

# MTV NETWORKS DIGITAL DOWNLOAD



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Comedy
COMEDY
GAMES  
THROWSTERS
10:00 PM Drawn Together  
10:30 PM Channel 2 Show
Join now to sign up  
for FREE comedy

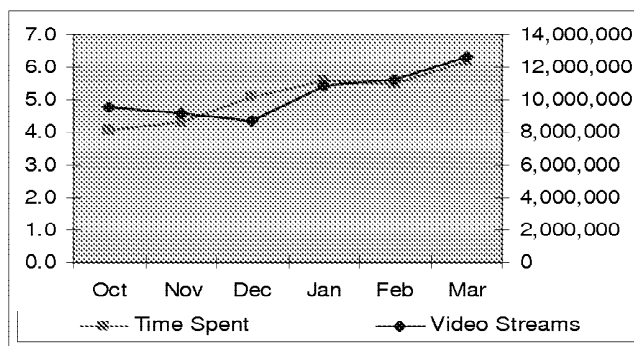
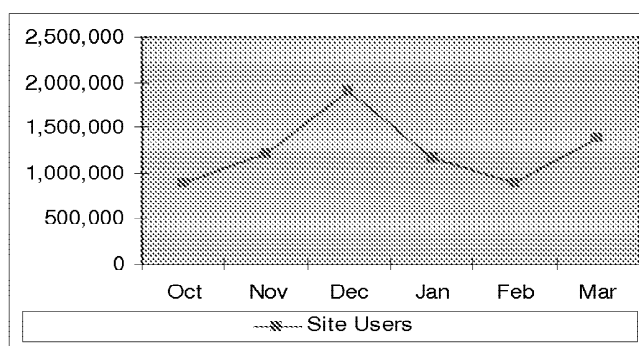
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	10,684,901	48.7%	90.4%	62.9%
Visits	14,915,490	52.0%	107.4%	72.7%
Time Spent	16.1	-4.7%	-13.4%	-1.4%
Motherload Users	1,316,205	10.6%	N/A	31.6%
Motherload Streams	12,643,913	12.7%	50.6%	33.7%
Medioplayer	501,206	-15.2%	-90.8%	-74.8%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- Best Month Ever for CC.com! Overall, the rollup saw 10.7 MM uniques, which was +49% above Feb '07 and +90% above March '06. There were 21.8 MM total video steams (motherload, miniplayer, medioplayer, and syndicated) which was a +24% lift over February and +57% higher than March '06.
- In the middle of the month, AddictingGames.com was turned on in an effort to boost traffic to our games. For the month, AG represented 459K uniques and 678K page views – or about 15% of uniques and 4% of page views site wide. Among uniques, AG was 2<sup>nd</sup> only to the Shows site section.
- Leading up to the on-air premiere of Bill Engvall's "15 degrees Off Cool," the Blue Collar site section grew +2,202% week to week. There were more than 15K uniques and over 100K page views to the 7th most popular site section that week. Blue Collar content throughout the site spiked, including the Foxworthy Roast (+306%), Blue Collar TV (+68%), and Blue Collar comedian sites within CC.com.
- Booting TDS & TCR from the top spots, *South Park* became the most popular site section during its S11a premiere week (w/o 3/5). The sitelet drew 252K uniques and 700K page views to take the top spot. Uniques soared +193% and views climbed +56% vs. the prior week.
- *Halfway Home* attracted 15K uniques and to CC.COM in its on-air series premiere week. Traffic more than doubled (+112%) compared to the prior week tally, raising the show's ranking from 12th to 7th among all show sitelets.

## 6 Month Trend



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MTV Networks Digital Music and Media Research

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**SpikeTV.com** **SPIKE** SHOWS MOVIES SCHEDULE BABES GAMES

