

Schapiro Exhibit 46

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From: Jeffrey Bell
Sent: Tuesday, March 13, 2007 8:28 PM
To: Sarah Cruz; Courtney Nieman
Subject: Detailed Drescriptions of Authorized Paramount Clips

In order for us to recognize, and memorize authorized clips I have taken the time to describe the video and audio tracks that have been posted by Paramount.
This is a list for Norbit, Flushed Away, and Zodiac.
These descriptions are for a reminder after viewing the clips.

I will not take down these clips
I will not take down these clips
I will not take down these clips
I will not take down these clips
I will not take down these clips :)

Official Profile Names

YouTube: Paraccount

Revver: Paramount

Veoh: ParamountPictures

Break.com: Paramount Pictures

MySpace.com: Myspace.com/themoviemonkey

—
General Profile Names (used on multiple sites)

Thatsfunny

Thatisalsofunny

Thatsnotfunny

BroadwayJoe

BroadwayJoe415

PinkStrawberry

PinkStrawberry1

ParkMyVibe

FiveChemical

NORBIT:

6/13/2008

Clip Name: Meet Rasputia

<http://www.addictingclips.com/Clip.aspx?key=123ED23BA2273C25>

Video: Look for Title font with words Meet Rasputia in BOLD RED letters with red background.

Audio: "Excuse me Buster! I think I need an adjustment over here" vs. Pussycat Dolls - Dont cha'

Clip Name: LLoyd the dog clip a.k.a. talking dog

<http://www.addictingclips.com/Clip.aspx?key=F2858FEE9EA2395F>

Video: Looks like a screener copy with timers on the borders of the clip. Its an ugly dog.

Audio: The dog says "That woman is an animal!"

Clip Name: Donald vs. Rasputia

<http://www.addictingclips.com/Clip.aspx?key=6E71646DBE228787>

Video: This one looks like a mash-up of Norbit and Donald Trump on T.V. news program

Audio: This is a mash-up with Pussycat Dolls - Don't Cha'

FLUSHED AWAY:

Clip Name: Dancing Slugs a.k.a Everybody dance now

<http://video.simandsim.com/video/826be4fe-9d94-4037-be4f-985900f1681a.htm>

Video: Flushed Away Slugs dancing with white background

Audio: C+C Music Factory - Everybody Dance Now

Clip Name::Indian Thriller with the Dancing Slugs

<http://www.addictingclips.com/Clip.aspx?key=9B0D1C061CA332B7>

Video: Michael Jackson impersonator with Slugs on set of Thriller Video

Audio: Messed up soundin' Thriller track with screaming and stuff. Just look for the slugs at this point :)

Clip Name: Chicken Noodle Soup a.k.a. Chicken Noodle Slugs

<http://www.vsocial.com/video/?d=50798>

Video: Camera points to floor and school desk then pans to slugs dancing in classroom (This is all C.G.I.)

Audio: The song Chicken Noodle Soup.

Clip Name: Mr. T and Dancing Slugs a.k.a. I pity the fool!!!

<http://www.vsocial.com/video/?d=50997>

Video: Slugs with 70's singers and Mr. T

Audio: Mr. T apparently can rap!

Clip Name: Dancing Guy

http://www.zippyvideos.com/3386380256142096/billy_jean_slugs_sor/

Video: O.K. this is a bald guy in jeans dancing with the superimposed slugs on a small stage.

Audio: Michael Jackson - Billie Jean

Clip Name: David Hasselhof(sp) and the dancing slugs

<http://www.addictingclips.com:80/Clip.aspx?key=6BA6735EB40A799B>

Video: The Hoff is flying with the slugs

Audio: Techno music, I don't recognize the artist or song.

ZODIAC:

Clip Name: zodiac_gyllenhaal

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_gyllenhaal_lrg.asx

Video: Interview with Jake G. in front of Zodiac poster

Audio: Interview with Jake G. in front of Zodiac poster

Clip Name: Can I give you a ride

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_give_you_a_ride_lrg.asx

Video: 2 cars on deserted road a woman and a baby meet a man who offers them a ride.

Audio: The man asks "Are you O.K."

Clip Name: Zodiac First Murder

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_first_murder_lrg.asx

Video: Two young people in a car at a lovers point

Audio: The guy in the car says "Do you want me to tell him to leave" another car is shown pulling away.

Clip Name: Zodiac Trailer

6/13/2008

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_lrg.asx

6/13/2008

HIGHLY CONFIDENTIAL

BAYTSP 004270656

Schapiro Exhibit 47

From: Tipton, Kristina - Paramount [Kristina_Tipton@Paramount.com]
Sent: Thursday, March 15, 2007 12:51 AM
To: Mark M. Ishikawa; Courtney Nieman
Cc: Al Perry; Amy Powell; Teifeld, Tamar - Paramount
Subject: RE: Paramount - Upcoming Online Content

Categories: V - Paramount

Hi Courtney and Mark,

As promised, here are the links to our placements for the Shooter mash-up features:

VEOH

<http://www.veoh.com/videos/v276975dgZnNG5J>
<http://www.veoh.com/videos/v276996tXjwpw72>
<http://www.veoh.com/videos/v277021ZA574nQh>
<http://www.veoh.com/videos/v277046bpfaFg42>
<http://www.veoh.com/videos/v277214CDcMgzC2>
<http://www.veoh.com/videos/v2772392C5f8P9C>
<http://www.veoh.com/videos/v277257TKmqTnJX>
<http://www.veoh.com/videos/v282558Jebm72fN>
<http://www.veoh.com/videos/v282566TAKT5WEq>
<http://www.veoh.com/videos/v282572yFnetZm4>
<http://www.veoh.com/videos/v282582aZ6HDdwm>
<http://www.veoh.com/videos/v2825907h2Rr8qH>
<http://www.veoh.com/videos/v282598ZzFg8tKR>
<http://www.veoh.com/videos/v282604rC5cAH8m>
<http://www.veoh.com/videos/v282607NcSHdKeh>
<http://www.veoh.com/videos/v276967j6xhcBfD>
<http://www.veoh.com/videos/v282618yjk36pf4>
<http://www.veoh.com/videos/v2827178g9QB8zT>
<http://www.veoh.com/videos/v282760GEDqfgBH>
<http://www.veoh.com/videos/v282764q9DcEr4a>
<http://www.veoh.com/videos/v2827709BnCrSTe>
<http://www.veoh.com/videos/v282780htZm9nwf>
<http://www.veoh.com/videos/v282811DEBZzYEx>
<http://www.veoh.com/videos/v282821ng2r86dd>
<http://www.veoh.com/videos/v282832TnHC89cy>
<http://www.veoh.com/videos/v282840z4mdPsbC>
<http://www.veoh.com/videos/v282855f5x75pcZ>
<http://www.veoh.com/videos/v282893hDGh5Gta>
<http://www.veoh.com/videos/v282896hfZ3f6Wc>
<http://www.veoh.com/videos/v282910KwRgERYM>
<http://www.veoh.com/videos/v282931rwznRwWZ>
<http://www.veoh.com/videos/v282965N2ZDwtss>
<http://www.veoh.com/videos/v283187QseKMBDp>
<http://www.veoh.com/videos/v283209tZTbCK8x>
<http://www.veoh.com/videos/v283225aSw3RmK>
<http://www.veoh.com/videos/v283259JAFpZk8G>
<http://www.veoh.com/videos/v283270C5sHM3nh>
<http://www.veoh.com/videos/v283307eB7PHhSH>
<http://www.veoh.com/videos/v283365mbj8AHcY>
<http://www.veoh.com/videos/v277263DDBgcW5r>
<http://www.veoh.com/videos/v277286HxHE8Qwa>

GOOGLE

<http://video.google.com/videoplay?docid=-2320160399059740506>

http://video.google.com/videoplay?docid=-2832991326811772218
http://video.google.com/videoplay?docid=2726785170982256640
http://video.google.com/videoplay?docid=6824633233538711034
http://video.google.com/videoplay?docid=6062041933794440389
http://video.google.com/videoplay?docid=4259031984206873292
http://video.google.com/videoplay?docid=-3476712992296442885
http://video.google.com/videoplay?docid=7170643610410433349
http://video.google.com/videoplay?docid=-8981784807064466604
http://video.google.com/videoplay?docid=3306963858496459868
http://video.google.com/videoplay?docid=6135560183557256956
http://video.google.com/videoplay?docid=-8565970372556946146
http://video.google.com/videoplay?docid=-5775701006347230428
http://video.google.com/videoplay?docid=5665588054448918436
http://video.google.com/videoplay?docid=-5161676637207478006
http://video.google.com/videoplay?docid=546174108269291892
http://video.google.com/videoplay?docid=7355769337558376067
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http://video.google.com/videoplay?docid=8715472854161022215
http://video.google.com/videoplay?docid=-7630654653598833398
http://video.google.com/videoplay?docid=5777459988302188837
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http://video.google.com/videoplay?docid=7939377261946495437
http://video.google.com/videoplay?docid=-2212286205439105565
http://video.google.com/videoplay?docid=-3979987291339467236
http://video.google.com/videoplay?docid=8590965841272509127
http://video.google.com/videoplay?docid=-1412811217443514354
http://video.google.com/videoplay?docid=-2483413030007035982
http://video.google.com/videoplay?docid=8590965841272509127
http://video.google.com/videoplay?docid=8710543288780438500
http://video.google.com/videoplay?docid=-5621061614098504977
http://video.google.com/videoplay?docid=2914407994249125870

MYSPACE

http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014778333
http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014778189
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http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777395

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777405>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777417>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777032>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777041>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777020>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014776725>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014776401>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014775776>
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<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014775695>
<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014777812>

YOUTUBE

<http://www.youtube.com/watch?v=jAc7Si0MAgw>
<http://www.youtube.com/watch?v=FH2-6bTjtlS>
<http://www.youtube.com/watch?v=gzOPeKNZQSk>
http://www.youtube.com/watch?v=_xbOpn3_1-A
<http://www.youtube.com/watch?v=uK40s4LXf8o>
<http://www.youtube.com/watch?v=zzEoZtOwJwc>
<http://www.youtube.com/watch?v=HOyHSz1q6yY>
<http://www.youtube.com/watch?v=qlskQod25mY>
<http://www.youtube.com/watch?v=CrkPmZ8UMbg>
http://www.youtube.com/watch?v=_RpVVdvcXoo
<http://www.youtube.com/watch?v=UWbSvVTDE7E>
<http://www.youtube.com/watch?v=rXKUEutflEw>
http://www.youtube.com/watch?v=W_HVKXuC3iI
<http://www.youtube.com/watch?v=1uMI6n7Shuk>
<http://www.youtube.com/watch?v=g65NrMGSpJM>
<http://www.youtube.com/watch?v=sGFXurKuINY>
<http://www.youtube.com/watch?v=jc6b77cGjhg>
<http://www.youtube.com/watch?v=y2seS8fdDuo>
<http://www.youtube.com/watch?v=PdLhhGbd3UQ>
<http://www.youtube.com/watch?v=SX8KXs4onE>
<http://www.youtube.com/watch?v=DiSuF-c2CGA>
<http://www.youtube.com/watch?v=VU4uNEhe8qc>
<http://www.youtube.com/watch?v=DZ1nGHImM5U>
<http://www.youtube.com/watch?v=-YKfr9RO9ik>
http://www.youtube.com/watch?v=XKRf_hl_rAs
<http://www.youtube.com/watch?v=KlStDb3S-vg>
http://www.youtube.com/watch?v=_AKBiyWThfA
<http://www.youtube.com/watch?v=c1DmEgSJjnw>
<http://www.youtube.com/watch?v=KlStDb3S-vg>

<http://www.youtube.com/watch?v=SUwzgpGXAA0>
<http://www.youtube.com/watch?v=YOGygAOs1hM>
<http://www.youtube.com/watch?v=LHxU4BWGfJc>

Let me know if you have any questions. Thanks!

