

# Schapiro Exhibit 39

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From: "Apmann, Todd" <Todd.Apmann@mtvstaff.com>  
Date: Thu, 18 Jan 2007 13:31:58 -0500  
To: "Exarhos, Tina" <Tina.Exarhos@mtvstaff.com>  
Cc: "Armenia, Joe" <Joe.Armenia@mtvstaff.com>, "Riven, Julie" <Julie.Riven@mtvstaff.com>, "Preston, Lisa" <Lisa.Preston@mtvstaff.com>, "Burrell, Damon" <Damon.Burrell@mtvstaff.com>  
Subject: Monday Nights & Maui Fever Off-Channel Promotion Recap

Hi Tina-

Below is the comprehensive Monday Nights / Maui Fever off-channel promotion recap from both Consumer Marketing and Program Promotion. Julie and I worked closely together to make sure we hit our target audience in many different places online, in print, as well as on-the-ground. Consumer Marketing obviously did the heavy lifting, with Program Promotion micro-targeting specific websites, communities, fan groups, etc.

I know you've seen most of this in various parts, but we want you to have it all in one place. Full reports from Wiredset for our first few weeks of online promotional efforts are attached for The Hills and Dancelife, with Sweet 16 forthcoming (ps--video clips on YouTube were uploaded before we got the word to hold off).

Todd

#### MTV MONDAY NIGHTS & MAUI FEVER OFF-CHANNEL PROMOTION

##### Us Weekly

- 1/22 issue, streets 1/12 (Dancelife)
- 1/29 issue, streets 1/19 (The Hills)
- 2/5 issue, streets 1/26 (The Hills)
- Added value email blast for Dancelife/Mon nights went out Friday morning, 1/12.

##### Spot Broadcast (NY, LA, Chicago, Boston)

- 1/11: The O.C. (umbrella spot)
- 1/14: Grease: You're the One that I Want (umbrella spot)
- 1/16 American Idol (Real World/Maui Fever spot)
- 1/17: American Idol (Real World/Maui Fever spot-no NY)
- 1/24 Friday Night Lights (umbrella spot)
- 1/25 The O.C. (umbrella spot)

##### Spot Cable (NY, LA, Chicago, Boston, Philly)

##### 1/11-1/15: umbrella spot

- ABC Family (Full House, Gilmore Girls, Everwood, 7th Heaven)
- Lifetime (Grey's Anatomy, Desperate Housewives),
- TBS (Dawson's Creek, Clueless, Ten Things I Hate About You)

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Spot Radio (NY, LA, Chicago, Boston, Philly)

- 1/12-1/15: umbrella spot
- 1/19-1/22: umbrella spot

Online Media Buy

- Starting 1/11: sites include AIM, Alloy, Cosmogirl, Seventeen, Facebook, Gorilla Nation Blogs, Pure Video and gossipblogs.

Online Keyword Search Campaign: The Hills

- Totals to Date: 30,358 click-throughs and over 6.5 million impressions
- Â· Google AdWords: click-throughs – 24,119 / impressions – 6,039,708
- Â· Yahoo Search Marketing: click-throughs – 2,299 / impressions – 491,529
- Â· Ask Sponsored Listings: click-throughs – 3,940

Online Promotion: The Hills

- Viral Seeding of Show Assets & Specially Created Clips: Celeb/Gossip Sites, Pop/ Teen Sites, MTV Reality Show Fansites, On-line Video Channels, Social Networks. Site list attached.
- Web 2.0 Marketing: Flickr, Del.icio.us
- The Hills Dating Game Viral Quiz: serviced out this week
- The Hills MySpace page: live with a new look for the new season and a cool screensaver.
- Â· Lauren's Top 10 Ways to Score a Cool Internship + Top 10 Ways to Succeed in Hollywood: serviced out the week of 1/22.
- Lauren & Heidi Q&A Clips: worked with Production to get 6 exclusive clips of Lauren and Heidi answering questions. Will be distributed virally.

Online Promotion: My Super Sweet 16

- Viral Seeding of Show Assets & Specially Created Clips: Celeb/Gossip Sites, Pop/ Teen Sites, MTV Reality Show Fansites, On-line Video Channels, Social Networks.
- Web 2.0 Marketing: Flickr, Del.icio.us
- Viral Online Party Planner: will be serviced out to various fan sites for user participation. Fans will get an idea of just how much their own party would cost if they had the means.
- Â· "A Guide to Planning the Perfect Party, Rules #1 - #7": viral spots created by Production. These will be serviced out along with the standard episode next-ons.

Online Promotion: Dancelife

- Viral Seeding of Video Clips: Celeb/Gossip Sites, Pop/ Teen Sites, Latin/ Urban Sites, MTV Reality Show Fansites, On-line Video Channels, Social Networks. Site list attached.
- Web 2.0 Marketing: Flickr, Del.icio.us

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Â· Dancelife Email Blast: Email blasts (2) to targeted group of persons who expressed interest in dance and music videos, dance classes and Latino women between the ages of 18 and 24. 11 million total persons targeted—initial email had a 30% open rate which is excellent.

Â· Dancelife Viral Quiz: will be serviced out to fan and community sites. Copy refers to dancelife.mtv.com for more information on the show and dancers' bios.

Â· Jennifer Lopez Website & MySpace Page: Show trailer is live on Jennifer Lopez's MySpace page and the Quiz will eventually be on there as well for all her fans to access directly. Tune-in info included on Jennifer's official site.

#### Sunset Billboard

- 1/10-1/30- Dancelife creative.

#### Dancelife On-The-Ground Distribution

- Produced and distributed 20k white tank tops branded DANCELIFE on the front, MTV on the back. Each is polly bagged with a tune-in sticker closing the bag.
- Distribution took place the weekend of 1/12 throughout Orlando, Miami and Chicago at the 2007 College Cheerleading and Dance Team National Championships, Southeast Open National Dance Championship and Company Dance (nationwide dance school founded by Paula Abdul), respectively.
- Distribution will continue the week of 1/15 at local dance schools in Los Angeles, Manhattan, Brooklyn and the Bronx.
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#### Online Promotion & Media Buy: Maui Fever

Â· Media Buy: hitting popular female sites and a few top gossip sites that will run from 1/16 – 2/15: TeenHollywood, Surf.rebuild.tv, Ignition,TV, Shakefire, Andpop, TeenSpot, Kiwibox, The Superficial, PinkIsTheNewBlog, Popmatters, Entertainmentworld.us, TV Gasm and more.

- Viral Seeding of Video Clips: Celeb/Gossip Sites, Pop/ Teen Sites, MTV Reality Show Fansites, On-line Video Channels, Social Networks.
- Email Blast: to 1 million Fanscape subscribers on 1/16. Users able to click and watch trailer on iFilm.
- Hollywood.com: working on getting cast members to do blog posting.
- MySpace Page: working closely with Production to get unique assets

#### Mall Media

- Starting 1/5: Dancelife/Hills promos will be running in malls across the country and static images will be posted in the Beverly Center/Mall of America/Water Tower/King of Prussia

#### MTV Studio Windows

- 1/9-1/22: Monday night creative
- 1/22-2/7: Tuesday night creative

<mailto:todd.apmann@mtvstaff.com>

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List of attachments:

wiredset\_Dancelife\_1\_16\_07.pdf

wiredset\_The\_HillsS2\_1\_16\_07.pdf

## MTV Dancelife



### Digital Marketing Recap: January 16<sup>th</sup>, 2007

**Wiredset Online Marketing Start Date: January 2nd, 2007**

**Account Executive: Audrey Diaz / Email: [audrey@wiredset.com](mailto:audrey@wiredset.com) / Phone: 212.242.3400**

#### Synopsis:

- **Online Marketing**
  - Tremendous online support for Dancelife - Placement on leading Celeb/ Gossip and Pop sites:
    - Just Jared, YM, Star Pulse, Celebrity Mound, Poptard, etc.
  - Placement on Latin sites
    - SOHH Latino, Latin Gossip, Richard Liriano, etc.

