

# MTV NETWORKS DIGITAL DOWNLOAD



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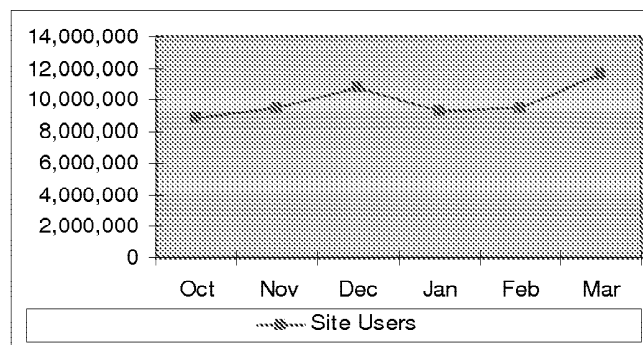
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	11,610,050	21.9%	-3.3%	22.6%
Visits	N/A	N/A	N/A	N/A
Time Spent	N/A	N/A	N/A	N/A
Video Users	N/A	N/A	N/A	N/A
Video Streams	N/A	N/A	N/A	N/A

Source: Internal tracking. Global numbers used.

## Monthly Highlights:

- With 11.6 million global uniques, we were up 22%--the highest traffic levels we have seen in a year.
- The US was up 32% over February and shifted the ratio of US uniques to 52%.
- The month to month increase can be attributed to the Daily Dare event, a month long global gaming event.
- Over 7MM uniques, 60% of our traffic visited the Daily Dare event pages and over 10MM virtual prizes were claimed.
- The Daily Dare had tremendous promotional support across Nickelodeon Kids & Family TV channels and digital properties globally.
- Neopets continued its ranking as the #1 stickiest youth entertainment site on the Internet as measured by time spent and pages per user according to ComScore. Neopets also regained its lead in uniques vs. webkinz.com and clubpenguin.com.
- There were 281MM game plays last month, up 40% from February.

## 6 Month Trend



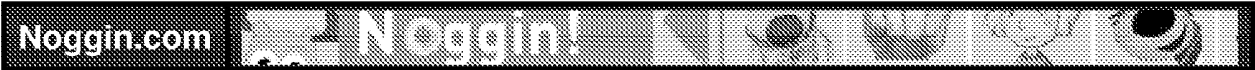
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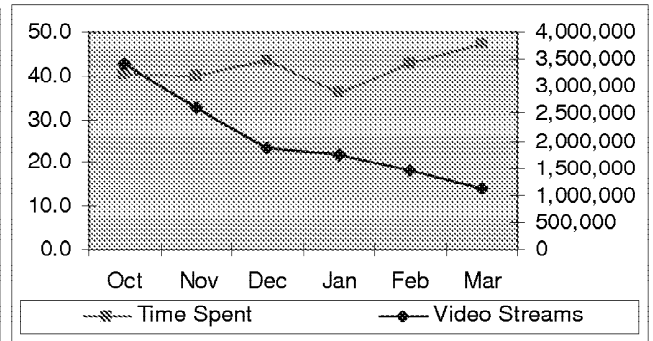
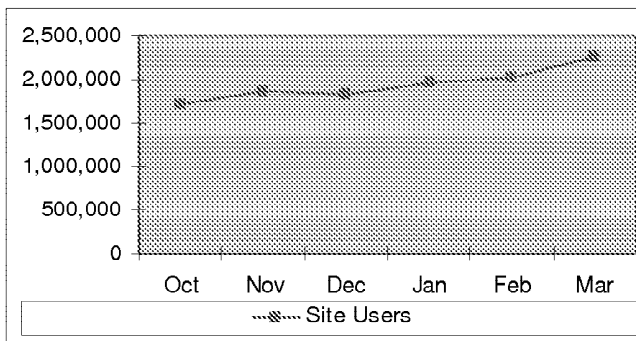
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	2,252,259	11.4%	58.2%	24.5%
Visits	5,170,952	14.0%	70.5%	28.9%
Time Spent	47.1	10.0%	-3.6%	17.2%
Video Users	N/A	N/A	N/A	N/A
Video Streams	1,102,999	-23.6%	-70.7%	-53.9%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- Just shy of 2.3M visitors, Noggin experienced its best month ever!
- Visitors increased +11% from February and grew +58% from last year. Pageviews saw an impressive +14% growth month-to-month which was a gain of +39% from last March.