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

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

From: Tipton, Kristina - Paramount
Sent: Wednesday, March 14, 2007 1:51 PM
To: 'marki@baytsp.com'; 'courtney@baytsp.com'
Cc: Perry, Alfred - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Subject: RE: Paramount - Upcoming Online Content

Hi Courtney and Mark,

We have a trailer mash-up feature for *Disturbia* running on Eyespot, and we have been syndicating the resulting pieces on Veoh, Google, YouTube, and MySpace. Below are the direct links to the videos we've uploaded.

We are running a similar feature for *Shooter* - I'll be sending you those links later today.

For more details on the Eyespot feature, check them out at:
<http://www.eyespot.com/promotion/dreamworks/disturbia/>
and
<http://www.eyespot.com/promotion/paramount/shooter/>

Let me know if you have any questions. Thanks!

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

VEOH

1. <http://www.veoh.com/videos/v284927HWN9Zaer>
2. <http://www.veoh.com/videos/v289292P8wXQjHS>
3. <http://www.veoh.com/videos/v284958DCghYFW2>
4. <http://www.veoh.com/videos/v284976hSefpqnH>
5. <http://www.veoh.com/videos/v2849866qj76Pn5>
6. <http://www.veoh.com/videos/v289285fJwXsg6C>
7. <http://www.veoh.com/videos/v284996nShFezjq>
8. <http://www.veoh.com/videos/v285020er2hTrx8>
9. <http://www.veoh.com/videos/v285066zk2PhNhq>
10. <http://www.veoh.com/videos/v285090HjFfPFXm>
11. <http://www.veoh.com/videos/v285096f3FweCKa>
12. <http://www.veoh.com/videos/v289109SQFySGkN>
13. <http://www.veoh.com/videos/v289128KwE6EgNN>
14. <http://www.veoh.com/videos/v289213W6hBKEsK>
15. <http://www.veoh.com/videos/v289235QbN3StBH>
16. <http://www.veoh.com/videos/v289330c9Gk9J6J>
17. <http://www.veoh.com/videos/v284842ctTenh6b>

GOOGLE

1. <http://video.google.com/videoplay?docid=3870749568212373490>
2. <http://video.google.com/videoplay?docid=-4435006690707032385>
3. <http://video.google.com/videoplay?docid=42098963911958124>
4. <http://video.google.com/videoplay?docid=8886243909176310235>
5. <http://video.google.com/videoplay?docid=-8921309866626439330>
6. <http://video.google.com/videoplay?docid=-1091258297305731315>

7. <http://video.google.com/videoplay?docid=5393517544267290953>
8. <http://video.google.com/videoplay?docid=3730214465316357407>
9. <http://video.google.com/videoplay?docid=-3312438372034629987>
10. <http://video.google.com/videoplay?docid=-4096600168373214501>
11. <http://video.google.com/videoplay?docid=-3823319620187100413>
12. <http://video.google.com/videoplay?docid=5142712092861615054>
13. <http://video.google.com/videoplay?docid=4378233590066295739>
14. <http://video.google.com/videoplay?docid=-5782383847653287539>

MYSPACE

1. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013255668>
2. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013259638>
3. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013260496>
4. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013266368>
5. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2014778364>
6. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013269209>
7. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013269322>
8. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013280126>
9. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013279217>
10. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013280090>
11. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013617646>
12. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013626571>
13. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013626709>
14. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013627203>
15. <http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=2013245576>

YOUTUBE

1. <http://www.youtube.com/watch?v=oXAIzPEP8VU>
2. http://www.youtube.com/watch?v=HqU9TrI_hs0
3. <http://www.youtube.com/watch?v=YnprZMmWOqY>
4. <http://www.youtube.com/watch?v=z13GIEOgVyk>
5. <http://www.youtube.com/watch?v=dw-si0ZN1IQ>
6. http://www.youtube.com/watch?v=W4_14FMYKIs
7. http://www.youtube.com/watch?v=MV_ZcbqNZyw
8. <http://www.youtube.com/watch?v=W9a-pZSZuWU>

9. <http://www.youtube.com/watch?v=zz6JfidgYdA>
10. <http://www.youtube.com/watch?v=uMcM83E5Cs0>
11. <http://www.youtube.com/watch?v=vLuTpwK3hv8>
12. <http://www.youtube.com/watch?v=Y0Uc3MyeH28>
13. <http://www.youtube.com/watch?v=cASnORf1c0o>
14. <http://www.youtube.com/watch?v=mq674AfTk7E>
15. <http://www.youtube.com/watch?v=QP2gKfzocO8>

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

From: Tipton, Kristina - Paramount
Sent: Tuesday, March 13, 2007 7:16 PM
To: 'marki@baytsp.com'; 'courtney@baytsp.com'
Cc: Perry, Alfred - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Subject: Paramount - Upcoming Online Content

Hi Courtney and Mark,

I just wanted to make sure you got the links for our most recently released content (also included in the webmaster blasts you're on).

Let me know if you have any questions. Thanks!

Kristina Tipton
323-956-8453

Blades of Glory webisode 2 links

Window Media

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode2_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode2_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/bladesofglorymovie/BOG_webisode2_sml.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode2_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode2_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode2_sml.ram

Quicktime

http://www.bladesofglorymovie.com/public/video_files/BOG_webisode2_lrg.mov
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode2_med.mov
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode2_sml.mov

Shooter - Trailer Links

Quicktime

http://www.shootermovie.com/public/video_files/shooter_trailer1_large.mov
http://www.shootermovie.com/public/video_files/shooter_trailer1_medium.mov
http://www.shootermovie.com/public/video_files/shooter_trailer1_small.mov

Windows Media

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_56k.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_56k.asx

ooter/shooter_trailer1_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_med.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_56k.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_trailer1_lrg.ram

Shooter - "Way of the Sniper" Featurette

Windows Media

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_sml.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette2_sml.ram

Quicktime

http://www.shootermovie.com/public/video_files/shooter_featurette2_lrg.mov
http://www.shootermovie.com/public/video_files/shooter_featurette2_med.mov
http://www.shootermovie.com/public/video_files/shooter_featurette2_sml.mov

Flash

http://www.shootermovie.com/public/video_files/shooter_featurette2.flv

IPOD

http://www.shootermovie.com/public/video_files/shooter_featurette2_ipod.zip

Shooter - "Action" Featurette

Windows Media

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_sml.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/shooter/shooter_featurette4_sml.ram

Quicktime

[http://www.shootermovie.com/public/video_files/shooter_featurette4_lrg.m
ov](http://www.shootermovie.com/public/video_files/shooter_featurette4_lrg.mov)
[http://www.shootermovie.com/public/video_files/shooter_featurette4_med.m
ov](http://www.shootermovie.com/public/video_files/shooter_featurette4_med.m
ov)
[http://www.shootermovie.com/public/video_files/shooter_featurette4_sml.m
ov](http://www.shootermovie.com/public/video_files/shooter_featurette4_sml.m
ov)

Flash

http://www.shootermovie.com/public/video_files/shooter_featurette4.flv

Blades of Glory - Thoughts of Glory, Episodes 1 & 2

http://www.bladesofglorymovie.com/video/BOG_chazz_1_lrg.mov

http://www.bladesofglorymovie.com/video/BOG_jimmy_1_lrg.mov

NEXT - Theatrical Trailer

Window Media

[http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_lrg.asx](http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_lrg.asx)

[http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_med.asx](http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_med.asx)

[http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_sml.asx](http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/ne
xt/next_trailer1_sml.asx)

Real Media

[http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
t/next_trailer1_lrg.ram](http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
t/next_trailer1_lrg.ram)

[http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
t/next_trailer1_med.ram](http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
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[http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
t/next_trailer1_sml.ram](http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/nex
t/next_trailer1_sml.ram)

Quicktime

http://www.nextmovie.com/public/video_files/next_trailer1_lrg.mov

http://www.nextmovie.com/public/video_files/next_trailer1_med.mov

http://www.nextmovie.com/public/video_files/next_trailer1_sml.mov

PSP

http://www.nextmovie.com/public/video_files/next_trailer1_640.mov

Flash

http://www.nextmovie.com/public/video_files/next_trailer1_640.flv

IPOD

http://www.nextmovie.com/public/video_files/next_trailer1_ipod.zip

Zodiac EPK film clip links

Window Media

[http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zo
diac/zodiac_cant_discuss_the_case_with_you_lrg.asx](http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zo
diac/zodiac_cant_discuss_the_case_with_you_lrg.asx)

[http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zo
diac/zodiac_cant_discuss_the_case_with_you_med.asx](http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zo
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diac/zodiac_cant_discuss_the_case_with_you_sml.asx)

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diac/zodiac_go_front_page_sml.asx)

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Quicktime

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http://www.zodiacmovie.com/public/video_files/zodiac_cant_discuss_the_case_with_you_sml.mov

http://www.zodiacmovie.com/public/video_files/zodiac_go_front_page_lrg.mov
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[http://www.zodiacmovie.com/public/video_files/zodiac_hes_a_boy_scout_lrg
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med.mov)
[http://www.zodiacmovie.com/public/video_files/zodiac_murder_at_the_lake_
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sml.mov)

[http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_lr
g.mov](http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_lr
g.mov)
[http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_me
d.mov](http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_me
d.mov)
[http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_sm
l.mov](http://www.zodiacmovie.com/public/video_files/zodiac_nobody_else_will_sm
l.mov)

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[http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
ll_lrg.mov](http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
ll_lrg.mov)
[http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
ll_med.mov](http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
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[http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
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[http://www.zodiacmovie.com/public/video_files/zodiac_taxi_cab_letter_lrg
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[http://www.zodiacmovie.com/public/video_files/zodiac_taxi_cab_letter_sml
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.mov)

Flash

[http://www.zodiacmovie.com/public/video_files/zodiac_cant_discuss_the_ca
se_with_you.flv](http://www.zodiacmovie.com/public/video_files/zodiac_cant_discuss_the_ca
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ll.flv](http://www.zodiacmovie.com/public/video_files/zodiac_not_tracing_your_ca
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Zodiac TV Spots

Window Media

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http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_sml.asx

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_sml.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_letterfx_sml.ram

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/zodiac/zodiac_tvs_message_sml.ram

Quicktime

http://www.zodiacmovie.com/public/video_files/zodiac_tvs_letterfx_lrg.mov
http://www.zodiacmovie.com/public/video_files/zodiac_tvs_letterfx_med.mov
http://www.zodiacmovie.com/public/video_files/zodiac_tvs_letterfx_sml.mov

http://www.zodiacmovie.com/public/video_files/zodiac_tvs_message_lrg.mov
http://www.zodiacmovie.com/public/video_files/zodiac_tvs_message_med.mov
http://www.zodiacmovie.com/public/video_files/zodiac_tvs_message_sml.mov

Flash

http://www.zodiacmovie.com/public/video_files/zodiac_tvs_letterfx.flv
http://www.zodiacmovie.com/public/video_files/zodiac_tvs_message.flv

Blades of Glory - Champions on Ice

Window Media

http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode1_lrg.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode1_med.asx
http://mfile.akamai.com/17690/wmv/paramount.download.akamai.com/30/mp/bladesofglorymovie/BOG_webisode1_56k.asx

Real Media

http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode1_lrg.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/bladesofglorymovie/BOG_webisode1_56k.ram

des_of_glory/BOG_webisode1_med.ram
http://mfile.akamai.com/17690/rm/paramount.download.akamai.com/30/mp/blades_of_glory/BOG_webisode1_56k.ram

Quicktime
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode1_lrg.mov
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode1_med.mov
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode1_sml.mov

Flash
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode1.flv

IPOD
http://www.bladesofglorymovie.com/public/video_files/BOG_webisode1_ipod.zip

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

Schapiro Exhibit 48

From: "Johnson, Melissa" <Melissa.Johnson@spiketv.com>
Date: Mon, 19 Mar 2007 06:53:43 -0400
To: "Farrell, Vincent" <Vincent.Farrell@spiketv.com>
Cc: "Farrell, Steve" <Steve.Farrell@spiketv.com>
Subject: FW: Video Removed: Copyright Infringement

from Andy re. Youtube clips...

