

Schapiro Exhibit 215 continued

Phase I – Nuts & Bolts

Increase Uniques

1. SEO – Approve Budget and Keep Implementation Going
2. Enable “Email or IM A Friend” on Every File
3. Syndicate and Link-Back—You Tube and Others
4. Clean out the Video Search Noise
5. Go Viral—With a Plan

Increase Frequency (aka Change Consumption Patterns)

1. Alerts (e.g., Let Users know when new content is available)
2. Bookmarks (e.g., “Bookmark this page”)
3. Get into Daily Consumption: Instant Messenger, Widgets & Modules

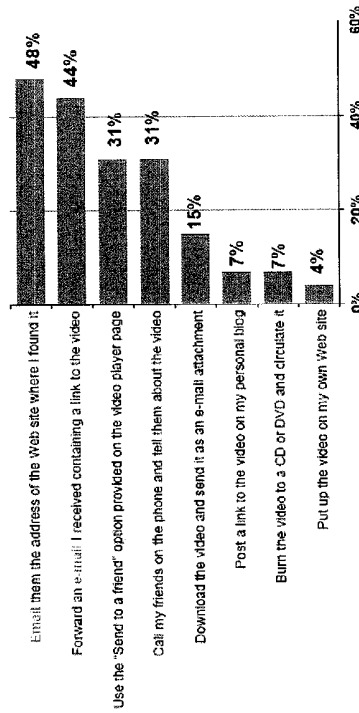
Increase Time Per Session

1. Get Search Working on Our Sites
2. Program Baseline Community
3. Enable Tagging

Enable Email (Very Easy Viral Distribution)

It's the Most Popular Way to Share Video

E-mail Is The Most Widely Used Method For Sharing Online Videos



YouTube Broadcast Yourself

Home Videos Channels Categories Recently Features

Most Recent | Most Viewed | Top Rated | Most Discussed | Top Favorites | Most Liked | Recently Features

Search for:

Added August 26, 2006
From smokkbo
Category: Arts & Animation

Views: 854
URL: http://www.youtube.com/watch?v=4T1c6I
Embed: [collected with the "get" helper](#) [get the channel name](#)

Showing 1-20 of 481

Related Videos:

- DarFaiRnClub 4134 Views: 4275
- Karl Marx Intro from Daria 1024 Views: 5670
- Daria 4412 Views: 2232
- ICC 1333
- Philippines 2006 0414 Views: 0154
- From: SUBARU
- Philippines 2006 0414 Views: 0154
- From: SUBARU
- Philippines 2006 0414 Views: 0154
- From: SUBARU

Rate this video: 7 ratings

Please don't rate this video.

Save to Favorites | Add to Groups | Share Video | Blog Video | Flag as inappropriate

Views: 2,262 | Comments: 2 | Favorited: 15 times | Honored: 0 | Links to this video: 0

Put a "Share" or "Email" Button every time we run a video clip

Syndicate and Link-Back

Distribute Content with Focus to Drive Traffic Back

1. Call-To-Action on Our Sites
2. Leverage Content Mix that Generates Awareness

The screenshot shows a YouTube video player with the title "Stephen Colbert vs. Star Wars Kid". The video has 288,870 views, 104 comments, and 665 likes. The video description includes a call to action: "SUBMIT YOUR VIDEOS NOW OR RATE OTHERS". Below the video, there are sections for "Comments & Responses" and "More from this site".

What if:

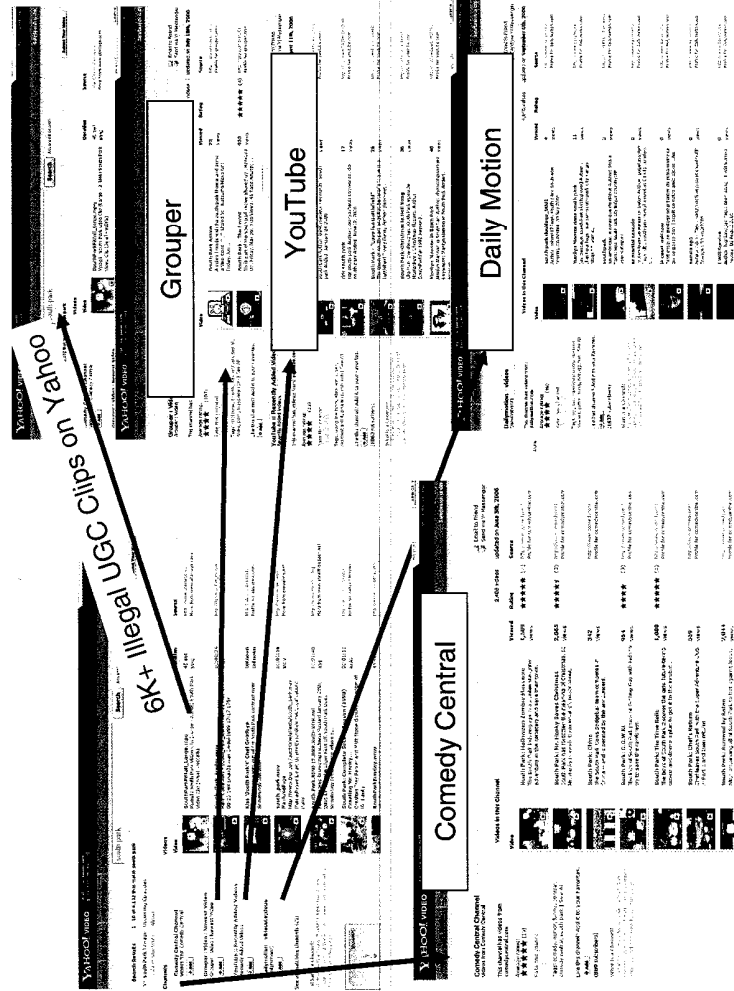
YouTube Drove Traffic to Us?

Video Aggregates generated new users?

Click to Vote on Green Screen Finalists.
Colbert Puts Grizzlies on Notice
Colbert Spotlights

Clean Out Video Search Noise

Yahoo, Google, MSN, UnCut – All the “Search Engines” already have our content – why send users to us? We need to give them a reason



Because if you search
“South Park” on Yahoo
Video:

we’re just a link
--one of 22--
--that gets rotated--

So its kind of hard to
find us.

MTV NETWORKS | BET NETWORKS
mtvn.com

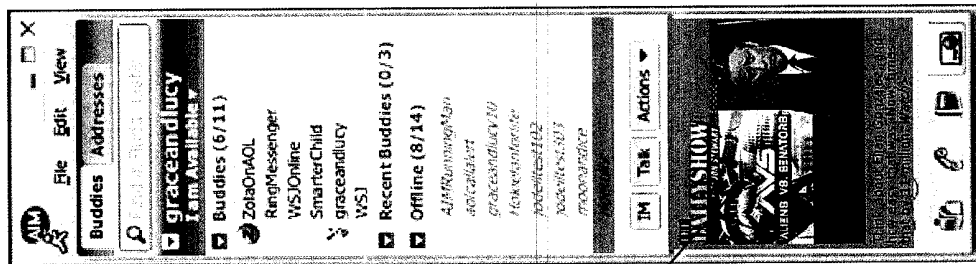
Get Into Daily Consumption

Identify Destinations/Applications Used Most Frequently

and get integrated:

1. Email
2. Instant Messaging (Modules, Bots)
3. Personalized Home Pages (Feeds, Widgets)

Or Go Straight-to-the-Desktop

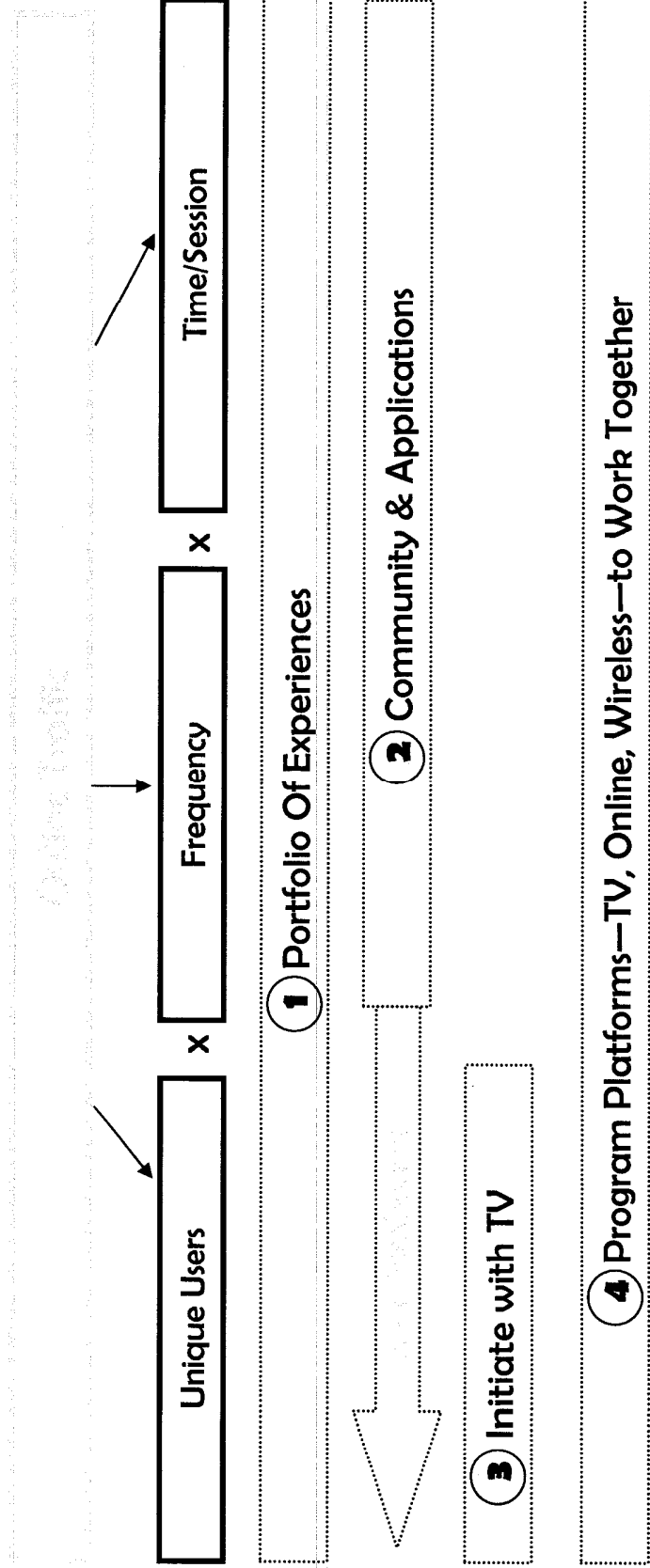


Program Baseline Community

Do Simple Things (not as lame as Yahoo's)
And Put it on the Front Page

How Do We Do It? Some Early Thoughts

Phase II – Thoughts on Process



Learn Lessons from Others – Newspapers and Music

