

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | reopets | nickelodeon | nickjr | noggini | spike | the n | vh1 | gametrailers | 4fre | vlive | atom entertainment | quizzes

Gametrailers *The source for video game media* Password

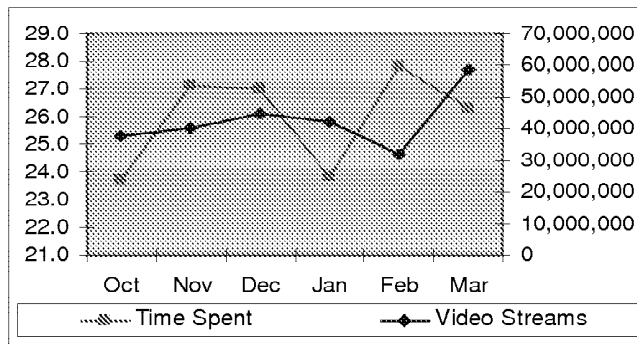
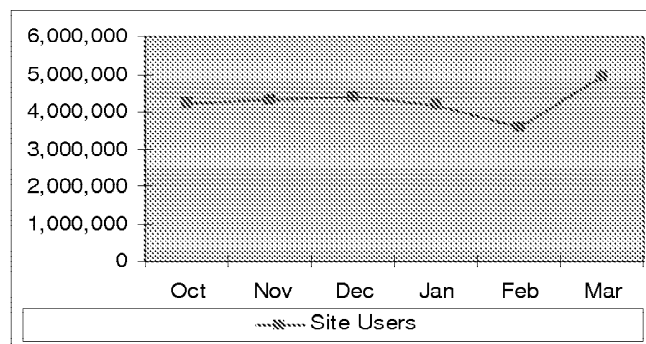
	Month Of	Versus Last	Versus Comparable	Versus Previous 6 Month
	Mar 2007	Month	Month Last Year	Average
Monthly Users	4,930,310	38.1%	92.3%	21.5%
Visits	9,621,694	35.3%	129.2%	23.9%
Time Spent	26.3	-5.4%	74.9%	3.4%
Video Users	N/A	N/A	N/A	N/A
Video Streams	58,604,153	84.4%	614.0%	54.9%

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

- GT had record monthly highs in the following categories: uniques, page views and visits
- GT video views reached an all time high with 58 million
- Coverage of GDC in early March generated over 5 million cumulative views.
- GT original shows, Bonus Round, Game One, Game Head Versus as well as editorial coverage of the latest games fueled the growth in traffic.

6 Month Trend



CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | soapst | nickelodeon | nickjr | noggin | spike | the n | vh1 | game@trailers | 4fre | vjand | atom entertainment | quizzes

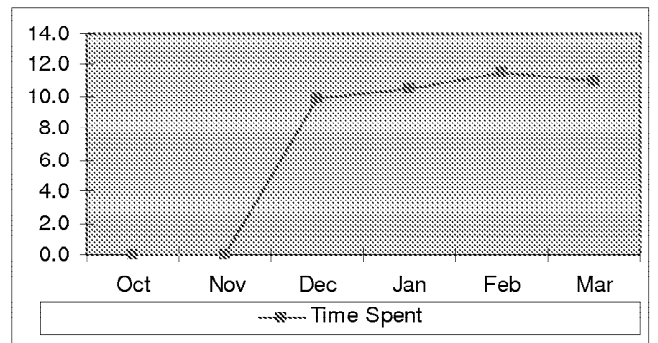
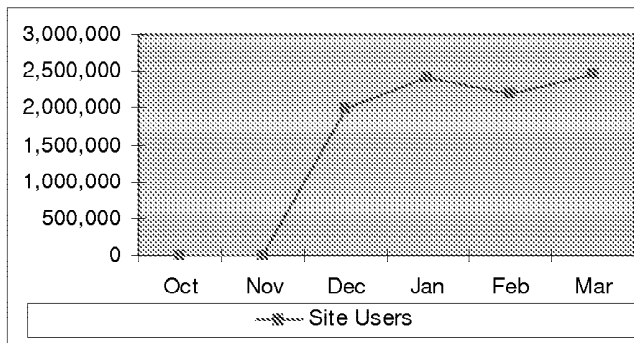


	Month Of	Versus Last	Versus Comparable	Versus Previous 6 Month
	Mar 2007	Month	Month Last Year	Average
Monthly Users	2,447,535	11.6%	N/A	11.2%
Visits	3,266,020	11.1%	N/A	10.4%
Time Spent	11.0	-4.3%	N/A	3.4%

