

# Schapiro Exhibit 65

From: French, David - MTV.

Sent: 2/28/2008 6:54 PM.

To: [-] Christy Wise.

Cc: [-] DeGuzman, Jennifer.

Bcc: [-]

Subject: FW: w/o 2/18 Viral Report.

Hey Christy... fyi on this. I'm not sure we have to go to this extent... but as we discussed, if you can flag the places we have viral video out there, then we can alert Viacom not to take it down. I'm f/u up w/ marketing on this end... but do you think this is something we can coordinate on your end as well?

thx!!

D

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From: Strube, Amy MTV

Sent: Thursday, February 28, 2008 12:42 PM

To: French, David - MTV

Cc: Nicola, Jessica; James, Graham - MTV; Burrell, Damon

Subject: FW: w/o 2/18 Viral Report

Importance: High

Dave -

Attached is a sample of the reporting that Comedy Central sends to Viacom litigation every week. We are going to have to impliment the same thing for MTV, or else clips will be pulled from any and all UGC sites (not just Youtube, as previously instructed.)

Please distribute to the rest of your team.

Jess just asked me about posting the DVD clips of Human Giant - and I would assume that this applies to DVD content as well - since that is old MTV on-air content, and litigation pulls any MTV copywritten material. (Graham - please note)

This grid should be sent to Warren Solow and Michael Housley



URL

[http://www.dailymotion.com/video/x3y6xi\\_reno911f60810compressed](http://www.dailymotion.com/video/x3y6xi_reno911f60810compressed)  
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1/4/2008		Crackle	55
1/4/2008		AOL	36
1/4/2008		Broadcaster	136
1/4/2008		LiveVideo	52
1/4/2008		Buzznet	123
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Reno 912	Terry and Seeemiji (Christina Applegate) are Engaged and Expecting	OfficialReno911
Reno 911	Terry and Seeemiji (Christina Applegate) are Engaged and Expecting	Wiredset_assets
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
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Reno 911	Deputy Trudy's Baby PSA	wiredset_assets
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Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	OfficialReno911
Reno 911	Deputy Trudy's Baby PSA	Wiredset425west
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Deputy Trudy's Baby PSA	Wiredset
Reno 911	Sex Slave	Wiredset
Reno 911	Sex Slave	Wiredset
Reno 911	Sex Slave	Wiredset
Reno 911	Sex Slave	Wiredset
Reno 911	Sex Slave	wiredset_assets
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Reno 911	Sex Slave	OfficialReno911
Reno 911	Sex Slave	Wiredset

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Reno 911	Handicapped	Wiredset
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1/14/2008	Revver	93
1/14/2008	Crackle	147
1/14/2008	AOL	35
1/14/2008	LiveVideo	33
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1/14/2008	Eyepot	131
1/14/2008	Buzznet	74
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<http://video.yahoo.com/video/play?vid=1908137>  
<http://www.vsocial.com/video/?d=196733>

<http://www.revver.com/video/659103/all-new-reno-911-peanut-butter-and-chocolate/>  
[http://www.crackle.com/c/Funny/All\\_New\\_RENO\\_9111\\_Peanut\\_Butter\\_and\\_Chocolate/2174412#ml=ff%3D%26fu%3D300644](http://www.crackle.com/c/Funny/All_New_RENO_9111_Peanut_Butter_and_Chocolate/2174412#ml=ff%3D%26fu%3D300644)  
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<http://www.youtube.com/watch?v=qO0Xpn725D0>

[http://www.dailymotion.com/video/x4dibk\\_500garciacompressed](http://www.dailymotion.com/video/x4dibk_500garciacompressed)  
<http://web10.metacafe.com/w/1099985/>

<http://video.google.com/videoplay?docid=4283511597337864420>  
<http://www.spike.com/video/2942584>



1/31/2008	DailyMotion		
2/5/2008	DailyMotion	64	
2/5/2008	Metacafe	N/A	
2/5/2008	Google ifilm	109	
2/5/2008	Yahoo!	104	
2/5/2008	vSocial	180	
2/5/2008	Revver	36	
2/5/2008	Crackle	89	
2/5/2008	LiveVideo	25	
2/5/2008	vMix	52	
2/5/2008	Buzznet	N/A	
2/5/2008	Break	0	
2/5/2008	Veoh	538	
2/5/2008	Youtube	351	
		2660	
		4208	
2/5/2008	DailyMotion	84	
2/5/2008	Metacafe	N/A	
2/5/2008	Google ifilm	212	
2/5/2008	Yahoo!	10	
2/5/2008	vSocial	301	
2/5/2008	Revver	37	
2/5/2008	Crackle	79	
2/5/2008	LiveVideo	1616	
2/5/2008	vMix	46	
2/5/2008	Buzznet	N/A	
2/5/2008	Break	0	
2/5/2008	Veoh	794	
2/5/2008	Youtube	384651	
		4047	
		391877	
2/14/2008	DailyMotion	28	
2/14/2008	Metacafe	62	
2/14/2008	Google ifilm	41	
2/14/2008		2	

