

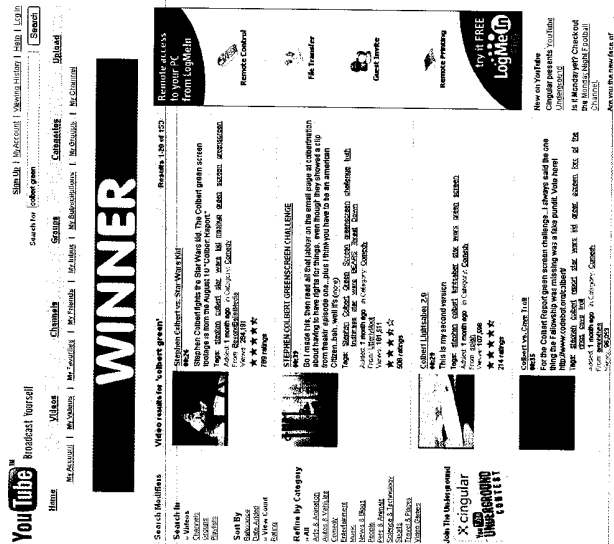
# **Schapiro Exhibit 215 continued**

# Experience #1: The Vidiot

## They want to Control their Video

- Breadth of Content
- Personalization, Interactivity
- Ability to Create, Edit, Mash-up

Today they go to: YouTube



If we Build It: Feed/iFilm



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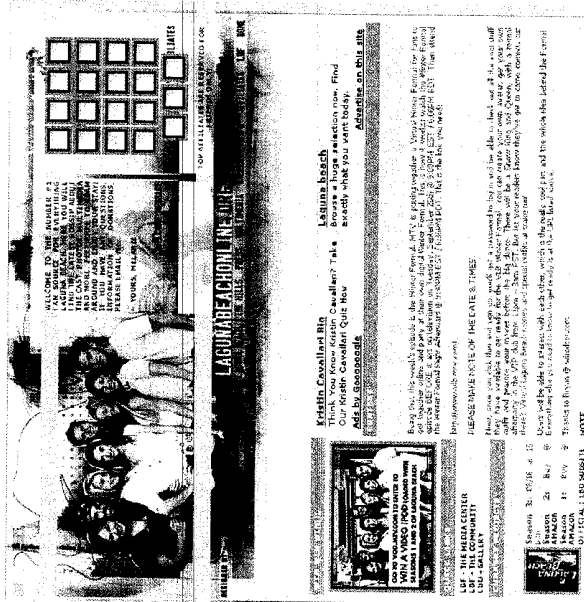
# Experience #3: The SuperFan

## They want to Go Deep

- Full access, immersive experiences
- To interact, to shape, to identify with Franchises

Today they go to: UnOfficial Fan Sites

If we Build It: ??



## The “Experience” Drives Integration of Community & Applications

“Design [must] lead users to community. [Creators must] analyze what community means to the organization and its constituents. Virtually live through the consumer to understand how they move through the site to understand how the idea of community *should* manifest itself.

Message boards and other interactive community forums can't be located in just one area, on a separate subsite – they must be woven community features throughout the site -- no matter where someone is on the website, she should easily find her way to a chat room, message board or other appropriate tools.”

“People who need People,” CIO



Future of Media 2006, Future Exploration Network

**TV is Still TV—  
Beat our Competitors Silly With It**

## TV is Still TV

TV provides a crucial distinction—and critical advantage.

- TV initiates behavior and induces shared passions and experiences
- MTVN consistently demonstrates unparalleled creative leadership
- We are the Inventors of breakthrough genres and content
- We Innovators of popular culture
- Our audiences want deep tailored "Experiences" that are easy to use--not just more content
- Watching an event as it happens gives an indescribable jolt to those most engaged – quickening their concentration, giving them a sense of participation

## Old Habits Die Hard—so does TV viewing

“The rate of change is larger for new media (Internet and e-mail) than the rate of decrease for traditional media. In other words, growth happens faster than decline.

This goes a long way towards explaining why we can have overall increases in media consumption: new habits are acquired while old habits are maintained.

Traditional media seems to be able to retain or even grow users in core areas. For example, TV was up in primetime, radio was steady or up in drivetimes, and newspapers were up in the morning.

