

UNITED STATES DISTRICT COURT  
SOUTHERN DISTRICT OF NEW YORK

<hr/>		
VIACOM INTERNATIONAL INC., ET	)	
AL.,	)	
	)	
Plaintiffs,	)	
	)	ECF Case
v.	)	
	)	Civil No. 07-CV-2103 (LLS)
YOUTUBE, INC., ET AL.,	)	
	)	
Defendants.	)	
<hr/>		
THE FOOTBALL ASSOCIATION	)	
PREMIER LEAGUE LIMITED, ET AL.,	)	
on behalf of themselves and all others	)	
similarly situated,	)	
	)	ECF Case
Plaintiffs,	)	
	)	Civil No. 07-CV-3582 (LLS)
v.	)	
	)	
YOUTUBE, INC., ET AL.,	)	
	)	
Defendants.	)	
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**SUPPLEMENT TO  
THE DECLARATION OF ANDREW H. SCHAPIRO  
IN SUPPORT OF DEFENDANTS’ OPPOSITION TO  
PLAINTIFFS’ MOTIONS FOR PARTIAL SUMMARY  
JUDGMENT AND DEFENDANTS’ OBJECTIONS TO  
EVIDENCE AND MOTION TO STRIKE MATERIAL  
FROM VIACOM’S SUMMARY JUDGMENT  
SUBMISSIONS AND PUTATIVE CLASS PLAINTIFFS’  
RULE 56.1 STATEMENT**

# **Schapiro Exhibit 25**

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Subject: Re: Slugs  
From: "Powell, Amy - Paramount" <[REDACTED]>  
To: Warman, Bryan  
Cc: Hu, Carolyn; Tipton, Kristina; Bordo, Sara  
Date: Thu, 05 Oct 2006 03:09:05 +0000

CAN YOU GUYS GET PEOPLE TO GIVE US 5 STARS???

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures  
[REDACTED]

----- Replied by Amy Powell on 10/4/2006 8:08:29 PM -----

From: Bryan Warman

10/04/2006 06:33 PM

To: Amy Powell

cc: Carolyn Hu, Kristina Tipton, Sara Bordo

Subject: Re: Slugs Notes document link <<http://godfather3.paramount.com/88256e710071b6d7/38d46bf5e8f08834852564b500129b2c/f0f8971129c67754882571fe00060f6b>>

Updated as of 6:30PM:

IFILM

<http://www.ifilm.com/>

<http://www.ifilm.com/viralvideo/>

<http://www.ifilm.com/ifilmdetail/2776534>

YOUTUBE (NOTE: We will be featured on the homepage starting at 10 AM tomorrow all day)

<http://www.youtube.com/watch?v=w-mZ7he1LPQ>

<http://www.youtube.com/watch?v=s7QACvtXyEE>

LIQUID GENERATION

<http://www.liquidgeneration.com/content/showMeDaSection.aspx?sid=22>

HEAVY

[http://www.myheavy.com/video.php?video\\_id=2234&type=user](http://www.myheavy.com/video.php?video_id=2234&type=user)

[http://www.heavy.com/heavy.php?videoPath=/content/conagious\\_db/flash\\_video/fa\\_slugs\\_dancenow](http://www.heavy.com/heavy.php?videoPath=/content/conagious_db/flash_video/fa_slugs_dancenow)

<http://www.heavy.com/index.php?channel=contagious>

ADDICTING CLIPS

<http://addictingclips.com/Clip.aspx?key=13BFAC21761CCA0F>

GROUPER

<http://grouper.com/video/MediaDetails.aspx?u=kwyfb&f=-l&vt=1>

VIDIAC

<http://www.vidiac.com/video/342684e4-66e6-455a-85aa-98500143b10b.htm>

RapidShare:

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[http://rapidshare.de/files/35518059/FA\\_slugs\\_dancenow.mov.html](http://rapidshare.de/files/35518059/FA_slugs_dancenow.mov.html)

Set to go up tomorrow: Atom Films, MSN, Break and Revver.

----- Replied by Bryan Warman on 10/4/2006 6:30:56 PM

---

From: Amy Powell

10/04/2006 06:06 PM

To: Bryan Warman

cc: Sara Bordo, Kristina Tipton, Carolyn Hu

Subject: Re: Slugs

Tx. Can you do one more EOD?

Also, will you have Laura Traa get on it + tell her to start sending us links in the AM? Tx

From: Bryan Warman  
Sent: 10/04/2006 05:36 PM  
To: Amy Powell  
Cc: Sara Bordo  
Subject: Re: Slugs

Amy,

Below is the most complete and up to date list as of 5:30 pm.. more to come tonight including iFilm, Atom Films, Break and Revver.

Thanks,  
Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3205  
Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

Flushed Away - In Theaters November 3  
<http://www.FlushedAway.com>

----- Replied by Bryan Warman on 10/4/2006 5:29:10 PM

---

From: Amy Powell

10/04/2006 05:01 PM

To: Bryan Warman

cc:

Subject: Re: Slugs Notes document link <<http://godfather1.paramount.com/88256d6700608544/38d46bf5e8f08834852564b500129b2c/5691beb72945e534882571fd007ad8a6>>

can someone compile one big, kick-ass list of links for me?

YOU GUYS ROCK.

Amy Powell  
Senior Vice President

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Interactive Marketing  
Paramount Pictures



----- Replied by Amy Powell on 10/4/2006 5:01:09 PM -----

From: Bryan Warman  
10/04/2006 03:22 PM  
To: Amy Powell  
cc: Carolyn Hu, Kristina Tipton, Megan Wahtera, Sara Bordo  
Subject: Re: Slugs Notes document link <<http://godfather3.paramount.com/88256e710071b6d7/38d46bf5e8f08834852564b500129b2c/77ddb5199eed021882571fd0078cf5b>>

We also have the video up on RapidShare.de - a favorite for viral video users and video capturers alike!

[http://rapidshare.de/files/35518059/FA\\_slugs\\_dancenow.mov.html](http://rapidshare.de/files/35518059/FA_slugs_dancenow.mov.html)

Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3205  
Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

Flushed Away - In Theaters November 3  
<http://www.FlushedAway.com>

----- Replied by Bryan Warman on 10/4/2006 3:22:02 PM -----

From: Amy Powell  
10/04/2006 02:59 PM  
To: Sara Bordo  
cc: Bryan Warman, Carolyn Hu, Kristina Tipton, Megan Wahtera  
Subject: Re: Slugs Notes document link <<http://godfather1.paramount.com/88256d6700608544/9d41a7ee1903185c882571fd00750e7f/b389f38a67fca230882571fd0078b284>>

terrific. thanks.

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures



----- Replied by Amy Powell on 10/4/2006 2:59:33 PM -----

From: Sara Bordo  
10/04/2006 02:58 PM  
To: Amy Powell  
cc: Bryan Warman, Carolyn Hu, Kristina Tipton, Megan Wahtera

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Subject: Re: Slugs Notes document link <<http://godfather3.paramount.com/88256e710071b6d7/38d46bf5e8f08834852564b500129b2c/bd312811f693e7ab882571fd00770b99>>

ceos of liquidgen and heavy have been sent the video and they're on it. still working on youtube.

Sara Bordo  
Director, Interactive Marketing  
Paramount Pictures  
323-956-8499

----- Replied by Sara Bordo on 10/4/2006 2:58:10 PM -----

From: Amy Powell  
10/04/2006 02:40 PM  
To: Kristina Tipton, Bryan Warman  
cc: Carolyn Hu, Megan Wahtera, Sara Bordo  
Subject: Re: Slugs

Pls make sure there are a lot of key terms in the tags too

From: Kristina Tipton  
Sent: 10/04/2006 02:39 PM  
To: Bryan Warman  
Cc: Amy Powell  
Subject: Re: Slugs

We can have "slugs" in the tags. Pple won't see it in descriptor, but it will help for searches

Kristina Tipton  
Coordinator, Interactive Promotions & Publicity  
Paramount Pictures  
323-956-8453

----- Replied by Kristina Tipton on 10/4/2006 2:40:16 PM -----

From: Bryan Warman  
10/04/2006 02:37 PM  
To: Amy Powell  
cc: Carolyn Hu, Kristina Tipton, Megan Wahtera, Sara Bordo  
Subject: Re: Slugs Notes document link <<http://godfather4.paramount.com/88256f1d007573c4/38d46bf5e8f08834852564b500129b2c/e8967cc044c27424882571fd00769c72>>

Only issue with that title is if we do this right people are going to be calling it the slug video and when searching for "slug" wont hit it - thoughts?

