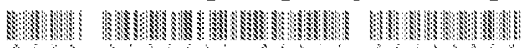


MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | neopets | nickelodeon | nickjr | noggin | spike | the n | vh1 | gametrailers | vlive | vlive2 | atom entertainment | quizzes

Month of March 2007

EXECUTIVE SUMMARY

Key Highlights:

- ✧ It was a record month in uniques and streams for MTV Networks overall.
- ✧ **MTV.com** - MTV.com reached its highest month in unique users ever, earning 25.6M for the month. This was a +10% increase over February '07, and a +45% increase over March '06. Additionally, MTV.com video had its best month ever as 13.4M visitors were exposed to 93.1M streams in March.
- ✧ **Nick.com** - Continuing with its success from February, March was another record-breaking month in traffic. Unique visitors for the site hit 18.9M while TurboNick pulled in a total of 80.6M streams.
- ✧ **NickJr.com** - NickJr.com had its best month ever with over 9.1M visitors. The Go Diego Live Tour contributed a great deal to the sites record-breaking success. Additionally, the site experienced a high in game plays with 94.8M while Nick Jr. Video and ParentsTV both hit record highs as well.
- ✧ **GoCityKids.com** - March was Go City Kids' best month ever in traffic. Unique visitors (824K) gained +17% month-to-month and +88% vs. last year.
- ✧ **Neopets.com** - With 11.6 million global uniques, we were up 22%--the highest traffic levels we have seen in a year. The month to month increase can be attributed to the Daily Dare event, a month long global gaming event.
- ✧ **Noggin.com** - Just shy of 2.3M visitors, Noggin experienced its best month ever.
- ✧ **Comedy Central** - Comedy Central experienced its best month ever with 10.7M uniques, which was +49% above Feb '07 and +90% above March '06.
- ✧ **Gametrailers.com** - GT original shows, Bonus Round, Game One, Game Head Versus as well as editorial coverage helped fuel growth for the site, closing the month at record highs across the board.

MTV NETWORKS ONLINE AGGREGATE			
	Month of Mar 2007	Versus Last Month	Versus Previous 6 Month Average
Monthly Users*	110,888,160	17.7%	38.4%
Video Streams	353,119,440	12.5%	29.3%

*Duplication percentage is derived from comScore Media Metrix's Digital Calculator report for the month of 3/07.

	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
SITE TRAFFIC SUMMARY				
MTV.COM				
Monthly Unique Users	25,601,626	9.7%	45.3%	15.5%
Monthly Visits	34,520,065	10.7%	37.9%	16.0%
Time Spent	19.2	6.1%	13.1%	11.9%
MTV2.COM				
Monthly Unique Users	590,280	8.8%	-23.3%	-5.3%
Monthly Visits	689,943	10.8%	-23.7%	-4.1%
Time Spent	7.7	-1.3%	-7.7%	-4.0%
MTVU.COM				
Monthly Unique Users	394,238	12.1%	1.0%	-8.6%
Monthly Visits	434,147	12.0%	-1.1%	-7.4%
Time Spent	11.3	-4.2%	-13.1%	-1.7%
College Media Network (formerly Y2M)				
Monthly Unique Users	5,553,993	3.0%	N/A	47.4%
Monthly Visits	6,622,115	0.6%	N/A	40.1%
Time Spent	8.2	-2.4%	N/A	-1.7%
Rate My Professors				
Monthly Unique Users	N/A	N/A	N/A	N/A
Monthly Visits	N/A	N/A	N/A	N/A
Time Spent	N/A	N/A	N/A	N/A

CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | neopets | nickelodeon | nickjr | noggin | spike | the n | vh1 | game@trailers | kfire | tvland | atom entertainment | quizzes