Reno 911	Deadly Force Is Always Justified	wiredset_assets
Reno 911	Deadly Force Is Always Justified	Wiredset
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Reno 911	Deadly Force Is Always Justified	Wiredset
Reno 911	Deadly Force Is Always Justified	Wiredset
Reno 911	Deadly Force Is Always Justified	Wiredset
Reno 911	Deadly Force Is Always Justified	OfficialReno911
Reno 911	Deadly Force Is Always Justified	OfficialReno911
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
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Reno 911	All New RENO 911! – Garcia's PSA En Espanol	wiredset_assets
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Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	OfficialReno911
Reno 911	All New RENO 911! – Garcia's PSA En Espanol	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	wiredset_assets
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
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Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset

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<http://www.livevideo.com/video/2FC39B6F34064494B03450D61F932CE8/all-new-reno-911-deadly-for.aspx>  
<http://www.vmix.com/video/1714049/>  
<http://wiredset.buzznet.com/user/video/play/2558811/>  
<http://view.break.com/452837>  
<http://www.youtube.com/watch?v=gadelyRmB5c>  
<http://www.youtube.com/watch?v=P0gyNxM0aDk>

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<http://wiredset.buzznet.com/user/video/play/2558931/>  
<http://view.break.com/452848>

x

<http://www.youtube.com/watch?v=QzI5N2FI6YU>  
[http://www.youtube.com/watch?v=Erd\\_3Vmvkvs](http://www.youtube.com/watch?v=Erd_3Vmvkvs)

[http://www.dailymotion.com/video/x4diuh\\_50401compressed](http://www.dailymotion.com/video/x4diuh_50401compressed)  
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<http://video.google.com/videoplay?docid=-683202848380616007>  
<http://www.spike.com/video/2942592>  
<http://video.yahoo.com/video/play?vid=2029382>  
<http://www.vsocial.com/video/?d=199536>  
<http://one.revver.com/watch/681009>

[http://www.crackle.com/c/Movies\\_and\\_TV/All\\_New\\_RENO\\_911!\\_Door\\_to\\_Door\\_with\\_Coconut\\_Nut\\_C/2184050#ml=fi%3D%26fu%3D300644](http://www.crackle.com/c/Movies_and_TV/All_New_RENO_911!_Door_to_Door_with_Coconut_Nut_C/2184050#ml=fi%3D%26fu%3D300644)  
<http://www.livevideo.com/video/B19AA4A68AA9425BBB752BEE5EA1FA8C/all-new-reno-911-door-to-do.aspx>

2/14/2008	Yahoo!	13
2/14/2008	vSocial	17
2/14/2008	Revver	18
2/14/2008	Crackle	15
2/14/2008	LiveVideo	8
2/14/2008	vMix	N/A
2/14/2008	Buzznet	0
2/14/2008	Break	460
2/14/2008	Youtube	85
2/14/2008	Youtube	434
		<b>1183</b>
2/14/2008	DailyMotion	27
2/14/2008	Metacafe	55
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2/14/2008	ifilm	5
2/14/2008	Yahoo!	13
2/14/2008	vSocial	17
2/14/2008	Revver	17
2/14/2008	Crackle	33
2/14/2008	LiveVideo	13
2/14/2008	vMix	N/A
2/14/2008	Buzznet	0
2/14/2008	Break	1158
2/14/2008	Veoh	
2/14/2008	Youtube	201
2/14/2008	Youtube	46
		<b>1611</b>
2/14/2008	DailyMotion	79
2/14/2008	Metacafe	72
2/14/2008	Google	43
2/14/2008	ifilm	N/A
2/14/2008	Yahoo!	11
2/14/2008	vSocial	19
2/14/2008	Revver	72
2/14/2008	Crackle	15
2/14/2008	LiveVideo	28

Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	OfficialReno911
Reno 911	All New RENO 911! – Door to Door with Coconut Nut Clusters	Wiredset
Reno 911	All New RENO 911! – Ransom Letter	Wiredset
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Reno 911	All New RENO 911! – Ransom Letter	Wiredset
Reno 911	All New RENO 911! – Ransom Letter	Wiredset
Reno 911	All New RENO 911! – Ransom Letter	wiredset_assets
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Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	wiredset_assets
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Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset
Reno 911	All New RENO 911! – Dangle De-Gays His Apartment	Wiredset

