

Schapiro Exhibit 147

Subject: Sic 'Em Viral Update
From: Lam, Cuong <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER
ACCOUNTS/CN=USER/CN=LAMC>
To: Preston, Lisa
Cc: Date: Tue, 28 Mar 2006 16:54:14 +0000

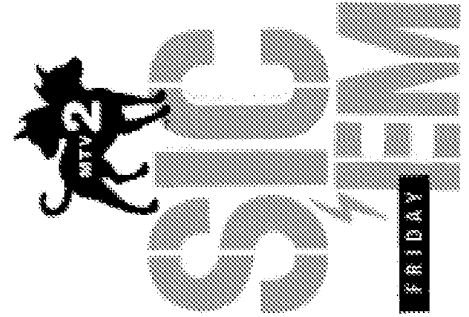
Lisa:

Here is the updated Sic 'Em Viral Update. I revised to include summary at the beginning, some results at the end, and additional sites/promotion. Upon your approval, I will distribute this to the folks on the list.

Thanks,
Cuong.

List of attachments:
Sic_Em_Update.pdf

Sic 'Em Friday - Viral Update
March 28, 2006



Summary

The campaign for Sic 'Em Friday, featuring *The Andy Milonakis Show* and *Wonder Showzen* launched on February 20 with a viral phase to generate strong buzz and user pass along. The viral campaign was followed by trailer premiere and clip promotions beginning March 10.

The results:

- *The Andy Milonakis Show* trailer premiered exclusively on Ifilm.com with homepage, TV homepage, and newsletter promotion
- *Wonder Showzen* trailer premiered exclusively on MSN.com with Entertainment homepage and TV homepage promotion
- Viral clips for *The Andy Milonakis Show* has “spread” online to sites including Ifilm.com, CollegeHumor.com, TV.com, YouTube.com, Heavy.com, DoubleAgent.com and numerous blog sites
- Viral clips for *Wonder Showzen* has “spread” online to sites including Ifilm.com, TV.com, CollegeHumor.com, AllDumb.com, MovieWeb.com, YouTube.com, Crapville.com, and numerous blog sites



