

MTV NETWORKS DIGITAL DOWNLOAD



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With the Imbee investment, Disney (a la Steamboat Ventures) is placing a wider bet on kids' sites online, and in particular, social networks for the younger set.

Firefox's 'The Coop' Tests Social Browsing

<http://informationweek.com/mobility/showArticle.jhtml?articleID=198800298>

The plug-in from Mozilla Labs allows the browser to become a content sharing tool and compete directly with sites like MySpace. Mozilla's research group, today detailed "The Coop," an experimental set of content sharing tools for Web browsers.

"We want to create a fun and easy way to share links with your friends, and to browse the set of links that friends have shared with you," a Mozilla Labs blog post explains. "We also want to make it easy to 'subscribe' to a friend in order to make it easy to keep track of the pictures, movies, blog posts and status information that they might be posting on a variety of services."

Web browsing, in other words, is trespassing on MySpace. Mozilla Labs isn't the first to do this. Flock has been updating its [Flock](#) social Web browser for more than a year.

Second Life loses luster Mar 27

http://www.adweek.com/aw/national/article_display.jsp?vnu_content_id=1003563266

More than 70 percent of Second Life's users say they are disappointed with the marketing that goes on in Second Life, according to a survey by Komjuniti, a Hamburg, Germany, research firm. This could be because companies are approaching the site like a traditional marketing channel.

"The brand sites on Second Life currently look like they're being treated in pretty much the same way as [traditional] advertising campaigns," said Nils Andres, managing director at Komjuniti. They have been "placed with the hope of getting high visitor frequency and good PR scores."

While some companies have done innovative work, there are a lot of places on SL where companies have put something up and then clearly never returned. Because of this, Second Lifers have become skeptical of marketing on the site. "They expect more creativity, more inspiration, and not vertical influence from the old and traditional way of the 60-second spot," said Andres. In addition to not liking the marketing they saw, 42 percent of all respondents doubted companies would actually put much follow-up effort into the site.

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MTV.com

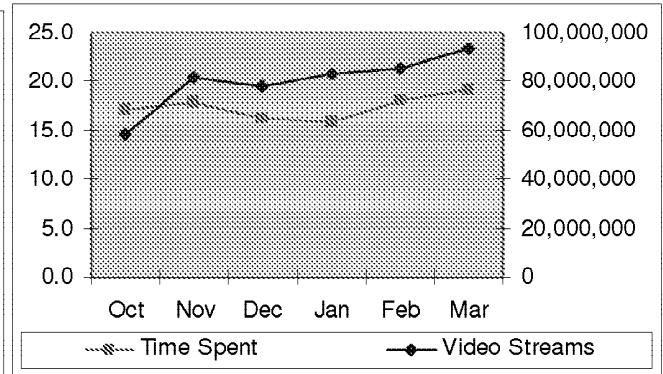
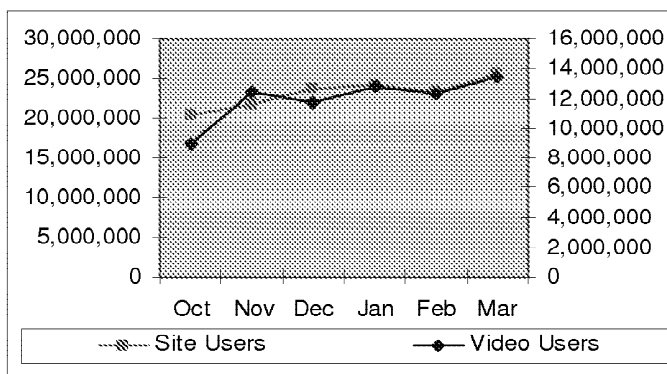
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	25,601,626	9.7%	45.3%	15.5%
Visits	34,520,065	10.7%	37.9%	16.0%
Time Spent	19.2	6.1%	13.1%	11.9%
Overdrive Users	13,444,540	9.8%	315.1%	25.4%
Overdrive Streams	93,145,096	9.5%	175.1%	27.9%
Medioplayer	672,232	11.0%	-73.8%	25.0%

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

- MTV.com reached its highest month in unique users EVER in March 2007, earning a whopping 25.6M for the month. This was a +10% increase over February '07, and a +45% increase over March '06. Visits for the month were at 34.5M, up +11% from February and up +38% from March '06.
- *The Hills* remained the top show area on the site in March; it earned 1.2M monthly unique visitors, a +19% increase of February's performance.
- Also with strong performances this month was *Pimp My Ride* (954K uniques, up +61% from last month and ranking second), *Real World Denver* (462K, up +26% and ranking fourth), and *Spring Break 2007* (357K uniques, ranking sixth).
- MTV.com video had its best month ever as 13.4M visitors were exposed to 93.1M streams in March. This was a +10% increase for each when compared to February.
- Music Videos continue to make up the bulk of streams viewed on the site, with 34.7M last month (making up 38% of streams). Show Clips were second in popularity, with 25.2M streams in March.
- *The Hills* had the top on-air video content with a record-breaking 7M streams last month (easily topping February's 5.2M streams). Top titles for the month included *MTV Live: Nas* (2.3M), *Korn: Unplugged* (1.8M) and *Spring Break Live* (1.7M streams).