**Please see below for Wiredset's full update and next steps.**

#### **The report below is split into the following parts segmented by initiative:**

- Infilter Intelligence
- 3<sup>rd</sup> Party Marketing
- Online Fan Communities
- Online Video Channels



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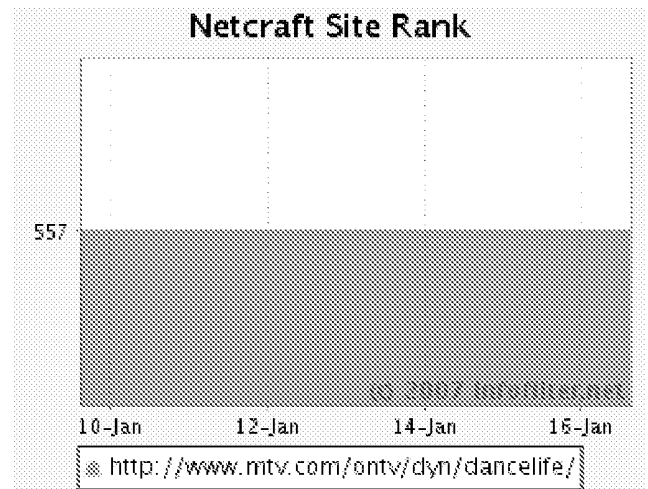
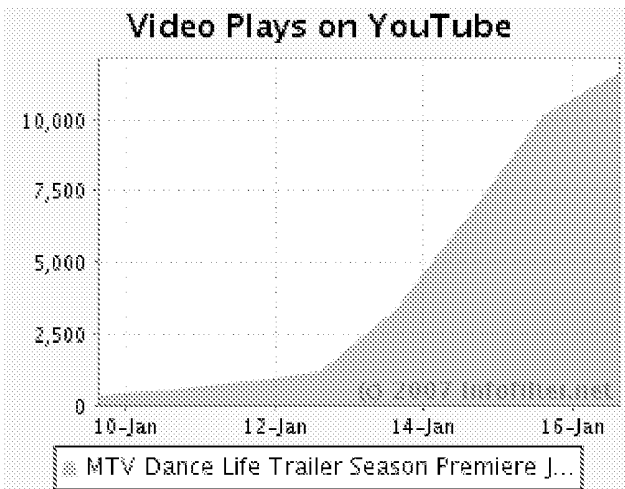
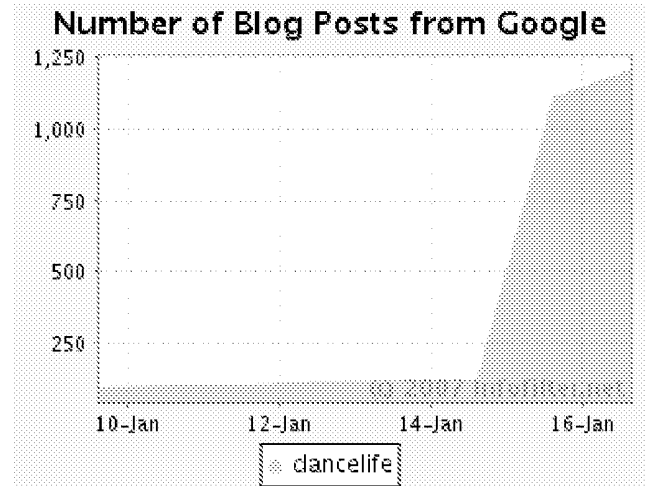
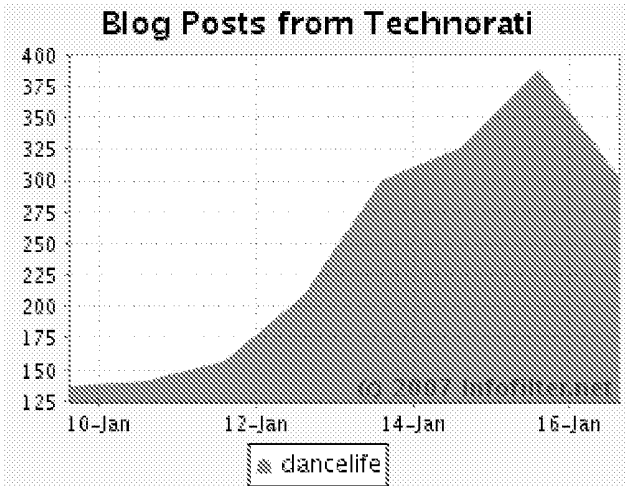
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## MTV – Dancelife

### Digital Marketing Overview:

#### InfoFilter™ Intelligence





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### 3<sup>rd</sup> Party Sites

#### New Items Marked in RED

#### Celeb/ Gossip Sites:

- **Pop On The Pop** – (<http://poponthepop.blogspot.com/2007/01/mtv-premieres-3-hot-shows-tonight.html>)
  - **Live (News Item)** – Mentioned January 15<sup>th</sup> premiere
- **Videospedia** – (<http://videospedia.blogspot.com/2007/01/mtv-dance-life-trailer-season-premiere.html>)
  - **Live (News Item)** – Posted clip of the trailer and information about the show
- **Young Black and Fabulous** – (<http://ybf.blogspot.com/2007/01/video-fabother-fabness.html>)
  - **Live (News Item)** – Posted photos of the cast and the show trailer
- **Hollyweirdos** – (<http://www.hollyweirdos.com/2007/01/dance-life-with-jennifer-lopez-premiere.html>)
  - **Live (News Item)** – Posted the trailer and information about the show
- **I'm Not Obsessed** – (<http://www.imnotobsessed.com/2007/01/15/mtvs-exciting-new-line-up/>)
  - **Live (News Item)** – Posted photos, information and a link to the trailer
- **Seriously OMG WTF** – (<http://seriouslyomgwtf.blogspot.com/2007/01/15/mtv-premieres-three-shows-tonights/>)
  - **Live (News Item)** – Posted the trailer
- **PopSugar** – (<http://popsugar.com/106106>)
  - **Live (News Item)** – Listen Dancelife in "What To Tivo"
- **Dirty Carl** – (<http://dirtycarl.com/entertainment/?p=17328>)
  - **Live (News Item)** – Posted information about the show
- **All Women's Talk** – (<http://allwomenstalk.com/mtv%E2%80%99s-dancelife-premiere-monday-january-15th-with-jennifer-lopez-exclusive-clip-and-exclusive-photos/>)
  - **Live (News Item)** – Posted information about the show
- **Snitch** – (<http://www.snitch.com/2007/01/12/get-ready-for-season-2-of-the-hills/>)
  - **Live (News Item)** – Posted a reminder to tune in to Dancelife after The Hills
- **Gossiper** – (<http://www.gossiper.org/jjos-dancelife-kicks-off-monday/>)
  - **Live (News Item)** – Posted the trailer, photos and information about the show
- **Popularity** – (<http://popularity.com.au/mtvs-dancelife-premieres-monday-january-15th-at-1030pm-produced-by-non-other-than-jennifer-lopez-herself/>)
  - **Live (News Item)** – Posted the trailer and information about the show
- **Poptard** – (<http://www.poptard.com/mtvs-dancelife-premieres-monday-january-15th-at-1030pm-produced-by-non-other-than-jennifer-lopez-herself-8835>)
  - **Live (News Item)** – Posted the trailer and information about the show