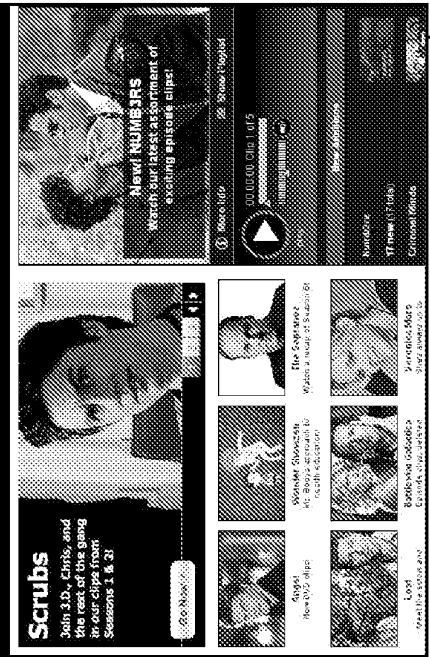
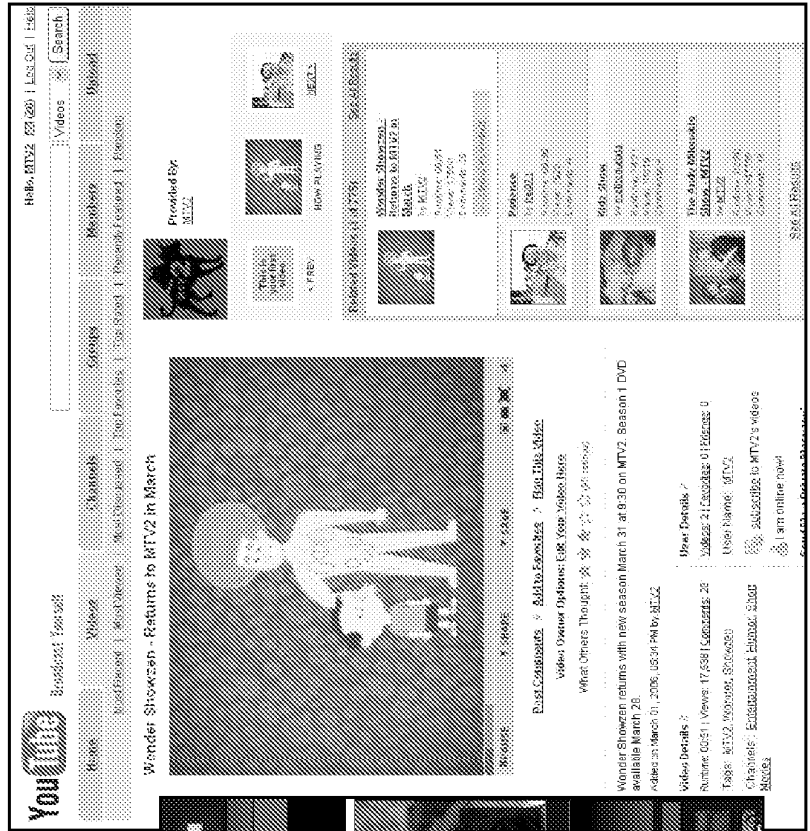
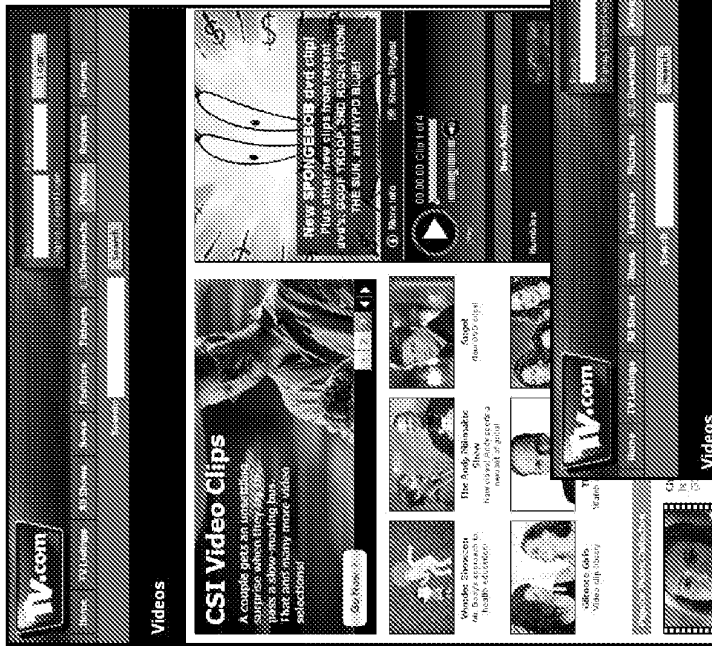
Wonder Showzen – “Mr. Body”

- IFilm.com exclusively premiered “Mr. Body” on homepage, TV homepage, and Viral Video homepage starting 2/17
- Generated over 310,000 views to date
- MovieWeb.com promoted on TV homepage starting 2/19

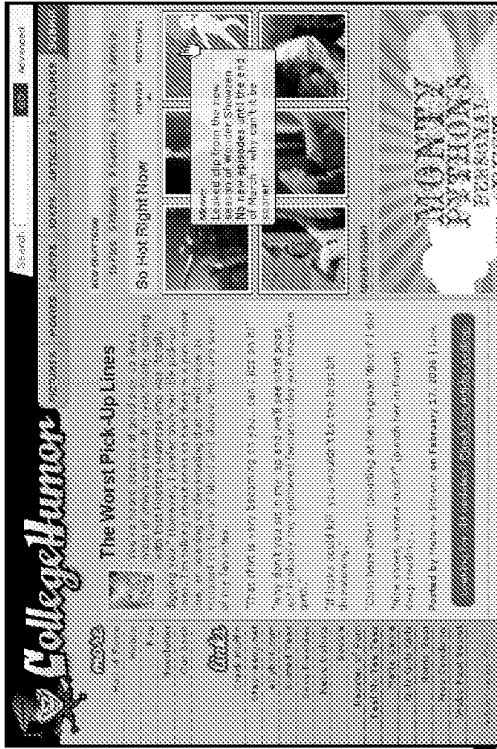


Wonder Showzen - "Mr. Body"