----- Replied by Bryan Warman on 10/4/2006 2:36:43 PM -----

From: Amy Powell  
10/04/2006 02:35 PM  
To: Kristina Tipton  
cc: Bryan Warman, Carolyn Hu, Megan Wahtera, Sara Bordo  
Subject: Re: Slugs

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I'm thinking just "gonna make you sweat"

From: Kristina Tipton  
Sent: 10/04/2006 02:34 PM  
To: Amy Powell  
Cc: Bryan Warman  
Subject: Re: Slugs

Hi Amy,

Scott Hurwitz is on the case. We need some sort of title to put it under when posted to viral video sites. What do you think of the following titles?

"Slugs Gonna Make You Sweat"  
"Animated Slug Dance"

Thanks!

Kristina Tipton  
Coordinator, Interactive Promotions & Publicity  
Paramount Pictures  
323-956-8453

----- Replied by Kristina Tipton on 10/4/2006 2:33:39 PM

---

From: Amy Powell  
10/04/2006 02:27 PM  
To: Bryan Warman, Sara Bordo  
cc: Carolyn Hu, Kristina Tipton, Megan Wahtera  
Subject: Re: Slugs

How about break.com, liquid generation, heavy...

Can you go thru ALL of our brainstorming sites and get live on those sites?

Also, how about eDonkey, etc?

From: Bryan Warman  
Sent: 10/04/2006 02:22 PM  
To: Sara Bordo  
Cc: Amy Powell  
Subject: Re: Slugs

KT is on the phone with scott now.

Send people to the below link to view/download the video:  
[http://www.flushedaway.com/videos/FA\\_slugs\\_dancenow.mov](http://www.flushedaway.com/videos/FA_slugs_dancenow.mov)

NOTE: It's uploading now will be active in 4 minutes.

Thanks,  
Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3205

---

Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

Flushed Away - In Theaters November 3  
<http://www.FlushedAway.com>

----- Replied by Bryan Warman on 10/4/2006 2:21:32 PM

---

From: Sara Bordo  
10/04/2006 02:20 PM  
To: Bryan Warman  
cc: Amy Powell, "Carloyn Hu" <carolyn\_hu@paramount.com>, Kristina Tipton, "Megan Wahtera" <megan\_wahtera@paramount.com>  
Subject: Re: Slugs Notes document link <<http://godfather1.paramount.com/88256d6700608544/38d46bf5e8f08834852564b500129b2c/d2aa41627ffeca5f882571fd0074c2df>>

I'm on YouTube from a couple different angles and will know more soon. I don't think this should go on our Director's page at all. I'd rather Scott create a new. We'll move on that too.

Sara Bordo  
Director, Interactive Marketing  
Paramount Pictures  
323-956-8499

----- Replied by Sara Bordo on 10/4/2006 2:18:58 PM -----

From: Bryan Warman  
10/04/2006 02:18 PM  
To: Amy Powell  
cc: "Carloyn Hu" <carolyn\_hu@paramount.com>, "Megan Wahtera" <megan\_wahtera@paramount.com>, Kristina Tipton, Sara Bordo  
Subject: Re: Slugs Notes document link <<http://godfather6.paramount.com/882570a400549aa7/38d46bf5e8f08834852564b500129b2c/7f6a9c7553805184882571fd007497c5>>

If iTunes and Apple run it will be shown as a studio piece, so I think that's out.

Also MySpace is going to be tough since we do not have and cannot have a profile for FlushedAway to distribute this video from. We are going to have to hope people pull this video from iFilm and YouTube to put it on their pages.

Also - for YouTube - if we upload it will be from Paramount's "Director" page... do we not want this positioned in that way? If not it may take it longer to get up into distribution as we would have to create a new account for it.

Bryan Warman  
Creative Director  
Motion Picture Interactive Marketing  
Paramount Pictures  
5555 Melrose Avenue - Marathon, 3205  
Hollywood, CA 90038  
P: 323.956.8275 | F: 323.862.1107

Flushed Away - In Theaters November 3  
<http://www.FlushedAway.com>

----- Replied by Bryan Warman on 10/4/2006 2:15:33 PM



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From: Amy Powell

10/04/2006 02:13 PM

To: "Bryan Warman" <bryan\_warman@paramount.com>, "Carloyn Hu" <carolyn\_hu@paramount.com>, "Megan Wahtera" <megan\_wahtera@paramount.com>

cc:

Subject: Slugs

Can you speak to megan w so she can tell you some of our key learnings from last kiss in terms of viral success on myspace? They did a grt job.

Also, can we get it to itunes? Apple? We do NOT want to market this as a studio piece- more as if the animators did it for fun. No branding, etc

# **Schapiro Exhibit 26**

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From: "Burrell, Damon" <Damon.Burrell@mtvstaff.com>  
Date: Thu, 5 Oct 2006 12:36:08 -0400  
To: "Exarhos, Tina" <Tina.Exarhos@mtvstaff.com>  
Cc: "Castelo, Vivian" <Vivian.Castelo@mtvstaff.com>  
Subject: FW: TV WEEK INFORMATION: ASAP

I've added my changes....

#### OVERALL

-Over \$3M in promotional value and over 200M impressions have been generated to date via major portal partnerships

#### AT A GLANCE: PORTAL DEALS AND VIRAL EFFORTS

##### 2-A-DAYS

- 2 minute trailer and full episode on MSN prior to linear
- Full episode on UGC sites prior to linear: [www.ifilm.com](http://www.ifilm.com), [www.youtube.com](http://www.youtube.com), [www.dailymotion.com](http://www.dailymotion.com), [www.vsocial.com](http://www.vsocial.com), [www.imeem.com](http://www.imeem.com)
- Negotiating a content partnership deal with major sports sites for finale show

##### THE DUEL

- Full Episode on MSN prior to linear
- Video clips from the first episode plus a Smash Up parody virally seeded across the web

##### LAGUNA BEACH

- :30 exclusive clips on Yahoo and AOL prior to linear

##### ROB & BIG

- Free full episode on iTunes prior to linear + weekly episodes available for purchase
- Street Skater Video Game Where you Can Play as Rob virally seeded across the web
- Potential Xfire.com game competition between Rob, Big and fans
- Aggressive grassroots outreach to skater communities

##### 24/7

- Negotiating full episodes and weekly exclusive content with major portal + iTunes download.

##### ADVENTURES IN HOLLYHOOD (3-6 MAFIA)

- Promotional partnership with Columbia Records targeting the 3-6 Mafia fan base.
- Aggressive grassroots outreach to hip-hop, lifestyle and music communities

##### HUMAN GIANT

- Finalizing plans for an aggressive online seeding, viral effort to support linear premiere

##### YO MOMMA

- Wilmer-ism clips and Weekly show clips on various UGC, lifestyle and comedy sites
- Online street teams tapping various communities and passing around show assets.

##### REAL WORLD DENVER

- Negotiating full episodes and weekly exclusive content with major portal + iTunes download.

---

>  
>From: Castelo, Vivian  
>Sent: Thursday, October 05, 2006 11:01 AM  
>To: Burrell, Damon  
>Subject: FW: TV WEEK INFORMATION: ASAP  
>  
>Hey,

---

>  
>Are you around? Tina needs you to look at what Todd sent (below) asap, and let her know if everything is positioned correctly.  
>  
>Thanks! V.  
>  
>-----  
>From: Apmann, Todd  
>Sent: Thursday, October 5, 2006 10:49 AM  
>To: Exarhos, Tina; Armenia, Joe; Burrell, Damon  
>Subject: RE: TV WEEK INFORMATION: ASAP  
>  
>A few highlights--let me know if you want more on the viral marketing side (including a couple quick points for Q1 '07 shows). I'm sure Joe and Damon will have more to add and we can chat further...  
>  
>2-A-DAYS  
>- 2 minute trailer and full episode on MSN prior to linear  
>- Full episode on UGC sites prior to linear: [www.ifilm.com](http://www.ifilm.com), [www.youtube.com](http://www.youtube.com), [www.dailymotion.com](http://www.dailymotion.com), [www.vsocial.com](http://www.vsocial.com), [www.imeem.com](http://www.imeem.com)  
>- Negotiating a content partnership deal with major sports sites for finale show  
>  
>THE DUEL  
>- Full Episode on MSN prior to linear  
>- Video clips from the first episode plus a Smash Up parody virally seeded across the web  
>  
>LAGUNA BEACH  
>- :30 exclusive clips on Yahoo and AOL prior to linear  
>  
>ROB & BIG  
>- Free full episode on iTunes prior to linear + weekly episodes available for purchase  
>- Street Skater Video Game Where you Can Play as Rob virally seeded across the web  
>- Potential Xfire.com game competition between Rob, Big and fans  
>- Aggressive grassroots outreach to skater communities  
>  
>24/7  
>- Negotiating full episodes and weekly exclusive content with major portal + iTunes download.  
>  
>ADVENTURES IN HOLLYWOOD (3-6 MAFIA)  
>- Promotional partnership with Columbia Records targeting the 3-6 Mafia fan base.  
>- Aggressive grassroots outreach to hip-hop, lifestyle and music communities  
>  
>HUMAN GIANT  
>- Finaling plans for an aggressive online seeding, viral effort to support linear premiere  
>  
>YO MOMMA  
>- Wilmer-ism clips and Weekly show clips on various UGC, lifestyle and comedy sites  
>- Online street teams tapping various communities and passing around show assets.  
>  
>REAL WORLD DENVER  
>- Negotiating full episodes and weekly exclusive content with major portal + iTunes download.  
>  
> \_\_\_\_\_  
>  
>From: Exarhos, Tina  
>Sent: Wednesday, October 04, 2006 8:52 PM  
>To: Burrell, Damon; Armenia, Joe; Apmann, Todd  
>Subject: FW: TV WEEK INFORMATION: ASAP

