

# MTV NETWORKS DIGITAL DOWNLOAD



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	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	18,910,916	12.4%	25.5%	32.0%
Visits	37,578,647	10.3%	19.6%	33.5%
Time Spent	N/A	N/A	N/A	N/A
TurboNick Users	4,957,237	-17.8%	85.0%	15.5%
TurboNick Streams	80,605,795	3.7%	505.6%	74.2%
Medioplayer	N/A	N/A	N/A	N/A

Source: Omniture Site Catalyst, Internal Tracking

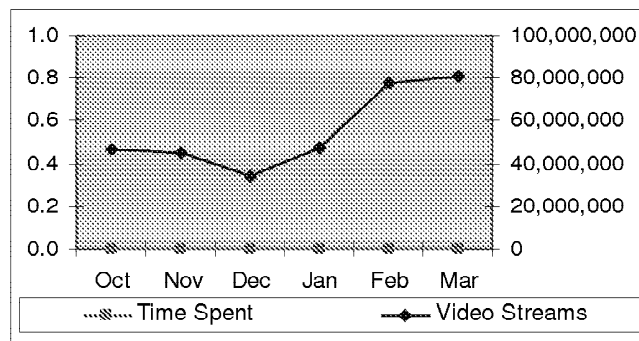
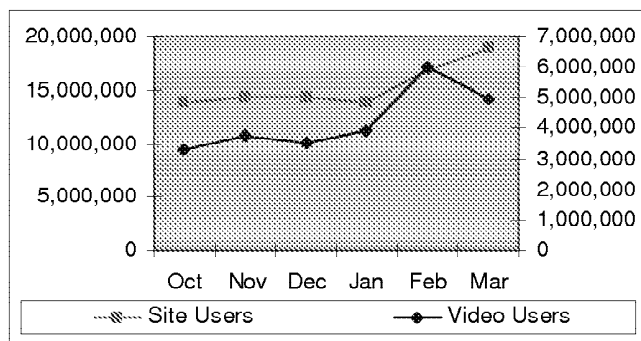
## Monthly Highlights:

- Continuing with its success from February, March was another record-breaking month in traffic. Unique visitors reached 18.9M making March Nick.com's best month ever!
- Month-to-month, visitors grew by an outstanding +12%, which was a +26% increase from last year.
- Nick.com generated an amazing 525 million page views in March which was a +15% increase from February and +39% gain year-to-year.
- Nick.com had 118.5M gameplays last month, its highest month in gameplays ever! Gameplays experienced a +25% increase vs. February, which was a +32% advantage over last year. El Tigre: Ay Yi Yi Of El Tigre was #1 game with 4.2 million gameplays.
- March had over 2.3M registered users, which represents 12% of Nick.com's monthly visitors. Registered users grew 4% month-to-month, which was an +81% increase vs. last year.
- The KCA Awards on 3/31 boosted Nick.com to its highest traffic day ever, with 1.6 million unique visitors and more than 25.5 million total page views. The 160K streams of live webcam footage on Turbonick was a +57% increase vs last year. Total KCA votes (40.8M) on Nick, Nicktropolis, Turbonick and Nick Mobile were up +54% from last year (26.6M).

## Turbonick:

- March 2007 marked its strongest month ever for TurboNick with 80.6 million streams, an increase of +4% over February 2007, and +506% vs. March 2006.
- The 9M visits on Turbonick was a decline of -25% from February, but an +83% gain from March 2006.
- Last month, 58% of streams came from the Sidebar, while the remaining 42% were from the hub. The top TurboNick video last month was KCA 2007: *The Many Talents of Justin Timberlake* with approximately 2M 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	9,138,682	7.2%	45.4%	15.3%
Visits	21,183,354	8.1%	54.3%	15.3%
Time Spent	78.2	2.8%	9.2%	4.7%
NickJr Video Users	1,389,941	15.4%	76.7%	20.6%
NickJr Video Streams	20,939,802	7.6%	76.6%	21.9%
ParentsTV Users	1,694,019	8.8%	60.4%	11.5%
ParentsTV Streams	10,235,280	13.7%	122.9%	11.5%
Medioplayer	N/A	N/A	N/A	N/A

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- NickJr had its best month ever with over 9.1M visitors!
- The Go Diego Live Tour contributed to the sites record-breaking success.
- Month-to-month, unique visitors on NickJr.com grew +7%. Pageviews on NickJr.com totaled 300.2 million in March. This was an +8% monthly increase and a +39% gain compared to March 2006.
- March was NickJr's highest month in gameplays totaling 94.8 million, which was a +10% increase from February. Dora's Star Mountain was the top game on the site with 4.8M gameplays and 1.8M monthly unique visitors.

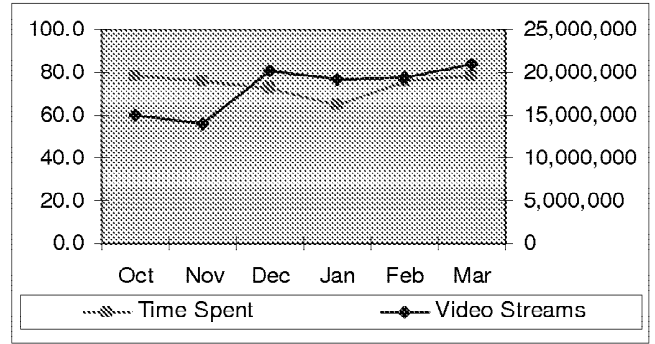
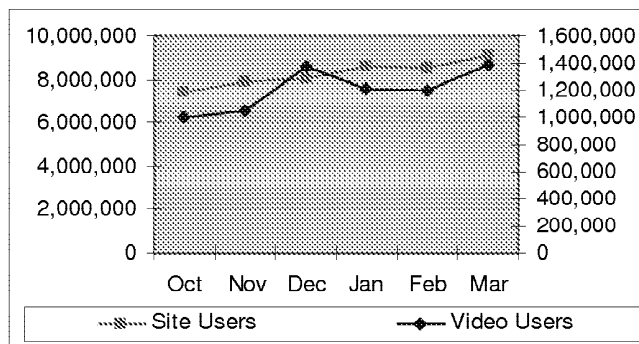
## NickJr Video:

- NickJr Video had its best month ever attracting 1.4M visitors, which was a significant +15% increase from its previous month. Streams for NickJr Video (20.9M) grew +8% month-to-month, which was a +77% increase year-to-year.
- Dora Videos held 2 out of the top 3 videos on NickJr video. The top video in March was Dora's Star Mountain with more than 1.2M streams. Wubbzy's Imagine was #2 with 609K streams and Dora's Benny's Barn was third with 464K streams.

## ParentsTV:

- March was the best month ever for ParentsTV!
- ParentsTV had 1.7M visitors, which was a +9% monthly increase and +60% yearly increase. Streams (10.2M) grew +14% from February, a lift of +123% compared to last year.

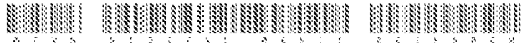
## 6 Month Trend



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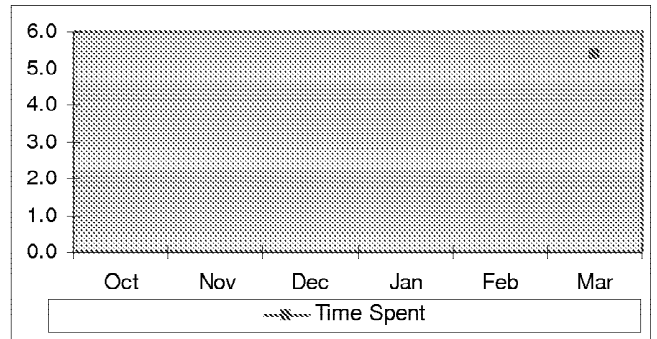
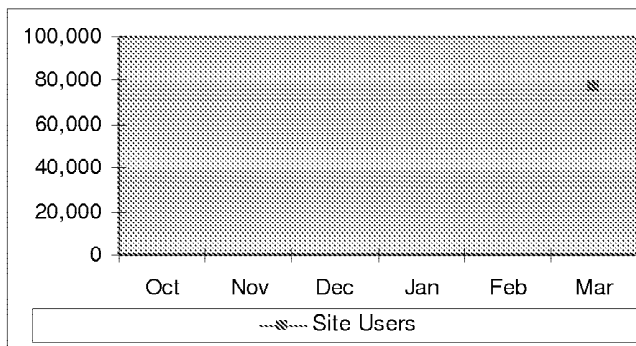


	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	77,109	N/A	N/A	N/A
Visits	86,144	N/A	N/A	N/A
Time Spent	5.4	N/A	N/A	N/A

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

### 6 Month Trend



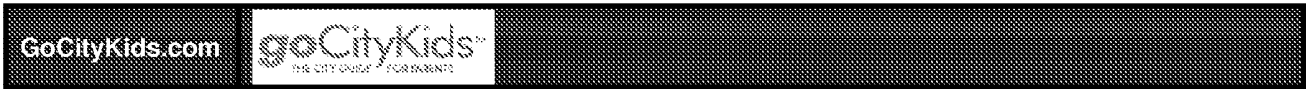
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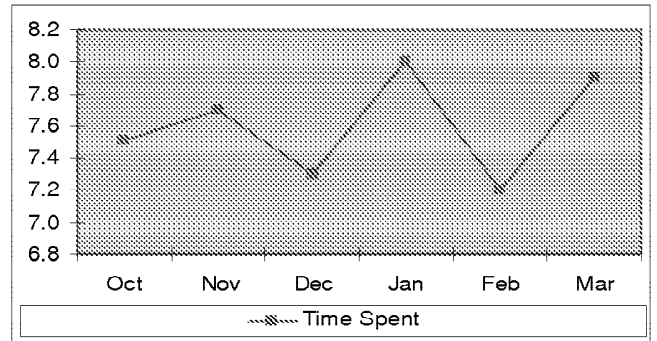
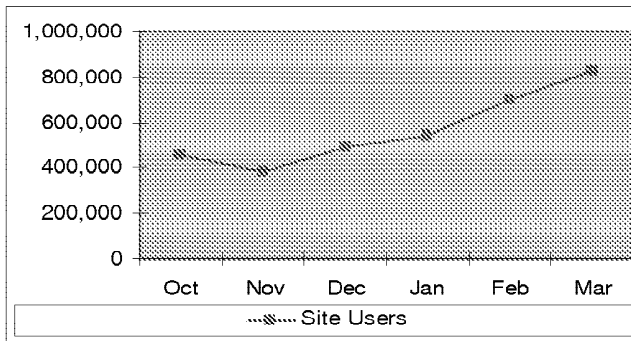
	Month Of	Versus Last	Versus Comparable	Versus Previous 6 Month
	Mar 2007	Month	Month Last Year	Average
Monthly Users	823,522	17.2%	88.0%	64.1%
Visits	902,981	19.4%	109.7%	72.6%
Time Spent	7.9	9.7%	9.7%	4.6%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- March was Go City Kids' best month ever in traffic! Unique visitors (824K) gained +17% month-to-month and +88% vs. last year. Pageviews totaled an amazing 4.3M, which was a +30% increase from February and an +80% advantage from last year. Again, New York was the top requested city on the site with over 744K pageviews.

## 6 Month Trend



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