	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
VH1.COM				
Monthly Unique Users	7,681,455	8.2%	-17.5%	-1.5%
Monthly Visits	9,732,104	10.5%	-17.1%	0.1%
Time Spent	20.0	15.6%	28.0%	11.6%
CMT.COM				
Monthly Unique Users	4,045,726	5.6%	2.4%	5.0%
Monthly Visits	5,991,400	6.4%	-2.5%	4.1%
Time Spent	22.9	-1.3%	43.2%	-3.2%
NICK.COM				
Monthly Unique Users	18,910,916	12.4%	25.5%	32.0%
Monthly Visits	37,578,647	10.3%	19.6%	33.5%
Time Spent	N/A	N/A	N/A	N/A
NICKJR.COM				
Monthly Unique Users	9,138,682	7.2%	45.4%	15.3%
Monthly Visits	21,183,354	8.1%	54.3%	15.3%
Time Spent	78.2	2.8%	9.2%	4.7%
NICK AT NITE				
Monthly Unique Users	77,109	N/A	N/A	N/A
Monthly Visits	86,144	N/A	N/A	N/A
Time Spent	5.4	N/A	N/A	N/A
GOCITYKIDS.COM				
Monthly Unique Users	823,522	17.2%	88.0%	64.1%
Monthly Visits	902,981	19.4%	109.7%	72.6%
Time Spent	7.9	9.7%	9.7%	4.6%
NEOPETS.COM				
Monthly Unique Users	11,610,050	21.9%	-3.3%	22.6%
Monthly Visits	N/A	N/A	N/A	N/A
Time Spent	N/A	N/A	N/A	N/A
NOGGIN.COM				
Monthly Unique Users	2,252,259	11.4%	58.2%	24.5%
Monthly Visits	5,170,952	14.0%	70.5%	28.9%
Time Spent	47.1	10.0%	-3.6%	17.2%
THE-N.COM				
Monthly Unique Users	1,817,551	5.8%	9.4%	-5.5%
Monthly Visits	3,099,107	-0.3%	-5.3%	-9.5%
Time Spent	44.8	-8.6%	-0.7%	-1.8%
TVLAND.COM				
Monthly Unique Users	430,154	-5.4%	-15.0%	-29.1%
Monthly Visits	517,992	-4.9%	-14.2%	-27.6%
Time Spent	9.8	-2.0%	4.7%	-2.3%

CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | soapst | nickelodeon | nickjr | noggini | spike | the n | vh1 | gametrailers | xfire | vjland | atom entertainment | quizilla

	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
COMEDY.COM				
Monthly Unique Users	10,684,901	48.7%	90.4%	62.9%
Monthly Visits	14,915,490	52.0%	107.4%	72.7%
Time Spent	16.1	-4.7%	-13.4%	-1.4%
SPIKETV.COM				
Monthly Unique Users	1,392,045	54.5%	307.9%	20.4%
Monthly Visits	1,493,395	54.6%	298.1%	20.1%
Time Spent	6.2	12.7%	6.3%	28.1%
LOGOONLINE.COM				
Monthly Unique Users	962,974	11.9%	434.3%	15.9%
Monthly Visits	1,768,347	14.8%	740.2%	24.9%
Time Spent	27.3	5.0%	179.1%	16.8%
IFILM.COM				
Monthly Unique Users	11,887,056	-7.0%	12.6%	10.7%
Monthly Visits	15,011,884	-5.7%	-5.2%	4.7%
Time Spent	8.6	-9.4%	-3.7%	6.5%
GAMETRAILERS.COM				
Monthly Unique Users	4,930,310	38.1%	92.3%	21.5%
Monthly Visits	9,621,694	35.3%	129.2%	23.9%
Time Spent	26.3	-5.4%	74.9%	3.4%
ADDICTINGCLIPS.COM				
Monthly Unique Users	2,447,535	11.6%	N/A	11.2%
Monthly Visits	3,266,020	11.1%	N/A	10.4%
Time Spent	11.0	-4.3%	N/A	3.4%
ADDICTINGGAMES.COM				
Monthly Unique Users	21,320,677	13.9%	N/A	14.5%
Monthly Visits	55,429,948	12.2%	N/A	16.0%
Time Spent	48.3	2.8%	N/A	8.5%
ATOMFILMS.COM				
Monthly Unique Users	4,354,420	52.0%	N/A	47.0%
Monthly Visits	4,831,854	54.7%	N/A	48.5%
Time Spent	N/A	N/A	N/A	N/A
QUIZILLA.COM				
Monthly Unique Users	5,197,149	N/A	N/A	N/A
Monthly Visits	8,291,103	N/A	N/A	N/A
Time Spent	50.7	N/A	N/A	N/A
SHOCKWAVE.COM				
Monthly Unique Users	19,709,832	14.1%	N/A	14.1%
Monthly Visits	34,389,825	16.8%	N/A	16.8%
Time Spent	16.3	3.8%	N/A	3.8%
XFIRE.COM				
Monthly Unique Users	1,170,117	0.7%	31.6%	6.0%
Registrations	232,447	-11.0%	-18.2%	-5.8%
Time Spent	488.0	0.8%	8.2%	3.8%

CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | roosefs | nickelodeon | nickjr | noggini | spike | the n | vh1 | gametrailers | vfre | vload | atom entertainment | quizzes

	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
VIDEO SUMMARY				
MTV/OVERDRIVE				
Overdrive Unique Users	13,444,540	9.8%	315.1%	25.4%
Overdrive Streams	93,145,096	9.5%	175.1%	27.9%
Medioplayer Streams	672,232	11.0%	-73.8%	25.0%
MTV2				
Medioplayer Streams	1,225,793	5.55%	-31.22%	-17.05%
ÜBER				
Über Unique Users	72,810	-0.7%	-36.1%	-11.1%
Über Streams	463,059	1.3%	-46.0%	-18.5%
VH1/VSPOT				
VSPOT Unique Users	1,652,120	25.0%	13.5%	23.6%
VSPOT Streams	16,995,170	38.1%	7.8%	19.3%
Medioplayer Streams	2,176,621	2026.6%	107.5%	678.4%
CMT				
Loaded Unique Users	815,444	1.3%	N/A	1.6%
Loaded Streams	9,269,263	-1.0%	N/A	-0.1%
Medioplayer Streams	368,537	60.0%	-95.6%	-19.4%
TURBO NICK				
TurboNick Unique Users	4,957,237	-17.8%	85.0%	15.5%
TurboNick Streams	80,605,795	3.7%	505.6%	74.2%
NICK JR VIDEO				
NickJr Unique Users	1,389,941	15.4%	76.7%	20.6%
NickJr Streams	20,939,802	7.6%	76.6%	21.9%
PARENTS TV VIDEO				
ParentsTV Unique Users	1,694,019	8.8%	60.4%	11.5%
ParentsTV Streams	10,235,280	13.7%	122.9%	11.5%
NOGGIN				
Medioplayer Streams	1,102,999	-23.6%	-70.7%	-53.9%
THE N				
Medioplayer Streams	2,572,952	-11.9%	3.2%	-34.5%
TVLAND/NICKATNITE				
Broadband Video Unique Users	124,341	2.3%	N/A	-36.1%
Broadband Video Streams	531,449	-32.0%	N/A	-57.8%
Medioplayer Streams	N/A	N/A	N/A	N/A
COMEDY/MOTHERLOAD				
Motherload Unique Users	1,316,205	10.6%	N/A	31.6%
Motherload Streams	12,643,913	12.7%	50.6%	33.7%
Medioplayer Streams	501,206	-15.2%	-90.8%	-74.8%
SPIKE				
Medioplayer Streams	2,715,323	31.1%	-28.1%	-11.6%
LOGO				
Medioplayer Streams	595,564	15.9%	274.7%	-10.8%
IFILM				
IFILM Streams	37,755,233	-19.7%	2.5%	-0.4%
GAMETRAILERS				
Medioplayer Streams	58,604,153	84.4%	614.0%	54.9%

Source: Omniture Site Catalyst, Internal Tracking

CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research