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

6 Month Trend



CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | soapst | nickelodeon | nickjr | noggini | spike | the n | vh1 | game@trailers | 4fre | vjland | atom entertainment | quizzes

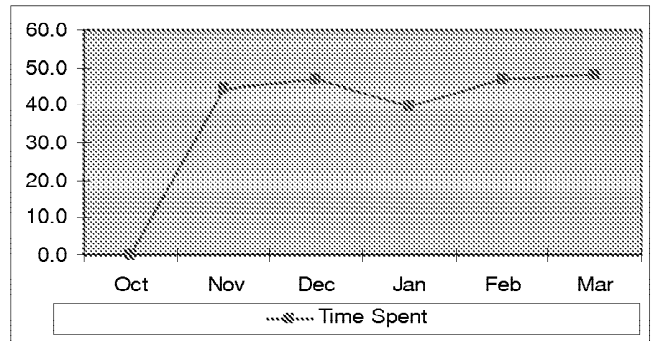
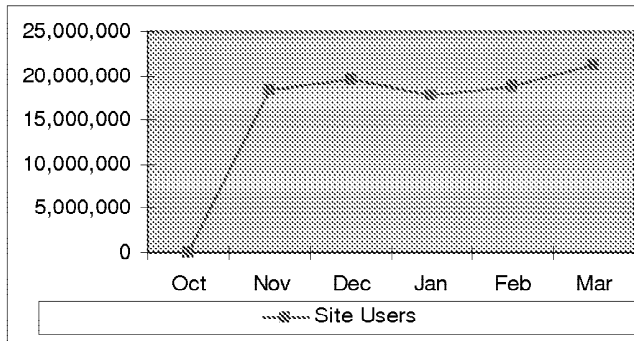
Addicting Games

	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	21,320,677	13.9%	N/A	14.5%
Visits	55,429,948	12.2%	N/A	16.0%
Time Spent	48.3	2.8%	N/A	8.5%

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

6 Month Trend



CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research

MTV NETWORKS DIGITAL DOWNLOAD



ent | comedycentral | film | logo | mtv2 | mtv | mtvu | soapst | nickelodeon | nickjr | noggin | spike | the n | vh1 | gametrailers | ifre | vband | atom entertainment | quizzes

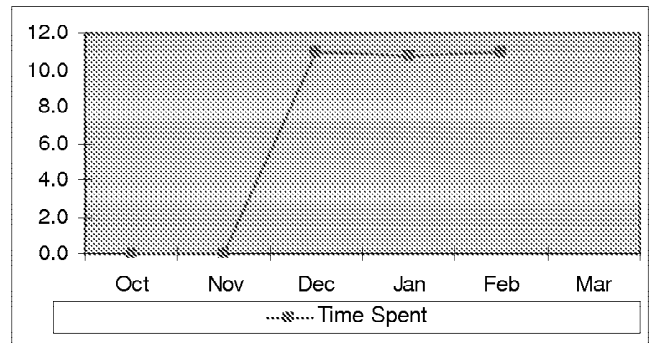
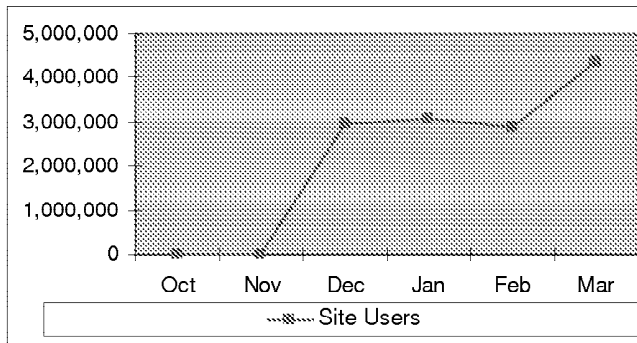


	Month Of Mar 2007	Versus Last Month	Versus Comparable Month Last Year	Versus Previous 6 Month Average
Monthly Users	4,354,420	52.0%	N/A	47.0%
Visits	4,831,854	54.7%	N/A	48.5%
Time Spent	N/A	N/A	N/A	N/A

Source: Omniture Site Catalyst, Internal Tracking

Monthly Highlights:

6 Month Trend



CONFIDENTIAL
For Internal Use Only

MTV Networks Digital Music and Media Research