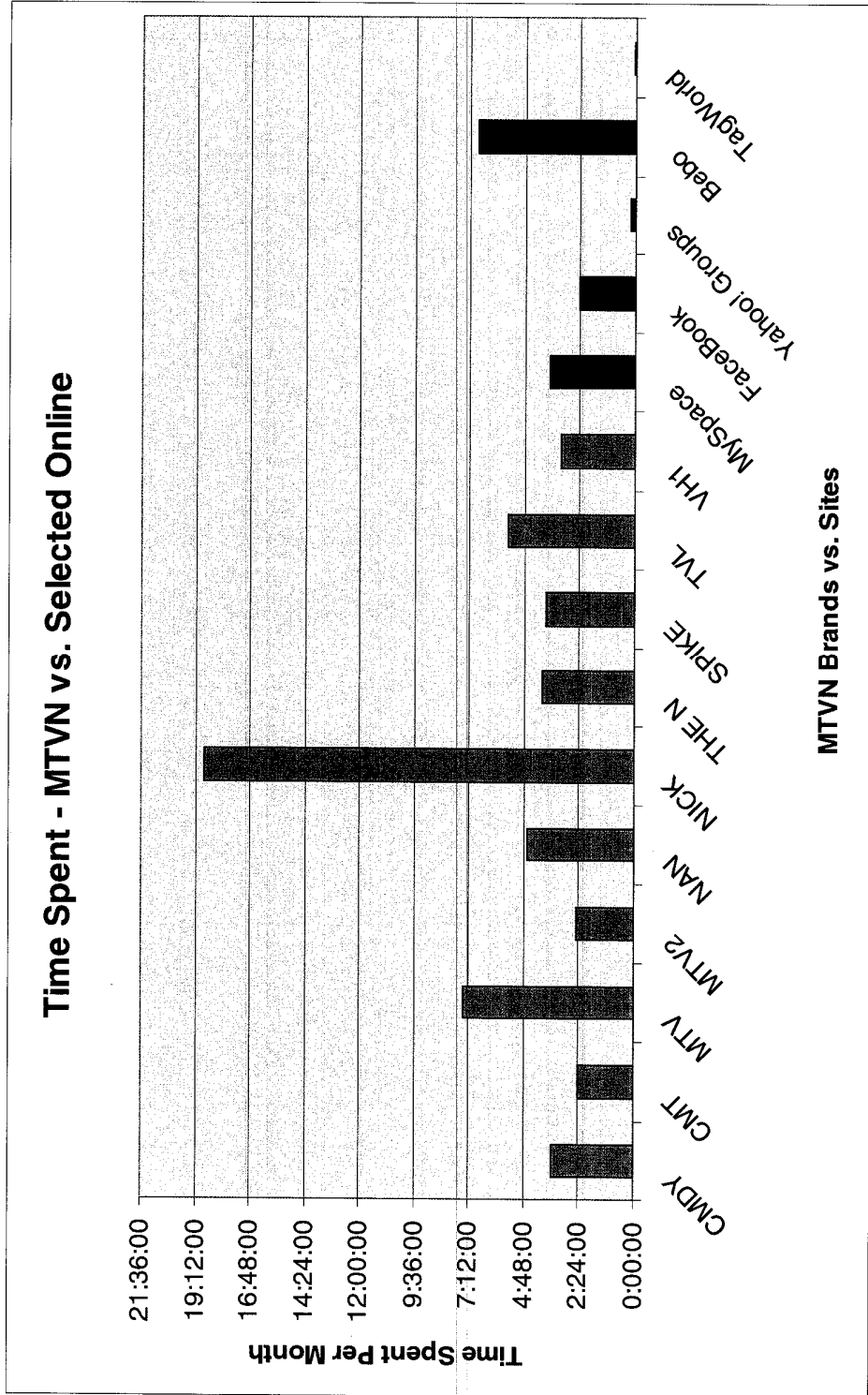
It makes sense that traditional media will compete hardest to retain users in their most successful time periods.”

Jay Newell

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# Our Audiences Still Spend More Time With Us

## Time Spent on MTVN Nets Still Beats Even Top Internet Sites



MTVN Brands vs. Sites



## Cultural Activators

### *Cultural Activators:*

- They give audiences something to do — some activity, some roles and goals, some meaningful form of participation.
- This can be literally the case in terms of the mechanisms of participation that surrounds reality television or computer games.
- Or it can simply be the show embeds lots of secrets and thus opens itself up to a prolonged process of decryption, as seems to be the case of *Lost*.

**Almost all TV attracts Culture—it takes a unique show to activate it.**

# MTVN activates our audience



**Initiation:** Colbert films himself in mock light-saber fight in front of green screen.

**Result:** (on YouTube ALONE)

- 88 Unique Mashups of Colbert fighting Bears, Monsters, the Star Wars Kid
- 7K Reviews and Ratings by viewers of Mashups
- 1.7 Million Video Streams (approx same number of mash-up streams as monthly streams of Colbert clips on Motherlode)

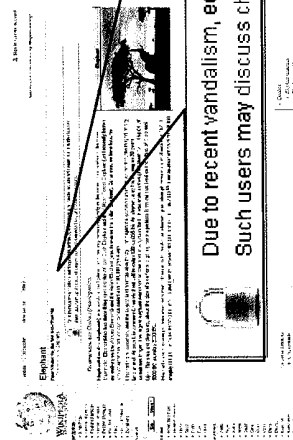


Colbert Report: Bridge Update & Hungary (8/22/06)

**Initiation:** Colbert urges viewers to vote for him on online poll to name new bridge in Hungary.

**Result:** Colbert leaps to first place with over 17M votes (leads second-leading votegetter by over 15M votes).

**Initiation:** Colbert encourages viewers to change Wikipedia entries to say the elephant population had tripled in the last six months. [“Any user can change any entry, and if enough other users agree with them it becomes true. If only the entire body of human knowledge worked this way.”]