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x

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copyright

uploaded

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uploaded

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uploaded

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<http://view.break.com/457918>

copyright

2/14/2008	vMix	N/A
2/14/2008	Buzznet	0
2/14/2008	Break	623
2/14/2008	Veoh	N/A
2/14/2008	Youtube	1082
2/14/2008	Youtube	254
		<b>2298</b>
2/21/2008	DailyMotion	9
2/21/2008	Metacafe	N/A
2/21/2008	Google	14
2/21/2008	ifilm	1
2/21/2008	Yahoo!	N/A
2/21/2008	vSocial	20
2/21/2008	Revver	14
2/21/2008	Crackle	20
2/21/2008	LiveVideo	2
2/21/2008	vMix	N/A
2/21/2008	Buzznet	0
2/21/2008	Break	858
2/21/2008	Veoh	N/A
2/21/2008	Youtube	0
2/21/2008	Youtube	46
		<b>984</b>
2/21/2008	DailyMotion	29
2/21/2008	Metacafe	50
2/21/2008	Google	0
2/21/2008	ifilm	0
2/21/2008	Yahoo!	0
2/21/2008	vSocial	12
2/21/2008	Revver	13
2/21/2008	Crackle	8
2/21/2008	LiveVideo	8
2/21/2008	vMix	N/A
2/21/2008	Buzznet	0
2/21/2008	Break	660
2/21/2008	Veoh	N/A

OfficialReno911  
Wiredset

All New RENO 911! – Dangle De-Gays His Apartment  
All New RENO 911! – Dangle De-Gays His Apartment

Reno 911  
Reno 911



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

2/21/2008	Youtube	7
2/21/2008	Youtube	26
	<b>TOTAL</b>	624,508

2/21/2008  
2/21/2008

Youtube  
Youtube

**TOTAL**

624,508

7

26

813

# **Schapiro Exhibit 66**

From: French, David - MTV

Sent: 3/7/2008 4:35 PM

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 67**



# fanScapE

Digital Engagement Marketing

MTV Communications Wrap Report: 1st Quarter 2009

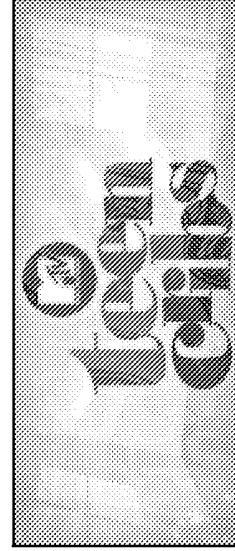
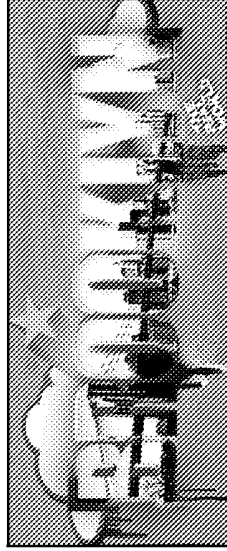
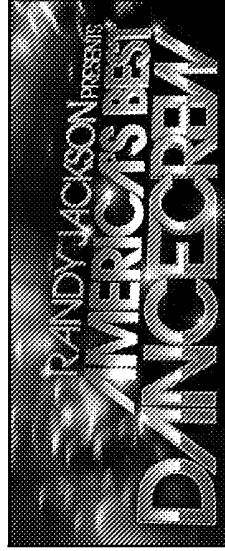
# Overview & Results

## Run Dates

January – March 2009

## Priority Campaigns\*

- [America's Best Dance Crew](#)
- [Cribs Celeb Teen Special](#)
- [Dogg After Dark](#)
- [How's Your News](#)
- [New Afternoons](#)
- [Pedro: The Movie](#)
- [Real World: Brooklyn](#)
- [Sex...With Mom & Dad](#)
- [T.I.'s Road to Redemption](#)
- [The City](#)
- [The Girls of Hedson Hall](#)



## Total Results

- 28.2 million unique views
- 614 placements
- Over 4 million combined views to YouTube videos
- Over 13,800 total consumer comments to blog posts, news items and YouTube videos

\*Does not include press release "blasts" distributed during Q1



# America's Best Dance Crew

MTV's popular dance competition show returns for a third season. Premiered on January 15.

## Results

- 4.5 million unique views
- 85 placements
- 286 total consumer comments on sites/blogs
- 3.4 million views to [YouTube videos](#)\*
- 8,319 total consumer comments on [YouTube videos](#)\*

## Coverage Samples

- Secured placements on **TV Guide, Yahoo! TV, Zap2it.com, MSN, Dance.com, Blogging Best Dance Crew, JC-Chasez.net, BritneySpears.com** and more.

## Highlight

**BritneySpears.com**

**Set Visit/YouTube video**

- 8 million unique visitors per month
- 32,281 views to self-shot "Teaser" clip

**BritneySpears.com**

<http://www.britneyspears.com>



\*Video views and feedback numbers are a combined total from footage provided by both MTV Communications & MTV Marketing departments.