- TV.com promoted the clip on Videos homepage starting 2/22
- YouTube.com promoted the clip, delivering over 21,000 views

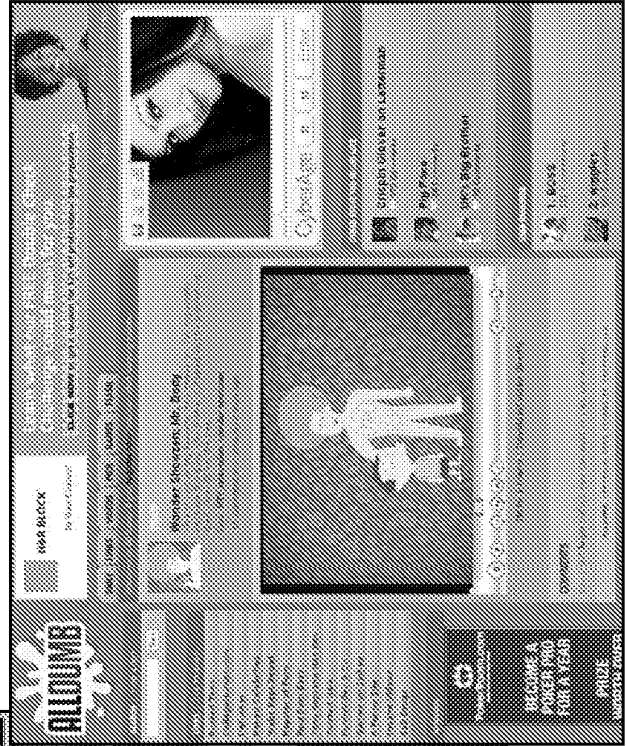
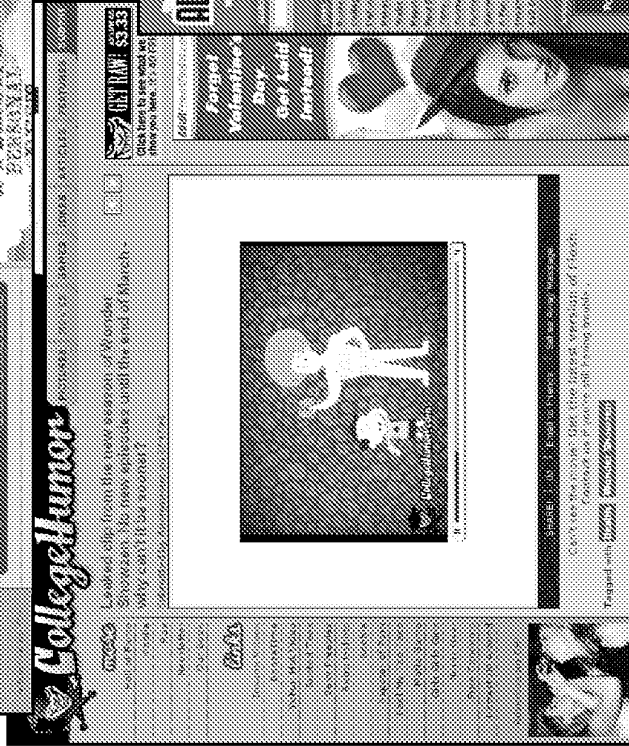


Wonder Showzen – “Mr. Body”



- CollegeHumor.com launched “Mr. Body” on homepage and Movie homepage starting 2/19

- AIIDumb.com also promoted the clip



Wonder Showzen – “Mr. Body”