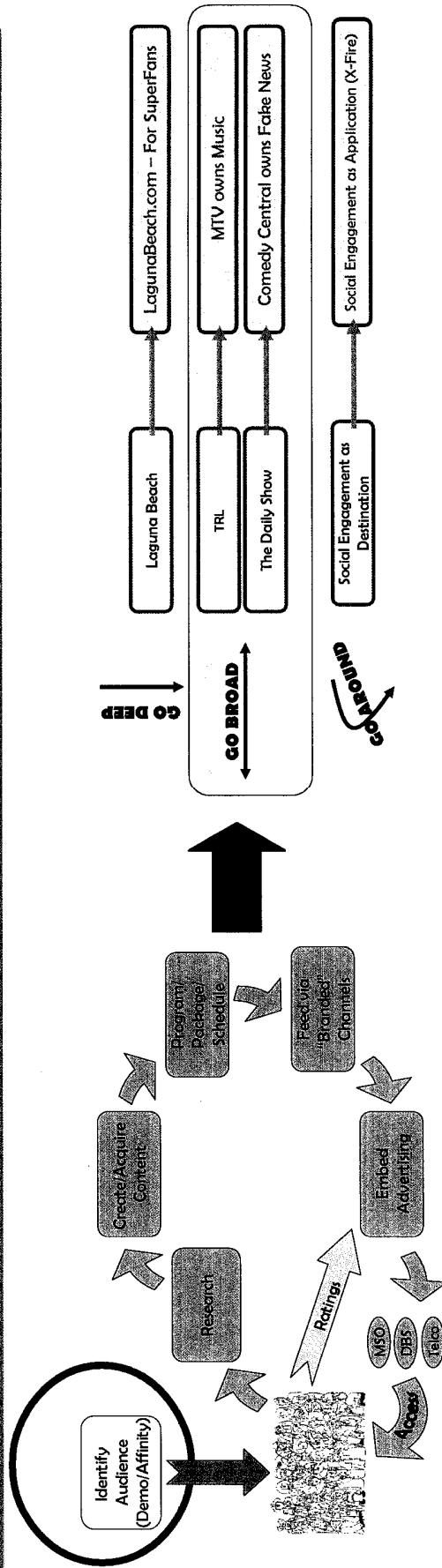
Four Key Online Audience Drivers:

1. Urgency
2. Utility
3. Visual energy
4. Community Interactivity

– Hyde Post, Vice President, Internet, The Atlanta Journal-Constitution

The Drudge Report gets nearly 9 monthly visits per unique (versus MTVN 1-2/month)

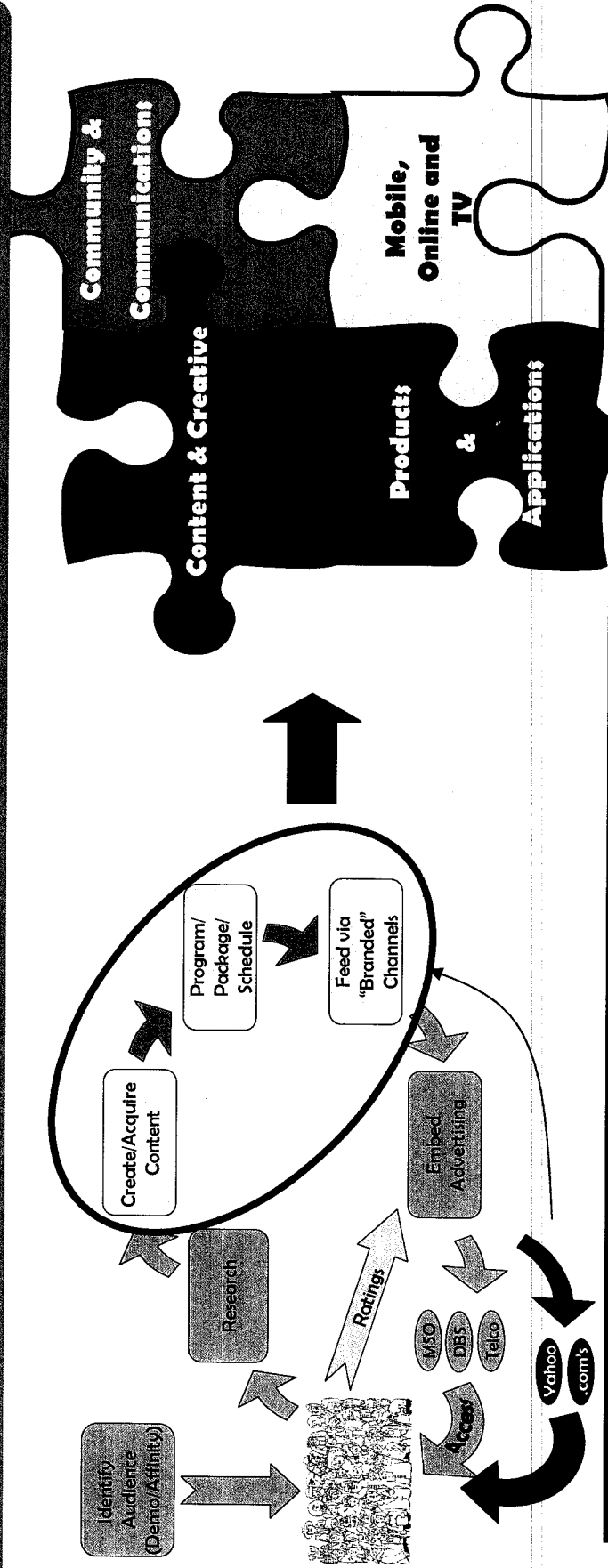
1. What Experiences Do We Want to Create?