# Cribs Celeb Teen Special

Countdown of the top 12 teen cribs followed by a teen celeb edition of "Cribs." Premiered January 17.

## Results

- 1.2 million unique views
- 17 placements
- 38 total consumer comments on sites/blogs

## Coverage Samples

- Secured placements on **Star Pulse, Popyoullarity, Gossip Teen, Jr-Celebs.com, Just Jared Jr., Celebuzz** and more.

## Highlight

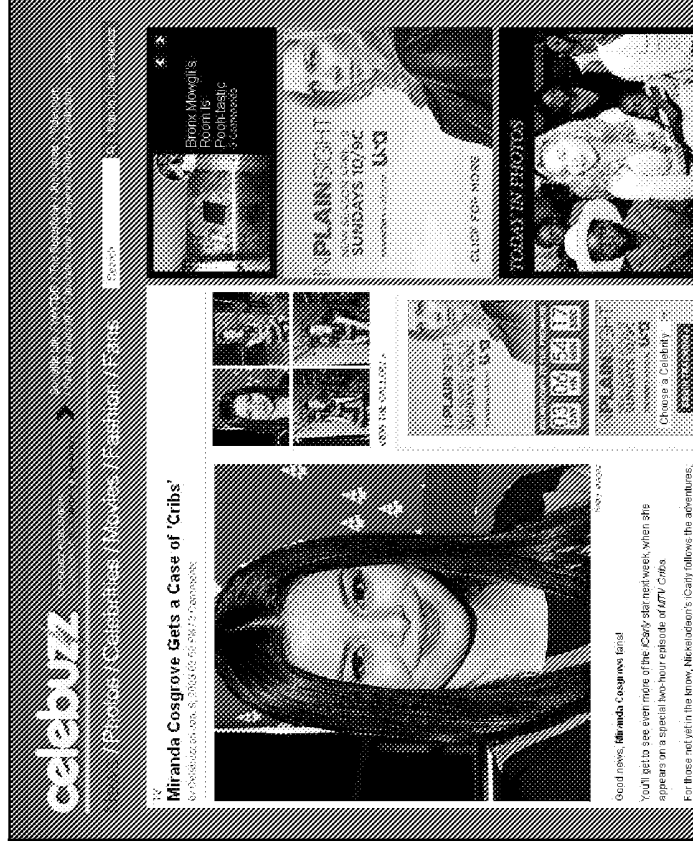
**Celebuzz.com**

**News item**

- 1.5 million unique visitors per month
- 3 total consumer comments

**Celebuzz.com**

<http://www.celebuzz.com>



# Dogg After Dark

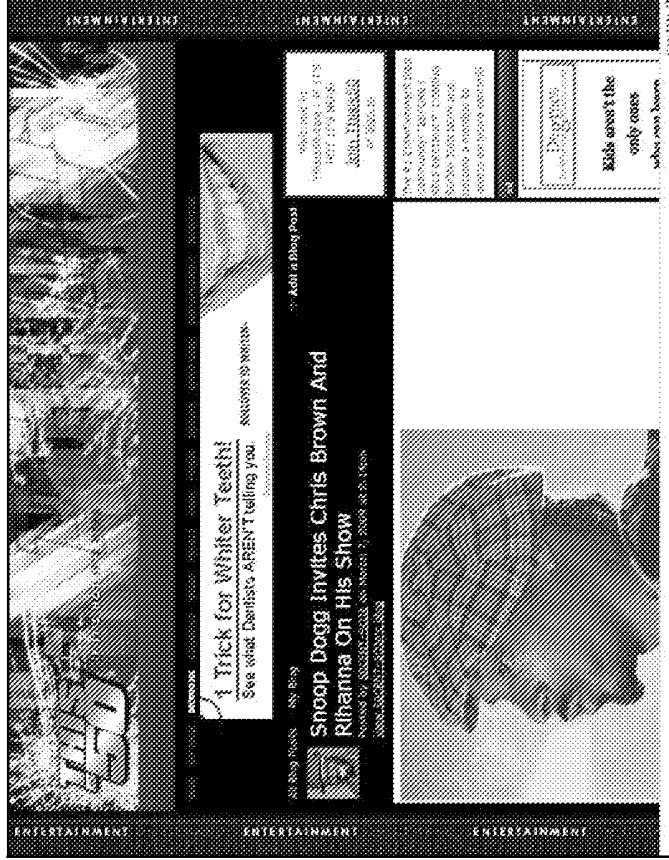
Weekly variety talk show hosted by Snoop Dogg. Premiered February 17.