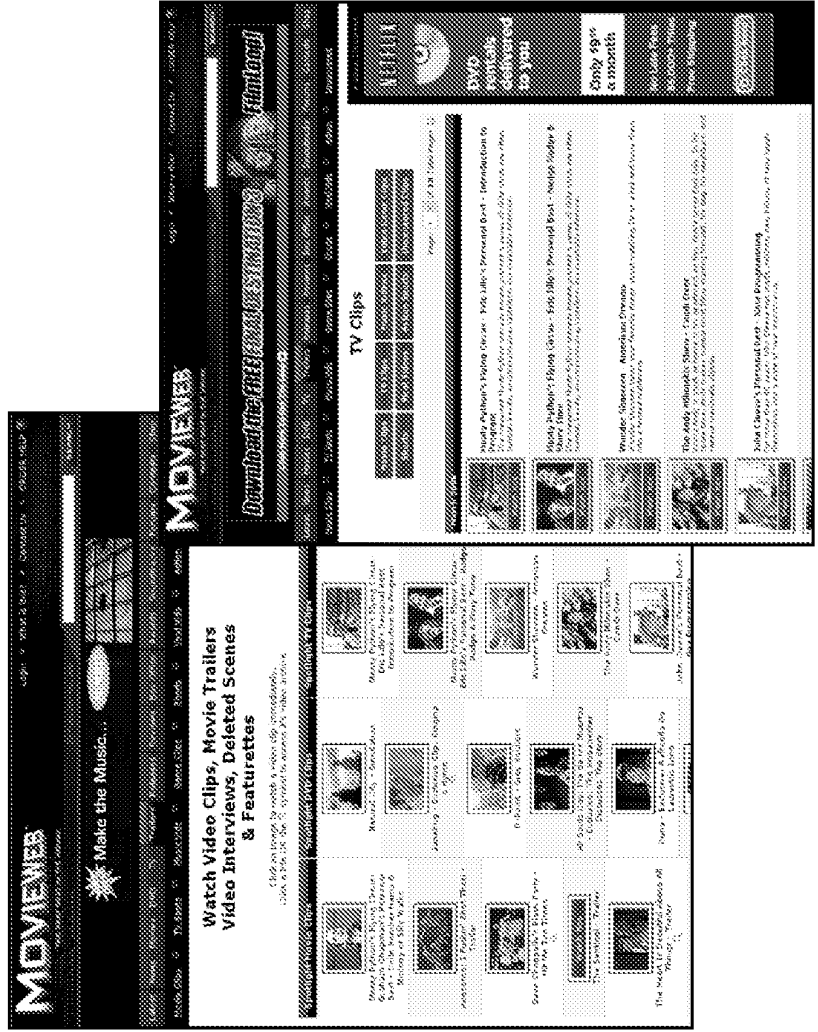
- DoubleAgent.com and Crapville.com promoted the clip
- Additional exposure on user site (left)



Wonder Showzen - "American Dreams"



