

To: Kevin Donahue <kevin@youtube.com>  
From: Lam, Cuong <Cuong.Lam@mtvstaff.com>  
Cc:  
Bcc:  
Received Date: 2006-03-02 00:12:02 GMT  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

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I uploaded Andy as well. Is it not showing up? It is uploaded, but says "processing" while Wonder says "live." I would like The Andy Milonakis Show clip promoted first. That would be great. Please let me know when it's live... Definitely want to let everyone here know about the great promotion.

Thanks,  
cuong.

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Wednesday, March 01, 2006 7:10 PM  
To: Lam, Cuong  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Cuong,

Cool - we saw that you uploaded WonderShowzen. Can you upload the Andy M video now also? Which one would you like to have us promote first? We'd like to do one at a time on our home page. Thx. - Kevin

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From: Lam, Cuong [mailto:Cuong.Lam@mtvstaff.com]  
Sent: Wednesday, March 01, 2006 3:50 PM  
To: Kevin Donahue  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hi Kevin:

Both videos are uploaded. They're being "processed." But please let me know when if there is an issue. And definitely let me know when they're being promoted, particularly on the homepage. Thanks again.

best,  
cuong.

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From: Kevin Donahue [mailto:kevin@youtube.com]

Sent: Wednesday, March 01, 2006 6:27 PM  
To: Lam, Cuong  
Cc: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

We just gave the former MTV2 user a different user name. You can now create the MTV2 account. Please create it asap so no one else gets it. :-)

Thx!

Kevin

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From: Lam, Cuong [mailto:Cuong.Lam@mtvstaff.com]  
Sent: Wednesday, March 01, 2006 2:45 PM  
To: Kevin Donahue  
Cc: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hi Kevin:

You may have to boot user "MTV2" off. And most likely MTV as well. Please let me know when that's done so we can sign up, upload the clips and get the clips promoted.

Thanks!

cuong.

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Wednesday, March 01, 2006 4:00 PM  
To: Lam, Cuong  
Cc: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Cuong,

One more thing - can you re-upload the videos under the MTV or MTV2 username? I don't know if you've created accounts with those names yet. If you try and find out that another user has already done so, we can boot that user off of the name and give it to you guys. We want to be very clear that MTV is sanctioning our use of this content.

Best,  
Kevin

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Wednesday, March 01, 2006 12:52 PM  
To: 'Lam, Cuong'  
Cc: 'Apmann, Todd'  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Cuong,

Thx for sending the links. We'd be happy to feature these. Can you send me your logo and the URL's for both the Andy M website and the WonderShowzen site? We'd like to designate MTV as an "official partner" and feature these on our home page with the MTV logo (or MTV2?) and links to the appropriate websites below the logo. I've attached a couple of gifs that will give you an idea of what we have in mind. One is the home page and shows how we'll call out "official partners" and the other gif is the watch page and shows how we'll include logo and a link.

Best,  
Kevin

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From: Lam, Cuong [mailto:Cuong.Lam@mtvstaff.com]  
Sent: Wednesday, March 01, 2006 12:02 PM  
To: Kevin Donahue  
Cc: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hi Kevin:

Good to meet you. We're working with T3 on both shows and on the ad buy on YouTube.com. We uploaded the Wonder Showzen and The Andy Milonakis Show videos onto your site. They are located at the below links. Can you promote those links?

Wonder Showzen:

[http://www.youtube.com/watch?v=lvA6oabsA\\_E](http://www.youtube.com/watch?v=lvA6oabsA_E)

The Andy Milonakis Show:

<http://www.youtube.com/watch?v=x-lgybtxczk>

Thanks,

cuong.

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From: Apmann, Todd  
Sent: Wednesday, March 01, 2006 2:55 PM  
To: 'Kevin Donahue'  
Cc: Lam, Cuong  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hey Kevin-

Meet Cuong Lam, who's working with T-3 on our tune-in promotions for Andy Milonakis. T-3 has uploaded the video, but he can give you more detail on that, as well as a few questions he has.

Thanks!