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>  
>  
>Let's talk about this in the am.  
>  
> \_\_\_\_\_  
>  
>From: DeBenedittis, Paul A. - Programming  
>Sent: Wed 10/4/2006 7:57 PM  
>To: Burrell, Damon; Exarhos, Tina; Urbont, Ariana; Levy, Joanne; DeGooyer, Paul; Scogin, Michael; Zola, Daniel; Helms, Colin  
>Subject: TV WEEK INFORMATION: ASAP  
>  
>  
>  
>Ariana & I are helping pull together some info for Brian's TV WEEK Interview tomorrow.  
>There will be much emphasis on our success with content across multiple platforms... so a great chance for us to shine here.  
>  
>Can you provide some quick points on the latest portal deals...including viral efforts.  
>Please provide the marketing elements we received as well as some stats.  
>  
>SERIES TO INCLUDE:  
>  
>\* 2-A-DAYS  
>\* DUELS  
>\* LAGUNA BEACH  
>\* ROB & BIG  
>\* 24/7  
>\* ADVENTURES IN HOLLYHOOD (3-6 MAFIA)  
>\* HUMAN GIANT  
>\* YO MOMMA  
>  
>I recognize that many of the new series are too far into the future to have specifics.  
>  
>Happy to broaden this out a little further so feel free to include anything that you think is a great example... should be within the past 3-8 mths.  
>  
>  
>  
>

# **Schapiro Exhibit 27**

---

Subject: Fw: SLUGS on YouTube Summary  
From: "Powell, Amy - Paramount" <[REDACTED]>  
To: Hu, Carolyn; Tipton, Kristina  
Cc: Date: Thu, 12 Oct 2006 22:26:55 +0000

this is a start... but i think we need to sound bigger & better would be great...

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures  
[REDACTED]

----- Forwarded by Amy Powell/Marketing/MP/Paramount\_Pictures on 10/12/2006 03:25 PM -----

From: Bryan Warman

10/12/2006 03:21 PM  
To: Amy Powell  
cc:  
Subject: SLUGS on YouTube Summary

I'm happy to report that we now have over 704,000 views of our slug video on YouTube alone, not to mention the millions of other streams being shown on other sites and P2P systems.

Including the high amount of views on YouTube we have many honors including:

- #1 - Most Viewed (This Week) - Arts & Animation - All
- #2 - Top Favorites (This Week) - Arts & Animation - All
- #3 - Recently Featured - Arts & Animation - All
- #5 - Most Viewed (This Month) - Arts & Animation
- #5 - Top Favorites (This Week) - All
- #6 - Top Favorites (This Month) - Arts & Animation - All
- #8 - Most Viewed (This Week) - All
- #24 - Most Linked (This Week) - Arts & Animation - All
- #33 - Top Favorites (All Time) - Arts & Animation - All
- #40 - Most Viewed (All Time) - Arts & Animation - All
- #63 - Most Discussed (All Time) - Arts & Animation - All
- #66 - Most Viewed (This Month) - All

The most impressive of the above honors are the #33 Most favored video of all time which means of all the 100's of thousands of videos on YouTube this is the #33 most "favored" video in the category which is a honor by users to save to favorites (video bookmarks). Also the #40 most viewed all time means this is the 40th most viewed video of all time in this category - both of these honors after not even a week online!

# **Schapiro Exhibit 28**



From: Melissa Taylor

Sent: 10/13/2006 11:04 PM

To: [ - ] Apmann, Todd; Grasso, Marissa; melissat@fanscape.com

Cc: [ - ]

Bcc: [ - ]

Subject: RE: MTV Update

OK

Melissa Taylor

Sr. Director of Marketing

Fanscape

3201 W. Cahuenga Blvd.

Los Angeles, CA 90068

Direct: 323 785 4209

Email: melissat@fanscape.com

IM: 

[www.fanscape.biz](http://www.fanscape.biz)

[www.fanscape.com](http://www.fanscape.com)

---

From: Apmann, Todd [mailto:Todd.Apmann@mtvstaff.com]

Sent: Friday, October 13, 2006 2:54 PM

To: Grasso, Marissa; melissat@fanscape.com

Subject: Re: MTV Update

Thx for checking Melissa--please continue to upload clips but as Marissa says, just keep track.

-----Original Message-----

From: Grasso, Marissa

To: 'melissat@fanscape.com' <melissat@fanscape.com>; Apmann, Todd

Sent: Fri Oct 13 17:35:38 2006

Subject: RE: MTV Update

Hey Melissa,

I wouldn't necessarily hold off on uploading to other sites, we wouldn't want to disrupt the promotion. We will just need to keep track of which sites host streaming media.

Thanks! so much, have a great weekend!

Marissa

Marissa Grasso

MTV/MTV2 Music and Program Promotion

1515 Broadway 25-65A  
New York, NY 10036  
(p) 212-846-4886  
(f) 212-846-1884

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From: Melissa Taylor [mailto:melissat@fanscape.biz]  
Sent: Friday, October 13, 2006 3:41 PM  
To: Apmann, Todd; Grasso, Marissa  
Cc: terryd@fanscape.biz; amys@fanscape.com; chrisc@fanscape.com; christyw@fanscape.com  
Subject: RE: MTV Update

Todd & Marissa

Please find a quick update.

Thanks!!

Melissa

Goal

Online Awareness of MTV's Little Talent Show

Strategy

- Grassroots Outreach/Seeding (ongoing – 7 weeks)
- Online Publicity (ongoing – 7 weeks)
- 1 Placement in Fanscape Newsletter
- 2 Dedicated Emails (50,000 each = 100,000 TOTAL)
- Targeted Media Buy
- Strategic Keyword Buy

TOTAL IMPRESSIONS SO FAR: Over 22 million !!

MEDIA BUY - completed

Here are the media buy final stats

Impressions 3,926,887

Clicks 7,232

KEYWORD BUY – running through next week

Impressions 14,083,367

Clicks 10,750

#### VIDEO UPLOADS

We have uploaded the trailer and the Eric video to over 25 user generated content sites. Because of the issues pending with MTV we are not uploading any more at this time.

Please note: As we had discussed, allowing us to do grassroots outreach linking to these video sites would increase views, However we completely respect the fact that everything needs to link to mtv. I still recommend having some direct links to clips on the site and not making the user watch ads but understand if that is not possible.

Top Sites:

You Tube \* please note that there are a ton of placements being put up by additional users which is fantastic and resulting thousands of views (although Viacom's lawyers may not think so)

Vmix – home page placement – over 5,000 views

Google <http://video.google.com>  
Sharkle <http://www.sharkle.com/>  
ClipShack <http://www.clipshack.com/>  
YouTube <http://www.youtube.com/>  
Yahoo <http://video.yahoo.com/>  
GoFish <http://www.gofish.com/>  
Buzznet <http://www.buzznet.com/>  
VidiLife <http://www.vidilife.com>  
Veoh [www.veoh.com](http://www.veoh.com)  
TagWorld <http://tagworld.com/-/Main.aspx>  
ZippyVideos [www.zippyvideos.com](http://www.zippyvideos.com)  
Dabble <http://www.dabble.com/>  
Bolt <http://www.bolt.com>  
DailyMotion <http://www.dailymotion.com/>  
EyeSpot <http://www.eyespot.com/>  
GabCity <http://www.gabcity.com>

Grouper <http://grouper.com>  
Jumpcut <http://jumpcut.com/>  
Multiply <http://www.multiply.com>  
Myspace Video <http://vids.myspace.com/>  
Peekvid <http://peekvid.com/>  
Putfile <http://www.putfile.com>  
Video Bomb <http://www.videobomb.com>  
Video123 <http://www.video123.com>  
Vsocial <http://www.vsocial.com/>  
Vmix <http://www.vmix.com/>

#### DEDICATED EMAIL

The first dedicated email was sent to 52,980 (50,000 promised) targeted users in the Fanscape database and focused on the series premiere

The second dedicated email was sent on Oct 10 to 53,000 (50,000) targeted users in the Fanscape database

#### ONLINE PUBLICITY

We have serviced a media alert about the show premiere as well as set up promotions utilizing the gift bags and have gotten many placements resulting in over 2.5 million targeted impressions for MTV's Talent Show.