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

From: andrew duncan [mailto:andrew@bullrun.com]
Sent: Sun 3/18/2007 5:40 PM
To: Johnson, Melissa; Ladd, Jonathan; Levy, Sharon
Cc: 'Keith Hunter'
Subject: FW: Video Removed: Copyright Infringement

Hey guys,

I realize VIACOM is in the middle of a legal battle with YouTube but they are having all the Spike TV show stuff removed that we're advertising on our site.

Can you help us out here?

We're getting great traffic and buzz about the show through our website so to not be able to show this stuff to them is crazy.

Cheers,

Andy

From: Keith Hunter [mailto:jahpablo77@yahoo.com]
Sent: Saturday, March 17, 2007 8:18 PM
To: andrew@bullrun.com
Subject: Fwd: Video Removed: Copyright Infringement

Hey Andy,

Keith here. This is the email I registered the YouTube account with. It seems that Viacom is removing some of the videos I've uploaded as copyright infringement. It would be good if someone let's them know that this account is officially uploading videos for Bullrun, and therefore not violating any copyright laws. I'll forward you the email notice for the other video they removed as well.

--keith

Note: forwarded message attached.

Now that's room service! Choose from over 150,000 hotels in 45,000 destinations on Yahoo! Travel <http://travel.yahoo.com/hotelsearchpage;_ylc=X3oDMTFtaTlZNXVjBF9TAzk3NDA3NTg5BF9zAzI3MTk0ODEEcG9zAzIEc2VjA21haWx0YWdsaW5lBHNsawNxl%0d%0a> to find your fit.

List of attachments:

Video Removed: Copyright Infringement (Outlook item)

Subject: Video Removed: Copyright Infringement
From: "DMCA Notice" <SMTP:NO_REPLY@SUPPORT.YOUTUBE.COM>
To: keithhn
Cc: Date: Sat, 17 Mar 2007 05:54:03 +0000

YouTube | Broadcast Yourself™

Dear Member:

This is to notify you that we have removed or disabled access to the following material as a result of a third-party notification by Viacom International Inc. claiming that this material is infringing:

Bullrun Spike TV 7/20/06: <http://www.youtube.com/watch?v=rygea15ZwO4>

Please Note: Repeat incidents of copyright infringement will result in the deletion of your account and all videos uploaded to that account. In order to avoid future strikes against your account, please delete any videos to which you do not own the rights, and refrain from uploading additional videos that infringe on the copyrights of others. For more information about YouTube's copyright policy, please read the Copyright Tips <http://www.youtube.com/t/howto_copyright> guide.

If you elect to send us a counter notice, please go to our Help Center <<http://www.google.com/support/youtube/bin/answer.py?answer=58127>> to access the instructions.

Please note that under Section 512(f) of the Copyright Act, any person who knowingly materially misrepresents that material or activity was removed or disabled by mistake or misidentification may be subject to liability.

Sincerely,
YouTube, Inc.

Copyright © 2007 YouTube, Inc.

VIA 00222253

Schapiro Exhibit 49

Subject: RE: You Tube
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>
To: 'Globe, Anne'
Cc: Date: Thu, 22 Mar 2007 01:05:38 +0000

We are still uploading content to YouTube, but working very closely with our anti-piracy teams, etc. You should probably plan on uploading yourselves. tx

From: Globe, Anne [mailto:Anne.Globe@dreamworks.com]
Sent: Sunday, March 18, 2007 4:00 PM
To: Powell, Amy - Paramount
Subject: You Tube

Given your recent corporate dispute with You Tube, are you doing anything with the site? Should we plan to upload dancing babies ourselves? We should talk tomorrow.

Schapiro Exhibit 50

From: "John Elliott" <jelliott@mosaicla.com>
Date: Thu, 29 Mar 2007 11:00:41 -0700
To: "Teifeld, Tamar - Paramount" <Tamar_Teifeld@Paramount.com>, "
Crowell, Megan - Paramount" <Megan_Crowell@Paramount.com>
Subject: FW: 250k in Two Days

Numbers on the Blades episode...

From: digitalfilmmaker@gmail.com [mailto:digitalfilmmaker@gmail.com]
Sent: Thursday, March 29, 2007 9:16 AM
To: Douglas Sarine; John Elliott; John Battelle; Chas Edwards
Subject: 250k in Two Days

Hey Guys,

The Blades of Glory ep has gotten over 250k views/downloads in the last two days between YouTube and the Podcast.

I would guess that by Saturday it will have been seen ~500k.

Here's the current list of awards from YouTube:

#6 <<http://youtube.com/browse?t=t&p=1&s=mp&c=0&l=>> - Most Viewed (Today) - All
#1 <<http://youtube.com/browse?t=t&p=1&s=mp&c=23&l=>> - Most Viewed (Today) - Comedy - All
#6 <<http://youtube.com/browse?t=t&p=1&s=mp&c=0&l=EN>> - Most Viewed (Today) - English
#1 <<http://youtube.com/browse?t=t&p=1&s=mp&c=23&l=EN>> - Most Viewed (Today) - Comedy - English
#50 <<http://youtube.com/browse?t=w&p=3&s=mp&c=0&l=>> - Most Viewed (This Week) - All
#8 <<http://youtube.com/browse?t=w&p=1&s=mp&c=23&l=>> - Most Viewed (This Week) - Comedy - All
#7 <<http://youtube.com/browse?t=w&p=1&s=mp&c=23&l=EN>> - Most Viewed (This Week) - Comedy - English
#90 <<http://youtube.com/browse?t=m&p=5&s=mp&c=23&l=>> - Most Viewed (This Month) - Comedy - All
#1 <<http://youtube.com/browse?t=t&p=1&s=tr&c=0&l=>> - Top Rated (Today) - All
#1 <<http://youtube.com/browse?t=t&p=1&s=tr&c=23&l=>> - Top Rated (Today) - Comedy - All
#1 <<http://youtube.com/browse?t=t&p=1&s=tr&c=0&l=EN>> - Top Rated (Today) - English
#1 <<http://youtube.com/browse?t=t&p=1&s=tr&c=23&l=EN>> - Top Rated (Today) - Comedy - English
#9 <<http://youtube.com/browse?t=w&p=1&s=tr&c=0&l=>> - Top Rated (This Week) - All
#5 <<http://youtube.com/browse?t=w&p=1&s=tr&c=23&l=>> - Top Rated (This Week) - Comedy - All
#9 <<http://youtube.com/browse?t=w&p=1&s=tr&c=0&l=EN>> - Top Rated (This Week) - English
#5 <<http://youtube.com/browse?t=w&p=1&s=tr&c=23&l=EN>> - Top Rated (This Week) - Comedy - English
#71 <<http://youtube.com/browse?t=m&p=4&s=tr&c=0&l=>> - Top Rated (This Month) - All

#26 <<http://youtube.com/browse?t=m&p=2&s=tr&c=23&l=>> - Top Rated (This Month) - Comedy - All

#26 <<http://youtube.com/browse?t=m&p=2&s=tr&c=23&l=EN>> - Top Rated (This Month) - Comedy - English

#3 <<http://youtube.com/browse?t=t&p=1&s=md&c=0&l=>> - Most Discussed (Today) - All

#2 <<http://youtube.com/browse?t=t&p=1&s=md&c=23&l=>> - Most Discussed (Today) - Comedy - All

#3 <<http://youtube.com/browse?t=t&p=1&s=md&c=0&l=EN>> - Most Discussed (Today) - English

#2 <<http://youtube.com/browse?t=t&p=1&s=md&c=23&l=EN>> - Most Discussed (Today) - Comedy - English

#41 <<http://youtube.com/browse?t=w&p=3&s=md&c=0&l=>> - Most Discussed (This Week) - All

#8 <<http://youtube.com/browse?t=w&p=1&s=md&c=23&l=>> - Most Discussed (This Week) - Comedy - All

#40 <<http://youtube.com/browse?t=w&p=2&s=md&c=0&l=EN>> - Most Discussed (This Week) - English

#8 <<http://youtube.com/browse?t=w&p=1&s=md&c=23&l=EN>> - Most Discussed (This Week) - Comedy - English

#39 <<http://youtube.com/browse?t=m&p=2&s=md&c=23&l=>> - Most Discussed (This Month) - Comedy - All

#1 <<http://youtube.com/browse?t=t&p=1&s=mf&c=0&l=>> - Top Favorites (Today) - All

#1 <<http://youtube.com/browse?t=t&p=1&s=mf&c=23&l=>> - Top Favorites (Today) - Comedy - All

#1 <<http://youtube.com/browse?t=t&p=1&s=mf&c=0&l=EN>> - Top Favorites (Today) - English

#1 <<http://youtube.com/browse?t=t&p=1&s=mf&c=23&l=EN>> - Top Favorites (Today) - Comedy - English

#15 <<http://youtube.com/browse?t=w&p=1&s=mf&c=0&l=>> - Top Favorites (This Week) - All

#7 <<http://youtube.com/browse?t=w&p=1&s=mf&c=23&l=>> - Top Favorites (This Week) - Comedy - All

#14 <<http://youtube.com/browse?t=w&p=1&s=mf&c=0&l=EN>> - Top Favorites (This Week) - English

#6 <<http://youtube.com/browse?t=w&p=1&s=mf&c=23&l=EN>> - Top Favorites (This Week) - Comedy - English

#48 <<http://youtube.com/browse?t=m&p=3&s=mf&c=23&l=>> - Top Favorites (This Month) - Comedy - All

#6 <<http://youtube.com/browse?t=t&p=1&s=mrd&c=0&l=>> - Most Linked (Today) - All

#1 <<http://youtube.com/browse?t=t&p=1&s=mrd&c=23&l=>> - Most Linked (Today) - Comedy - All

#57 <<http://youtube.com/browse?t=w&p=3&s=mrd&c=0&l=>> - Most Linked (This Week) - All

#5 <<http://youtube.com/browse?t=w&p=1&s=mrd&c=23&l=>> - Most Linked (This Week) - Comedy - All

#68 <<http://youtube.com/browse?t=m&p=4&s=mrd&c=23&l=>> - Most Linked (This Month) - Comedy - All

#18 <<http://youtube.com/browse?t=t&p=1&s=ms&c=0&l=>> - Most Responded (Today) - All

#63 <<http://youtube.com/browse?t=w&p=4&s=ms&c=0&l=>> - Most Responded (This Week) - All

-K

--
Kent Nichols
<http://askaninja.com> <<http://askaninja.com>>
<http://hopeisemo.com>

Schapiro Exhibit 51

Subject: Hot Rod trailer launch plan

From: "Powell, Amy - Paramount" [REDACTED]

To: [REDACTED]

Cc: Date: Sun, 03 Jun 2007 15:23:21 +0000

we're launching on MySpace.com, IGN.com, RottenTomatoes.com, and AskMen.com at 10am PT on Thursday, June 7th. Within MySpace, the trailer will live on our Hot Rod profile, www.myspace.com/rodkimble. It will be exclusive online to these sites for four days before it can be placed on other domestic websites.... but we'll obviously place on youtube, etc. same day.

Schapiro Exhibit 52

Subject: Re: Important: IRON MAN / YouTube clips
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>
To: Tipton, Kristina - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar - Paramount; Bordo, Sara - Paramount; Dickehut, Robb - Paramount; Morgan, Stephanie - Paramount; Worsnup, Mickey - Paramount
Cc: Date: Thu, 02 Aug 2007 23:45:24 +0000

Drive to youtube

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

From: Tipton, Kristina - Paramount
To: Powell, Amy - Paramount; Chiang, Cat - Paramount; Teifeld, Tamar - Paramount; Bordo, Sara - Paramount; Dickehut, Robb - Paramount; Morgan, Stephanie - Paramount; Worsnup, Mickey - Paramount
Sent: Thu Aug 02 16:43:55 2007
Subject: RE: Important: IRON MAN / YouTube clips

Hi Amy,

Will we be posting this on other video sites as well, or just having people drive to YouTube to view?