## Results

- 3.9 million unique views
- 109 placements
- 448 total consumer comments on sites/blogs
- More than 64,500 views to [YouTube videos](#)
- 90 total consumer comments to [YouTube videos](#)

This Is 50

<http://www.thisis50.com>



## Coverage Samples

- Secured placements on **EW.com**, **PopWatch**, **Holly Scoop**, **Star Pulse**, **Hip Hop RX**, **Rap Up**, **AOL's The Boombox**, **Baller Alert**, **Concrete Loop**, **This Is 50** and more.

## Highlight

- This Is 50
- News item
- 227,300 unique visitors per month
- 35 total consumer comments

# How's Your News

Man on the street segments, musical performances, celebrity performances and more all from a disabled cast. Premiered March 8.

## Results

- **1.6 million** unique views
- **34** placements
- **92** total consumer comments on sites/blogs
- **More than 49,865 views** to [YouTube videos](#)
- **97** total consumer comments to [YouTube videos](#)

## Coverage Samples

- Secured placements on **MTV Reality World, Street Carnage, Amy Sedaris News, Sarah Silverman Online, Yahoo! TV** and more.

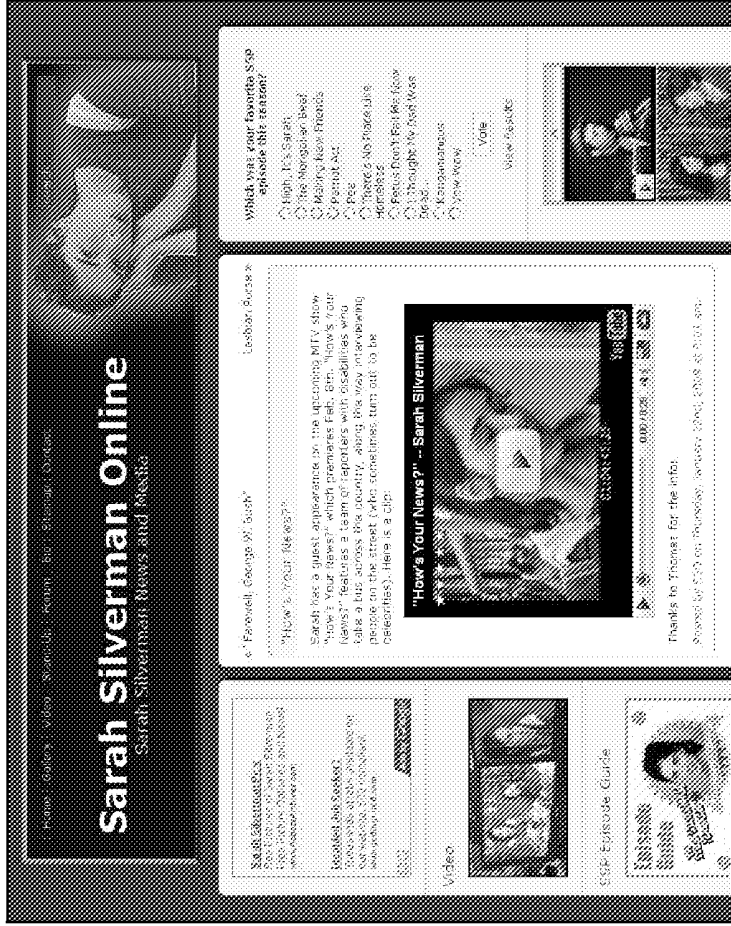
## Highlight

**Sarah Silverman Online YouTube video**

- **15,000** unique visitors per month
- **14** total consumer comments
- **2,064 views** drove to Sarah Silverman clip

**Sarah Silverman Online**

<http://www.sarahsilvermanonline.com>



## New Afternoons

An insider's look at your new favorite daily MTV shows with host Adrienne Bailon. Premiered February 16.

### Results

- 711,000 unique views
- 14 placements
- 25 total consumer comments on sites/blogs

### Coverage Samples

- Secured placements on **Real Television, So Hood, Just Jared Jr., Cheetah-Girls.org, Ocean Up** and more.

### Highlight

**Just Jared Jr.**

#### News item

- 734,000 unique visitors per month
- 11 total consumer comments

**Just Jared Jr.**

<http://justjaredjr.buzznet.com>

The screenshot shows the homepage of Just Jared Jr. At the top, there are three credit score checker widgets for 'EQ Credit', 'EXPERIAN', and 'TRANSUNION'. Below these is a search bar with the text 'Just Jared Jr.' and a magnifying glass icon. The main content area features a news article titled 'Adrienne Bailon To Host Afternoons on MTV'. The article includes a photo of Adrienne Bailon and text stating that she will be learning up with T318 VJ Carlos Somo to host New Afternoons on MTV starting Monday, February 18th. To the right of the article is a sidebar with a photo of Demi Lovato and a link to 'Demi Lovato Announces Tour Dates!'. At the bottom of the page, there is a section for 'New Afternoons with MTV' featuring new episodes of 'See Me', 'With Mom and Dad', 'Room Raiders 2.0', and 'Parents Control' starting on Monday, February 16th @ 4PM EST/PT on MTV.