We would like direct links to hilarious clips for even more features.

- \* BlogCritics.org
- \* 1.5 million unique visitors per month
- \* Kimberly Locke interview from MeeVee.com
- \* <http://blogcritics.org/archives/2006/10/12/154820.php> <<http://blogcritics.org/archives/2006/10/12/154820.php>>
  
- \* MeeVee Blog
- \* 580,000 unique visitors per month
- \* Interview with Kimberly Locke
- \* <http://blog.meevee.com/> <<http://blog.meevee.com/>>
- \* [http://blog.meevee.com/my\\_weblog/2006/10/meevee\\_exclusiv\\_1.html#more](http://blog.meevee.com/my_weblog/2006/10/meevee_exclusiv_1.html#more)
- <[http://blog.meevee.com/my\\_weblog/2006/10/meevee\\_exclusiv\\_1.html#more](http://blog.meevee.com/my_weblog/2006/10/meevee_exclusiv_1.html#more)>
  
- \* TVGasm.com
- \* 400,000 unique visitors per month
- \* Prize Pack Giveaway
- \* <http://www.tvgasm.com/archives/contests/002882.php> <<http://www.tvgasm.com/archives/contests/002882.php>>
  
- \* TeenSpot.com
- \* 500,000 unique visitors per month
- \* Prize Pack Giveaway
- \* <http://www.teenspot.com/contests/> <<http://www.teenspot.com/contests/>>
- \* <http://www.teenspot.com/contests/enter.html?id=34> <<http://www.teenspot.com/contests/enter.html?id=34>>
  
- \* UnrealityTV
- \* 100,000 unique visitors per month

- \* Media Alert
- \* <http://www.unrealitytv.co.uk/> <<http://www.unrealitytv.co.uk/>>
  
- \* VMIX
- \* 1.2 million unique visitors per month
- \* "Little Talent Show" Trailer
- \* <http://www.vmix.com/> <<http://www.vmix.com/>>
  
- \* Media Fiends
- \* 96,000 unique visitors per month
- \* Media Alert
- \* [http://www.mediafiends.com/index.php?option=com\\_content&task=view&id=233](http://www.mediafiends.com/index.php?option=com_content&task=view&id=233)
- <[http://www.mediafiends.com/index.php?option=com\\_content&task=view&id=233](http://www.mediafiends.com/index.php?option=com_content&task=view&id=233)>
  
- \* Ultimate-Guitar.com
- \* 3.5 million unique visitors per month
- \* Media Alert
- \* [http://www.ultimate-guitar.com/news/press\\_releases/mtvs\\_little\\_talent\\_show\\_details.html?200609130635](http://www.ultimate-guitar.com/news/press_releases/mtvs_little_talent_show_details.html?200609130635)
  
- \* AntiMusic.com
- \* 500,000 unique visitors per month
- \* News mention
- \* <http://www.antimusic.com/rocknews/>
- \* <http://www.antimusic.com/news/06/sep/1414.shtml>
  
- \* Mi2n.com
- \* 50,000 unique visitors per month
- \* Media Alert
- \* [http://mi2n.com/press.php3?press\\_nb=93301](http://mi2n.com/press.php3?press_nb=93301) <[http://mi2n.com/press.php3?press\\_nb=93301](http://mi2n.com/press.php3?press_nb=93301)>
  
- \* E-Spire Blog
- \* 30,000 unique visitors per month
- \* News mention
- \* <http://e-spire.blogspot.com/2006/09/mtv-little-talent-show-premieres.html>
  
- \* TheStudentZone.com
- \* 120,000 unique visitors per month
- \* Media Alert
- \* <http://www.thestudentzone.com/articles/article.php?CountryID=26&ContentID=20512>
- <<http://www.thestudentzone.com/articles/article.php?CountryID=26&ContentID=20512>>
  
- \* PopSugar.com
- \* Listing
- \* <http://popsugar.com/34569>

- \* TVHolic.com
- \* News mention
- \* <http://tvholic.blogspot.com/2006/09/mtvs-little-talent-show.html>

- \* The Bosh
- \* News mention
- \* <http://www.thebosh.com/>

- \* Jive Magazine
- \* 80,000 unique visitors per month
- \* <http://www.jivemagazine.com/forum/showthread.php?t=13111>

- \* StarPulse.com
- \* 3 million unique visitors per month
- \* News mention
- \* [http://www.starpulse.com/news/index.php/2006/09/25/check\\_out\\_mtv\\_s\\_little\\_talent\\_show](http://www.starpulse.com/news/index.php/2006/09/25/check_out_mtv_s_little_talent_show)

#### FANSCAPE NEWSLETTER

MTVs Little Talent show was featured in the Fanscape newsletter that went out to over 1 million entertainment fans on September 20th  
The feature linked to the show landing page on MTV.com

#### GRASSROOTS OUTREACH

We have already conducted grassroots outreach in over 80 communities including

Reality TV

Humor

Music

Entertainment

Talent Seeking

Dancing

Teen

Guest Hosts

Theatre/Drama Kids

Humor Sites:

<http://www.b3ta.com/>

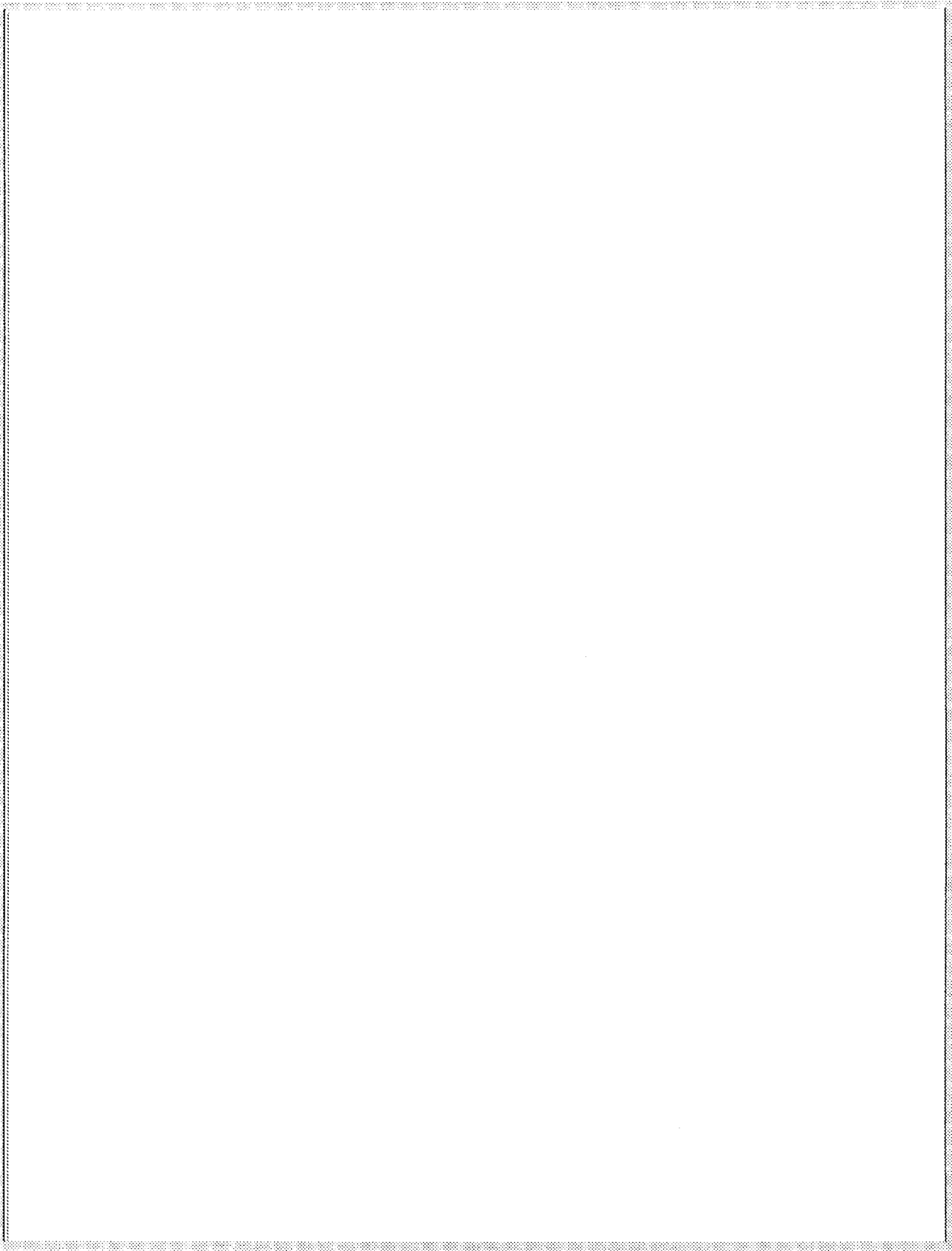
<http://www.killsometime.com/>

<http://www.apechild.com/>

<http://www.blowupthemoon.com>  
<http://www.boredmuch.com>  
<http://www.bsforums.com/>  
<http://www.collegedowntime.com/>  
<http://www.comedyhome.com>  
<http://www.comedy-zone.net/>  
<http://www.deaddog.com/>  
<http://www.ebaumsworld.com/index2.shtml>  
<http://www.fark.com>  
<http://www.fazed.net>  
<http://www.forumopolis.com>  
<http://www.grab.com/>  
<http://www.improvresourcecenter.com/>  
<http://www.linkswarm.com>  
<http://www.unoriginal.co.uk/>  
<http://www.yikers.com/>  
<http://www.crapville.com/homepage.asp>

Teen Sites:

<http://www.elitefitness.com/forum/>  
<http://www.cool-teens.com/forum/>  
<http://www.collegeclub.com>  
<http://www.bigsoccer.com/forum/index.php>  
<http://www.aimgirl.com/talk/>  
<http://vbulletin.thesite.org/>  
<http://thecelebritycafe.com/forums/index.php?act=idx>  
[http://teen-terminal.com/forums/cms\\_index.php](http://teen-terminal.com/forums/cms_index.php)  
<http://teenink.com/talk/>  
<http://teenforums.student.com/>  
<http://perezhilton.com/boardroom/>





Melissa Taylor

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Email: melissat@fanscape.com

IM: [REDACTED]

[www.fanscape.biz](http://www.fanscape.biz)

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[www.fanscape.com](http://www.fanscape.com)

# **Schapiro Exhibit 29**

---

Subject: RE: 2006 Digital Assets Distro Chart  
From: Lam, Cuong <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER  
ACCOUNTS/CN=USER/CN=LAMC>  
To: Exarhos, Tina  
Cc: Preston, Lisa, Armenia, Joe  
Date: Mon, 16 Oct 2006 14:20:12 +0000

Hi Tina:

Attached is the MTV2 digital assets distribution chart starting with Andy/Wonder Showzen.

Cuong.

> \_\_\_\_\_  
>From: Exarhos, Tina  
>Sent: Thursday, October 12, 2006 4:44 PM  
>To: Lam, Cuong  
>Cc: Preston, Lisa; Armenia, Joe  
>Subject: FW: 2006 Digital Assets Distro Chart  
>  
>Hey Cuong -- As discussed quickly yesterday, I'm looking for similar info for MTV2. Can you pull this together for me? If we can go back to Andy/Wondershozen from their premieres earlielr this year, it would be great.  
>  
>-----  
>From: Armenia, Joe  
>Sent: Thursday, October 12, 2006 4:32 PM  
>To: Exarhos, Tina  
>Subject: 2006 Digital Assets Distro Chart  
>  
> << File: MTV Program Promotion Digital Assets Distribution 2006.doc >>  
>Heres that info compiled that we discussed - over the bulk of 2006..... What websaites and what content  
>

List of attachments:

MTV2 Program Promotion Digital Assets Distribution 2006.doc

**MTV2 PROGRAM PROMOTION DIGITAL ASSETS DISTRIBUTION  
2006  
(10-13-06)**

<b>THE ANDY MILONAKIS SHOW</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	2/06 – 4/06	<ul style="list-style-type: none"> <li>• 6 clips</li> <li>• 1 trailer</li> </ul>	<ul style="list-style-type: none"> <li>• MSN.com</li> <li>• Ifilm.com</li> <li>• TV.com</li> <li>• IGN.com</li> <li>• YouTube.com</li> <li>• ViceLand.com</li> <li>• DoubleAgent.com</li> <li>• Heavy.com</li> <li>• CollegeHumor.com</li> </ul>
<b>WONDER SHOWZEN</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	2/06 – 4/06	<ul style="list-style-type: none"> <li>• 8 clips</li> <li>• 1 trailer</li> </ul>	<ul style="list-style-type: none"> <li>• AOL</li> <li>• MSN</li> <li>• TV.com</li> <li>• IGN.com</li> <li>• Ifilm.com</li> <li>• Crapville.com</li> <li>• Craveonline.com</li> <li>• YouTube.com</li> <li>• RawMeat.com</li> <li>• DoubleAgent.com</li> <li>• CollegeHumor.com</li> </ul>
<b>CELEBRITY DEATHMATCH</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	5/06-7/06	<ul style="list-style-type: none"> <li>• 4 clips</li> </ul>	<ul style="list-style-type: none"> <li>• AOL</li> <li>• MSN</li> <li>• TV.com</li> <li>• Ifilm.com</li> <li>• PinkIsTheNewBlog.com</li> <li>• PerezHilton.com</li> <li>• YouTube.com</li> <li>• CollegeHumor.com</li> <li>• Hollywood.com</li> <li>• Revver.com</li> <li>• Newsarama.com</li> <li>• TheBosh.com</li> <li>• GossipOrTruth.com</li> <li>• Socialitelifelife.com</li> <li>• ImNotObsessed.com</li> <li>• PopBytes.com</li> <li>• Celebitchy.com</li> <li>• TheBastardly.com</li> <li>• Grouper.com</li> <li>• DailyMotion.com</li> <li>• Bolt.com</li> <li>• VSocial.com</li> <li>• ZippyVideos.com</li> <li>• Blip.TV</li> <li>• Putfile.com</li> </ul>
<b>WHERE MY DOGS AT?</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	5/06-7/06	<ul style="list-style-type: none"> <li>• 5 clips</li> <li>• Trailer</li> </ul>	<ul style="list-style-type: none"> <li>• MSN</li> <li>• TV.com</li> </ul>

			<ul style="list-style-type: none"> <li>• Ifilm.com</li> <li>• PinkIsTheNewBlog.com</li> <li>• PerezHilton.com</li> <li>• Revver.com</li> <li>• YouTube.com</li> <li>• TheBosh.com</li> <li>• ImNotObsessed.com</li> <li>• PopBytes.com</li> <li>• CelebritySmack.com</li> <li>• Grouper.com</li> <li>• DailyMotion.com</li> <li>• Bolt.com</li> <li>• VSocial.com</li> <li>• ZippyVideos.com</li> <li>• Blip.TV</li> <li>• Putfile.com</li> </ul>
<b>CHICO &amp; GUAPO</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	5/06-7/06	<ul style="list-style-type: none"> <li>• Full episode (TV.com)</li> <li>• 2 clips</li> <li>• Trailer</li> </ul>	<ul style="list-style-type: none"> <li>• TV.com</li> <li>• Ifilm.com</li> <li>• YouTube.com</li> <li>• Revver.com</li> <li>• Grouper.com</li> <li>• DailyMotion.com</li> <li>• Bolt.com</li> <li>• VSocial.com</li> <li>• ZippyVideos.com</li> <li>• Blip.TV</li> <li>• Putfile.com</li> </ul>
<b>FINAL FU</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	4/06-5/06	<ul style="list-style-type: none"> <li>• Full episode (MSN)</li> <li>• 4 clips</li> </ul>	<ul style="list-style-type: none"> <li>• MSN</li> <li>• TV.com</li> <li>• IGN.com</li> <li>• AOL</li> <li>• YouTube.com</li> <li>• Grouper.com</li> <li>• Google Video</li> <li>• Ifilm.com</li> <li>• Vmix.com</li> <li>• Guba.com</li> </ul>
<b>SHARTS: PRETTY TONEY</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	3/06-3/06	<ul style="list-style-type: none"> <li>• Universal Laws clip</li> </ul>	<ul style="list-style-type: none"> <li>• Ifilm.com</li> </ul>
<b>SHARTS: RUCKER</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	8/06-9/06	<ul style="list-style-type: none"> <li>• 6 clips</li> </ul>	<ul style="list-style-type: none"> <li>• IGN.com</li> </ul>
<b>ALL THAT ROCKS</b>	<b>TIMING</b>	<b>DIGITAL ASSETS</b>	<b>WEBSITES</b>
	6/06-7/06	<ul style="list-style-type: none"> <li>• 41 clips (celebs and users)</li> </ul>	<ul style="list-style-type: none"> <li>• Break.com</li> <li>• Grouper.com</li> <li>• YouTube.com</li> <li>• UGO.com</li> </ul>