Todd

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Wednesday, March 01, 2006 2:21 PM  
To: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Todd,

As we've discussed, I am planning on providing you with some suggestions on the various ways we can work together in an ongoing way to promote MTV and MTV2, but I was wondering if you'd be interested in doing something right away that's simple. I've been talking to Andrea Nelson at T-3 about featuring one of the Andy Milonakis clips on our home page and sending you guys the traffic (back to the Andy M website). Problem is I haven't been able to access the clips from the ftp site that T-3 sent me to. We could do this today if I can get my hands on a clip. Do you have one you could email me? I'm sure we could provide you with hundreds of thousands or maybe millions of views very quickly. We're anxious to get started in this simple way with content partners and whoever works with us first will probably get a lot of additional press/attention. What do you think?

Best,

Kevin

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From: Apmann, Todd [mailto:Todd.Apmann@mtvstaff.com]  
Sent: Friday, February 24, 2006 12:08 PM  
To: Kevin Donahue  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

great, thanks! since march 1st is only next wednesday, i'm gonna wait until then to send you specifics on the milonakis contest, rather than send you something and then recall it if MSN actually comes in as a sponsor.

does that work?

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Thursday, February 23, 2006 5:36 PM  
To: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

No problem. Thx for the clarification. If T-3 is authorized to represent MTV-2, I'm happy to promote the Milonakis clips on the home page asap as I mentioned. We can chat tomorrow in more detail about things.

Best,  
Kevin

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From: Apmann, Todd [mailto:Todd.Apmann@mtvstaff.com]  
Sent: Thursday, February 23, 2006 1:57 PM  
To: Kevin Donahue  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Thanks Kevin. No one talks to anyone in these big media companies anyway! I just left a message for Cuong Lam, the guy at MTV2 who's most likely working with T-3 on the media buys (they're focusing more on tune-in rather than the contest).

I'll chat with him and then hit you back. You and I will be dealing directly on the logistics of the contest, though we may package an overall deal that includes those media buys.

Let's touch base tomorrow. Sorry for the confusion.

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From: Kevin Donahue [mailto:kevin@youtube.com]  
Sent: Thursday, February 23, 2006 4:46 PM  
To: Apmann, Todd  
Subject: RE: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hey Todd,

Andrea Nelson from T-3 contacted us and requested rates on advertising for the Andy Milonakis show and WonderShowzen. I just wanted to keep you in the loop, though I assume you're aware of this but wanted to check. Also wanted to get your thoughts on whether you'd like us to work directly with you only, or with agencies like this on ad buys and promotions. Andrea also said T-3 has Milonakis clips that we can use on YouTube. I wanted to check in with you regarding this and see if you are authorizing this. If so, I'd like to start right away by featuring some of them on our home page. We receive 15-20 million video views every day now and videos featured on the home page get millions of views pretty quickly. From my perspective, it would be great for us to have them on the site, especially if the username listed is "MTV" or "MTV-2." With that user name you would then have a profile that you could use to promote new videos and photos in an ongoing way. I'd be happy to feature some of the clips today or tomorrow if you're interested. Let me know what you think. I'll also have some more detailed thoughts on working together for you soon.

Best,

Kevin

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From: Apmann, Todd [mailto:Todd.Apmann@mtvstaff.com]  
Sent: Wednesday, February 15, 2006 9:32 AM  
To: Kevin Donahue  
Subject: MTV2 / "Create Your Own Andy Milonakis Rap" Contest

Hey Kevin-

Great talking to you last week! I'm very excited about all the different possibilities of working with YouTube for MTV2 and MTV. Wanted to give you a heads up that MSN may come in as a national sponsor of the Andy Milonakis contest, in which case they will be the official video upload / contest entry destination.

I'd prefer to work with YouTube for all of it, though, and will know for sure by March 1st. However, I will send you a proposal by end of next week regardless so we'll have all the details worked out in plenty of time. Even if MSN does come in, I'd still like to work with you on the contest in any way possible.

Also, I am the person you should talk to about getting MTV & MTV2 video content on a regular basis. Please

send me a few bullet points on how you envision this partnership and we'll start conversations from there.

Thanks so much,

Todd

Todd Apmann

Director, Grassroots Marketing

MTV - MTV2 - MTV HITS - MTV JAMS

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