6 Month Trend



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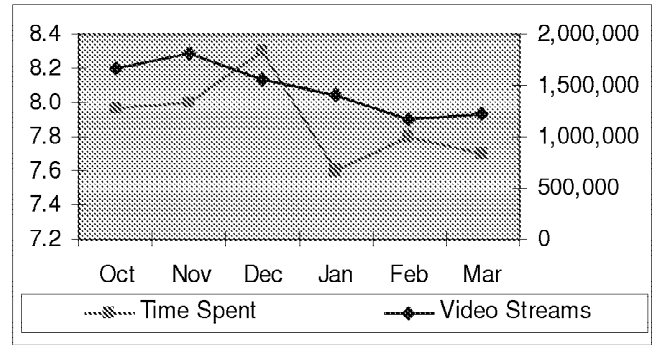
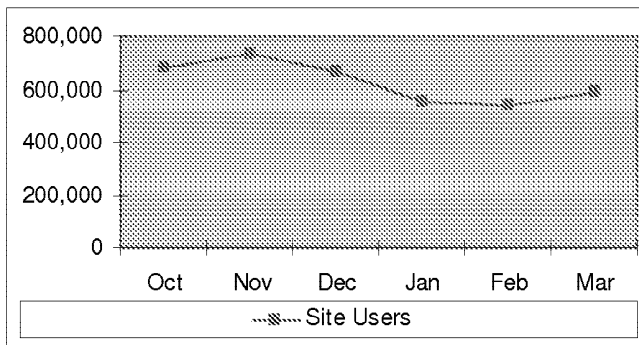
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	590,280	8.8%	-23.3%	-5.3%
Visits	689,943	10.8%	-23.7%	-4.1%
Time Spent	7.7	-1.3%	-7.7%	-4.0%
Video Users	N/A	N/A	N/A	N/A
Video Streams	1,225,793	5.5%	-31.2%	-17.0%

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

- MTV2.com earned 590K unique visitors this month, up +9% from February while visits were up +11% from the same month, earning 690K.
 - Unique visitors and visits to the site were down -23% and -24% from March 2007.
- The top series on MTV2.com this month was *Celebrity Deathmatch*, which had 70K visitors and 178K pageviews. This marked a 4-month high for the show. *Crank Yankers* was the second most popular show for the month, with 30K visitors and 67K pageviews. *Crank Yankers* exhibited a decline of -29% in visitors and -35% in pageviews.
- MTV2.com had over 1.2M stream requests in March. This was a 6% gain from February's delivery.

6 Month Trend



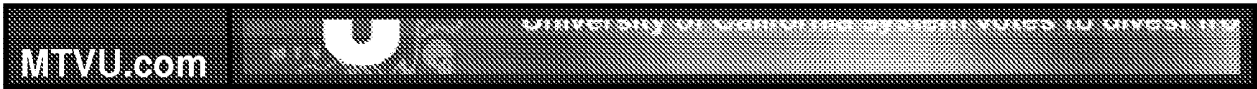
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Note: MTVU Digital consists of the following sites: MTVU.com, College Media Network (Formerly Y2M) and Rate My Professors. These sites are currently reported separately but a rollout is being created.

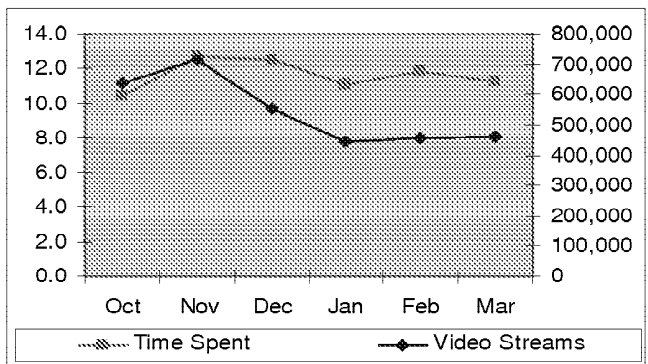
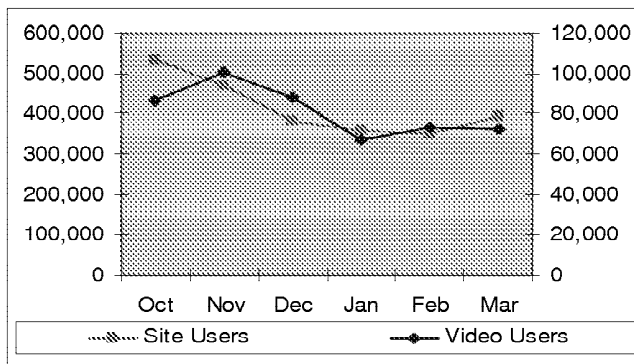
	Month Of	Versus Last	Versus Comparable	Versus Previous 6 Month
	Mar 2007	Month	Month Last Year	Average
Monthly Users	394,238	12.1%	1.0%	-8.6%
Visits	434,147	12.0%	-1.1%	-7.4%
Time Spent	11.3	-4.2%	-13.1%	-1.7%
Über Users	72,810	-0.7%	-36.1%	-11.1%
Über Streams	463,059	1.3%	-46.0%	-18.5%
Medioplayer	N/A	N/A	N/A	N/A

Source: Internal Tracking

Monthly Highlights:

- For March 2007, mtvU.com's unique visitors and visits figures were both up +12% from February 2007 with figures of 394K and 434K, respectively. Uniques were up +1% from March 2006, while visits were down -1% from the same month.
- The *Music* section had a strong performance on mtvU.com this month; it received 105K unique visitors, up +11% from February. Its top franchise was *Freshmen*, which grew +40% from the previous month to 32K unique visitors.
- *Spring Break* also had a strong performance on mtvU.com this month; it was the top *On mtvU* franchise in March with 22K monthly unique visitors, a +129% increase over the previous month. Its 2007 page received 13K unique visitors, up +159% from February.
- mtvU.com video content earned 73K unique visitors in March, a -1% decrease over February 2007. Streams to the application were at 463K, up +1% from last month. Uniques and streams were down -36% and -46%, respectively, from March 2006.

6 Month Trend



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