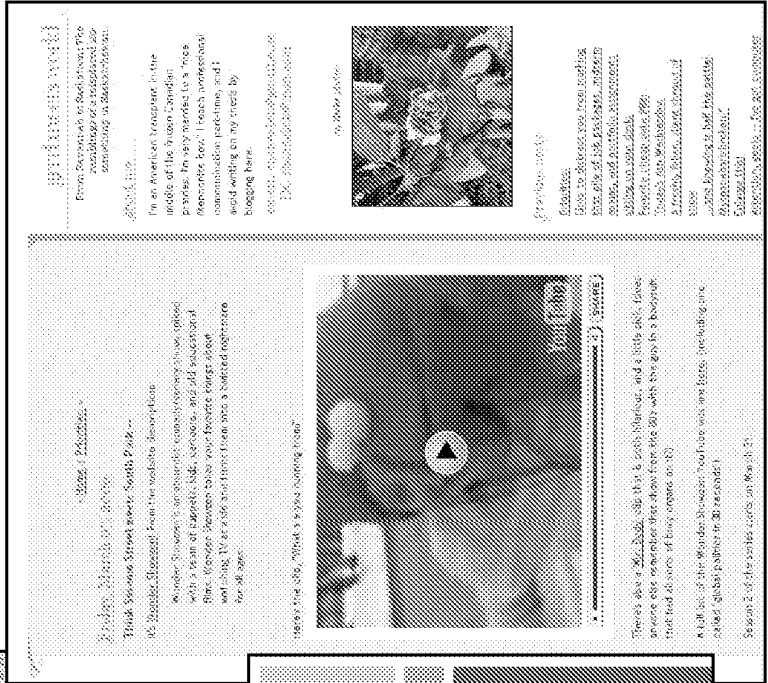
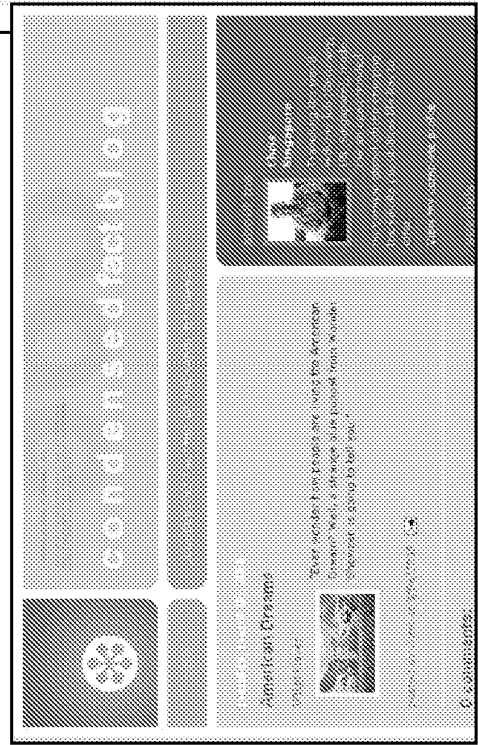
- Ifilm.com premiered "American Dreams" on homepage and TV homepage starting 3/1
- "American Dreams" delivered over 490,000 views, bringing all Wonder Showzen cumulative views to over 865,000 views
- MovieWeb.com promoted "American Dreams" starting 3/3



Wonder Showzen – “American Dreams”



- DoubleAgent.com promoted the clip
- Additional exposure on blog sites (bottom images)



Wonder Showzen - Trailer Premiere

msn tv
 Home | Search | Show | Watch | TV | Movies | Radio | Music | Video

TV Listings: Boston TV Shows | TV Shows | News | First Look | Daily TV | TV Shows
 msn tv

Wonder Showzen
 Watch the trailer for the new animated series.

PRIME TIME TONIGHT
 Friday, Mar 10

8-9 PM **Great Showzen** 10-11 PM
 America's Funniest Home Videos
 The Great Showzen
 Deal or No Deal
 Jeopardy!
 What I Like About You
 Baseball - World Classic: Cuba vs. Puerto Rico

Change ZIP

- MSN premiered Wonder Showzen trailer on Entertainment homepage (below) and TV homepage (left) starting 3/10

msn entertainment
 Home | Search | TV | Movies | Music | Radio

Sopranos' Central
 Exclusive clip, photos, quiz and more

Preview: I Should Be A Star

TV
 See your local listings

Music
 Listen to songs | Select a radio station

Movies
 Search by location | Select a movie

Roll-over to expand video
 THE BAKER'S SHAGGY DOG RAISE THE WOOF. RUFF! BLA BING!

ENTER PARROT BEAT
 Programs: 16 Best Latina Learning Effects | An In-View: Top High School Learning Effects | Smartest | Another Month in Brazil | Funniest | Funniest | Funniest | Funniest | Funniest | Funniest

ALSO ON ENTERTAINMENT
 Sports: South Africa: Real World | What's 2005 year in music and more | Best songs: TV Premieres

msn TV NEWS

THE UNIT: FIGHTS MORE
 David Marquand and Steven Ryan join forces on new military drama

TV TOWN: VERABIS' JEFFS BARRAGE
 Carol: Back to work and on air with...
 ...entertainment news and a photo gallery

600 SEASONS TV PREMIERE
 A guide to the new television shows being...
 ...of the month

WAGGERS' NEW TV MOVIE!
 Check out a photo gallery of the...
 ...from the series for TV's Best...

Hasidim's wife: Chana's violence
 David Marquand's...
 ...with...

**China's new...
 ...of...
 ...**

**TV: 100th...
 ...**