Thanks!

Kristina Tipton

Interactive Marketing

Paramount Pictures

323-956-8453

www.HotRodMovie.com <<http://www.hotrodmovie.com/>>

From: Powell, Amy - Paramount
Sent: Thursday, August 02, 2007 12:09 PM
To: Chiang, Cat - Paramount; Teifeld, Tamar - Paramount; Bordo, Sara - Paramount; Dickehut, Robb - Paramount; Morgan, Stephanie - Paramount; Worsnup, Mickey - Paramount; Tipton, Kristina - Paramount
Subject: Important: IRON MAN / YouTube clips
Importance: High

Jon Favreau posted his youtube vid from comic con.

can you all help get this promoted in a big way?

> <http://www.youtube.com/watch?v=O6AaeZNTssc>

Schapiro Exhibit 53

From: "Hallie, Michelena" <Michelena.Hallie@mtvn.com>
Date: Thu, 16 Aug 2007 02:39:30 -0400
To: "Kauffman, Stuart" <Stuart.Kauffman@mtvstaff.com>
Cc: "Morales, Cindy" <Cindy.Morales@mtvstaff.com>, "Solow, Warren" <Warren.Solow@viacom.com>
Subject: RE: Hills on Youtube

Redacted
for
Privilege

Actually we're ok with uploading our own material on youtube for promotional purposes. 

You just have to let Warren and Cindy know the ip addresses of the people uploading the material so they don't take it down as part of our enforcement efforts.

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

From: Kauffman, Stuart
Sent: Wednesday, August 15, 2007 5:56 PM
To: Hallie, Michelena
Subject: FW: Hills on Youtube

Redacted
for
Privilege

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

From: Zan, Koethi
To: Kauffman, Stuart; Wojtenko, Alexandra
Cc: Encarnacion, Yvette; Parks, Ken - MTV
Sent: Wed Aug 15 15:27:06 2007
Subject: RE: Hills on Youtube

yes we know about the existence of the emoticlips, but did not know anything about bradley & montgomery. Alex - can you check in with hillary cohen & see if she can point you to the person who would have handled that deal.

either way, yes we should find out from michelena if we can upload to youtube.

From: Kauffman, Stuart
Sent: Wednesday, August 15, 2007 3:06 PM
To: Zan, Koethi; Wojtenko, Alexandra
Cc: Encarnacion, Yvette; Parks, Ken - MTV
Subject: FW: Hills on Youtube

Redacted
for
Privilege

Stuart Kauffman
Senior Counsel, Intellectual Property
& Litigation
MTV Networks
1515 Broadway, 34-55
New York, NY 10036

E. stuart.kauffman@mtvstaff.com

Privileged & Confidential Attorney Client Communication. Do Not Disclose.

Click to add my contact info to your organizer:
<http://my.infotriever.com/vh6gt1sl>

From: Encarnacion, Yvette
Sent: Wednesday, August 15, 2007 2:48 PM
To: Kauffman, Stuart
Subject: FW: Hills on Youtube

I will fill you in ...

From: Hambidge, Vanessa
Sent: Wednesday, August 15, 2007 2:32 PM
To: Encarnacion, Yvette
Subject: Hills on Youtube

Not that I want to get anyone into trouble but this came across my desk and remembered our convo in the Life of Ryan weekly.....so forwarding!

<http://www.youtube.com/user/MTVTheHills> <<http://www.youtube.com/user/MTVTheHills>>

MTV Combats 'Sucky' Relationships
August 09, 2007
By Kamau High

CLICK HERE TO VIEW THE AD <http://www.adweek.com/aw/creative/article_display.jsp?vnu_content_id=1003623867>

NEW YORK What's the best way to tell someone that they're dating a "sucky" person?

If things go independent Bradley & Montgomery's way, high-school girls will be doing it with short clips from season two of MTV's serial reality drama, The Hills. The snippets show series characters Lauren, Heidi and others saying just that sort of thing. The shorts, which promote the show's release on DVD, were uploaded to YouTube last Friday.

Schapiro Exhibit 54

From: "Wahtera, Megan - Paramount" <Megan_Wahtera@Paramount.com>
Date: Fri, 14 Sep 2007 09:01:02 -0700
To: "Scott Hurwitz" <scott@icedmedia.com>, "Powell, Amy - Paramount"
Cc: "Tipton, Kristina - Paramount" <Kristina_Tipton@Paramount.com>, "Teifeld, Tamar - Paramount" <Tamar_Teifeld@Paramount.com>, "Simard, Stephanie - Paramount" <Stephanie_Simard@Paramount.com>, <barrett@icedmedia.com>, <sarah@icedmedia.com>
Subject: RE: HBK ICED Update 9/7/07

Hi Scott -

I know Tamar already checked in with you - but looking forward to chatting about outreach today.

Our numbers really have not gone up at all in the last week, so want to see what we can all be doing to help in this front asap.

Now that we have all our creative changes in place, we are going to start the sponsored stories/media again,

so hopefully this will help, but let's discuss.

Thanks!

Megan

From: Scott Hurwitz [mailto:scott@icedmedia.com]
Sent: Friday, September 07, 2007 2:22 PM
To: Powell, Amy - Paramount
Cc: Tipton, Kristina - Paramount; Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; barrett@icedmedia.com; sarah@icedmedia.com
Subject: HBK ICED Update 9/7/07

Both Promo and Facebook reports attached...

The Heartbreak Kid Online Promo Update

52 different sites are now featuring HBK content that we've distributed. There are over 55,000 combined views of the trailer from the 18 different sites we've uploaded to thus far. Highlights this week include 8 new features on Ebaum's World, Cinema Blend, Mog, Toxic Shock TV and others. The brand new soundboard from the film has already proved a helpful asset, and new features using that content should be going live over the next few days. The clips that are exclusive to social networks right now will be helpful in the coming weeks as well.

Interview requests, various talent:

Malin Akerman, Rob Corddry, Michelle Monaghan, Danny McBride
Bullz-eye- 4.3Mil
Crave- 3Mil
FHM- 500K
EntertainmentWorld- 500K
AskMen/IGN- 24Mil
Stuff- 500K
MovieWeb- 700K
ComedyCentralInsider- 1Mil
Apiary- 50K

New Features

Cinema Blend

<http://www.cinemablend.com>

<http://www.cinemablend.com/new/Heartbreak-Kid-Sounds-Off-6283.html>

(250,000 unique visitors each month)

- Posted HBK soundboard

Ebaum's World

<http://www.ebaumsworld.com>

<http://www.ebaumsworld.com/soundboards/play/36549/>

(1,000,000 unique visitors each month)

- Uploaded HBK soundboard

The Frat Pack Fan Page

<http://www.the-frat-pack.com>

<http://www.the-frat-pack.com/reviews/heartbreakkid.html>

- Updated HBK page with pictures, posters etc.

Fuzzy Lion

<http://www.fuzzylion.com>

<http://www.fuzzylion.com/2007/09/heartbreak-kid-soundboard/>

- Posted HBK soundboard on homepage

Iced Blog

<http://www.icedblog.com>

<http://icedblog.com/?p=266>

- Posted HBK soundboard on homepage

Mog

<http://mog.com>

http://mog.com/read/news/all/all/most_recent/today

- Posted story about soundtrack
- Included embedded trailer

Slacker Network

<http://www.slackernetwork.com>

- Posted link to HBK soundboard

Toxic Shock TV

<http://www.toxicshock.tv>

<http://www.toxicshock.tv/news/2007/06/14/heartbreak-kid-trailer-1/>

- Posted trailer on homepage

Past Features

Bongorama

<http://www.bongorama.com>

<http://www.bongorama.com/music/2007/08/new-flaming-lips-on-heartbreak-kid.html>

- Posted soundtrack track listing

Cinema Blend

<http://www.cinemablend.com>

<http://www.cinemablend.com/gallery/previews/The-Heartbreak-Kid-1983.html>

(250,000 unique visitors each month)

- Added picture gallery to HBK page, still featured on homepage of site

-
- (removing 'thumbs up' image)

Esport

<http://www.esport.wordpress.com>

<http://esport.wordpress.com/2007/08/26/trailer-the-heartbreak-kid-starring-ben-stiller/>

(100,000 unique visitors each month)

- Posted news feature on homepage
- links to trailer

IGN

<http://www.ign.com>

http://media.movies.ign.com/media/736/736879/imgs_1.html

(24,000,000 unique visitors each month)

- Added Heartbreak Kid photo gallery

IMDB

<http://www.imdb.com>

<http://imdb.com/title/tt0408839/>

- Added movie poster to HBK information page

IMDB

<http://www.imdb.com>

<http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery> <[http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery](http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery&path_key=0408839)&path_key=0408839>

www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery&path_key=0408839

- Heartbreak Kid updated with 20 new photos from film shoot

Movie Web

<http://www.movieweb.com>

<http://www.movieweb.com/movies/film/34/4334/gal2877/>

(5,000,000 unique visitors each month)

- Posted HBK gallery on HBK page

Movies Online

<http://www.moviesonline.ca>

- Heartbreak Kid poster featured on homepage of site

Pitchfork Media

<http://www.pitchforkmedia.com>

<http://www.pitchforkmedia.com/page/news/45173-new-flaming-lips-on-iheartbreak-kidi-soundtrack>

(3,000,000 unique visitors each month)

- homepage article on soundtrack on the biggest indie music blog online
- posted link to trailer

Poster Geek

<http://www.postergeek.com>

<http://postergeek.com/posters.php?id=10123>

- Heartbreak Kid poster featured on homepage

The Playlist

<http://www.theplaylist.blogspot.com>

<http://theplaylist.blogspot.com/2007/08/flaming-lips-david-bowie-sweeten.html>

- Posted news about soundtrack
- posted link to trailer

Shout Mouth

<http://www.shoutmouth.com>
<http://www.shoutmouth.com/index.php/news/25688>
(100,000 unique visitors each month)

- Homepage news item with soundtrack information and embedded trailer

Spin Magazine

<http://www.spin.com>
http://www.spin.com/features/news/2007/08/070827_ramones_flaminglips/
(1,000,000 unique visitors each month)

- Posted soundtrack track listing on homepage

Static Multimedia

<http://www.staticmultimedia.com>
http://www.staticmultimedia.com/content/film/news/news_1187987362?info=film
(100,000 unique visitors each month)

- Posted trailer on homepage

Stereoboard

<http://www.stereoboard.com>
<http://www.stereoboard.com/content/view/5770/46/>

- Homepage news item about soundtrack with link to trailer

Aced Magazine

<http://www.acedmagazine.com>
<http://acedmagazine.com/content/view/390/1/>
(1,000,000 unique visitors each month)

- Posted newsstory and trailer on homepage

All Urban News

<http://www.allurbannews.com>
http://www.allurbannews.com/urban_news/the_heartbreak_kid_starring_ben_stiller_jerry_stiller_rob_corddry_carlos_mencia_and_malin_akerman_video

- Posted newsstory on homepage

The Celebrity Café

<http://www.thecelebritycafe.com>
<http://thecelebritycafe.com/downloads/Detailed/433.html>
(4,700,000 unique visitors each month)

- Posted trailer on homepage

Cinema Confidential

<http://www.cinecon.com>
<http://www.cinecon.com/news/888/trailer-for-the-heartbreak-kid-online/>

- Posted trailer on homepage

Cinema Blend

<http://www.cinemablend.com>
<http://cinemablend.com/previews/The-Heartbreak-Kid-1983.html>
(250,000 unique visitors each month)