**Result:** Under deluge of changes from audiences, Wikipedia bans further changes to Elephant entry.

Due to recent vandalism, editing of this article by anonymous or newly registered users is currently disabled. Such users may discuss changes, request unprotection, or create an account.

## Online and On-Air: Co-Viewing is Pervasive

### Audiences are Going Online while Watching TV

- 16% of ALL online usage occurs in front of the TV
- 66% of Users regularly/occasionally watch TV while online

### And they are looking online for MORE from Us

- 60% of Users visit websites of TV shows while they are watching
- 80% of Users visit the websites—at some point—of the television networks and/or programs they watch

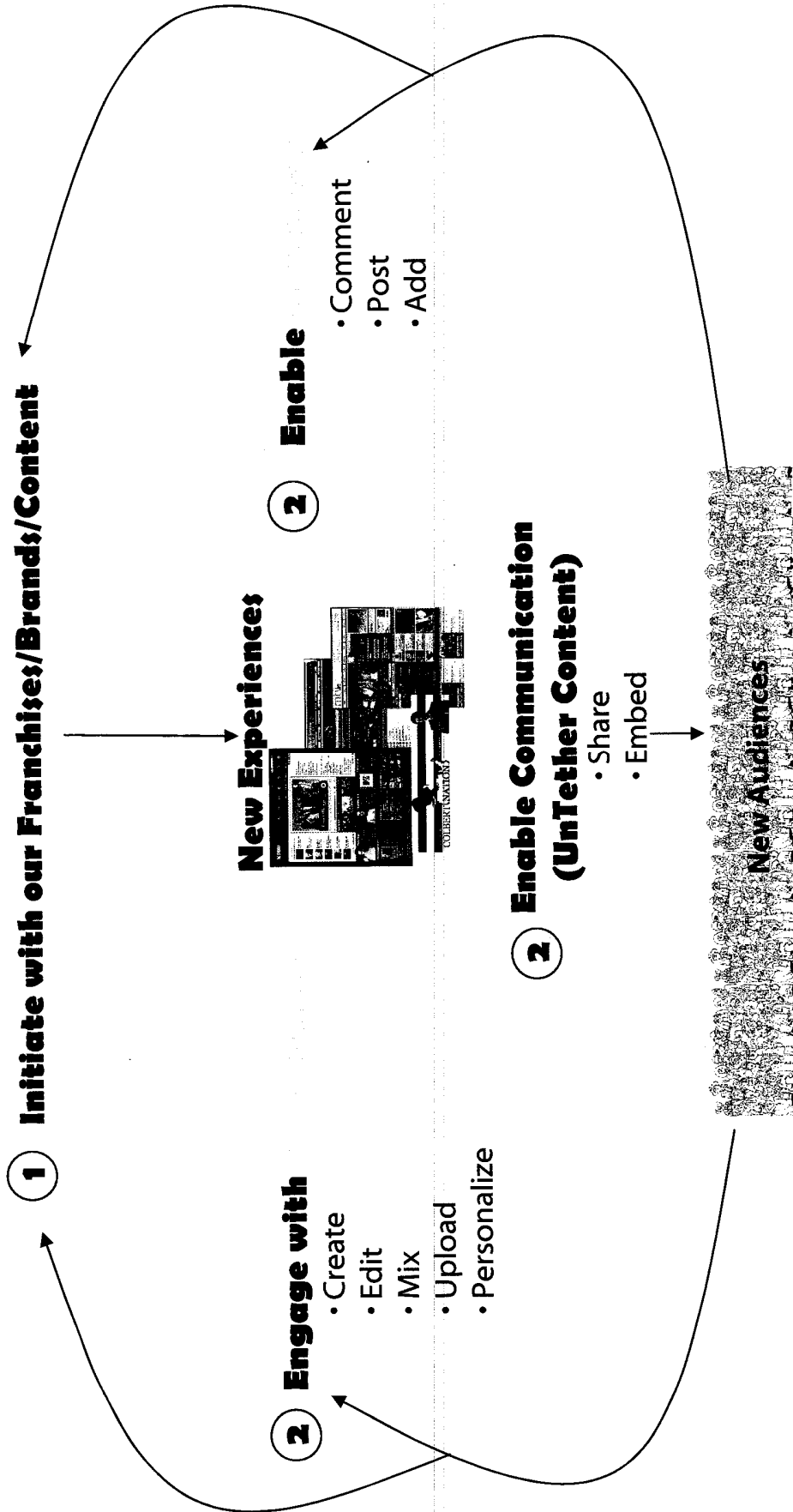
## Online is the New Watercooler

### Initiate with TV, Enable with Online

#### Online is the New Watercooler

- 54% of Users would consider participating in online communities, discussion groups, chat rooms or blogs about T
- 13% of Users currently DO!

# Putting it All Together



# How Do We Do It? Some Early Thoughts

## Phase I – Nuts and Bolts