# **Schapiro Exhibit 30**

---

From: "Exarhos, Tina" <Tina.Exarhos@mtvstaff.com>  
Date: Tue, 31 Oct 2006 11:20:33 -0500  
To: "Burrell, Damon" <Damon.Burrell@mtvstaff.com>, "Mackall, Kevin"  
<Kevin.Mackall@mtvstaff.com>, "Preston, Lisa" <Lisa.Preston@  
mtvstaff.com>, "Armenia, Joe" <Joe.Armenia@mtvstaff.com>, "Lam,  
Cuong" <Cuong.Lam@mtvstaff.com>, "Visceglia, Chris" <Chris.  
Visceglia@mtvstaff.com>  
Subject: FW: Tina's Budget Pages - REVISED

Thanks everyone for pulling together info so quickly.....attached is what I just delivered to Christina, and she loved it. I will also forward my "future-focused" pages later today, so you can see what's in store for '07.

>  
>  
>

List of attachments:  
Tina Budget Pgs.ppt

**In 2006**  
**UBIQUITY BECAME THE NEW EXCLUSIVITY**

Through content distribution, we bifurcated our approach to marketing using the following tactics:

- viral marketing
- formal partnerships with portals

Seeding the notion that STRONG BRAND WILL = STRONG FRANCHISE, we more aggressively established a presence with our content on the web. Our end goal was & is simple: drive people back to the channel and our web properties



To that end, we:

- Created a Windowing Strategy with Programming to get most promotional mileage out of all content
- Strategically selected portal partners based on their demographic reach and duplication as well as their ability to provide significant promotional value above and beyond our current marketing efforts.
- Used content syndicators (YouTube, iFilm, TV.com, etc) to create buzz, pursuing untraditional partnerships to insure home page placement of content.
- Created playful pages with our talent on Social Networking sites (most notably, MySpace) with custom created content (VMA's Bad Moonman, LC from Laguna Beach, Reverend Run, Meaty (Rob & Big's dog)

**Some Examples:**

**Yahoo**

- *Real World - S\*at They Should Have Shown*: 146M promotional impressions (\$1.4M in value) and 390K streams
- 2006 VMA's: 330M promotional impressions, record breaking traffic to mtv.com and Yahoo ranked as the number one referrer for VMA traffic

**MTV2 was & is fertile ground for viral mktg push:**

- *Wildboyz* clips generated over 1.2 million streams on Ifilm.com, making it the #12 TV Clip of All Time on Ifilm.com.
- *Celebrity Deathmatch* Paris V. Nicole clip debuted on PerezHilton.com and PinkIsTheNewBlog.com and spread on the blogosphere and generated over 330,000 streams on Ifilm.com and YouTube.com.
- *The Andy Milonakis Show* clip featuring Paul Wall generated over 1.4 million streams on YouTube.com.
- *Wondershowzen* viral clips generated over 1.1 million impressions on iFilm and YouTube

**And MTV content works as well**

- *Yo Momma* - exclusive content on SOHH.com with over 575k uniques in three day
- *Wild 'N Out* - Customized nick Cannon packaging and show content for show clips syndicated to over 20 sites.

We also supported more new business and franchise launches than ever before in our history

- **MTV Tres** - logo, packaging, image campaign
- **MTV Mobile** - used a monkey to brand a whole new biz
- **URGE** - created first marketing campaign in support of DMS, and supported with customized marketing + content on channel & online
- **MTV Films** - We used every platform to mkt Jackass - linear, web, wireless, VOD.
- **Virtual Laguna Beach** - created on-air and on-line presence which helped establish MTV in the virtual world.

Thought and Rethought Approach to Scheduling of Promos and WHAT we promoted to:

- Economized our on-air inventory to support more businesses more strategically
- MTV2 - moved from 6 to 12 break generic video hours to further stem the erosion of our cm breaks in preparation for minute-by-minute ratings.
- MTV - moved all generic music video hours from 4 to 6 breaks to stem erosion and prepare for minute-by-minute ratings as well.
- MTV & MTV2 - gave back 33% of A positions
- MTV pod takeovers - placed sponsored/co-branded content in cm breaks to increase audience and stem commercial break erosion
- And we gave back a total of **5230** spots to sales (**1630 on MTV, 3600 on MTV2**)
- .com - streamlined # of URL's we promote to for clearer messaging (Laguna Beach Marathon weekend - **63** mentions of lagunabeach.mtv.com increased traffic to that page by **70%**)

Through it all, we continued to FUEL THE BRAND

10 Spot Drop - continues to be sought after & successful music franchise (**24 drops this year, with double-digit increase in sales for all.**)

- MTV2's Rock Drop - new music franchise to live on MTV2, focused on breaking the rock music. (**launching Nov. 11**)
- MTV2 shirts continue to define the channel's identity as a premiere destination for the guys.
- Break The Addiction - created a new & ambitious pro-social campaign, with daily tips and a Green Store (in conjunction with WalMart) right in Times Square

And...

We got **short-form** development off the ground, giving us a whole new outlet for internal and external creative voices to shine

# **Schapiro Exhibit 31**

---

Subject: RE: Pres Clinton on Wendy  
From: Kadetsky, Deborah <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER  
ACCOUNTS/CN=USER/CN=KADETSKD>  
To: Clark, Michelle - VH1, Cantwell, Erica, Wacks, Greg  
Cc: DeGrazia, Roberto - VH1, Weinreich, Dan  
Date: Thu, 09 Nov 2006 20:55:04 +0000

We're up on youtube:

<http://www.youtube.com/watch?v=YvSn1cRmk5s>

>  
>-----  
>From: Clark, Michelle - VH1  
>Sent: Thursday, November 09, 2006 12:21 PM  
>To: Kadetsky, Deborah; Cantwell, Erica; Wacks, Greg  
>Cc: DeGrazia, Roberto - VH1; Weinreich, Dan  
>Subject: RE: Pres Clinton on Wendy  
>  
>We should DEFINITELY leak this, but I worry we are again down to the wire on pick up since the show  
airs tomorrow and clips won't go out until late tomorrow afternoon.  
>  
>Not a great lead time if the goal is to create buzz and push tune in. Does he say anything  
provocative? Does she ask anything provocative?  
>  
>Michelle Clark/Senior Publicist  
>VH1 Communications/1515 Broadway 20th Fl. Rm. 2019 NY, NY 10036  
>212-846-5576/ michelle.clark@vh1staff.com  
>  
>\*\*\* For up-to-the-minute and archival press information including releases and photographs, visit  
VH1's press-only Web site at [www.vh1.com/press](http://www.vh1.com/press)\*\*\*  
>  
>-----  
>From: Wacks, Greg  
>Sent: Thursday, November 9, 2006 12:02 PM  
>To: Kadetsky, Deborah; Clark, Michelle - VH1; Cantwell, Erica  
>Cc: DeGrazia, Roberto - VH1; Weinreich, Dan  
>Subject: Pres Clinton on Wendy  
>  
>Ladies-  
>  
>Hello there. I'm hoping you 3 might be able to help us out in some capacity. We had President Clinton  
call into Wendy's show on Tuesday and we are getting the interview into this Friday's premiere of the  
Wendy Williams Experience. We'd love to leak this clip virally like we did for the Dice Clay interview.  
Doug Hammond at Ifilm is already in the loop but we wanted to see how to go about getting this clip up  
on as many video sharing sites as possible. (assuming Webjunk.tv goes live shortly we can post it there  
as well).  
>  
>What format is the best for uploading this to sites like Youtube, revver, google, etc.? And/Or can you  
guys help us get this out if we deliver the clip to you?  
>  
>thanks so much.  
>  
>greg  
>  
>Greg Wacks  
>Senior Producer  
>VH1

---

>1633 Broadway  
>New York, NY 10019  
>  
>212.654.6467  
>  
>

# **Schapiro Exhibit 32**

---

From: Joe Armenia <joe.armenia@mtvstaff.com>  
Date: Tue, 28 Nov 2006 15:07:28 -0500  
To: Tina <Tina.Exarhos@mtvstaff.com>  
Subject: Re:

Heres a selected list of content and sites (combination of promo spots, custom viral content and show clips). Its just....average.