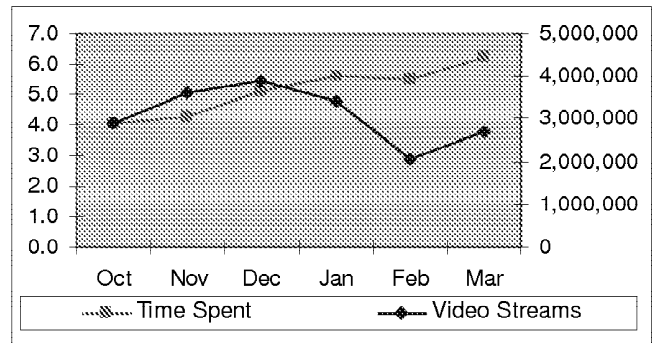
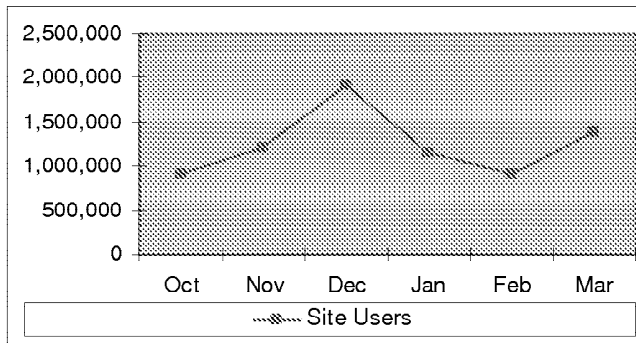
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	1,392,045	54.5%	307.9%	20.4%
Visits	1,493,395	54.6%	298.1%	20.1%
Time Spent	6.2	12.7%	6.3%	28.1%
Video Users	N/A	N/A	N/A	N/A
Video Streams	2,715,323	31.1%	-28.1%	-11.6%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- SpikeTV saw nearly 1.4M unique visitors during March '07, a +54% increase in traffic over February '07.
- In March 2007, Spike users streamed more than 2.7M video streams. This is a +31% growth over February '07.
- *Late Night Strip* continues to dominate the "Show" section with regards to streams and saw almost 400K streams during March '07. The section brought 31K unique visitors to the site, a +20% increase over February '07 (26K uniques).
- The "Babes" section helped in driving traffic to the site, seeing 462K unique visitors in March '07. This is a +343.3% increase in traffic to the section over February which can be attributed to *Bracket Babes* which saw 367K unique visitors in March and made up 79% of total unique visitors to the "Babes" section.
- The "Shows" section saw 564K unique visitors during the month, a growth of +12% over February '07.
- Helping to drive traffic to "Shows," was *Bullrun* which drove 173K unique visitors to the site. The show also streamed close to 316K streams during the month, making up 12% of the total streams streamed on the site. The show began airing in the middle of March.

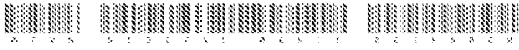
## 6 Month Trend



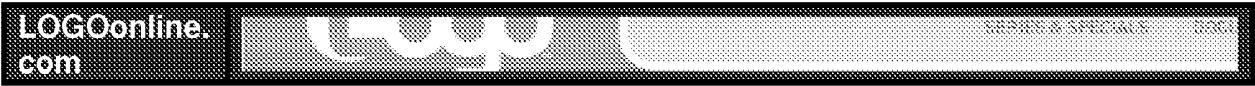
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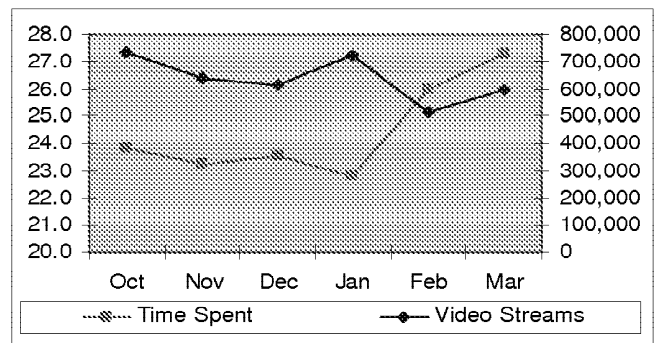
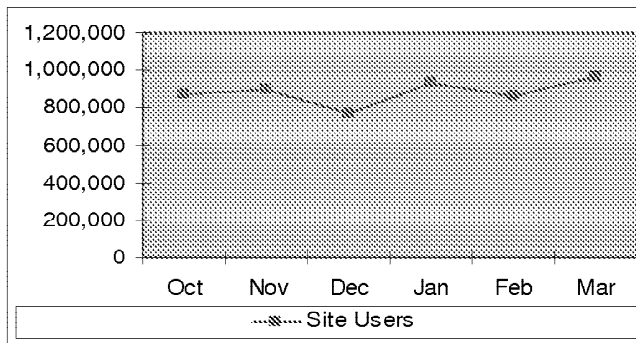
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	962,974	11.9%	434.3%	15.9%
Visits	1,768,347	14.8%	740.2%	24.9%
Time Spent	27.3	5.0%	179.1%	16.8%
Video Users	N/A	N/A	N/A	N/A
Video Streams	595,564	15.9%	274.7%	-10.8%