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- **Yeeeah** -- (<http://yeeeah.com/blog/2007/01/11/quickies-billious-baby/>)
    - **Live (News Item)** -- Posted a link to the Dance Life trailer
  - **Celebrity Mound** -- (<http://celebritymound.com/?p=3355>)
    - **Live (News Item)** -- Posted the trailer, photos and information about the show
  - **Just Jared** -- (<http://www.justjared.com/2007/01/12/jennifer-lopez-dancelife/>)
    - **Live (News Item)** -- Posted the trailer, photos and information about the show

## Pop/ Teen Sites

- **AceShowBiz** -- (<http://www.aceshowbiz.com/news/view/00006695.html>)
  - **Live (News Item)** -- Posted PR of new Monday night
- **Jive Magazine** -- (<http://www.jivemagazine.com/forum/showthread.php?t=14053>)
  - **Live (News Item)** -- Posted PR of new Monday night
- **Starpulse** --  
([http://www.starpulse.com/news/index.php/2007/01/15/mtv\\_s\\_new\\_monday\\_night\\_line\\_up\\_begin\\_s\\_to](http://www.starpulse.com/news/index.php/2007/01/15/mtv_s_new_monday_night_line_up_begin_s_to))
  - **Live (News Item)** -- Posted PR of new Monday night
  - **Confirmed (Giveaway)**
- **YM.com** -- (<http://www.ym.com/jsp/stars/whatshot/jan1607.jsp>)
  - **Live (News Item)** -- Posted PR of new Monday night
- **Aced Magazine** -- (<http://acedmagazine.com/>)
  - **Confirmed (Giveaway)**

## Latin/ Urban Sites

- **Pop Culture Junkie** -- (<http://thepopculturejunkie.blogspot.com/2007/01/must-see-tv.html>)
  - **Live (News Item)** -- Posted summary with trailer and tune in information
- **Clay Cane** -- (<http://claycane.blogspot.com/2007/01/jennifer-lopez-reality-show-dancelife.html>)
  - **Live (News Item)** -- Posted summary with trailer and tune in information
- **Jesus Hearts Music** --  
([http://www.jesusheartsmusic.com/news2.php?subaction=showcomments&id=1168464968&archive=&start\\_from=&ucat=1&](http://www.jesusheartsmusic.com/news2.php?subaction=showcomments&id=1168464968&archive=&start_from=&ucat=1&))
  - **Live (News Item)** -- Posted trailer
- **Richard Liriano** -- (<http://www.richardliriano.com/2006/12/dancelife-new-show-titled-dancelife.html>)
  - **Live (News Item)** -- Added tune in information to his post with the trailer
- **Angelux** -- (<http://www.elangelux.com.ar/2007/01/09/jennifer-lopez-premieres-dancelife-er-mtv.html>)
  - **Live (News Item)** -- Posted show summary with link to trailer
- **SOHH Latino** -- ([http://blogs.sohh.com/latino/2007/01/\\_los\\_dance\\_fever\\_wisin\\_y\\_yand.html](http://blogs.sohh.com/latino/2007/01/_los_dance_fever_wisin_y_yand.html))
  - **Live (News Item)** -- Posted show information with trailer



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- **Reggaeton** -- (<http://www.reggaeton.co.uk/X/>)
  - **Live (News Letter Feature)** -- included news item in weekly newsletter
- **Latin Gossip** -- (<http://www.latingossip.com/jennifer-lopez/jennifer-does-it-again.html>)
  - **Live (News Item)** -- Posted Dancelife premiere info
- **Black Raspberry Love** -- (<http://blackraspberrylove.blogspot.com/2007/01/dance-life-trailer.html>)
  - **Live (News Item)** -- Posted trailer with tune-in info

## Fansites

**Objective:** Utilize the existing Dance Life online fan communities, through contacting webmasters and posting assets to forums.

- **MTV Reality Blog** -- (<http://mtvrealityblog.blogspot.com/>)
  - **Live (News Item)** -- Monday Night Reminder
  - **Live (Video Item)** -- Monday Night Commercial
  - **Live (Video Item)** -- posted Season Trailer
- **MTV Reality World** -- (<http://mtvrealityworld.com/>)
  - **Live (Video Item)** -- posted Season Trailer
- **Only Jenny** -- (<http://only-jenny.com/>)
  - **Live (News Item)** -- Monday Night Reminder

## On-line Video Channels

**Objective:** Utilize the existing social video network sites and their upload features to effectively seed viral videos and trailers to the viewing public at large

- **YouTube** - <http://www.youtube.com/>
  - **LIVE (Video)** -- Total views = 11,623
    - Season Trailer -- 11,623 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Metacafe** - <http://www.metacafe.com/>
  - **LIVE (Video)** -- Total views = 437
    - Season Trailer -- 437 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Daily Motion** - <http://www.dailymotion.com/>
  - **LIVE (Video)** -- Total views = 92
    - Season Trailer -- 92 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **MySpace** - <http://www.myspace.com/>
  - **LIVE (Video)** -- Total views = 399
    - Season Trailer -- 399 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search



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- 
- **Google** - <http://video.google.com/>
    - LIVE (Video) -- Total views = 534
      - Season Trailer – 534 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Yahoo!** - <http://video.yahoo.com/>
    - LIVE (Video) -- Total views = 79
      - Season Trailer – 79 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Soapbox MSN** - <http://soapbox.msn.com/>
    - LIVE (Video) -- Total views = 0
      - Season Trailer – 0 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **AOL Video** - <http://video.aol.com/>
    - LIVE (Video) -- Total views = 0
      - Season Trailer – 0 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **iFilm** - <http://www.ifilm.com/>
    - LIVE (Video) -- Total views = 2,440
      - Season Trailer – 2,440 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Clipshack** - <http://www.clipshack.com/>
    - LIVE (Video) -- Total views = 0
      - Season Trailer – 0 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Grouper** - <http://www.grouper.com/>
    - LIVE (Video) -- Total views = 0
      - Season Trailer – 0 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Veoh** - <http://www.veoh.com/>
    - LIVE (Video) -- Total views = 57
      - Season Trailer – 57 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **vSocial** - <http://www.vsocial.com/>
    - LIVE (Video) -- Total views = 0
      - Season Trailer – 0 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Revver** - <http://www.revver.com/>
    - LIVE (Video) -- Total views = 366
      - Season Trailer – 366 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Bolt** - <http://www.bolt.com/>
    - LIVE (Video) -- Total views = 90
      - Season Trailer – 90 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search



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- **Broadcaster**- <http://www.broadcaster.com/>
    - **LIVE (Video)** -- Total views = 131 views
      - Season Trailer – 131 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Sharkle** - <http://www.sharkle.com/>
    - **LIVE (Video)** -- Total views = 306
      - Season Trailer – 306 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Vidilife** - <http://www.vidilife.com/>
    - **LIVE (Video)** -- Total views = 736
      - Season Trailer – 736 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Eyespot**- <http://www.eyespot.com/>
    - **LIVE (Video)** -- Total views = posted but no views available
      - Season Trailer – posted
    - **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Jumpcut** - <http://www.jumpcut.com/>
    - **LIVE (Video)** -- Total views = 35
      - Season Trailer – 35 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search