OLD	NEW
<ul style="list-style-type: none"> • Identify Key Audiences within Demo or Affinities • Manage by continuing to super-serve within respective areas 	<ul style="list-style-type: none"> • Own the Horizontal (Music, Fake News) • Own Depth (Enable the Laguna SuperFan) • Own the Occasion (Teen Angst) • And Liberate Ourselves from Destinations—we can have applications do the work (see X-Fire)

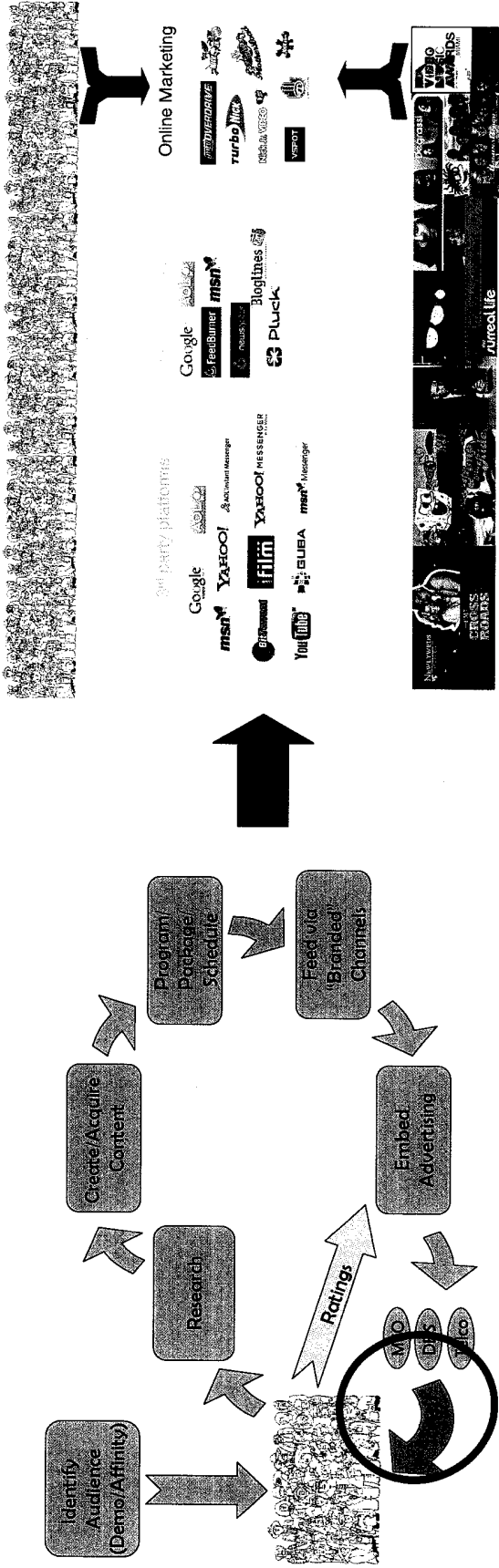


2. Build Experiences (with integrated Apps & Community) Across Platforms



OLD	NEW
<ul style="list-style-type: none"> • Balance Consumer Engagement and Advertiser Needs by creating/acquiring Content designed for 10-foot experience • Experiment, Test, Revise to maximize loyalty and engagement • Build and maintain brands' strength and integrity with audience 	<p>Create the Experiences that have been identified—while they are still on the Drawing Board:</p> <ol style="list-style-type: none"> (1) Premium and Low-Cost Pro Content (2) Applications/Products (3) Community and Communications (4) How the experiences are linked across mobile/TV/online