- Featured movie on homepage along with more information within site

Crave Online

<http://www.craveonline.com>
http://www.craveonline.com/filmtv/videos/00004890/the_heartbreak_kid.html
(2,900,000 unique visitors each month)

- Posted trailer on Film and TV page

Free Oops

<http://www.freeoops.net>

<http://www.freeoops.net/openNews.aspx?news=40e9d5d6-3046-4084-9200-200e5f9d0ee3>

(600,000 unique visitors each month)

Fuzzy Lion

<http://www.fuzzylion.com>

<http://www.fuzzylion.com/2007/08/the-heartbreak-kid/>

- Posted trailer on homepage

Hip Hop Ruckus

<http://www.hiphopruckus.blogspot.com>

<http://hiphopruckus.blogspot.com/2007/08/heartbreak-kid-starring-ben-stiller.html>

(100,000 unique visitors each month)

- Posted newsstory and trailer on homepage

Hollywood Elsewhere

<http://hollywood-elsewhere.com>

http://hollywood-elsewhere.com/archives/2007/08/heartbreak_kid.php

- Posted trailer on homepage

Iced Blog

<http://www.icedblog.com>

<http://icedblog.com/?p=252>

- Posted trailer on homepage

JuJuNo

<http://jujuno.blogspot.com>

<http://jujono.blogspot.com/2007/08/heartbreak-kid-trailer.html>

- Posted trailer on homepage

Middle Child Promotions

<http://middlechildpromotions.com>

<http://middlechildpromotions.com/film.html>

(300,000 unique visitors each month)

- Posted poster and link to trailer on home and film pages

Movie Poster Addict

<http://www.movieposteraddict.com>

<http://www.movieposteraddict.com/2007/08/23/the-heartbreak-kid-poster/>

- Posted movie poster on homepage

Movie Marketing Madness

<http://www.moviemarketingmadness.com>

<http://www.moviemarketingmadness.com/blog/2007/08/23/heartbreak-kid-poster/>

- Posted poster on homepage

News Today

<http://www.newstoday.com>

(t600,000 unique visits each day)

- Posted link to trailer on homepage

Superior Pics

<http://www.superiorpics.com>

http://news.superiorpics.com/2007/08/18/The_Heartbreak_Kid_New_Trailer.html

(150,000 unique visitors each month)

-
- Posted trailer on newspaper

Video Detective

<http://www.videodetective.com>

(1,600,000 unique visitors each month)

- HBK featured on homepage
- HBK featured on "what's hot" section

Viral Sites

55,137 views to date

Brightcove

<http://www.brightcove.com/title.jsp?title=1137840982> <<http://www.brightcove.com/title.jsp?title=1137840982&channel=791834050>> &channel=791834050

(1,262 views)

Clevver

<http://www.clevver.com/video/19023/The-Heartbreak-Kid-Trailer.php>

(14,430 views)

Clipshack

<http://clipshack.com/Clip.aspx?key=F58791C207547B40>

(9,987 views)

Cool Streaming Video

http://video.coolstreaming.us/view_video.php?viewkey=7497b1a96d6104ad339f

(9,467 views)

Daily Motion

<http://www.dailymotion.com/thatsfunny/video/4657466>

(5,276 views)

Ebaums World

<http://www.ebaumsworld.com/video/watch/32795/>

(311 views)

Flukiest

http://www.flukiest.com/media?f_id=703714

(6,081 views)

Funny or Die

<http://www.funnyordie.com/videos/d887aaaa32>

(114 views)

iFilm

<http://www.ifilm.com/profile/thatisalsofunny/video/2887093>

(531 views)

Metacafe

http://www.metacafe.com/watch/780104/the_heartbreak_kid_trailer/

(1,010 views)

Putfile

<http://media.putfile.com/The-Heartbreak-Kid-Trailer>

(44 views)

Revver

<http://one.revver.com/watch/365795>
(215 views)

Sevenload
<http://en.sevenload.com/videos/iGImA4W/The-Heartbreak-Kid-Trailer>
(5,464 views)

The Entertainment World
http://www.theentertainmentworld.tv/videos/media/135/The_Heartbreak_Kid_Trailer/
(160 views)

Veoh
<http://www.veoh.com/videos/v1018003BKJ9aEYk>
(742 views)

Vidiac
<http://www.vidiac.com/video/2cd14f77-31ca-4107-9f7f-999200f337f6.htm>
(6,464 views)

Vidilife
<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7>>
&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7
(4,694 views)

Video Detective
http://videodetective.com/movies/THE_HEARTBREAK_KID/trailer/P00189537.htm

Schapiro Exhibit 55

From: Mylan Beauford
To: Ariana Urbont@mtvstaff.com; Andrea Manning@mtvstaff.com
Cc: Jessica.Nicola@mtvstaff.com; David.French@mtvstaff.com; Christy Wise
Bcc:
Subject: Perez Hilton leaked video from Celebrity Rap Superstar

Hi All-

The leaked Perez video received a lot of initial pick-up from the TMZ feature on Friday. However the video truly went viral this weekend before it was removed from YouTube. According to my Google search, it was listed as one of the top viewed videos on YouTube on Friday night. I believe the video may have been featured on YouTube's homepage as well because there was a tremendous spike in traffic Saturday night. From the email account I used (GossipGirl40) to upload the video I received over a 1,000 comments between Saturday and Sunday and I'm sure tons of views. Unfortunately I can't provide a screenshot since the page was removed.

Most of the comments were mild, commenting on how crazy and diva-ish Perez Hilton has become.

Since the removal, another YouTube-er has re-posted the behind the scenes video, so the video continues to stay viral. I think the video was an incredible assets in keeping 'buzz' going on the show, I would recommend that in the future we leak during the week to better track its spread—especially if choose to use YouTube where Viacom material will be removed.

Mylan Beauford
Mgr. Publicity & Promotions
Fanscape, Inc.
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Los Angeles, CA 90068
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F: 323.785.7101
<http://www.fanscape.com/blog>

mylanb@fanscape.com
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This email and any attached files contain confidential information and are intended only for the individual or entity named. If you are not the named addressee, you are notified to not disseminate, disclose, print, distribute or copy this e-mail and any such action in reliance upon the information contained herein is strictly prohibited. Please notify the sender immediately by e-mail if you have received this e-mail in error and delete this e-mail from your system.

Google Search shows YouTube Most viewed videos

http://blogsearch.google.com/blogsearch?hl=en&session=tUKvZ45y25ibdrBN5jR0L7p8zrqiCm427-qFtcwvaG4x0TfSkWVNuPuewKaoYYWu3CjnxtnXwPvtk0ebQ1ZlwG3d0BGSBBD-GPZMWV2fmWraBQWas8l5_kULYN5qTFGCHqcbYslysbCbhN4y12GrGTvCgUAEwOjKbj3LmjVMfPMjTJDQr3uHx9lodFV0V87yW_8LpkU7vgYwLsDTkPsoZTBVE&ie=UTF-8&q=Youtube+Perez+hilton

Leak Placements

TMZ <http://www.tmz.com/>

News mention on homepage
Site traffic: 7,107,000 unique visitors per month

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

<http://www.tmz.com/2007/09/14/perez-and-shar-in-celebrity-rap-superstar-drama/>

Stupid Celebrities <http://stupidcelebrities.net>

News mention on homepage
Site traffic: 10,000 unique visitors per month

<http://stupidcelebrities.net>

<http://stupidcelebrities.net/2007/09/15/perez-hilton/>

To Clips <http://www.toclips.com>

Leaked video

Site traffic: 10,000 unique visitors per month

<http://www.toclips.com/index.php/perez-hilton-freaking-out/>

The Human Meat Market <http://www.phuckqu.com/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://www.phuckqu.com/blog/blog_view.php?entry_id=13537&user_id=1

Mad Hollywood <http://www.madhollywood.com>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://www.madhollywood.com/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama/>

BruMedia <http://movies.brumedia.com>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://movies.brumedia.com/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama-tmzcom/>

Celebrity Blogs <http://www.blixblogs.net/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://www.blixblogs.net/2007/09/14/perez-celebrity-rap-superstar-drama/>

Love is Shit <http://love-is-shit.blogspot.com>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://love-is-shit.blogspot.com/2007/09/in-rap-shar-perez-drama-superstar.html>

Celebrity News 24-7 <http://www.celebritynews24-7.com/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://www.celebritynews24-7.com/perez-shar-in-celebrity-rap-superstar-drama/>

Lauren Jessop Modeling <http://www.laurenjessop.com/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://www.laurenjessop.com/modeling-blog/2007/09/14/perez-shar-in-celebrity-rap-superstar-drama/>

Celebrity Gossip Videos <http://celebrities.video-sponge.com>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://celebrities.video-sponge.com/view/5424-perez-hilton-freaking-out.html>

UmmYeah <http://ummyeah.com>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

http://ummyeah.com/page/Perez_Hilton_Freaking_Out

TO Gawp <http://togawp.com/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://togawp.com/entry/perez-hilton-freaking-out-mtc-celebrity-rap-superstar-092007/>

Video Walrus <http://videowalrus.com/>

Leaked video news mention

Site traffic: 10,000 unique visitors per month

<http://videowalrus.com/perez-hilton-freaking-out/>

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

Leaked video on homepage

Site traffic: 2.4 million unique visitors per month

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

Video Upload:

YouTube <http://www.youtube.com/>

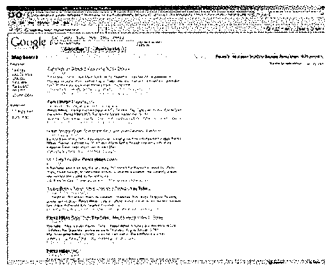
Leaked video

<http://www.youtube.com/watch?v=N3NG3NFUvsY>

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

Leaked video

<http://www.ifilm.com/profile/gossipgirl40>



Schapiro Exhibit 56

Subject: RE: Heartbreak kid clip for approval
From: "Powell, Amy - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=POWELLAM>
To: Wahtera, Megan - Paramount
Cc: Teifeld, Tamar - Paramount
Date: Wed, 26 Sep 2007 03:55:46 +0000

for some reason when i search for this on youtube it is not coming up?

do you need to upload the keyterms as "heartbreak kid" and "ben stiller" as tied terms rather than "ben" separate from "stiller", etc?

From: Wahtera, Megan - Paramount
Sent: Tue 9/25/2007 9:35 AM
To: Powell, Amy - Paramount
Cc: Teifeld, Tamar - Paramount
Subject: RE: Heartbreak kid clip for approval

Hi Amy,

Yes, this is live!
Tamar/Scott are on it as well!

<http://youtube.com/watch?v=49zOwm8ojD4>

Thanks,
Megan

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

From: Powell, Amy - Paramount
Sent: Tuesday, September 25, 2007 9:35 AM
To: Wahtera, Megan - Paramount
Subject: Re: Heartbreak kid clip for approval

Is our clip up on youtube?

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

From: Wahtera, Megan - Paramount
To: Hidvegi, Les - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar - Paramount
Cc: Powell, Amy - Paramount
Sent: Tue Sep 25 08:13:01 2007
Subject: RE: Heartbreak kid clip for approval

This is approved for upload.

From: Hidvegi, Les - Paramount
Sent: Monday, September 24, 2007 5:15 PM
To: Wahtera, Megan - Paramount; Simard, Stephanie - Paramount; Thurber, Jessica - Paramount; Teifeld, Tamar - Paramount
Cc: Powell, Amy - Paramount
Subject: Heartbreak kid clip for approval

Here is the Heartbreak kid clip "did you bring the present" for approval Z:\Video_Encodes\heartbreak kid\interactive final clips\streams\9-24

Schapiro Exhibit 57

From: Scott Hurwitz <scott@icedmedia.com>
Date: Fri, 28 Sep 2007 16:59:17 -0400
To: [REDACTED]
Cc: "Teifeld, Tamar" <Tamar_Teifeld@paramount.com>, <Megan_Wahtera@paramount.com>, <Stephanie_Simard@paramount.com>, <barrett@icedmedia.com>, <sarah@icedmedia.com>, <tito@icedmedia.com>
Subject: HBK ICED Update 9/28/07

Attached is this week's Facebook Report.
The remix video (11mb) can be downloaded here:
<http://download.yousendit.com/0FAEA0EB3482F44A>
The promotions update (14mb) can be downloaded here:
<http://download.yousendit.com/BFB47382782AEC9A>

I can also IM you these reports if you'd like.
Below is a text only version.