## Web 2.0 Marketing

**Objective:** Make Dancelife assets and web links accessible on Web 2.0 social networks to maximize visibility in Web 2.0 search and their respective sites

- **Flickr** – <http://www.flickr.com>  
Photos uploaded into the Wiredset (WUNY) account
- **Del.icio.us** – <http://del.icio.us/>  
Regularly book marking important weblinks

## Digital Marketing Next Steps

- Provide sites with next-ons
- Go after more Jennifer Lopez fansites
- Distribute quizzes

## MTV The Hills Season 2



### Digital Marketing Recap: January 16<sup>th</sup>, 2007

Wiredset Online Marketing Start Date: December 20<sup>th</sup>, 2006

Account Executive: Audrey Diaz / Email: [audrey@wiredset.com](mailto:audrey@wiredset.com) / Phone: 212.242.3400

#### Synopsis:

- **Online Marketing**
  - Extensive exposure for the trailer on sites like PopSugar, Mollygood, Starpulse
  - Contest running on YM.com for month of March
  - The Hills Screensaver distributed to fan sites
    - Pointing 3<sup>rd</sup> party sites to fansites for Screensaver downloads
- **Search Engine Advertising/ Optimization**
  - Total Click-Throughs to date – 30,358

Please see below for Wiredset's full update and next steps.

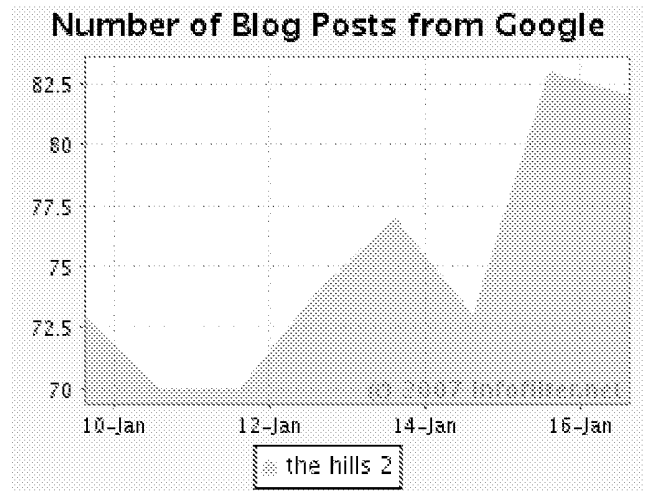
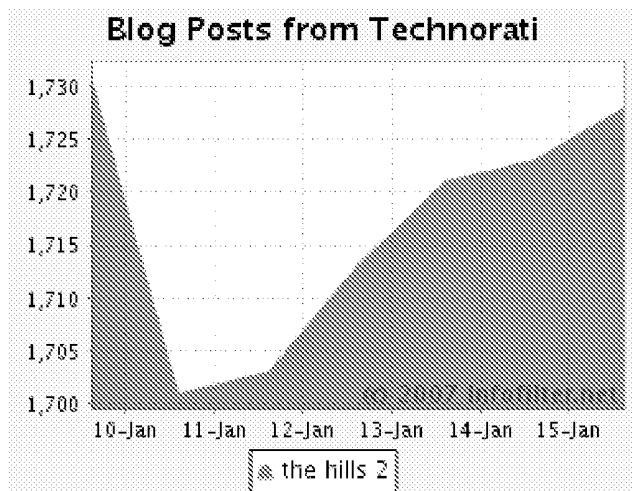
#### The report below is split into the following parts segmented by initiative:

- Infilter Intelligence
- 3<sup>rd</sup> Party Marketing
- Online Fan Communities
- Online Video Channels
- Search Engine Advertising / Optimization
- MySpace Page Initiatives

## MTV – The Hills Season 2

### Digital Marketing Overview:

#### InfoFilter™ Intelligence



### 3<sup>rd</sup> Party Sites

#### New Items Marked in RED

#### Celeb/ Gossip Sites:

- **Snitch Celebrity Gossip and News** – (<http://www.snitch.com/2007/01/12/get-ready-for-season-2-of-the-hills/>)
  - **Live (News Item)** – Posted show information
- **Celebrity News Live** – ([http://celebritynewslive.com/get\\_ready\\_for\\_season\\_2\\_of\\_the\\_hills](http://celebritynewslive.com/get_ready_for_season_2_of_the_hills))
  - **Live (News Item)** – Posted show information
- **I'm Not Obsessed** – (<http://www.imnotobsessed.com/2007/01/15/mtvs-exciting-new-line-up/>)
  - **Live (News Item)** – Posted show information
- **Hollyweirdos.com** – (<http://www.hollyweirdos.com/2007/01/hills-are-back.html>)
  - **Live (News Item)** – Posted trailer
- **Pop On The Pop** – (<http://poponthepop.blogspot.com/2007/01/mtv-premieres-3-hot-shows-tonight.html>)
  - **Live (News Item)** – Mentioned January 15<sup>th</sup> premiere
- **Pop Culture Junkie** – (<http://thepopculturejunkie.blogspot.com/2007/01/must-see-tv.html>)
  - **Live (News Item)** – Posted summary and trailer with tune-in time



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- **Black Raspberry Love** -- (<http://blackraspberrylove.blogspot.com/2007/01/dance-life-trailer.html>)
  - **Live (News Item)** -- Posted trailer with tune-in info
- **E! Angelux** -- (<http://www.elangelux.com.ar/2007/01/15/mtv-big-debut-night.html>)
  - **Live (News Item)** -- Posted trailer with tune-in info
- **BuzzSugar** -- (<http://buzzsugar.com/107941>)
  - **Live (News Item)** -- Posted clip of the trailer and information about the show
- **Wizbang Pop** -- (<http://pop.wizbangblog.com/2007/01/15/dont-miss-the-hills-tonight.php>)
  - **Live (News Item)** -- Posted photos of the cast and information about the show
- **Popbytes** -- ([http://popbytes.com/archive/2007/01/the\\_hills\\_are\\_alive\\_with\\_the\\_sound\\_of\\_nonsense.shtml](http://popbytes.com/archive/2007/01/the_hills_are_alive_with_the_sound_of_nonsense.shtml))
  - **Live (News Item)** -- Posted the trailer and information about the show
  - **Live (Contest)** -- Held a contest giving away a DVD and signed Hills book to a lucky Popbytes reader
- **Bricks and Stones** -- (<http://bricksandstones.blogspot.com/2007/01/hills-season-2-is-back-tonight-monday.html>)
  - **Live (News Item)** -- Posted the trailer and a link to the official site
- **Rich and Famous**-- (<http://www.richandfamous.org/the-hills-are-alive-w-the-sound-of-nonsense/>)
  - **Live (News Item)** -- Posted about the Popbytes contest and information about the show
- **PopSugar** -- (<http://popsugar.com/105692>)
  - **Live (News Item)** -- Posted the trailer, photos and information about the show
- **Seriously OMG WTF** -- (<http://seriouslyomgwtf.blogspot.com/2007/01/15/mtv-premieres-three-shows-tonights/>)
  - **Live (News Item)** -- Posted the trailer to The Hills
- **StyleIt**-- (<http://styleit.wordpress.com/2006/12/24/the-hills-season-2-trailer/>)
  - **Live (News Item)** -- Posted the trailer and information about the show
- **MollyGood** -- (<http://www.mollygood.com/celebrities/the-hills/ic-returns-with-a-vengeance-20061227.php?rss>)
  - **Live (News Item)** -- Posted the trailer and information about the show
- **Celebrity Mound** -- (<http://celebritymound.com/?p=3356>)
  - **Live (News Item)** -- Posted the trailer to The Hills and information about the show
- **The Sound Of No Hands Clapping**-- (<http://lhatewheat.wordpress.com/2006/12/25/thanks-for-listening/>)
  - **Live (News Item)** -- Posted the trailer and information about the show
- **Girls Talkin Smack** -- (<http://girlstalkinmack.com/index.php?subaction=showfull&id=1168652614>)
  - **Live (News Item)** -- Posted the trailer