# Pedro: The Movie

An intimate biopic tracing the Real World cast-member Pedro Zamora's rise to becoming an HIV/AIDS activist. Premiered April 1.

## Results

- 3.2 million unique views
- 70 placements
- 393 total consumer comments on sites/blogs
- More than 1,770 views to [YouTube videos](#)
- 8 total consumer comments to [YouTube videos](#)

## Coverage Samples

- Secured placements on Yahoo! TV, Zap2it, Time.com Tuned In, MSN TV, After Elton, Best Gay Blogs, OhLaLa Mag, Gay Socialites, Out.com, and more.

## Highlight

### Out.com

#### Homepage Feature – Interview

- 629,000 unique visitors per month

Out.com  
<http://www.out.com>

Out.com  
SEARCH OUT.COM

HOME BLOGS VIDEO STYLE GALLERIES EXTRAS MODEL CITIZEN TRAVEL SUBSCRIPTIONS

THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA  
BY LYNN HIRSCH GOLDBERG  
GAYS AND LESBIANS ARE TAKING THE MOVIE INDUSTRY BY STORM. HERE ARE THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA.

Big Lutz  
KID ROCK IS THE MOST POWERFUL GAY IN AMERICA. HE'S THE ONLY GAY IN AMERICA WHO'S BEEN NAMED ONE OF THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA.

Remembering Pedro  
MUSICIAN PEDRO ZAMORA WAS ONE OF THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA. HE WAS A REALITY SHOW STAR AND A FIGHTER FOR HIV/AIDS AWARENESS.

THE RISE AND FALL OF EDIE  
EDIE BRONFMAN WAS ONE OF THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA. SHE WAS A REALITY SHOW STAR AND A FIGHTER FOR HIV/AIDS AWARENESS.

DISPARITIES FROM MIAMI  
MUSICIAN PEDRO ZAMORA WAS ONE OF THE MOST POWERFUL GAYS AND LESBIANS IN AMERICA. HE WAS A REALITY SHOW STAR AND A FIGHTER FOR HIV/AIDS AWARENESS.

MODEL CITIZEN  
EXCLUSIVE  
FEATURE STORY  
COMMENTARY (1)  
GAY AGENDA  
FEATURE STORY  
COMMENTARY (1)  
GAY AGENDA  
FEATURE STORY  
COMMENTARY (1)

# Real World: Brooklyn

Eight strangers living in a house together in one of the hippest neighborhoods in the world. Premiered January 7.

## Results

- 2.5 million unique views
- 66 placements
- 393 total consumer comments on sites/blogs
- More than 63,800 views to [YouTube videos](#)
- 446 total consumer comments to [YouTube videos](#)

## Coverage Samples

- Secured placements on **The Young, Black and Fabulous**, **Metromix**, **Gawker**, **Popnography**, **Salon.com**, and more.