Let me know if you want more.

#### Run's House

- Diggy and JoJo Music Video: 23,315 views on YouTube

#### Call to Greatness

- Bra Unclogging Clip: 48,000 views on Buzznet; 6,066 views on YouTube  
- Implant Clip: 7,000 views on Buzznet

#### The Hills

- Trailer: 7,032 views on YouTube  
- Week 4 "Next On": 14,072 views on YouTube  
- Week 5 "Next On": 11,177 views on YouTube  
- Week 7 "Next On": 8,947 views on YouTube  
- Total Views on YouTube for The Hills: 57,575

#### Movie Awards

- "Cooking" Promo Spot: 13,452 views on YouTube; 1,962 on iFilm  
- "Golf" Promo Spot: 34,102 views on YouTube; 3,904 on iFilm  
- "Tae Bo" Promo Spot: 337,139 views on YouTube; 6,732 on iFilm

#### Laguna Beach

- Season 3 Trailer: 45,506 views on YouTube  
- Week 4 "Next On": 11,136 views on YouTube  
- Week 5 "Next On": 19,980 views on YouTube  
- Week 7 "Next On": 15,183 views on YouTube  
- Week 8 "Next On": 10,644 views on YouTube  
- Cami Remix: 6,534 views on YouTube  
- Total Views on YouTube for Laguna Beach: 128,664

#### The Duel

- Trailer: 11,132 views on YouTube  
- Tina vs Beth Viral Clip: 15,694 views on YouTube  
- T&A Hook-Ups: 12,165 views on YouTube  
- Total Views on YouTube for The Duel to date: 53,000

On 11/27/06 10:24 PM, "Exarhos, Tina" <Tina.Exarhos@mtvstaff.com> wrote:

This drives me crazy....I told him that we were VERY aggressively providing clips on an on-going basis to YouTube. Can you get me info on what clips have done best? I wouldn't share this email with anyone else b/c I wouldn't want to upset them.....

---

From: DeBenedittis, Paul A. - Programming  
Sent: Mon 11/27/2006 3:36 PM  
To: Exarhos, Tina  
Subject:



---

Should we discuss a more aggressive approach with our series clips, short-form, etc.  
How can I help?

-----  
CBS Scores 29.2 Mil. Total Views on YouTube Channel

Mike Shields

NOVEMBER 27, 2006 -

A fight between two comely women on CBS' NCIS has helped drive some early success for the network's new partnership with YouTube.

Roughly a month after the CBS Brand Channel debuted on YouTube, CBS said that the 300-plus video clips its has distributed on the video-sharing site has become some of its more popular content, delivering 29.2 million total views or an average of 857,000 streams a day since the channel went live on Oct. 18.

The most popular clip to date is NCIS/Cat Fight, a snippet from the Mark Harmon-starring drama featuring two female characters wrestling each other to the ground as several men gawk. NCIS/Cat Fight, one of three CBS clips to crack YouTube's top 25 for this month, has been viewed over 1.6 million times.

The other top clips from the first 17 days of November are tied to promotional appearances made by comic Sacha Baron Cohen, the star of the movie Borat: Cultural Learnings of America for Make Benefit Glorious Nation of Kazakhstan. Cohen's appearance on Late Show with David Letterman has been viewed on YouTube over a million times, while his visit to The Early Show has generated nearly 970,000 streams.

CBS says that more than 20,000 users have subscribed to its YouTube branded channel since last month. Newly installed CBS Interactive president Quincy Smith said that early on, the YouTube channel is providing the network with useful insight, while possibly even driving new viewers to CBS' shows. "What's most exciting here is the extent to which CBS is learning about its audience as never before," said Smith. "YouTube users are clearly being entertained by the CBS programming they're watching as evidenced by the sheer number of video views. Professional content seeds YouTube and allows an open dialogue between established media players and a new set of viewers."

Since the CBS Brand Channel launched, CBS reports that, while directly attributable or not, Late Show with David Letterman has added 200,000 new viewers while The Late Late Show with Craig Ferguson is up 100,000 viewers.

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# **Schapiro Exhibit 33**

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Subject: RE: DG Clip  
From: "Teifeld, Tamar - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TEIFELTA>  
To: Powell, Amy - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Cc: Date: Wed, 29 Nov 2006 17:17:56 +0000

No problem

-----Original Message-----

From: Powell, Amy - Paramount  
Sent: Wednesday, November 29, 2006 9:17 AM  
To: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Subject: Re: DG Clip

Ok, go for it + pls have someone post on youtube immediately thereafter

-----Original Message-----

From: Teifeld, Tamar - Paramount  
To: Powell, Amy - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Sent: Wed Nov 29 09:15:28 2006  
Subject: RE: DG Clip

I think once it goes up on AOL, it will go on YouTube anyway, so we might as well get the good promotion from AOL.

-----Original Message-----

From: Powell, Amy - Paramount  
Sent: Wednesday, November 29, 2006 9:12 AM  
To: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Subject: Re: DG Clip

I think this sounds great... But I'm wondering should we give to youyube to go for younger audiences?

-----Original Message-----

From: Teifeld, Tamar - Paramount  
To: Powell, Amy - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Sent: Wed Nov 29 09:03:48 2006  
Subject: DG Clip

Publicity has the clip "Jimmy Don't Belong to No One" running on Access tonight and they gave me the okay to find a home for it online today, before it airs tonight. With such short notice, the best place I found for it was AOL and AOL Black Voices. AOL Moviefone can promote it on the homepage in the spot under the DL, and Black Voices will promote it in a big way on Black Voices Main, Entertainment Main, and their Welcome Screen.

Amy – are you okay with this?

# **Schapiro Exhibit 34**

---

Subject: Re: freedom writers  
From: "Powell, Amy - Paramount" <[REDACTED]>  
To: 'scott@icedmedia.com'  
Cc: Date: Sun, 03 Dec 2006 01:49:42 +0000

Sounds like a plan. KT can get you the single "Dream" (will.I.am + common) right away.... And she can get you clips asap too. Will everything else you're proposing push back to YouTube?

-----Original Message-----

From: Scott Hurwitz  
To: Amy Powell  
Sent: Dec 1, 2006 3:25 PM  
Subject: Re: freedom writers

We just broke 1000 members today. Up to this point we've been doing message board posts, comments to other YouTube users' videos, inviting users that have created their own web cam videos, posting freedom writers clips on other viral sites and joining groups within those communities to let them know about the youtube group.

What's really going to drive the numbers will be features and promotions at key teen and entertainment sites. I'm talking with BlackPlanet.com about building out a feature that will highlight the "be heard" group. That should come together next week. Kiwibox, Aced and PopYoularity are all going to do news features on the group and it's development as well. We'll push for more of those news style features this week and see what blogs we can get in addition to the entertainment, teen and community sites.

A song from the soundtrack would give our urban music sites a reason to mention the "be heard" group too. We could easily package an audio stream with the link to the group for those sites.

Clips from the film will do the same thing for the entertainment sites. We can package a movie clip with the "be heard" link for them.

On the grassroots side, I'm going to have my team make use of myspace, tagworld and yfly more as well. The more talk in various message and bulletin boards, the better.

On Dec 1, 2006, at 5:56 PM, Powell, Amy - Paramount wrote:

Hi- what can we do to step up the FW / YouTube campaign? I'm concerned its not growing as much as it could / should...

Amy Powell  
Senior Vice President  
Interactive Marketing  
Paramount Pictures  
[REDACTED]

Scott J. Hurwitz  
Senior Vice President  
ICED MEDIA  
415 W Broadway Ste 2N  
NY NY 10012-3737  
646-753-6401  
scott@icedmedia.com

# **Schapiro Exhibit 35**

## Freedom Writers - Be Heard Update 12/13/06

The Be Heard group on YouTube now has doubled membership over the past week to a total of over 3,184 members. Since adopting a new procedure of approving video, we now have greater control over the order the videos appear in. This allows us to keep our featurettes and film trailer at the front and center of the group. Discussion posts have also doubled in the last week. Politics as it applies to issues like racism and poverty is growing in popularity as a discussion and video topic.