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## Pop/ Teen Sites

- **AceShowBiz** – (<http://www.aceshowbiz.com/news/view/00006695.html>)
  - **Live (News Item)** – Posted PR of new Monday night
- **Jive Magazine** – (<http://www.jivemagazine.com/forum/showthread.php?t=14053>)
  - **Live (News Item)** – Posted PR of new Monday night
- **Starpulse** –  
([http://www.starpulse.com/news/index.php/2007/01/15/mtv\\_s\\_new\\_monday\\_night\\_line\\_up\\_begin\\_s\\_to](http://www.starpulse.com/news/index.php/2007/01/15/mtv_s_new_monday_night_line_up_begin_s_to))
  - **Live (News Item)** – Posted PR of new Monday night
  - **Confirmed (Giveaway)**
- **YM.com** – (<http://www.ym.com/jsp/stars/whatshot/jan1607.jsp>)
  - **Live (News Item)** – Posted PR of new Monday night
  - **Confirmed (Giveaway)** – Will do contest in March for The Hills
- **Aced Magazine** – (<http://acedmagazine.com/>)
  - **Confirmed (Giveaway)**

## The Hills Fan Sites

**Objective:** Utilize the existing Hills / Laguna Beach online fan communities, through contacting webmasters and posting assets to forums.

- **Lauren Conrad On-line** – (<http://lauren-conrad.net/>)
  - **Live (News Item)** – Screen Saver
  - **Live (Video Item)** – posted Season Trailer
- **Laguna Beach Online** – (<http://lagunabeachonline.org/>)
  - **Confirmed (News Item)** – Screen Saver
  - **Live (Video Item)** – posted Season Trailer
- **MTV Reality Blog** – (<http://mtvrealityblog.blogspot.com/>)
  - **Live (News Item)** – Monday Night Reminder
  - **Confirmed (News Item)** – Screen Saver
  - **Live (Video Item)** – posted Season Trailer
- **MTV Reality World** – (<http://mtvrealityworld.com/>)
  - **Confirmed (News Item)** – Screen Saver
  - **Live (Video Item)** – posted Season Trailer
- **Pure Heaven** – (<http://pureheaven.ifresh.at/>)
  - **Live (News Item)** – Monday Night Reminder
- **Laguna Hook-Up Blogspot**– (<http://lagunahookup.blogspot.com/>)
  - **Live (News Item)** – Monday Night Reminder





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## On-line Video Channels

**Objective:** Utilize the existing social video network sites and their upload features to effectively seed viral videos and trailers to the viewing public at large

- **YouTube** - <http://www.youtube.com/>
  - **LIVE (Video)** -- Total views = 51,543
    - Season Trailer – 51,543 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Metacafe** - <http://www.metacafe.com/>
  - **LIVE (Video)** -- Total views = 1,999
    - Season Trailer – 1,999 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Daily Motion** - <http://www.dailymotion.com/>
  - **LIVE (Video)** -- Total views = 740
    - Season Trailer – 740 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **MySpace** - <http://www.myspace.com/>
  - **LIVE (Video)** -- Total views = 911
    - Season Trailer – 911 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Google** - <http://video.google.com/>
  - **LIVE (Video)** -- Total views = 1319
    - Season Trailer – 1319 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Yahoo!** - <http://video.yahoo.com/>
  - **LIVE (Video)** -- Total views = 229
    - Season Trailer – 229 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Soapbox MSN** - <http://soapbox.msn.com/>
  - **LIVE (Video)** -- Total views = 5
    - Season Trailer – 5 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **AOL Video** - <http://video.aol.com/>
  - **LIVE (Video)** -- Total views = 1,560
    - Season Trailer – 1,560 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **iFilm** - <http://www.ifilm.com/>
  - **LIVE (Video)** -- Total views = 2,228
    - Season Trailer – 2,228 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search



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- **Clipshack** - <http://www.clipshack.com/>
  - **LIVE (Video)** -- Total views = 19
    - Season Trailer – 19 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Grouper** - <http://www.grouper.com/>
  - **LIVE (Video)** -- Total views = 80
    - Season Trailer – 580 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Veoh** - <http://www.veoh.com/>
  - **LIVE (Video)** -- Total views = 126
    - Season Trailer – 126 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **vSocial** - <http://www.vsocial.com/>
  - **LIVE (Video)** -- Total views = 409
    - Season Trailer – 409 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Revver** - <http://www.revver.com/>
  - **LIVE (Video)** -- Total views = 73
    - Season Trailer – 73 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Vimeo** - <http://www.vimeo.com/>
  - **LIVE (Video)** -- Total views = n/a
    - Season Trailer – n/a
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Bolt** - <http://www.bolt.com/>
  - **LIVE (Video)** -- Total views = 109
    - Season Trailer – 109 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Broadcaster** - <http://www.broadcaster.com/>
  - **LIVE (Video)** -- Total views = 232 views
    - Season Trailer – 232 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Sharkle** - <http://www.sharkle.com/>
  - **LIVE (Video)** -- Total views = 293
    - Season Trailer – 293 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Vidilife** - <http://www.vidilife.com/>
  - **LIVE (Video)** -- Total views = 159
    - Season Trailer – 159 views
  - **Tagging (Complete)** - Attached "tags" or keywords for search
- **Eyespot** - <http://www.eyespot.com/>
  - **LIVE (Video)** -- Total views = posted but no views available
    - Season Trailer – posted



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- 
- **Tagging (Complete)** - Attached "tags" or keywords for search
  - **Jumpcut** - <http://www.jumpcut.com/>
    - **LIVE (Video)** -- Total views = 124
      - Season Trailer – 124 views
    - **Tagging (Complete)** - Attached "tags" or keywords for search

## Web 2.0 Marketing

**Objective:** Make The Hills assets and web links accessible on Web 2.0 social networks to maximize visibility in Web 2.0 search and their respective sites

- **Flickr** – <http://www.flickr.com>  
Photos uploaded into the Wiredset (WUNY) account
- **Del.icio.us** – <http://del.icio.us/>  
Regularly book marking important weblinks

## Search Engine Advertising/ Optimization:

**Total Click-Throughs to Date – 30,358**

- **Google AdWords**  
Campaign Launched on December 20<sup>th</sup>, 2006
  - Click-Throughs – 24,119
  - Impressions – 6,039,708
- **Yahoo Search Marketing**  
Campaign Launched on December 20<sup>th</sup>, 2006
  - Click-Throughs – 2,299
  - Impressions – 491,529
- **Ask Sponsored Listings**  
Campaign Launched on December 20<sup>th</sup>, 2006
  - Click-Throughs – 3,940



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## MySpace Profile – (<http://myspace.com/thehillsonmtv>)

### Stats:

- ◆ 6,792 "Friends"
  - Friends are members registered to The Hills MySpace community
- ◆ Profile Views – 75,485

### MySpace Page Initiatives:

- Friend Requests
- Update with trailers and show information
- Provide with Screensaver

### Digital Marketing Next Steps

- Provide sites with next-ons
- Have artists update their official sites to reflect show music cues
- Develop MySpace contest to gain more friends

# **Schapiro Exhibit 40**

---

From: "Diamond, Brian" <Brian.Diamond@mtvstaff.com>  
Date: Tue, 23 Jan 2007 15:10:03 -0500  
To: "Kay, Kevin" <Kevin.Kay@spiketv.com>, "Farrell, Steve" <Steve.Farrell@spiketv.com>  
Cc: "Flannigan, Erik" <Erik.Flannigan@mtvstaff.com>, "Herzog, Doug" <Doug.Herzog@comedycentral.com>  
Subject: Re: Blindfold Kickboxing

Will investigate and get back to you asap!

