#)

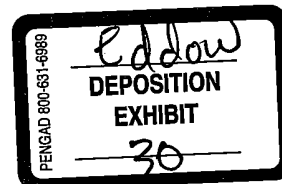
Subscribers (126)









[see all](#)

Channel Comments (35)

- ilovefoxywoman3000** (4 months ago) Spam
hi beautiful my name is justin davis and i am 28 and will be 29 this june ,30,2009,tuesday << this is my 29th birthday i am 100% single white male from ABILENE,TEXAS and i have HUGE CRUSH on TILA TQUILA so much i invited her as my new friend i love her beautiful hot sexy body and her music videos and her shows
- WatchMeSweety** (8 months ago) Spam
=)
- joanitoo** (1 year ago) Spam
eres la mas guapa del mundo



- | | | |
|---|---|------|
|  | Zelthie (1 year ago)
How did you get these leaks of ASAL2?
You should show some with the real side of Tila, lol. | Spam |
|  | coqueta47 (1 year ago)
add me please. | Spam |
|  | smallville4life (1 year ago)
can u post more of a shot of love with tila tqila | Spam |
|  | Bacheegs (1 year ago)
Subscribed to you...get more leaked videos like that of Kristy and Tila! | Spam |
| fabipoo | fabipoo (1 year ago)
Please look up Aclarion on youtube and comment on their videos.Aclarion is a new band and wants ur opinion on them.If u like them,they have a myspace.
Much Love! | Spam |
|  | ytbzb5 (2 years ago)
want more subscribers?
Google "YouTube Friend Bot" | Spam |
|  | emeighty19 (2 years ago)
Hello plz check out my channel which has some sick vids and PLZ subscribe, rate and comment =) | Spam |

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Tila Tequila Leak... Kristy's Ass



★★★★★ 189 ratings 294,238 views
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- HSMCRAZY22 (1 month ago) Reply | Spam 0
que trasero lo malo es que es lesbiana :S
- Comment(s) marked as spam Show
- samsmith5354 (1 month ago) Reply | Spam 0
lol
- GunStreets (2 months ago) Reply | Spam +1
Very nice Whooty
- andcor379 (2 months ago) Reply | Spam 0
es muy linda
- Comment(s) marked as spam Show
- Pittyellow (4 months ago) Reply | Spam +2
nossa que bunda é essa?! rsrsrs! a Kristy é linda!
é muito mais gata que a Tila mesmo..
- malelagmg (4 months ago) Reply | Spam +1
q culoo
- vermuchosvideos (4 months ago) Reply | Spam +5
thats a juicy ass :D
thats why tila wanted to keep her
- if7084 (1 week ago) Reply | Spam 0
So agree. I want that ass too you know. Shake it girl. Shake it like you mean it.
I would for any guy if I were her.

Showing 10 of 219 comments Show More Comments View All 219 comments

GossipGirl140
May 09, 2008
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Footage from A Shot At Love 2.

URL <http://www.youtube.com/watch?v=UGFJpm--RW0>

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Tila Tequila Leak... Lesbian Sandwich



245 ratings 236,715 views

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- Comments section with user names, timestamps, and text: prlinCezliita1260 (1 week ago) azuuuuuuuuuu! Omg! Incinerator09 (1 month ago) thats hot ;p jdubz369 (1 month ago) i wanna know where all their hands are underneath the water!!!!!!!!!!!!!!!!!!!!!! vedepuft (1 month ago) just dreaming where Brit's hands are at the end! ;p scifjunkyjoe08 (2 months ago) Comment removed by author gigtangel2002 (2 months ago) oo por DIOs itsonthetab (3 months ago) Well. What about Dani? IsisRising (3 months ago) cos I dont have a dick.... hmm lol DrDoobs420 (1 month ago) Lol! scrabblefan1169 (4 months ago) did u c how sabrina was tryin 2 get in there

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Tila Tequila Poolside Fight Scene



★★★★★ 590 ratings

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Sultii



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jackssuprise (1 day ago)

Reply | Spam 0

that black guys a bit h ...to loud!

KCommiss (1 day ago)

Reply | Spam 0

haha that black guy got owned

hutcherson115 (3 days ago)

Reply | Spam +1

i love tht itialn guy

SpyPixal (1 week ago)

Reply | Spam 0

xD they must love therseifs xD hugging time deluxe

AdorkableQQ (1 week ago)

Reply | Spam +1

Hugging competition <3

hueidesia08 (1 week ago)

Reply | Spam 0

lmao

w4rrrior94 (2 weeks ago)

Reply | Spam 0

would have been awesome if they tackled each other into the pool

tntluvv (3 weeks ago)

Reply | Spam +2

Pair of homos should have just punched on

SerialKillerist (1 month ago)

Reply | Spam +2

ahahaha two bitches

xoxsimonexox93 (1 month ago)

Reply | Spam 0

I love 0:41.