Please feel free to call with any questions.
201-723-2320
Scott

The Heartbreak Kid Online Promo Update 9/28

With one week left until release, The Heartbreak Kid online campaign is really making strides with over 40 new features this week. This brings our total to 130 features on over 90 different sites. Highlights this week include 20 homepage placements on such sites as 411Mania, BigFatDeal, GeeksofDoom, GoldenFiddle, SorryIGotDrunk, ThatWasAwkward among others. Contests are live on Zap2it, GabbyBabble and HollywoodSnark. The Ticketmaster/LiveDaily contest should launch today and "Win a Heartbreak Kid Date" contests go live on Monday at IST blogs.

The Youtube clip that we worked this week now has over 26,000 views. HBK content we've uploaded to viral sites has been viewed over 178,000 times to date.

The 'remix' video has been created and is just awaiting approval. This piece of content should help us close out the campaign strong with more indie blogs and unconventional outlets that haven't featured the film yet. The sites we've secured junket interviews and screenings for will help us round out editorial features next week as well.

The Numbers

130 Total features
41 New features this week
93 different websites featuring content
103 features with video content
13 different features with photo galleries
7 features about the HBK soundtrack
6 features with the soundboard
6 features with the game
3 featuring contests

New Features

411 Mania
<http://www.411mania.com>
<http://www.411mania.com/movies/news/60415> <<http://www.411mania.com/movies/news/60415>> <<http://www.411mania.com/movies/news/60415>>
(700,000 unique visitors each month)

* Homepage news item linking to page with trailer

Big Fat Deal

<http://www.bfdblog.com> <<http://www.bfdblog.com>> <<http://www.bfdblog.com>>
<http://www.bfdblog.com/?p=223> <<http://www.bfdblog.com/?p=223>> <<http://www.bfdblog.com/?p=223>>

- * Homepage news item with link to Film Stalker feature

Caffeine Headache

<http://caffeine-headache.net> <<http://caffeine-headache.net>> <<http://caffeine-headache.net>>
http://caffeine-headache.net/blog3/2007/09/heartbreak_kid.html <http://caffeine-headache.net/blog3/2007/09/heartbreak_kid.html> <http://caffeine-headache.net/blog3/2007/09/heartbreak_kid.html>

- * Homepage news item with poster, multiple emebded videos, and multiple links

Celebrity Mound

<http://www.celebritymound.com> <<http://www.celebritymound.com>> <<http://www.celebritymound.com>>
<http://www.celebritymound.com/?p=7019> <<http://www.celebritymound.com/?p=7019>> <<http://www.celebritymound.com/?p=7019>>

- * Homepage blog about movie with "Undies" embedded clip

Champaign and Pink Pearls

<http://soulpitchhustle.blogspot.com> <<http://soulpitchhustle.blogspot.com>> <<http://soulpitchhustle.blogspot.com>>
<http://soulpitchhustle.blogspot.com/2007/09/heartbreak-kid-in-theatres-october-5th.html> <<http://soulpitchhustle.blogspot.com/2007/09/heartbreak-kid-in-theatres-october-5th.html>> <<http://soulpitchhustle.blogspot.com/2007/09/heartbreak-kid-in-theatres-october-5th.html>>

- * Homepage news item with multiple embedded videos and links

Clevver

<http://www.clevver.com>
<http://www.clevver.com/user-videos>

- * HBK "featured" video on user page

Fandango

<http://www.fandango.com>
http://www.fandango.com/videos_1_189537/v354514 <http://www.fandango.com/videos_1_189537/v354514>
<http://www.fandango.com/videos_1_189537/v354514>
(10,000,000 unique visitors each month)

- * Hosting trailer form Video Detective

Fuss Magazine

<http://www.fussmagazine.com> <<http://www.fussmagazine.com>> <<http://www.fussmagazine.com>>
<http://www.fussmagazine.com/content/view/146/37/> <<http://www.fussmagazine.com/content/view/146/37/>>

- * Homepage news item with embedded videos

Gabby Babble

<http://www.gabbybabble.com> <<http://www.gabbybabble.com>> <<http://www.gabbybabble.com>>
<http://www.gabbybabble.com/2007/09/watch-heartbreak-kid-trailer-and-win.html> <<http://www.gabbybabble.com/2007/09/watch-heartbreak-kid-trailer-and-win.html>> <<http://www.gabbybabble.com/2007/09/watch-heartbreak-kid-trailer-and-win.html>>

- * Homepage news article with embedded video and contest

Geeks of Doom

<http://geeksofdoom.com> <<http://geeksofdoom.com>> <<http://geeksofdoom.com>>
<http://geeksofdoom.com/2007/09/27/the-heartbreak-kid-trailer-clips-images/> <<http://geeksofdoom.com/2007/09/27/the-heartbreak-kid-trailer-clips-images/>>

- * Homepage news item with posters, images, video clips and more

Golden Fiddle

<http://www.goldenfiddle.com>
<http://goldenfiddle.com/node/9017>
(80,000 unique visitors each month)

- * Homepage news article with "queef" clip

Hollywood Snark

<http://www.hollywoodsnark.com>
<http://hollywoodsnark.com/contest2/> <<http://hollywoodsnark.com/contest2/>>

- * Contest hosted on homepage

HQ-Celebrity

<http://hq-celebrity.com> <<http://hq-celebrity.com>> <<http://hq-celebrity.com>>
<http://hq-celebrity.com/the-heartbreak-kids-girls/> <<http://hq-celebrity.com/the-heartbreak-kids-girls/>>

- * Homepage news article with galleries of Michelle and Malin

Middle Child Promotions

<http://middlechildpromotions.com> <<http://middlechildpromotions.com>> <<http://middlechildpromotions.com>>
<http://middlechildpromotions.com/film.html> <<http://middlechildpromotions.com/film.html>> <<http://middlechildpromotions.com/film.html>>

- * News article with poster, synopsis, and link to trailer

Milk and Cookies

<http://www.milkandcookies.com> <<http://www.milkandcookies.com>> <<http://www.milkandcookies.com>>
<http://www.milkandcookies.com/link/68590/detail/> <<http://www.milkandcookies.com/link/68590/detail/>>

- * News item linking to "queef" clip

Nobody Knows

<http://www.nobodykno.ws> <<http://www.nobodykno.ws>> <<http://www.nobodykno.ws>>
<http://www.nobodykno.ws/?p=83> <<http://www.nobodykno.ws/?p=83>> <<http://www.nobodykno.ws/?p=83>>

- * Homepage news item with "queef" video

Shakefire

<http://www.shakefire.com> <<http://www.shakefire.com>> <<http://www.shakefire.com>>
<http://www.shakefire.com/boards/showthread.php?p=115337> <<http://www.shakefire.com/boards/showthread.php?p=115337>>
[p=115337](http://www.shakefire.com/boards/showthread.php?p=115337)> <<http://www.shakefire.com/boards/showthread.php?p=115337>>
(200,000 unique visitors each month)

- * Featured "queef" clip

Slacker Network

<http://www.slackernetwork.com>
<http://slackernetwork.com/out.php?id=179303> <<http://slackernetwork.com/out.php?id=179303>> <<http://slackernetwork.com/out.php?id=179303>>

-
- * Linked to "queef" video

SOHH.com

<http://blogs.sohh.com/official/>

http://blogs.sohh.com/official/2007/09/jeezys_clothing_line_a_chance.html

(1.5 million unique visitors per month)

- * Trailer and game featured on homepage of SOHH Blog

Sorry I Got Drunk

<http://www.sorryigotdrunk.com>

http://sorryigotdrunk.com/archives/2007/09/video_the_heart.php#more <http://sorryigotdrunk.com/archives/2007/09/video_the_heart.php#more>

<http://sorryigotdrunk.com/archives/2007/09/video_the_heart.php#more>

(20,000 unique visitors each month)

- * Homepage news item with multiple embedded videos within feature

Tasteful Celebs

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

<http://tastefulcelebs.com/2007/09/24/tc-gets-around-the-net-27/> <<http://tastefulcelebs.com/2007/09/24/tc-gets-around-the-net-27/>>

- * Homepage news article with picture and link to movie trailer

That Was Awkward

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

<http://thatwasawkward.com/?p=139> <<http://thatwasawkward.com/?p=139>> <<http://thatwasawkward.com/?p=139>>

- * Homepage news article with embedded "undies" clip

Vicarious Music

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

<http://vicariousmusic.com/2007/09/26/the-heartbreak-kid/> <<http://vicariousmusic.com/2007/09/26/the-heartbreak-kid/>>

- * Homepage news item with embedded "queef" video

Video Detective

(Newsletter to 25K subscribers)

- * Videos featured on site and included in this week's newsletter

Zap 2 It

<http://www.zap2it.com> <<http://www.zap2it.com>> <<http://www.zap2it.com>>

<http://movies.zap2it.com/index/games/1,1146,movies-29483,00.html> <<http://movies.zap2it.com/index/games/1,1146,movies-29483,00.html>>

- * Contest with poster and links to two different clips

Previous Features

Film Stalker

<http://www.filmstalker.co.uk> <<http://www.filmstalker.co.uk>> <<http://www.filmstalker.co.uk>>

http://www.filmstalker.co.uk/archives/2007/09/the_heartbreak_kid_new_clip_an.html <http://www.filmstalker.co.uk/archives/2007/09/the_heartbreak_kid_new_clip_an.html>

- * Homepage news feature

-
- * Opens to page with trailer and mother-in-law clip

Groom Groove
<http://www.groomgroove.com>

- * Mother-in-Law clip hosted on homepage of site

Kiwibox
<http://kiwibox.com> <<http://kiwibox.com>> <<http://kiwibox.com>>
<http://kiwibox.com/entertainment.asp> <<http://kiwibox.com/entertainment.asp>> <<http://kiwibox.com/entertainment.asp>>
(350,000 unique visitors each month)

- * Picture and link to trailer hosted on entertainment page

News Today
<http://www.newstoday.com>

- * Homepage news story with link to "mother-in-law" clip

Slacker Network
<http://www.slackernetwork.com>

- * Link to "Deviated Discharge" game

Superior Pics
<http://www.superiorpics.com>
http://news.superiorpics.com/2007/09/19/The_Heartbreak_Kid_New_Clip__Interview_Videos__Game_And_Photos_.html <http://news.superiorpics.com/2007/09/19/The_Heartbreak_Kid_New_Clip__Interview_Videos__Game_And_Photos_.html>
<http://news.superiorpics.com/2007/09/19/The_Heartbreak_Kid_New_Clip__Interview_Videos__Game_And_Photos_.html>
<http://news.superiorpics.com/2007/09/19/The_Heartbreak_Kid_New_Clip__Interview_Videos__Game_And_Photos_.html>

- * Huge newspaper item with picture galleries links to game, video clips and more

Can Mag
<http://www.canmag.com>
<http://www.canmag.com/nw/8961-heartbreak-kid-movie-clip> <<http://www.canmag.com/nw/8961-heartbreak-kid-movie-clip>> <<http://www.canmag.com/nw/8961-heartbreak-kid-movie-clip>>

- * Hosting HBK mother-in-law clip

Daily Free Games
<http://www.dailyfreegames.com>
<http://www.dailyfreegames.com/flash/other-games/deviated-discharge.html> <<http://www.dailyfreegames.com/flash/other-games/deviated-discharge.html>> <<http://www.dailyfreegames.com/flash/other-games/deviated-discharge.html>>