BD

Brian J. Diamond  
SVP Sports and Specials  
Spike TV  
1775 Broadway-9th floor  
NY, NY 10019  
212-767-8667  
brian.diamond@spiketv.com

-----  
Sent from my BlackBerry Wireless Handheld

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

From: Kay, Kevin  
To: Farrell, Steve; Diamond, Brian  
Cc: Flannigan, Erik; Herzog, Doug  
Sent: Tue Jan 23 14:58:33 2007  
Subject: RE: Blindfold Kickboxing

That's great. Let's hope it does.

Brian, how soon can we get the guy in the bear suit getting hit by the truck clip up there? Also, the vomit cam from their competitive eating contest?

Those pretty much say it all...

---

From: Farrell, Steve  
Sent: Tuesday, January 23, 2007 2:53 PM  
To: Diamond, Brian; Kay, Kevin  
Cc: Flannigan, Erik  
Subject: Blindfold Kickboxing

FYI

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

#16 Entertainment Vid watched this week on all of YouTube. Over 100K people have viewed.

We could call that viral with a straight face. See if it helps tune in.

# **Schapiro Exhibit 41**



Search bar

Home Videos Channels Shows

Create Account or Sign In

Subscriptions History Upload

Talking Dog from "Norbit"



131 ratings 47,588 views

Favorite Share Playlists Flag MySpace Facebook Twitter (more share options)

- Statistics & Data
Video Responses (0) Sign in to post a Video Response
Text Comments (119) Options Sign in to post a Comment

Channel info for 'broadwayjoe415' including a subscribe button, creation date (January 31, 2007), and video description: 'Charlie Murphy voices a talking dog.'

More From: broadwayjoe415

Related Videos

- List of related videos including 'Norbit Rap', 'Little Red Riding Goose', 'NORBIT - Meet Rasputia', 'Meet Norbit Funny Parts', 'Norbit Gag Reel', 'Norbit Power Tap Infomercial', and 'Norbit (2007)'.

Try YouTube in a new web browser! Download Google Chrome

Search bar

Footer navigation table with columns: YouTube (Contact Us, Store, etc.), Programs (Advertising, etc.), Help (Get Help, etc.), Policy (Privacy Policy, etc.), Discover (YouTube on Your Phone, etc.).

Current Location: Worldwide Show locations
Current Language: English Show languages

Add YouTube to your Google homepage

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Handwritten note: Depo EXHIBIT 7 FOR IDENTIFICATION WITNESS Powell DATE 12.10.09 NIKKI ROY, CSR #3052



# **Schapiro Exhibit 42**

---

Subject: RE: lloyd & trump  
From: "Teifeld, Tamar - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TEIFELTA>  
To: Powell, Amy - Paramount  
Cc: Date: Thu, 01 Feb 2007 17:20:32 +0000

Scott and his team are working on it this morning.

---

From: Powell, Amy - Paramount  
Sent: Thursday, February 01, 2007 7:50 AM  
To: Teifeld, Tamar - Paramount  
Subject: lloyd & trump

can you get scott to have his team just start "viewing" and "commenting" on both clips on youtube? thanks.

# **Schapiro Exhibit 43**

---

From: Mickey Worsnup <Mickey\_Worsnup@Paramount.com>  
Date: Mon, 05 Feb 2007 15:00:53 -0800  
To: "Powell, Amy - Paramount" [REDACTED]  
Subject: TF virals

Here are links to all three- not sure if they are the master links are not,  
a lot of duplicates on there (which is a good thing)

<http://www.youtube.com/watch?v=TayX61LLZrk>

<http://www.youtube.com/watch?v=nosvMZS6uUc>

<http://www.youtube.com/watch?v=ofEzT3ns-o0>

# **Schapiro Exhibit 44**

---

From: "Fricklas, Michael" <Michael.Fricklas@viacom.com>  
Date: Tue, 6 Feb 2007 20:20:25 -0500  
To: "Morril, Mark" <Mark.Morril@viacom.com>, "Hallie, Michelena" <Michelena.Hallie@mtvn.com>, "Perry, Alfred - Paramount" <Alfred\_Perry@Paramount.com>, "Martin, Scott - Paramount" <Scott\_Martin@Paramount.com>  
Cc: "Prentice, Rebecca - Paramount" <Rebecca\_Prentice@Paramount.com>, "Cahan, Adam" <Adam.Cahan@mtvn.com>  
Subject: RE: Variety stories:Privileged and Confidential

█

This e-mail is confidential and may be privileged. If you receive it in error, please delete it and notify the sender of the error. Thank you.

> -----Original Message-----

>From: Morrill, Mark  
>Sent: Tuesday, February 06, 2007 5:36 PM  
>To: Hallie, Michelena; Perry, Alfred - Paramount; Martin, Scott - Paramount  
>Cc: Prentice, Rebecca - Paramount; Cahan, Adam; Fricklas, Michael  
>Subject: RE: Variety stories:Privileged and Confidential

█

---

>From: Hallie, Michelena  
>Sent: Tuesday, February 06, 2007 4:37 PM  
>To: Perry, Alfred - Paramount; Morrill, Mark; Martin, Scott - Paramount  
>Cc: Prentice, Rebecca - Paramount  
>Subject: RE: Variety stories:Privileged and Confidential

█

As of now, we are posting clips and providing ip addresses to Bay so they know not to take them down.

>

>

>

---

>From: Perry, Alfred - Paramount  
>Sent: Tuesday, February 06, 2007 4:08 PM  
>To: Morrill, Mark; Martin, Scott - Paramount; Hallie, Michelena  
>Cc: Prentice, Rebecca - Paramount  
>Subject: FW: Variety stories:Privileged and Confidential

█

>Thanks.

---

>From: Powell, Amy - Paramount  
>Sent: Tuesday, February 06, 2007 12:56 PM  
>To: Anderson, Jon - PPI  
>Cc: Heath Tyldesley/PPI/MP/Paramount\_Pictures@Paramount\_Pictures; Perry, Alfred - Paramount  
>Subject: RE: Variety stories

---

>  
>Hi Jon,  
>  
>Great to see you too. I am cc'ing Al Perry who can give you more information re: the YouTube position.  
>  
>Thanks.  
>  
>  
>  
>Amy Powell  
>Senior Vice President  
>Interactive Marketing  
>Paramount Pictures



>  
>  
>From: Jon Anderson/PPI/MP/Paramount\_Pictures@PARAMOUNT\_PICTURES  
>Sent: Monday, February 05, 2007 6:48 AM  
>To: Powell, Amy - Paramount  
>Cc: Heath Tyldesley/PPI/MP/Paramount\_Pictures@Paramount\_Pictures  
>Subject: Fw: Variety stories

>  
>Hi Amy,  
>  
>Good to see you last week.  
>  
>Below is an article (scan down) on Youtube and Viacom's position.  
>  
>Can you clarify Paramount's position on dealing with Youtube at a local level - are we able to work with them if we are using our own approved material - or is this a blanket ruling that we should not be dealing with Youtube at all.