### OVERALL TRENDING & THEMES:

Here are few new trends we noticed emerging on discussion posts and in comments:

- Mario reveals that the late rapper, Tupac Shakur's music inspired him to abandon a destructive lifestyle while giving him hope that the right choices will lead to a bright future. The "Tupac Changed My Life" featurette sparked discussion from users that the power of music can uplift, motivate, and even change one's life.
- While many users laud Jason's and Mario's determination to succeed despite their downtrodden environments as told in their featurettes, discussions in the "I Am a Strong Woman" featurette stirs up discussion from users when some are less than sympathetic when a woman faces and defeats similar obstacles.
- Political discussions seem to be growing and thriving more – Current event topics are doing very well, including the current balance of power in Congress, how to distribute wealth to less privileged areas

### VIRAL OUTREACH

To increase exposure to our videos and groups, we have been working with key sites in getting editorial features about BeHeard and our videos

- Editorial features:
  - Kiwibox - <http://www.kiwibox.com/life.asp>
  - Middle Child Promotions - <http://middlechildpromotions.com/freedom.html>
  - AntiMusic - <http://www.antimusic.com/news/06/dec/13-05.shtml>
  - Yo! Raps - <http://www.yoraps.com/music.php>
  - Spine Magazine - <http://www.spinemagazine.com/>
  - Rappers Room - <http://www.rappersroom.com/>
  - Burbanked - <http://burbanked.com/2006/12/08/check-out-the-trailer-and-youtube-group-for-freedom-writers/>
  - Movies Online - [http://www.moviesonline.ca/movienews\\_10659.html](http://www.moviesonline.ca/movienews_10659.html)
  - Filmstalker - [http://www.filmstalker.co.uk/archives/2006/12/swanks\\_freedom\\_writers\\_trailer.html](http://www.filmstalker.co.uk/archives/2006/12/swanks_freedom_writers_trailer.html)
  - Black Vibes - <http://www.blackvibes.com>
  - The Smoking Section - <http://www.smokingsection.net/TSS/?p=675>
  - Music Remedy - [http://www.musicremedy.com/c/Common/videos/A\\_Dream\\_live\\_featuring\\_william-9302.html](http://www.musicremedy.com/c/Common/videos/A_Dream_live_featuring_william-9302.html)

### SELECTED COMMENTS:

*Music is motivating, obviously. i would have to agree.. christina aguilera is the reason i'm alive, tupac had heart and if you can't see that, then i apologize for you stupidity, everything's not black and white, this guy has depth, tupac's songs have many meanings.*

*Yo giant props to "beheard" who made this video. Pac was much more than a rapper; he was a visionary, and this dude in the video is just one of millions of people around the world who've been inspired by his message.*

# **Schapiro Exhibit 36**



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Subject: RE: YouTube Be Heard has over 3000 members!  
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>  
To: Tipton, Kristina - Paramount  
Cc: Bordo, Sara - Paramount; Griswold, Kristina - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Date: Wed, 20 Dec 2006 05:21:36 +0000

WOW! go team!

---

From: Tipton, Kristina - Paramount  
Sent: Tue 12/19/2006 6:55 PM  
To: Powell, Amy - Paramount  
Cc: Bordo, Sara - Paramount; Griswold, Kristina - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount  
Subject: YouTube Be Heard has over 3000 members!

YouTube Be Heard has over 3,000 members, more than doubling from this point last week. I feel like the campaign has picked up a lot of steam, and we are well on our way to reaching our goal of 5,000 members by opening day. Discussion boards are also increasingly vibrant.

Just wanted to share the good news. Thanks!

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

# **Schapiro Exhibit 37**

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**From:** Michelena.hallie@mtvn.com  
**Sent:** Wednesday, January 03, 2007 9:26 AM  
**To:** Courtney Nieman; Morales, Cindy  
**Cc:** Mark M. Ishikawa; Evelyn Espinosa; Deana Arizala; Sarah Cruz  
**Subject:** Re: Colbert Report - Green Screen Challenge

The contestants material should not be touched. It was a contest run by colbert but the users generated and uploaded the content at colbet's request so we should not take it down. Cindy is talking about a list of links to mtvn uploaded content that she sent Deana over the course of a few weeks I believe. Perhaps Deana can help identify the list of links?

----- Original Message -----

From: Courtney Nieman <courtneyni@baytsp.com>  
To: Morales, Cindy  
Cc: Mark M. Ishikawa <marki@baytsp.com>; Hallie, Michelena; Evelyn Espinosa <evelyn@baytsp.com>; Deana Arizala <deanaa@baytsp.com>; Sarah Cruz <sarahe@baytsp.com>  
Sent: Wed Jan 03 01:11:03 2007  
Subject: RE: Colbert Report - Green Screen Challenge

Cindy,

The link I provided was to the Colbert Report website. I am not a Colbert Report fan, or watcher. I only know about the "green screen contest" from the little information provided on the Colbert Website. Is there someone at Comedy Central that can fill us in about this contest? Does Comedy Central want the contestants work left up online?

If you want us to build a set of links - I can talk to our Data Control people in the morning and see if such a list is possible. In the mean time I will put all of our staff to work on finding more results in the other assets.

Have a good night and I'll talk to you in the morning.

Courtney

Courtney Nieman

---

From: Morales, Cindy [mailto:Cindy.Morales@mtvstaff.com]  
Sent: Tuesday, January 02, 2007 8:31 PM  
To: Courtney Nieman  
Cc: Michelena.hallie@mtvn.com  
Subject: Re: Colbert Report - Green Screen Challenge

Hi Courtney - will you be sending me a list of authorized links you have by tomorrow morning?

----- Original Message -----

From: Courtney Nieman <courtneyni@baytsp.com>  
To: Hallie, Michelena; Morales, Cindy  
Cc: Mark M. Ishikawa <marki@baytsp.com>; Evelyn Espinosa <evelyn@baytsp.com>; Courtney Nieman <courtneyni@baytsp.com>; Deana Arizala <deanaa@baytsp.com>; Richard Kawasaki <richardk@baytsp.com>  
Sent: Tue Jan 02 22:16:57 2007  
Subject: Colbert Report - Green Screen Challenge

Michelena,

So you want us to include the "green screen challenge" entries, in the take down group?

[http://www.comedycentral.com/shows/the\\_colbert\\_report/videos/greenscreen\\_challenge/index.jhtml](http://www.comedycentral.com/shows/the_colbert_report/videos/greenscreen_challenge/index.jhtml)  
<[http://www.comedycentral.com/shows/the\\_colbert\\_report/videos/greenscreen\\_challenge/index.jhtml](http://www.comedycentral.com/shows/the_colbert_report/videos/greenscreen_challenge/index.jhtml)>

6/11/2008

Courtney Nieman  
Manager Client Services  
BayTSP, Inc.  
408-341-2314  
AIM: BayTSPCanne

Have you checked out BayTSP's Piracy news web log? <http://www.baytsp.com/weblog> <<http://www.baytsp.com/weblog>>

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The information contained in this email message may be confidential and is intended only for the parties to whom it is addressed. If you are not the intended recipient or an agent of same, please notify us of the mistake by telephone (408-341-2300) or email and delete the message from your system. Please do not copy the message or distribute it to anyone.

6/11/2008

HIGHLY CONFIDENTIAL

BAYTSP 003720839

# **Schapiro Exhibit 38**

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Subject: RE: FW - YouTube Videos  
From: Tipton, Kristina - Paramount <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TIPTONKR>  
To: Simard, Stephanie - Paramount, Wahtera, Megan - Paramount  
Cc: Date: Thu, 04 Jan 2007 01:17:13 +0000

This message has been archived. View the original item  
<http://EVArchive01/EnterpriseVault/ViewMessage.asp?VaultId=1763998681C466546BE9799A68B65C1591110000ParamountEVSite&SavesetId=13650000000000~200701040>

Looks good to me too – here are mine:

<http://www.youtube.com/watch?v=graNRN122wY>

<http://www.youtube.com/watch?v=PosMtueJ9LE>

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

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From: Simard, Stephanie - Paramount  
Sent: Wednesday, January 03, 2007 4:30 PM  
To: Tipton, Kristina - Paramount; Wahtera, Megan - Paramount  
Subject: FW - YouTube Videos

Here are the links to the kid's videos I posted, can you please let me know if anything should change in regards to the description before I join the group? I kept it really simple.

<http://www.youtube.com/watch?v=UZjIUb-oZQk>

<http://www.youtube.com/watch?v=YClvtk2JrcA>

<http://www.youtube.com/watch?v=xuHwuUqHb2Q>

It might be a moment before they show up.

Thanks!

Stephanie Simard

Producer, Motion Picture Interactive Marketing

Paramount Pictures

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