

# MTV NETWORKS DIGITAL DOWNLOAD



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## College Media Network (Formerly Y2M)

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 rollup is being created.

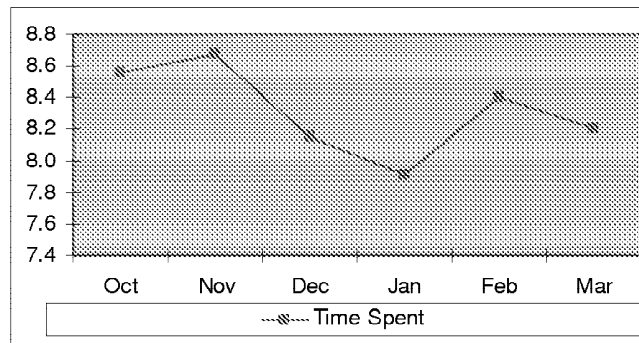
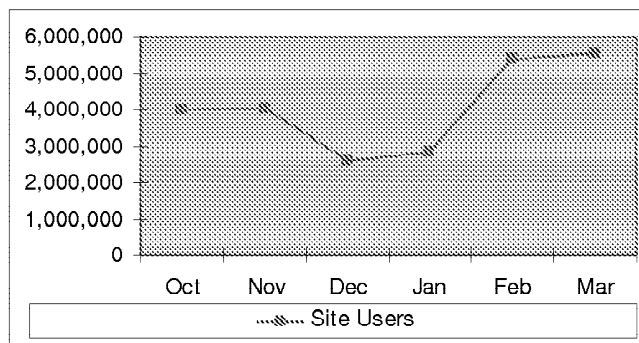
	Month Of	Versus Last	Versus Comparable	Versus Previous 6 Month
	Mar 2007	Month	Month Last Year	Average
Monthly Users	5,553,993	3.0%	N/A	47.4%
Visits	6,622,115	0.6%	N/A	40.1%
Time Spent	8.2	-2.4%	N/A	-1.7%

Source: Omniture Site Catalyst, Internal Tracking

### Monthly Highlights:

- College Media Network earned 5.6M unique visitors in March 2007, up +3% from February. Visits were up +1% with 6.6M.
- Among the top papers in March were Michigan Daily (430K unique visitors, up +163% from February), Daily Trojan (274K, up +271%), and The Daily Texan (184K, up +5%).

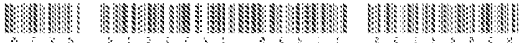
### 6 Month Trend



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MTV Networks Digital Music and Media Research

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Rate My Professors

RateMyProfessors.com  
Where STUDENTS do the grading!

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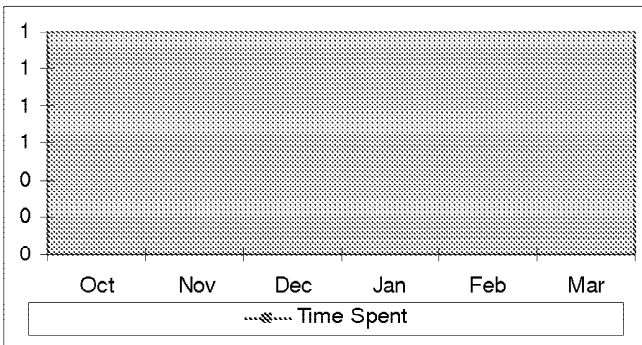
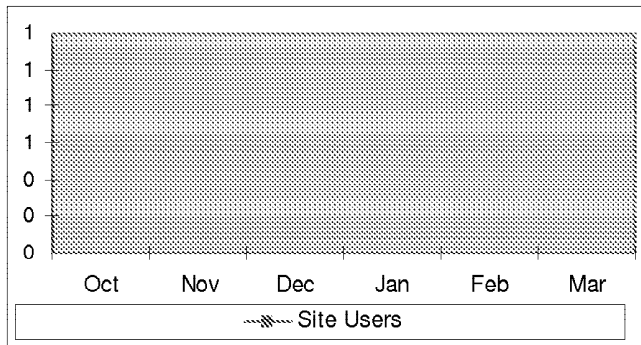
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	N/A	N/A	N/A	N/A
Visits	N/A	N/A	N/A	N/A
Time Spent	N/A	N/A	N/A	N/A

Source: Omniture Site Catalyst, Internal Tracking

### Monthly Highlights:

Please note: Due to a technical issue on Thursday 3/29, reporting to ratemyprofessors.com stopped being captured. The culling of data resumed midday Monday 4/2. As such, a full month of data is not currently available for Rate My Professors.