>  
>Kind regards  
>Jon

>----- Forwarded by Jon Anderson/PPI/MP/Paramount\_Pictures on 05/02/2007 14:45 -----

>  
>  
>  
>From: Jaakko Niemela  
>05/02/2007 08:49  
>To:  
>cc:  
>Subject: Variety stories

>  
>  
>  
>'Pursuit' shows Will power overseas  
>'Happyness' tops 'Museum,' 'Diamond'  
>By DAVE MCNARY <<http://www.variety.com/index.asp?layout=bio&peopleID=1508>>  
>Showing the worldwide drawing power of Will Smith, "The Pursuit of Happyness" topped a healthy weekend at the international box office with \$16 million at 3,100 playdates in two dozen markets.  
>"The Pursuit of Happyness" beat "Night at the Museum" and "Blood Diamond" by more than \$2 million in a three-way battle for the top slot. The race would have been far closer had many Brit chains not banished "Museum" due to Fox's decision to shorten the DVD release window, but "Pursuit" would have likely still won.  
>The frame also saw "Casino Royale" continue to mint money overseas, thanks mostly to a boffo Chinese launch,

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while "Dreamgirls" posted a decent Brit launch but stumbled in its German debut. >

>"Pursuit" prevailed thanks to a combo of solid openings plus respectable holdover perfs as Sony took advantage of Smith's ongoing star power plus his Oscar nom. Best figures came from pic's second-place Spanish launch with \$2.4 million at 286; its Japanese soph sesh of \$2.3 million at 271, down 21%; its French launch of \$2.2 million at 322, losing narrowly to the "Blood Diamond" debut; and its German second weekend with \$1.7 million at 521, off 19%. "Pursuit" also opened respectably in Mexico with \$1.3 million at 300.

>Despite the Brit ban, "Night at the Museum" showed plenty of pop elsewhere with \$13.5 million at 4,500 in 50 markets, led by a socko first-place Italian launch of \$4.7 million at 536 and a solid Spanish soph sesh of \$3.6 million at 481, down 34%.

>But Brit biz nearly vanished for "Museum," plunging 87% to \$274,000 at 190 in its sixth weekend as the number of locations -- including many top destinations -- dropped from 458 in the previous frame. "Museum" still managed to hit the \$40 million mark in U.K. grosses, the leading overseas market for a pic that's cumed \$212 million internationally and \$438 million worldwide.

>It was the first time in six seshes that "Night at the Museum" didn't top the foreign charts.

>Overall biz exceeded the same frame a year ago, when "Munich" led with \$13.3 million.

>Warner's "Blood Diamond" continued to turn up solid rather than spectacular overseas returns with \$13.2 million from 3,200 prints in 51 markets, led by its first-place French opening of \$2.5 million at 459.

>"Blood Diamond," which opens next weekend in Mexico and Spain, has cumed \$45.5 million offshore and should go well past the \$54 million domestic total.

>Sony's sturdy "Casino Royale" generated plenty of B.O. heat in its first six days in China with \$6.9 million at 468, including \$4 million for the weekend as the first James Bond pic ever to play in that market. Weekend launch was the third best for a non-Chinese pic, trailing only those of "The Da Vinci Code" and "Harry Potter and the Goblet of Fire."

>"Casino" has cumed \$416.8 million overseas and \$582 million worldwide -- No. 34 of all time.

>BVI kicked in an impressive launch in Germanic markets for local family comedy "Wild Bunch 4" with \$5.5 million at 700, including \$4.7 million at 600 in Germany, where it easily topped the "Saw III" opening with \$3 million at 439.

>"Rocky Balboa" continued to punch in decent numbers with \$5.4 million at 2,300 in 21 territories, led by its third Brit frame with \$1.7 million and its French soph sesh of \$1.5 million. The sixth "Rocky" pic has grossed \$47 million overseas and \$116 million worldwide.

>With its eight Oscar noms, Paramount's "Dreamgirls" doubled its foreign gross with \$4.7 million at 1,188 in 11 markets, led by a Brit launch of \$2.5 million at 271.

>"Babel," with seven Oscar noms, remained an international contributor with \$3.6 million at 1,126 to lift foreign cume to nearly \$59 million.

>Fox's Brit launch of "Notes on a Scandal," with Oscar noms for Cate Blanchett and Judi Dench, nearly matched "Dreamgirls" with \$2.3 million at 300 in its first foreign outing. And its "The Last King of Scotland" pulled in \$1.4 million at 378 in 15 markets to push foreign gross to \$8.3 million.

>Warner's "The Departed" continued to shake down more foreign coin with \$1.8 million at 1,200 in 31 markets for a foreign cume of \$142.4 million and a worldwide total of \$271 million.

>Fox saw "Apocalypto" grab \$3.1 million at 600, led by a South Korean launch of \$1 million at 157, while Warner's

>"Happy Feet" kicked up \$2.8 million at 2,700 for a foreign total of \$165.2 million. BVI's "Deja Vu" materialized with \$2.5 million at 1,857 to cross the \$100 million foreign mark -- the 11th Jerry Bruckheimer film to hit the milestone for BVI.

>

>Scorsese wins at DGA Awards

>'Departed' director takes Feature Film prize

>Martin Scorsese has scored the top feature award from the Directors Guild of America for his work on Warner Bros.' gangster thriller "The Departed." >

>It was the first victory in seven DGA nominations for Scorsese, who topped Alejandro Gonzalez Inarritu for "Babel," Bill Condon for "Dreamgirls," Jonathan Dayton and Valerie Faris for "Little Miss Sunshine" and Stephen Frears for "The Queen."

>"I just wanted to make a good film and people would go see it and enjoy the film and God willing I'd get another picture and that's it," Scorsese told the audience of about 1,000 at the Century Plaza Hotel. "I did not think I'd be standing here tonight, I'll tel you that."

>The award, presented by Steven Spielberg on Saturday night in ceremonies at the Century Plaza Hotel, places Scorsese as a front-runner for the Best Director Oscar. The DGA winner, based on voting by 13,400 Guild members, has matched the Oscar winner in 52 of its 58 awards, including last year when Ang Lee won both for "Brokeback Mountain."

>In his acceptance speech, Scorsese paid tribute to genre film directors such as Don Seigel, Samuel Fuller, Anthony



---

Mann and Robert Aldrich. And he noted that the grosses were especially strong in such organized crime centers as Las Vegas and Boca Raton, Fla.

>Scorsese now faces Frears and Inarritu for the Oscar along with Clint Eastwood for "Letters From Iwo Jima" and Paul Greengrass for "United 93." It's his sixth Oscar directing nomination along with "Raging Bull," "The Last Temptation of Christ," "Good Fellas" "Gangs of New York" and "The Aviator."

>"The Departed" has taken in the highest gross among the nominated films with \$127 million domestically and nearly \$270 million worldwide. Scorsese won the Golden Globe for Best director three weeks ago; since then, "Little Miss Sunshine" won both the top feature film awards from the PGA and SAG.

>Scorsese's previous DGA nominations were for "The Aviator," "Gangs of New York," "The Age of Innocence," "Goodfellas," "Raging Bull" and "Taxi Driver." He won the DGA's Lifetime Achievement Award in 2003.

>Richard Shepard won the DGA trophy for comedy series for ABC's pilot of "Ugly Betty" and Jon Cassar won the drama series award for Fox's "24." Rob Marshall took the musical variety award for NBC's "Tony Bennett: An American Classic" and Walter Hill won for TV movies for AMC's "Broken Trail."