## Highlight

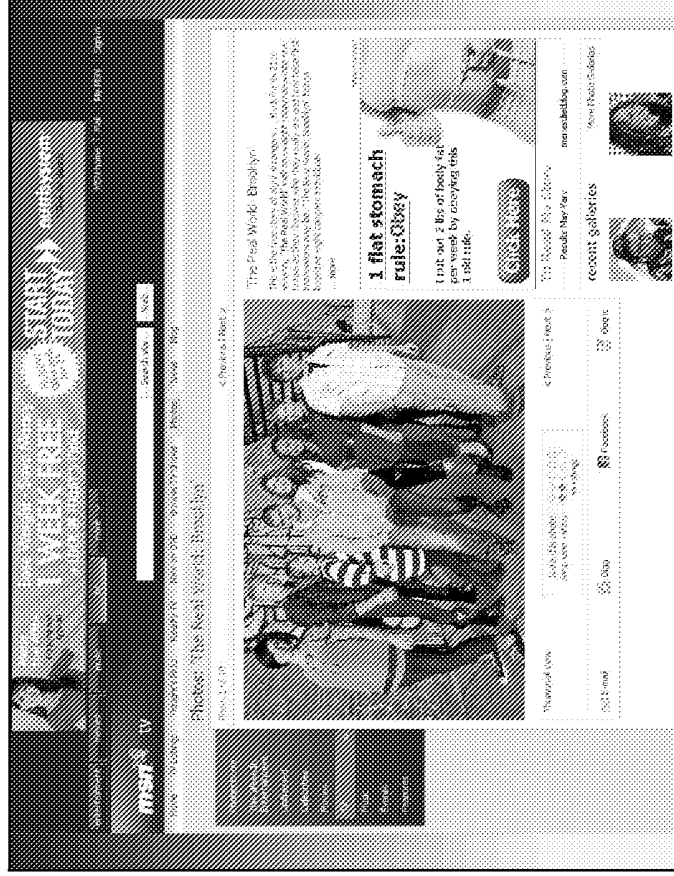
### MSN TV

#### Homepage Feature – Photo Gallery

- 8.6 million unique visitors per month

## MSN TV

<http://tv.msn.com>



# Sex...With Mom and Dad

Dr. Drew helping teens and parents get to the root of their problems when it comes to sex. Second season premiered on February 16.

## Results

- 1.1 million unique views
- 20 placements
- 137 total consumer comments on sites/blogs
- More than 10,660 views to [YouTube videos](#)
- 25 total consumer comments to [YouTube videos](#)

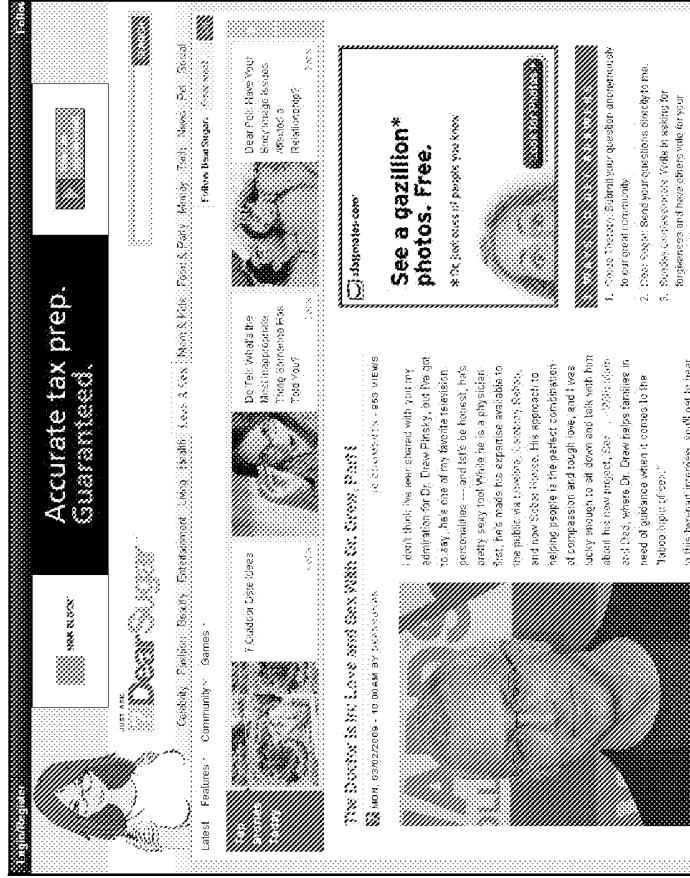
## Coverage Samples

- Secured placements on **Best Week Ever, Scandalist, Celebitchy, Watching Reality TV, Teen Scene Mag, College Candy, Dear Sugar,** and more.

## Highlight

### Dear Sugar Interview

- 176,000 unique visitors per month
- 16 total consumer comments



# T.I.'s Road to Redemption

T.I.'s efforts to save himself by saving others as his March 2009 sentencing looms. Premiered February 10.

## Results

- 4.6 million unique views
- 125 placements
- 1,119 total consumer comments on sites/blogs
- More than 380,800 views to [YouTube videos](#)
- 710 total consumer comments to [YouTube videos](#)

## Coverage Samples

- Secured placements on **Yahoo! TV, Real Television, Reality TV Online, All Hip Hop, This Is 50, Nah Right, Rap Up, Sandra Rose**, and more.

## Highlight

**Sandra Rose YouTube video**

- 127,000 unique visitors per month
- 29 total consumer comments

**Sandra Rose**

<http://www.sandrarose.com>





# The City

"The Hills" Whitney Port makes the move to the big city. Premiered December 29.