GossipGirl40
October 15, 2007
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A fight breaks out poolside on A Shot of Love with Tila Tequila. The episode airs tomorrow night.

URL <http://www.youtube.com/watch?v=PPB-alJMTml>

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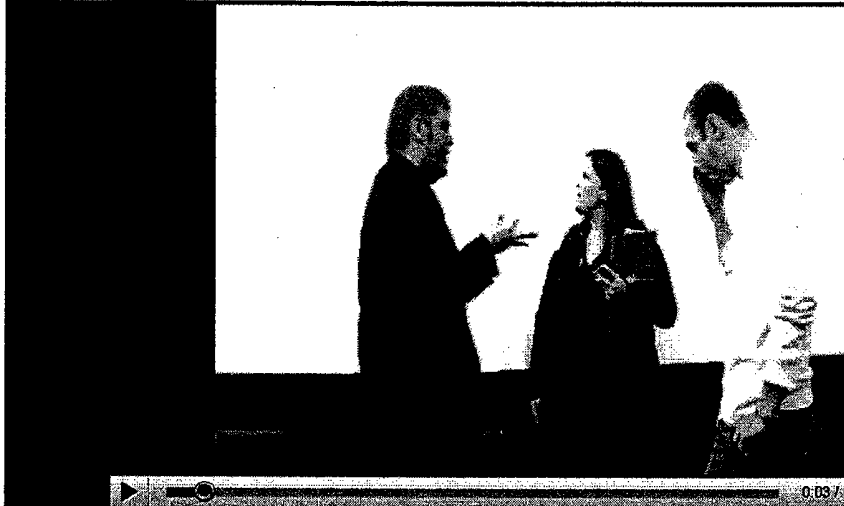
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More Perez Hilton Freaking Out



★★★★☆ 28 ratings

16,921 views

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phreakyazz (5 months ago)

Reply | Spam 0

Gawd he is so pathetic. No wonder he kisses Spencer Pratt's @ss, he could be mistaken for his brother in this clip.

jsbud333 (6 months ago)

Reply | Spam 0

i hope the next guy that drills this fag gives him a donkey punch

11bormm (10 months ago)

Reply | Spam +1

he is such a asshole
he thinks he is the shit but no one cares about him

anaxor137911 (1 year ago)

Reply | Spam +1

it's a joke idiots

Lukeacker (1 year ago)

Reply | Spam +1

HEY PEREZ

You want a dose of reality? Read these comments.

apizu (1 year ago)

Reply | Spam +2

he is wearing shorts

dacomedyshow (1 year ago)

Reply | Spam -1

wow he was being meaaaaaaaaaan

AxelOrganizationVIII (1 year ago)

Reply | Spam +1

what show is this

bribee1324 (1 year ago)

Reply | Spam 0

hi i hate perez :D

myscooter (1 year ago)

Reply | Spam 0

i so agree yoo!!!!!!



GossipGirl140

September 18, 2007

(more info)

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More footage from backstage of Perez Hilton yelling at show producers

URL <http://www.youtube.com/watch?v=pPb8wVZgUPM>

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Schapiro Exhibit 63

From: "Burrell, Damon" <Damon.Burrell@mtvstaff.com>
Date: Wed, 24 Oct 2007 20:30:26 -0400
To: "Exarhos, Tina" <Tina.Exarhos@mtvstaff.com>
Subject: Kaya Marketing Plans

Hey T,

I have attached the marketing flowchart for Kaya. We already have multiple established places on the web where we've seeded content and can add full eps instantaneously. Only MTV.com would object to this because it is the major traffic driver for them. Right now we are seeding weekly sneak peaks of the music on MySpace and Facebook and sending people to kaya.mtv.com for full eps, photos, etc. I'm around to chat at any time [REDACTED]

Here is the offchannel promotion that we have done to date:

My Space Profile: <http://www.myspace.com/mtvkaya> -

Facebook Profile: <http://www.facebook.com/group.php?gid=6172212523> -

MP3 Seeding List:

Anywhere.fm www.anywhere.fm/geoffreyfuller

iLike.com http://www.ilike.com/welcome?invite=O7dcP_jClm0ydrE83vX-nA

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