>Marshall won the DGA feature award four years ago for "Chicago" while Hill won the drama award two years ago for the "Deadwood pilot."

>Lithuanian filmmaker Arunas Matelis won for feature documentary award for "Before Flying Back to the Earth," centered on children hospitalized with leukemia, topping Oscar nominees, "Deliver Us From Evil" and "Iraq in Fragments."

>

>YouTube to remove Viacom clips

>Conglom wants over 100K videos taken down

>By BEN FRITZ <<http://www.variety.com/index.asp?layout=bio&peopleID=1372>>

>The simmering tension between Hollywood and the new Google/YouTube combination exploded on Friday as Viacom demanded that the viral video giant take down every single clip of its copyrighted content after talks about a revenue sharing and distribution deal between the two companies broke down.

>YouTube said it will comply with the request, though it will likely be a long process as Viacom identified more than 100,000 clips from MTV, Comedy Central, BET, Paramount, and its other properties.

>After more than a year of tolerating huge amounts of its content being illegally uploaded onto the site, Viacom is now issuing the massive legal takedown notice in an attempt to pressure Google and YouTube to bend its way in negotiations. Thus far, companies have been unable to reach terms on a formula to give Viacom a portion of the advertising money generated by its clips. >

>Conglom also expressed frustration that YouTube has not yet fully implemented a long-promised content identification system that would allow it to identify and automatically delete copyrighted clips, or let media partners share in the revenue from ads around the content they own, regardless of who posted it.

>Viacom apparently concluded that private talks wouldn't go its way and took the dispute public, issuing a hostile

>public statement saying that Google and YouTube are "unwilling to come to a fair market agreement that would make Viacom content available to YouTube users."

>While no other congloms are currently joining Viacom, all are in some stage of active negotiations with YouTube and many are also believed to be frustrated by their inability to reach a deal.

>All are hoping to get a big payout from YouTube's new owner, Google, which bought the website for \$1.65 billion last fall. Search giant ended 2006 with nearly \$4 billion cash and has a market cap of close to \$150 billion.

>In the meantime, however, all are passively allowing YouTube to keep up many clips of their content. By not issuing takedown notices, as Viacom did, they're demonstrating they think the video site has some promotional value, or that they don't want to alienate its users.

>Viacom previously had the same strategy. Even in October, when it asked the Netco to take down only about 10,000 of the longest clips of its shows, it allowed tens of thousands of shorter ones to stay online.

>News Corp., which has its own Web properties like MySpace and isn't as dependent on YouTube to distribute its content online, also hasn't been getting along well with the video site recently. Last week it demanded that YouTube not only take down episodes of "24" and "The Simpsons," but identify the users who uploaded them.

>If other traditional media companies aren't able to find common ground to forge an agreement with Google and YouTube, then there will likely be more public disputes and takedown requests.

>In a worse case scenario, there could potentially be copyright infringement lawsuits, like those Universal Music already filed against video websites Grouper and Bolt.com.

>"With the News Corp. issue and now this, you're seeing the first sparks of something that could ignite in the future," IDC research manager Rachel Happe said.

>Several big media congloms have also been talking about launching a YouTube competitor with all of their content pooled together. But insiders say that while the talks aren't dead, it's unlikely there will be an agreement anytime

---

soon.

>CBS is the only network to have pacted with YouTube, along with record labels Universal, Warner, and Sony BMG.

>However, all four agreements, reached in the fall, included YouTube rolling out the content identification system as a key provision.

>Though it was promised by the end of last year, YouTube is still working on deploying it.

>"Content identification architecture is not one single component, but rather a collection of tools for our partners, some of which are already in use," YouTube co-founder Chad Hurley told Daily Variety in a statement. "We will continue to evolve these tools and roll out additional components over time."

>Big media execs have been increasingly friendly toward websites that are earning money off their content, recognizing that ignoring or attacking them could alienate young consumers.

>In fact, Viacom itself even pacted with Google Video last summer for a test of an ad-supported video syndication service.

>But it was clear that the seas between Hollywood and Silicon Valley may be getting choppy again in the two companies' public statements issued on Friday.

>"Filtering tools promised repeatedly by YouTube and Google have not been put in place, and they continue to host and stream vast amounts of unauthorized video," Sumner Redstone-led conglomerate said. "YouTube and Google retain all of the revenue generated from this practice, without extending fair compensation to the people who have expended all of the effort and cost to create it." >

>By the afternoon, YouTube shot back that "it's unfortunate that Viacom will no longer be able to benefit from YouTube's passionate audience which has helped to promote many of Viacom's shows."

>Conglomerate noted that it has a broad array of Web properties that feature its content. However, none match the availability and ease-of-use of YouTube.

>MTV-owned iFilm, for instance, legally posts full episodes of shows like "The Colbert Report" and "Laguna Beach," but doesn't have nearly as many clips. In addition, YouTube users often cut up episodes to show only the exact moments that are most popular. >

# **Schapiro Exhibit 45**

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Subject: RE: some of the Blades Of Glory clips  
From: "Teifeld, Tamar - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TEIFELTA>  
To: 'Scott Hurwitz'  
Cc: Date: Mon, 26 Feb 2007 21:53:54 +0000

Sorry – can you actually just send me the files?

Thanks!!

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From: Scott Hurwitz [mailto:scott@icedmedia.com]  
Sent: Monday, February 26, 2007 1:38 PM  
To: Teifeld, Tamar - Paramount  
Subject: some of the Blades Of Glory clips

cool?

lemme know.

"Blades of Glory" clips (in embeddable players):

"Singing On Floor" clip:

```
<object width="425" height="350"><param name="movie" value="http://www.youtube.com/v/NyTvPGHScsY" http://www.youtube.com/v/NyTvPGHScsY"></param><param name="wmode" value="transparent"></param><embed src="http://www.youtube.com/v/NyTvPGHScsY" http://www.youtube.com/v/NyTvPGHScsY" type="application/x-shockwave-flash" wmode="transparent" width="425" height="350"></embed></object>
```

<http://www.youtube.com/watch?v=NyTvPGHScsY> <<http://www.youtube.com/watch?v=NyTvPGHScsY&eurl=&eurl=>

"Skate Your Tits Off" clip:

```
<embed src="http://clipshack.com/player-cs-em.swf?key=00A9E6814359D46E" http://clipshack.com/player-cs-em.swf?key=00A9E6814359D46E" width="430" height="354"></embed>
```

<http://clipshack.com/Clip.aspx?key=00A9E6814359D46E>

"So Fat"

<http://clipshack.com/Clip.aspx?key=11E4CFCAEDFCD7A2>

"Sex Push Ups"

<http://www.ifilm.com/profile/thatisalsofunny/video/2825584>

```
<embed width="448" height="365" src="http://www.ifilm.com/efp" quality="high" bgcolor="000000" name="efp" align="middle" type="application/x-shockwave-flash" pluginspage="http://www.macromedia.com/go/getflashplayer" flashvars="flvbaseclip=2825584"></embed>
```

"Osmand"

[http://www.dailymotion.com/thatsfunny/video/x1883v\\_blades-of-glory-marie-osmond](http://www.dailymotion.com/thatsfunny/video/x1883v_blades-of-glory-marie-osmond)

"Baby Back"

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<http://addictingclips.com/Clip.aspx?key=A759E5708A97D93A>

<embed src="http://addictingclips.com/player-ac-em.swf?key=A759E5708A97D93A" width="430" height="354"></embed>

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