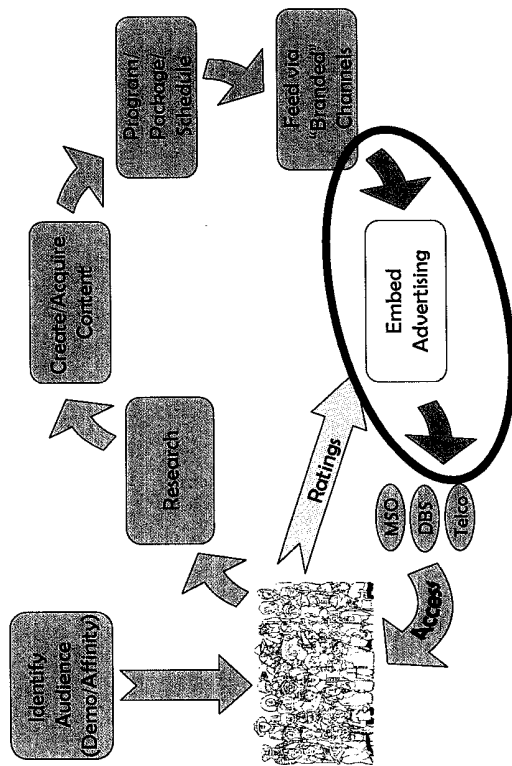
3. Distribution = Connecting Audiences with MTVN Experiences



Each 1% increase of Traffic to Our Sites = \$2M (at current sell-throughs & CPMs)

OLD	NEW
<ul style="list-style-type: none"> • Broadly Distribute Video Content through Access Providers • Maintain relationships and awareness of core brands strength and emerging brands opppty's • Develop solutions (marketing, local ad sales, consumer awareness) for subscription products • Develop New Products to Enable • Work with Existing Distributors Across Platforms 	<ul style="list-style-type: none"> • Connecting Online Audiences with MTVN Experiences • Coordinated Approach to Partnerships that Increase Traffic to Content (wherever that content resides) • Syndicate Video that DRIVES TO EXPERIENCES • Aggressively pursue relationships that enable Video + Display and/or Community Monetization

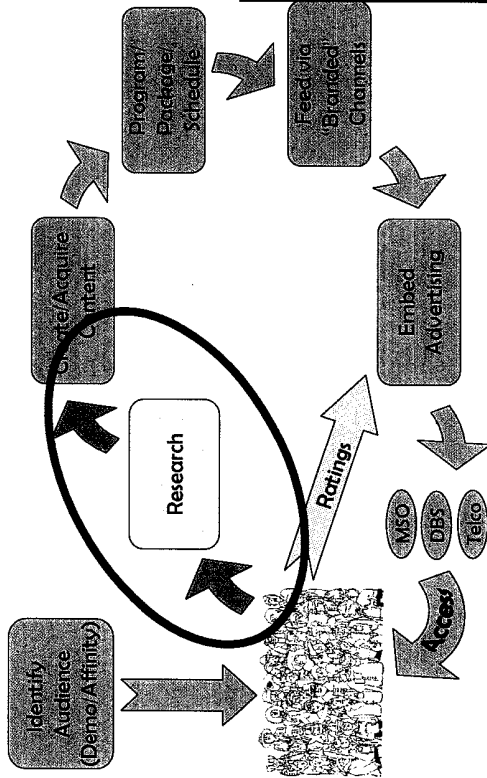
4. Ad Sales = Harmoniously Monetizing New Consumer Behavior