- * Deviated Discharge game posted on homepage and hosted within site

Superior Pics
<http://www.superiorpics.com> <<http://www.superiorpics.com>> <<http://www.superiorpics.com>>
http://news.superiorpics.com/2007/09/14/The_Heartbreak_Kid_Exclusive_Clip_.html <http://news.superiorpics.com/2007/09/14/The_Heartbreak_Kid_Exclusive_Clip_.html> <http://news.superiorpics.com/2007/09/14/The_Heartbreak_Kid_Exclusive_Clip_.html>
(150,000 unique visitors each month)

- * News item about HBK mother-in-law clip with embedded video

-
- * Soundboard and facebook featured as well

True Dad Confessions
<http://www.truedadconfesions.com>

- * Hosting HBK mother-in-law video on homepage

True Mom Confessions
<http://www.truemomconfessions.com> <<http://www.truemomconfessions.com>> <<http://www.truemomconfessions.com>>

- * Hosting HBK mother-in-law video on homepage

Cinema Blend
<http://www.cinemablend.com>
<http://www.cinemablend.com/new/Heartbreak-Kid-Sounds-Off-6283.html> <<http://www.cinemablend.com/new/Heartbreak-Kid-Sounds-Off-6283.html>> <<http://www.cinemablend.com/new/Heartbreak-Kid-Sounds-Off-6283.html>>
(250,000 unique visitors each month)

- * Posted HBK soundboard

Ebaum's World
<http://www.ebaumsworld.com>
<http://www.ebaumsworld.com/soundboards/play/36549/> <<http://www.ebaumsworld.com/soundboards/play/36549/>>
(1,000,000 unique visitors each month)

- * Uploaded HBK soundboard

The Frat Pack Fan Page
<http://www.the-frat-pack.com> <<http://www.the-frat-pack.com>> <<http://www.the-frat-pack.com>>
<http://www.the-frat-pack.com/reviews/heartbreakkid.html> <<http://www.the-frat-pack.com/reviews/heartbreakkid.html>> <<http://www.the-frat-pack.com/reviews/heartbreakkid.html>>

- * Updated HBK page with pictures, posters etc.

Fuzzy Lion
<http://www.fuzzylion.com>
<http://www.fuzzylion.com/2007/09/heartbreak-kid-soundboard/> <<http://www.fuzzylion.com/2007/09/heartbreak-kid-soundboard/>>

- * Posted HBK soundboard on homepage

Iced Blog
<http://www.icedblog.com>
<http://icedblog.com/?p=266> <<http://icedblog.com/?p=266>> <<http://icedblog.com/?p=266>>

- * Posted HBK soundboard on homepage

Mog
<http://mog.com> <<http://mog.com>> <<http://mog.com>>
http://mog.com/read/news/all/all/most_recent/today <http://mog.com/read/news/all/all/most_recent/today> <http://mog.com/read/news/all/all/most_recent/today>

- * Posted story about soundtrack

- * Included embedded trailer

Slacker Network
<http://www.slackernetwork.com>

- * Posted link to HBK soundboard

Toxic Shock TV
<http://www.toxicshock.tv> <<http://www.toxicshock.tv>> <<http://www.toxicshock.tv>>
<http://www.toxicshock.tv/news/2007/06/14/heartbreak-kid-trailer-1/> <<http://www.toxicshock.tv/news/2007/06/14/heartbreak-kid-trailer-1/>>

- * Posted trailer on homepage

Bongorama
<http://www.bongorama.com> <<http://www.bongorama.com>> <<http://www.bongorama.com>>
<http://www.bongorama.com/music/2007/08/new-flaming-lips-on-heartbreak-kid.html> <<http://www.bongorama.com/music/2007/08/new-flaming-lips-on-heartbreak-kid.html>> <<http://www.bongorama.com/music/2007/08/new-flaming-lips-on-heartbreak-kid.html>>

- * Posted soundtrack track listing

Cinema Blend
<http://www.cinemablend.com> <<http://www.cinemablend.com>> <<http://www.cinemablend.com>>
<http://www.cinemablend.com/gallery/previews/The-Heartbreak-Kid-1983.html> <<http://www.cinemablend.com/gallery/previews/The-Heartbreak-Kid-1983.html>> <<http://www.cinemablend.com/gallery/previews/The-Heartbreak-Kid-1983.html>>
(250,000 unique visitors each month)

- * Added picture gallery to HBK page, still featured on homepage of site

- * (removing 'thumbs up' image)

Espot
<http://www.espot.wordpress.com> <<http://www.espot.wordpress.com>> <<http://www.espot.wordpress.com>>
<http://www.espot.wordpress.com/2007/08/26/trailer-the-heartbreak-kid-starring-ben-stiller/> <<http://www.espot.wordpress.com/2007/08/26/trailer-the-heartbreak-kid-starring-ben-stiller/>>
(100,000 unique visitors each month)

- * Posted news feature on homepage

- * links to trailer

IGN
<http://www.ign.com>
http://media.movies.ign.com/media/736/736879/imgs_1.html
(24,000,000 unique visitors each month)

- * Added Heartbreak Kid photo gallery

IMDB
<http://www.imdb.com> <<http://www.imdb.com>> <<http://www.imdb.com>>
<http://www.imdb.com/title/tt0408839/> <<http://www.imdb.com/title/tt0408839/>>

- * Added movie poster to HBK information page

IMDB
<http://www.imdb.com> <<http://www.imdb.com>> <<http://www.imdb.com>>
<http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery> <<http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery>>

ss/0408839/Ss/0408839/01862.jpg?path=gallery&path_key=0408839> &path_key=0408839 <http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery&path_key=0408839> <http://www.imdb.com/gallery/ss/0408839/Ss/0408839/01862.jpg?path=gallery&path_key=0408839>

- * Heartbreak Kid updated with 20 new photos from film shoot

Movie Web

<http://www.movieweb.com> <<http://www.movieweb.com>> <<http://www.movieweb.com>>
<http://www.movieweb.com/movies/film/34/4334/gal2877/> <<http://www.movieweb.com/movies/film/34/4334/gal2877/>>
(5,000,000 unique visitors each month)

- * Posted HBK gallery on HBK page

Movies Online

<http://www.moviesonline.ca>

- * Heartbreak Kid poster featured on homepage of site

Pitchfork Media

<http://www.pitchforkmedia.com> <<http://www.pitchforkmedia.com>> <<http://www.pitchforkmedia.com>>
<http://www.pitchforkmedia.com/page/news/45173-new-flaming-lips-on-iheartbreak-kidi-soundtrack> <<http://www.pitchforkmedia.com/page/news/45173-new-flaming-lips-on-iheartbreak-kidi-soundtrack>> <<http://www.pitchforkmedia.com/page/news/45173-new-flaming-lips-on-iheartbreak-kidi-soundtrack>>
(3,000,000 unique visitors each month)

- * homepage article on soundtrack on the biggest indie music blog online
- * posted link to trailer

Poster Geek

<http://www.postergeek.com>
<http://postergeek.com/posters.php?id=10123>

- * Heartbreak Kid poster featured on homepage

The Playlist

<http://www.theplaylist.blogspot.com> <<http://www.theplaylist.blogspot.com>> <<http://www.theplaylist.blogspot.com>>
<http://theplaylist.blogspot.com/2007/08/flaming-lips-david-bowie-sweeten.html> <<http://theplaylist.blogspot.com/2007/08/flaming-lips-david-bowie-sweeten.html>> <<http://theplaylist.blogspot.com/2007/08/flaming-lips-david-bowie-sweeten.html>>

- * Posted news about soundtrack
- * posted link to trailer

Shout Mouth

<http://www.shoutmouth.com> <<http://www.shoutmouth.com>> <<http://www.shoutmouth.com>>
<http://www.shoutmouth.com/index.php/news/25688> <<http://www.shoutmouth.com/index.php/news/25688>> <<http://www.shoutmouth.com/index.php/news/25688>>
(100,000 unique visitors each month)

- * Homepage news item with soundtrack information and embedded trailer

Spin Magazine

<http://www.spin.com> <<http://www.spin.com>> <<http://www.spin.com>>
http://www.spin.com/features/news/2007/08/070827_ramones_flaminglips/ <http://www.spin.com/features/news/2007/08/070827_ramones_flaminglips/>

(1,000,000 unique visitors each month)

- * Posted soundtrack track listing on homepage

Static Multimedia

<http://www.staticmultimedia.com> <<http://www.staticmultimedia.com>> <<http://www.staticmultimedia.com>>
http://www.staticmultimedia.com/content/film/news/news_1187987362?info=film <http://www.staticmultimedia.com/content/film/news/news_1187987362?info=film> <http://www.staticmultimedia.com/content/film/news/news_1187987362?info=film>

(100,000 unique visitors each month)

- * Posted trailer on homepage

Stereoboard

<http://www.stereoboard.com> <<http://www.stereoboard.com>> <<http://www.stereoboard.com>>
<http://www.stereoboard.com/content/view/5770/46/> <<http://www.stereoboard.com/content/view/5770/46/>>

- * Homepage news item about soundtrack with link to trailer

Aced Magazine

<http://www.acedmagazine.com>
<http://acedmagazine.com/content/view/390/1/> <<http://acedmagazine.com/content/view/390/1/>>
(1,000,000 unique visitors each month)

- * Posted newsstory and trailer on homepage

All Urban News

<http://www.allurbannews.com> <<http://www.allurbannews.com>> <<http://www.allurbannews.com>>
http://www.allurbannews.com/urban_news/the_heartbreak_kid_starring_ben_stiller_jerry_stiller_rob_corddry_carlos_mencia_and_malin_akerman_video <http://www.allurbannews.com/urban_news/the_heartbreak_kid_starring_ben_stiller_jerry_stiller_rob_corddry_carlos_mencia_and_malin_akerman_video>
<http://www.allurbannews.com/urban_news/the_heartbreak_kid_starring_ben_stiller_jerry_stiller_rob_corddry_carlos_mencia_and_malin_akerman_video>

- * Posted newsstory on homepage

The Celebrity Café

<http://www.thecelebritycafe.com> <<http://www.thecelebritycafe.com>> <<http://www.thecelebritycafe.com>>
<http://thecelebritycafe.com/downloads/Detailed/433.html> <<http://thecelebritycafe.com/downloads/Detailed/433.html>>
<<http://thecelebritycafe.com/downloads/Detailed/433.html>>
(4,700,000 unique visitors each month)

- * Posted trailer on homepage

Cinema Confidential

<http://www.cinecon.com> <<http://www.cinecon.com>> <<http://www.cinecon.com>>
<http://www.cinecon.com/news/888/trailer-for-the-heartbreak-kid-online/> <<http://www.cinecon.com/news/888/trailer-for-the-heartbreak-kid-online/>>

- * Posted trailer on homepage

Cinema Blend

<http://www.cinemablend.com> <<http://www.cinemablend.com>> <<http://www.cinemablend.com>>
<http://cinemablend.com/previews/The-Heartbreak-Kid-1983.html> <<http://cinemablend.com/previews/The-Heartbreak-Kid-1983.html>>
<<http://cinemablend.com/previews/The-Heartbreak-Kid-1983.html>>
(250,000 unique visitors each month)

-
- * Featured movie on homepage along with more information within site

Crave Online

<http://www.craveonline.com> <<http://www.craveonline.com>> <<http://www.craveonline.com>>
http://www.craveonline.com/filmtv/videos/00004890/the_heartbreak_kid.html <http://www.craveonline.com/filmtv/videos/00004890/the_heartbreak_kid.html> <http://www.craveonline.com/filmtv/videos/00004890/the_heartbreak_kid.html>
(2,900,000 unique visitors each month)