## 6 Month Trend



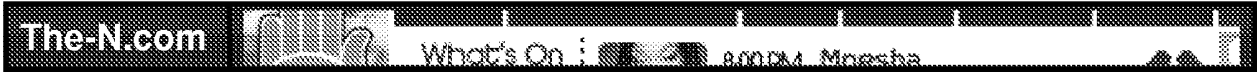
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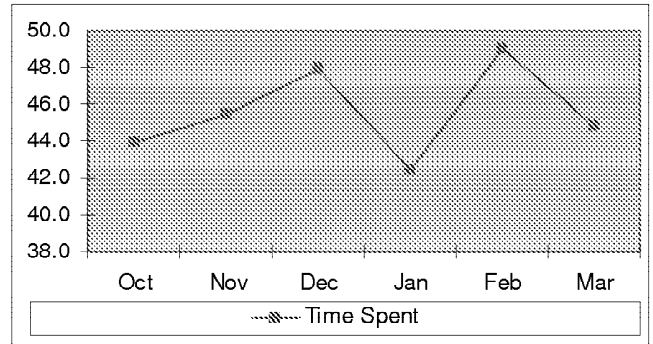
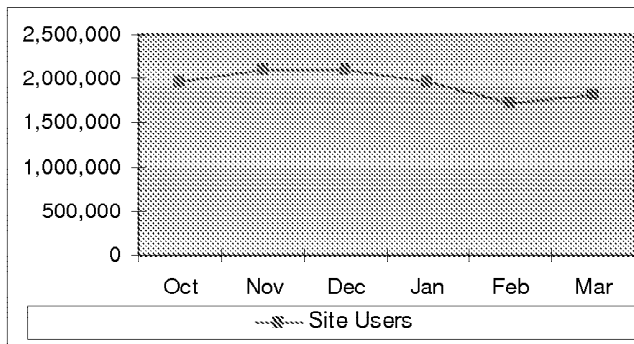
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	1,817,551	5.8%	9.4%	-5.5%
Visits	3,099,107	-0.3%	-5.3%	-9.5%
Time Spent	44.8	-8.6%	-0.7%	-1.8%
Video Users	N/A	N/A	N/A	N/A
Video Streams	2,572,952	-11.9%	3.2%	-34.5%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- For the month of March, The-N.com drew in 1,817,551 unique visitors, which was up +6% from February. Additionally, the site's traffic was +9 better than the February 2006 performance.
- Site traffic began to grow in the last two weeks of the month, as the Games section received a substantial amount of referrals from a link on addictinggames.com. Overall, traffic to the Games section grew by +20% from January, and it was in line with last March's solid performance (when The Hookup was earning solid traffic).
- While traffic to the Profile section declined slightly from February, it continues to be the site's primary driver of page views, with over 22 million for the month (or one-third of the site's monthly total).
- The month's visitors generated more than 2.6 million video streams, falling -12% from February. This was +3% better than the March last year, when video streams improved dramatically in February 2006 due to the *Degrassi* minis and surpassed 2.5 million streams for the first time.
- The sites video traffic has been heavily dependent upon the presence of new on-air episodes of signature original programming in recent months. There have been no new *Degrassi* premieres on-air since mid-February and video traffic has declined accordingly.

## 6 Month Trend



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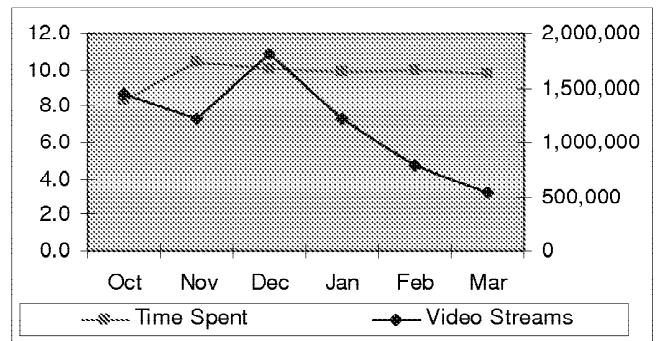
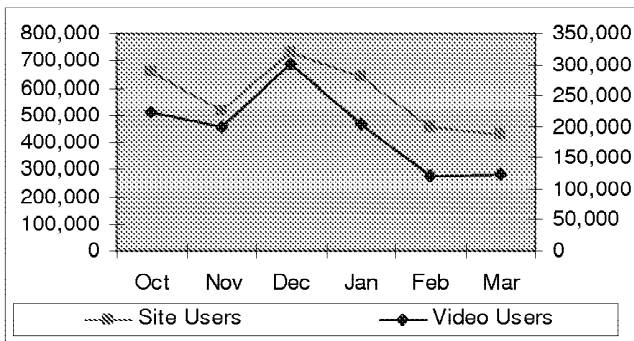
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	430,154	-5.4%	-15.0%	-29.1%
Visits	517,992	-4.9%	-14.2%	-27.6%
Time Spent	9.8	-2.0%	4.7%	-2.3%
Video Users	124,341	2.3%	N/A	-36.1%
Video Streams	531,449	-32.0%	N/A	-57.8%
Mediaplayer Streams	N/A	N/A	N/A	N/A

\*Please note: Users and Visits reflect Family Day Ad buy adjustment, while Time Spent does not.

## Monthly Highlights:

- Tvland.com registered over 430K unique visitors in March 2007, down slightly versus the prior month. Traffic declined -15% versus a very strong year ago (*TV Land Awards Show*), but exhibited gains in average time spent (+5%) due to the full episodes of TV Land Original *Sit Down Comedy*.
- Please note that in March tvland.com experienced a disruption in the reporting of video users and streams due to website upgrades. This disruption could also have affected the overall monthly unique number.
- March 2007 saw the launch of tvland.com's first ever blog. In conjunction with the *TV Land Awards Show*, the Kelly Ripa blog premiered with solid results, ranking among the top 15 most visited areas of the website.
- The TV Land Awards Show games had a jump in interest versus a year ago. In the month before the 2007 airing, the games generated an +80% gain in traffic from March 2006 (last year's telecast month).
- Season 2 of *Sit Down Comedy* drove traffic to the Originals site section up +45% over February. Monthly uniques grew nearly 3 times compared to the year ago benchmark, and posted its highest monthly traffic in almost six months.
  - *Sit Down Comedy* generated its highest monthly traffic ever with close to 45K monthly uniques, surpassing season 1 monthly traffic by +367%.
  - Almost half (46%) of the visitors to *Sit Down Comedy* also visited the related Sweepstakes sections.
- Recently resurrected series, *The Addams Family* and *The Munsters*, experienced strong interest as both show index pages ranked among the top 50 most visited pages for the month.

## 6 Month Trend



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