Source: Omniture Site Catalyst, Internal Tracking

## Monthly Highlights:

- LOGOonline grew +12% to 963K weekly unique users. Its monthly stream total was up +16% to 596K.
- In part, this is attributable to growth at AfterElton, which received 163K users, up +85% from February's figure. This trend was connected to traffic to an article about *Work Out's* Doug Blasdel and his recent passing. The article's user base rose +601% to 31K from February. The one-page article, which had 39K page views, had 28K views with google.com as its referring domain and 3K with yahoo.com as such. As *Work Out's* second season premiered on March 20, this could have motivated people to look up Doug on search engines.

## 6 Month Trend



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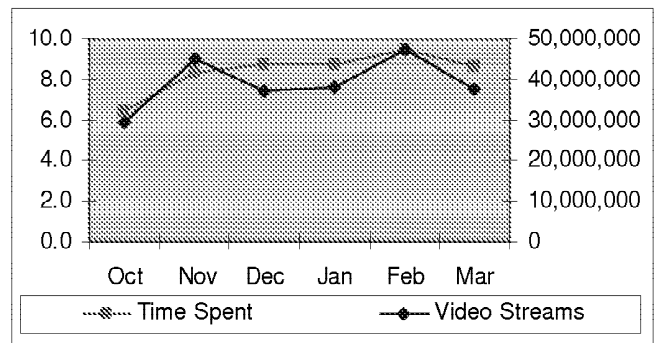
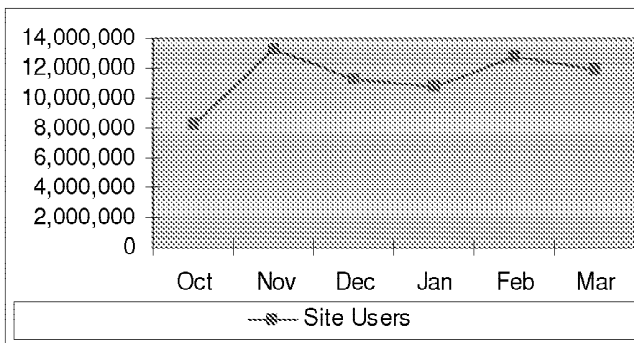
	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	11,887,056	-7.0%	12.6%	10.7%
Visits	15,011,884	-5.7%	-5.2%	4.7%
Time Spent	8.6	-9.4%	-3.7%	6.5%
Video Users	N/A	N/A	N/A	N/A
Video Streams	37,755,233	-19.7%	2.5%	-0.4%

Source: Internal Tracking

## Monthly Highlights:

- IFILM native Visits increased 29% to 14.6M from 10.4M in March 2006. In 2006, IFILM supplemented this native traffic by purchasing 5.4M Visits in March to support high levels of ad sellout. In 2007, IFILM purchased 0.4M Visits.
- Spider-Man 3 views declined, but were sufficient to raise the Movies Channel to first place with 10.4M views. Viral Videos faces new content guidelines, which may have a significant impact on channel usage. Despite strong referred traffic from Drudge, views declined to 8.0M for the month. The Girls channel added 200,000 views to reach 4.9M
- Top Content for the Month:
  - *Spider-Man 3 trailer* – 4,882,463 views in the month, 24.5M views to date.
  - The Drudge Report drove more than 700,000 visits to IFILM, linking to the following clips:
    - *Kentucky Fried Hillary* – 684,672 views.
    - *COURIC GRILLS EDWARDS...* – 269,269 views.
    - *Belafonte Unleashed* – 87,390 views.
    - *INSIDE HILLARY'S H'WOOD FUNDRAISER* – 78,225 views.
  - Kim Kardashian continued to drive traffic with 717,397 views.
  - Clips and trailers for the movie *300* were seen 563,588 times.
  - Best Week Ever had one its best months ever on IFILM. Two clips made the top 10:
    - *Rosie Makes Elisabeth Cry*, patronizing her co-host on The View – 234,026 views.
    - *Baby Polar Bear*, BWE's Knut compilation– 208,371 views.

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