## Results

- **5.3 million** unique views
- **84** placements
- Over **1,000** total consumer comments on sites/blogs
- **More than 138,000 views** to [YouTube videos](#)
- **217** total consumer comments to [YouTube videos](#)

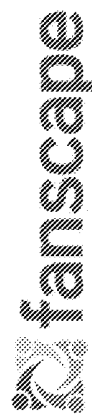
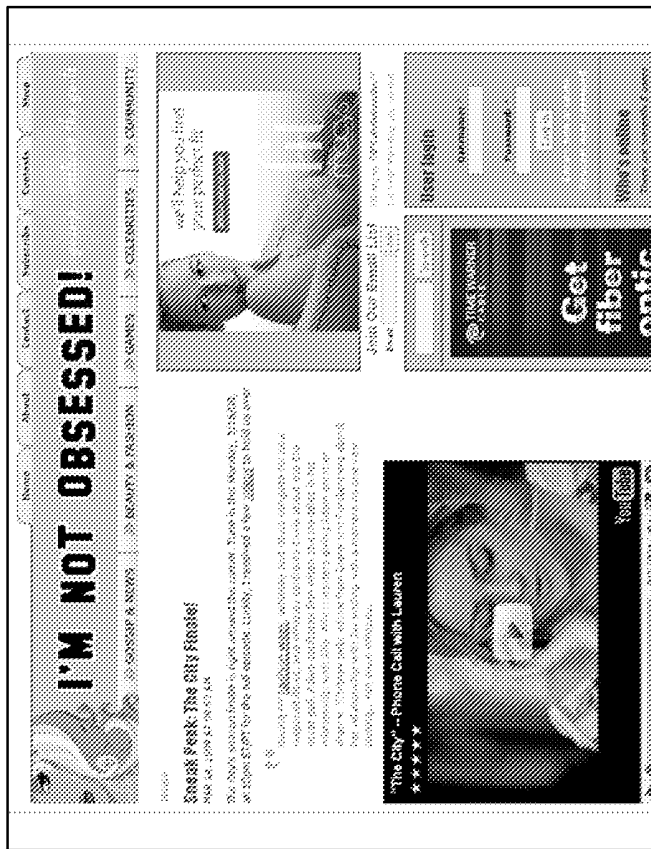
## Coverage Samples

- Secured placements on [Zap2it.com](#), [iVillage TV Cocktail](#), [Just Jared](#), [PopSugar](#), [Lauren-Conrad.net](#), [Head Over Hills](#), [Laguna Beach Online](#) and more.

## Highlight

- **I'm Not Obsessed YouTube video**
- **288,000** unique visitors per month
- **6** comments
- **1,350 views** to YouTube video

I'm Not Obsessed  
<http://www.imnotobsessed.com>



# The Girls of Hedsor Hall

Turning rowdy, mischievous girls into true ladies. Premiered February 9.

## Results

- 1.2 million unique views
- 24 placements
- 184 total consumer comments on sites/blogs
- More than 20,400 views to YouTube videos
- 38 total consumer comments to YouTube videos

## Coverage Samples

- Secured placements on **EW.com Pop Watch, Reality TV Online, Access Hollywood, MyYearbook, Kiwibox,** and more.

## Highlight MyYearbook.com

### Interview

- 7.1 million unique visitors per month
- 56 total consumer comments

**My Yearbook**  
<http://www.myyearbook.com>

The screenshot shows the MyYearbook.com website interface. At the top, there's a navigation bar with 'MyYearbook' logo and 'FOR THE GIRL WHO'S' text. Below that, a search bar and a 'Submit a Feature' button are visible. The main content area features a profile for 'The Girls of Hedsor Hall' with a photo of a group of girls. To the right, there's a featured article titled 'A Lesson in Etiquette with Yara Conner' with a sub-headline 'The former Miss USA teaches on her restaurant skills at Hedsor Hall'. The article text discusses Yara Conner's background, her role as Miss USA, and her involvement with the show. Below the article, there's a 'View Profile' button and a 'Share' button. The bottom of the page shows a 'Comments' section with a 'Submit a Feature' button.



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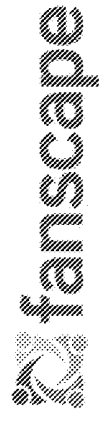
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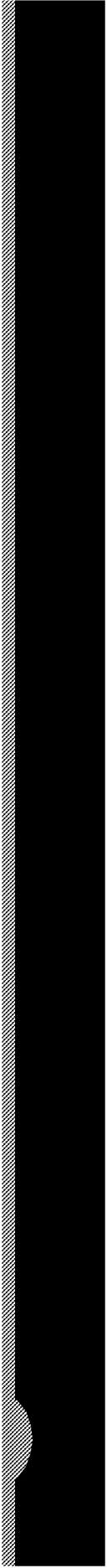
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 fanscape

# **Schapiro Exhibit 68**



The header features the YouTube logo on the left, a navigation menu with buttons for HOME, FAVORITES, MESSAGES, VIDEOS, and MY PROFILE in the center, and a SIGN UP HERE >> button and a Help link on the right.

Below the navigation menu is a login form with fields for Screen Name and Password, and a Log In button.

On the left side, there are links for [About Us](#) and [Contact Us](#).

### About Us

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YouTube is the first online community site that allows members to post and share personal videos.

To learn more about our service, please see our [Help](#) section.

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