### 6 Month Trend



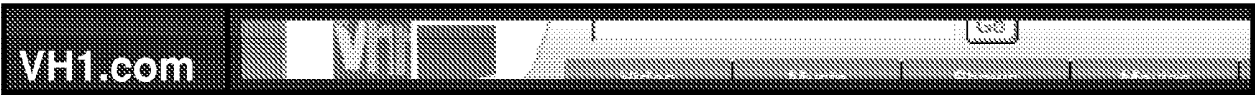
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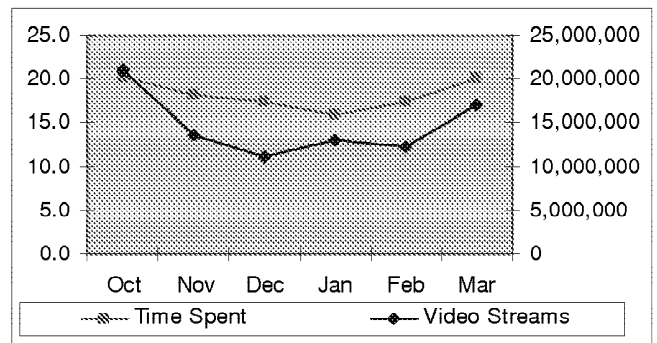
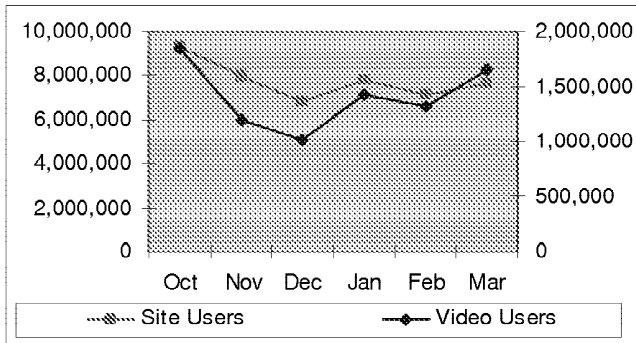
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	7,681,455	8.2%	-17.5%	-1.5%
Visits	9,732,104	10.5%	-17.1%	0.1%
Time Spent	20.0	15.6%	28.0%	11.6%
VSPOT Users	1,652,120	25.0%	13.5%	23.6%
VSPOT Streams	16,995,170	38.1%	7.8%	19.3%
Medioplayer	2,176,621	2026.6%	107.5%	678.4%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- Vh1.com delivered 7.7M monthly unique visitors and 99M page views, +8% and +23%, respectively over the month prior for March 2007. Most visited franchises for the month included *Best Week Ever* (917K monthly uniques) and *I Love New York* (914K).
- VSPOT brought in 1.7M monthly visitors and 17M streams for the month of March. The Music franchises including *VSPOT Music Playlists* and *VSPOT Top 20* helped drive streams for the player.
- I Love New York* was the most streamed show for March, collecting 3.6M VSPOT streams for the month. *ILNY* was also included in the new inline player and garnered 1.6M streams, for a total of 5.2M video streams for the month.
- VSPOT Music Playlists* had a record breaking month, collecting 2.2M streams. *Vh1 Greatest Music* and *Fresh New Music* are two new franchises and were formerly part of *VSPOT Music Playlists*. The most popular playlist for the month was *Ladies on Top: Spring 2007* (190K streams).

## 6 Month Trend



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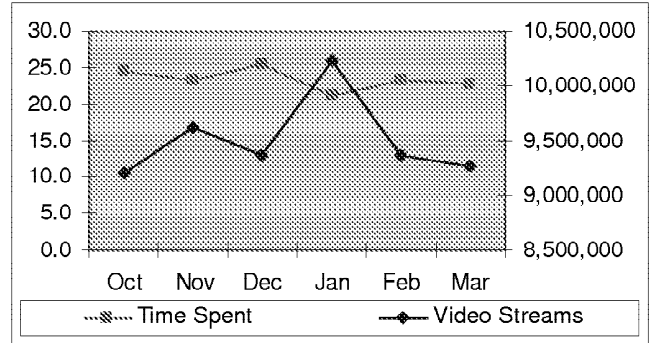
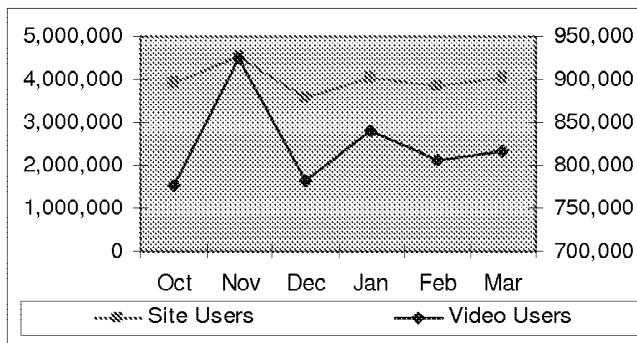
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	4,045,726	5.6%	2.4%	5.0%
Visits	5,991,400	6.4%	-2.5%	4.1%
Time Spent	22.9	-1.3%	43.2%	-3.2%
CMT Loaded Users	815,444	1.3%	N/A	1.6%
CMT Loaded Streams	9,269,263	-1.0%	N/A	-0.1%
Medioplayer	368,537	60.0%	-95.6%	-19.4%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- CMT.com** brought in 4M monthly unique visitors and 65M page views in March, both increasing 6% over the month prior. *Artists AZ* pages helped drive site traffic, garnering 1.9M unique visitors.
- Loaded** collected 815K monthly unique visitors and 9M streams for the month, driven primarily by interest in artists' videos. Music franchises *Power Picks* and *Video Premiere* were the most streamed *Loaded* franchises, delivering 2.4M streams and 298K streams, respectively.

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