OLD	NEW
<ul style="list-style-type: none"> • Selling Advertising within Video Content • Selling Brands as surrogates for targeted reach within demographics or affinity groups • Interruptive Advertising with premium CPMs (excellent monetization and appropriate for captive Lean-Back Mass Audiences) • Ratings Driven 	<ul style="list-style-type: none"> • Selling throughout Medium—Video, Text, Applications • Selling Targeted Reach directly—across brands and sites (demos, behaviors, experiences) • Increasingly integrated—not interruptive—advertising and monetization • Portfolio-based approach where scale matters (more traffic across sites/demos/experiences) • Performance-Driven



5. Research = Taking Advantage of New Media Tracking



NEW

- Individual user data now trackable for full monetization purposes
- Employing adaptive consumer feedback mechanisms in the process of creating multi-screen experiences ensure that consumers play a meaningful role
- Tangible benefits that come from the awareness and understanding of how consumers are literally talking about our franchises and relevant partners gives us the chances to develop specific, necessary content that will most appeal
- Intangible returns from even negative perception gives us an opportunity to develop good will and better meet the needs of our partners

OLD

- Reporting the usage of TV channels and websites
- Reconciling actual vs projected delivery of audience reach
- Field ad effectiveness surveys off our sites to provide advertiser with empirical proof of positive value gained in-environment

**Syndicate Video for Traffic
Monetize All Inventory for Revenue**



Own Video AND Display (or Community) to Make Money

Video + Display Advertising (Example: Yahoo & Comedy)

Traffic Source	06 Comedy Revenue	Yahoo Traffic*	Total Revenue	@50% Rev Share MTVN Revenue	@70% Rev Share MTVN Revenue
Yahoo – Comedy (Year 1)	\$15MM	101%**	\$15MM	\$7.5MM	\$10.5MM
Yahoo – Comedy (Year 2)	\$15MM	169%**	\$25MM	\$12MM	\$17.5MM
Yahoo – Comedy (Year 3)	\$15MM	241%**	\$36MM	\$18MM	\$25MM
Total Yahoo – Comedy				\$37.5MM	\$53MM

*As a % of 2006 ComedyCentral.com Traffic

**Reflects MTVN Revised Traffic Asks. Yahoo Traffic Projections were 71%, 162% and 222% (for total of \$34M over 3 years)

Distribution Implications – Pursue Relationships that Enable Video + Display Monetization

PROS

Good Revenue Potential: Significant lift over current run rate.

Incremental Traffic Potential: Possible incremental traffic to ComedyCentral.com.

Awareness: Good mechanism for increasing linear awareness.

CONS

Community: Yahoo will likely build community features around content—risk mitigated somewhat if MTVN is focusing on “Experience” development (Supermarket metaphor)

Cannibalization: Possible risk of cannibalization of ComedyCentral.com traffic.

Pure Video Syndication: Optimal for non-core content or awareness

Pure Video “Syndication”

Traffic Source	CPM	Rev Share	Effective CPM	Projected Streams	% of MTVN Current Annual Streams	Incremental Revenue
Viral (Embedded)	\$ 5	100%	5.0	300MM	17%	\$1.5MM
YouTube*	8	70%	5.6	1,000MM	55%	\$5.6MM
HyperDistribution**	10	70%	7.0	45MM	2%	\$0.3MM
Video Aggregators	15	70%	10.5	250MM	14%	\$2.6MM
Portals (AOL, MSN)	25	50%	12.5	800MM	17%	\$3.8MM
Total				1,895MM	105%	\$13.8MM

*Assumes YouTube allows Pre-Roll

**Projection based on Current “Test” Levels

Distribution Implications – Use to Monetize non-critical video and generate awareness

Poor Revenue Potential: Assuming doubling streams, MTVN would generate incremental \$13.8MM online.

Incremental Traffic Potential: However, syndication may drive awareness of MTVN online offerings—incremental traffic worth approximately \$2M per incremental 1% increase in traffic.

Awareness: Video Syndication retains significant value in generating awareness of new linear content and new online offerings—need to evaluate best mechanism for accomplishing.