- * Posted trailer on Film and TV page

Free Oops

<http://www.freeoops.net> <<http://www.freeoops.net>> <<http://www.freeoops.net>>
<http://www.freeoops.net/openNews.aspx?news=40e9d5d6-3046-4084-9200-200e5f9d0ee3> <<http://www.freeoops.net/openNews.aspx?news=40e9d5d6-3046-4084-9200-200e5f9d0ee3>> <<http://www.freeoops.net/openNews.aspx?news=40e9d5d6-3046-4084-9200-200e5f9d0ee3>>
(600,000 unique visitors each month)

Fuzzy Lion

<http://www.fuzzylion.com>
<http://www.fuzzylion.com/2007/08/the-heartbreak-kid/> <<http://www.fuzzylion.com/2007/08/the-heartbreak-kid/>>

- * Posted trailer on homepage

Hip Hop Ruckus

<http://www.hiphopruckus.blogspot.com> <<http://www.hiphopruckus.blogspot.com>> <<http://www.hiphopruckus.blogspot.com>>
<http://hiphopruckus.blogspot.com/2007/08/heartbreak-kid-starring-ben-stiller.html> <<http://hiphopruckus.blogspot.com/2007/08/heartbreak-kid-starring-ben-stiller.html>> <<http://hiphopruckus.blogspot.com/2007/08/heartbreak-kid-starring-ben-stiller.html>>
(100,000 unique visitors each month)

- * Posted news story and trailer on homepage

Hollywood Elsewhere

<http://hollywood-elsewhere.com> <<http://hollywood-elsewhere.com>> <<http://hollywood-elsewhere.com>>
http://hollywood-elsewhere.com/archives/2007/08/heartbreak_kid.php <http://hollywood-elsewhere.com/archives/2007/08/heartbreak_kid.php> <http://hollywood-elsewhere.com/archives/2007/08/heartbreak_kid.php>

- * Posted trailer on homepage

Iced Blog

<http://www.icedblog.com> <<http://www.icedblog.com>> <<http://www.icedblog.com>>
<http://icedblog.com/?p=252> <<http://icedblog.com/?p=252>> <<http://icedblog.com/?p=252>>

- * Posted trailer on homepage

JuJuNo

<http://jujuno.blogspot.com>
<http://jujuno.blogspot.com/2007/08/heartbreak-kid-trailer.html>

- * Posted trailer on homepage

Middle Child Promotions

<http://middlechildpromotions.com> <<http://middlechildpromotions.com>> <<http://middlechildpromotions.com>>
<http://middlechildpromotions.com/film.html> <<http://middlechildpromotions.com/film.html>> <<http://middlechildpromotions.com/film.html>>

middlechildpromotions.com/film.html>
(300,000 unique visitors each month)

- * Posted poster and link to trailer on home and film pages

Movie Poster Addict

<http://www.movieposteraddict.com> <<http://www.movieposteraddict.com>> <<http://www.movieposteraddict.com>>
<http://www.movieposteraddict.com/2007/08/23/the-heartbreak-kid-poster/> <<http://www.movieposteraddict.com/2007/08/23/the-heartbreak-kid-poster/>>

- * Posted movie poster on homepage

Movie Marketing Madness

<http://www.moviemarketingmadness.com> <<http://www.moviemarketingmadness.com>> <<http://www.moviemarketingmadness.com>>
<http://www.moviemarketingmadness.com/blog/2007/08/23/heartbreak-kid-poster/> <<http://www.moviemarketingmadness.com/blog/2007/08/23/heartbreak-kid-poster/>>

- * Posted poster on homepage

News Today

<http://www.newstoday.com>
(1,600,000 unique visits each day)

- * Posted link to trailer on homepage

Superior Pics

<http://www.superiorpics.com>
http://news.superiorpics.com/2007/08/18/The_Heartbreak_Kid_New_Trailer.html <http://news.superiorpics.com/2007/08/18/The_Heartbreak_Kid_New_Trailer.html> <http://news.superiorpics.com/2007/08/18/The_Heartbreak_Kid_New_Trailer.html>
(150,000 unique visitors each month)

- * Posted trailer on newspage

Video Detective

<http://www.videodetective.com> <<http://www.videodetective.com>> <<http://www.videodetective.com>>
(1,600,000 unique visitors each month)

- * HBK featured on homepage
- * HBK featured on "what's hot" section

Viral Sites

Trailer

Break

<http://view.break.com/351856>
(taken down)

Brightcove

<http://www.brightcove.com/title.jsp?title=1137840982> <<http://www.brightcove.com/title.jsp?title=1137840982>&channel=791834050> &channel=791834050 <<http://www.brightcove.com/title.jsp?title=1137840982>&channel=791834050> <<http://www.brightcove.com/title.jsp?title=1137840982>&channel=791834050>
(1,436 views)

Clevver

<http://www.clevver.com/video/19023/The-Heartbreak-Kid-Trailer.php> <<http://www.clevver.com/video/19023/The-Heartbreak-Kid-Trailer.php>> <<http://www.clevver.com/video/19023/The-Heartbreak-Kid-Trailer.php>>
(38,766 views)

Clipshack

<http://clipshack.com/Clip.aspx?key=F58791C207547B40> <<http://clipshack.com/Clip.aspx?key=F58791C207547B40>> <<http://clipshack.com/Clip.aspx?key=F58791C207547B40>>
(19,283 views)

Cool Streaming Video

http://video.coolstreaming.us/view_video.php?viewkey=7497b1a96d6104ad339f <http://video.coolstreaming.us/view_video.php?viewkey=7497b1a96d6104ad339f> <http://video.coolstreaming.us/view_video.php?viewkey=7497b1a96d6104ad339f>
(9,667 views)

Daily Motion

<http://www.dailymotion.com/thatsfunny/video/4657466> <<http://www.dailymotion.com/thatsfunny/video/4657466>> <<http://www.dailymotion.com/thatsfunny/video/4657466>>
(6,993 views)

Ebaums World

<http://www.ebaumsworld.com/video/watch/32795/> <<http://www.ebaumsworld.com/video/watch/32795/>>
(taken down)

Flukiest

http://www.flukiest.com/media?f_id=703714 <http://www.flukiest.com/media?f_id=703714> <http://www.flukiest.com/media?f_id=703714>
(15,297 views)

Funny or Die

<http://www.funnyordie.com/videos/d887aaaa32> <<http://www.funnyordie.com/videos/d887aaaa32>> <<http://www.funnyordie.com/videos/d887aaaa32>>
(579 views)

iFilm

<http://www.ifilm.com/profile/thatisalsofunny/video/2887093> <<http://www.ifilm.com/profile/thatisalsofunny/video/2887093>> <<http://www.ifilm.com/profile/thatisalsofunny/video/2887093>>
(868 views)

Metacafe

http://www.metacafe.com/watch/780104/the_heartbreak_kid_trailer/
(1,149 views)

Putfile

<http://media.putfile.com/The-Heartbreak-Kid-Trailer>
(74 views)

Revver

<http://one.revver.com/watch/365795> <<http://one.revver.com/watch/365795>> <<http://one.revver.com/watch/365795>>
(241 views)

Sevenload

<http://en.sevenload.com/videos/iGlmA4W/The-Heartbreak-Kid-Trailer> <<http://en.sevenload.com/videos/iGlmA4W/The-Heartbreak-Kid-Trailer>> <<http://en.sevenload.com/videos/iGlmA4W/The-Heartbreak-Kid-Trailer>>
(14,472 views)

The Entertainment World

http://www.theentertainmentworld.tv/videos/media/135/The_Heartbreak_Kid_Trailer/ <http://www.theentertainmentworld.tv/videos/media/135/The_Heartbreak_Kid_Trailer/>
(192 views)

Veoh

<http://www.veoh.com/videos/v1018003BKJ9aEYk> <<http://www.veoh.com/videos/v1018003BKJ9aEYk>> <<http://www.veoh.com/videos/v1018003BKJ9aEYk>>
(1004 views)

Video Detective

http://videodetective.com/movies/THE_HEARTBREAK_KID/trailer/P00189537.htm <http://videodetective.com/movies/THE_HEARTBREAK_KID/trailer/P00189537.htm> <http://videodetective.com/movies/THE_HEARTBREAK_KID/trailer/P00189537.htm>

Vidiac

<http://www.vidiac.com/video/2cd14f77-31ca-4107-9f7f-999200f337f6.htm> <<http://www.vidiac.com/video/2cd14f77-31ca-4107-9f7f-999200f337f6.htm>> <<http://www.vidiac.com/video/2cd14f77-31ca-4107-9f7f-999200f337f6.htm>>
(14,461 views)

Vidilife

<http://www.vidilife.com/index.cfm?f=media.play> <<http://www.vidilife.com/index.cfm?f=media.play>>
[f=media.play&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7](http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7) <<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7>> <<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E4F78CF0-8CE7-46A9-9448-7>>
(4,853 views)

TV Spot 1

Break

<http://my.break.com/media/view.aspx?ContentID=371394>
(5,026 views)

Flukiest

http://www.flukiest.com/media?f_id=785925
(11 views)

Sharkle

<http://www.sharkle.com/video/139768/>
(1100 views)

TV Spot 2

Clevver

<http://clevver.com/video/45366/Girl-of-Your-Dreams.php>
(169 views)

Crackle

http://www.crackle.com/c/Funny/Girl_of_Your_Dreams/2038442/#ml=fi%3D%26fu%3D1743955

Vidiac

<http://www.vidiac.com/video/90fe5dd4-18b4-447c-bd0f-99b30105784d.htm>
(80 views)

TV Spot 3

Atom Uploads

<http://uploads.atomfilms.com/Clip.aspx?key=A1F2E96927F9EF01>
(42 views)

Live Digital

http://livedigital.com/content/1783344?no_editorial=1
(8 views)

Lulu TV

<http://www.lulu.tv/?p=15333>
(18 views)

Veoh

<http://www.veoh.com/videos/v1202586EteamCDa>
(14 views)

Deviated Discharge Game

Daily Free Games

<http://www.dailyfreegames.com/flash/other-games/deviated-discharge.html>
(12,117 plays)

Flipping Switches

Clipshack

<http://www.clipshack.com/Clip.aspx?key=73AB3F8C851AEF79>
(39 views)

Dorks

http://www.dorks.com/videos/flipping_switches.html
(956 views)

Flukiest

http://www.flukiest.com/media?f_id=768797
(21 views)

Veoh

<http://www.veoh.com/videos/v1167764ZESaNNtq>
(29 views)

Give Her Back Her Undies

Bright Cove

<http://www.brightcove.tv/title.jsp?title=1200244936>
(22 views)

Daily Motion

http://www.dailymotion.com/video/x321js_give-her-back-the-undies_fun
(40 views)

Sevenload

<http://en.sevenload.com/videos/ktMixeC/Give-Her-Back-the-Undies>
(18 views)

vSocial

<http://www.vsocial.com/video/?d=110650>
(22 views)

Meeting the Mother-in-Law

Clipshack
<http://www.clipshack.com/Clip.aspx?key=3176D2123D054DAC>
(taken)*

Flukiest
http://www.flukiest.com/media?f_id=739120
(8,978 views)

Funny or Die
<http://www.funnyordie.com/videos/480fd6dd6c>
(466 views)

Guba
<http://www.guba.com/watch/3000087993>
(335 views)

Lulu TV
<http://www.lulu.tv/?p=14714>
(8383 views)

Sevenload
<http://en.sevenload.com/videos/8Eq5Pt/Meeting-the-Mother-In-Law>
(8807 views)

Veoh
<http://www.veoh.com/videos/v1139164ZnWSNaWQ>
(383 views)

vShare
<http://www.vshare.com/video.php?vid=1274>
(112 views)

Soundboard

Dorks
http://www.dorks.com/games/the_heartbreak_kid_soundboard.html
(9242 views)

eBaum's World
<http://www.ebaumsworld.com/soundboards/play/36549/>
(taken)

What's up Your Nose?

Brightcove
<http://www.brightcove.tv/title.jsp?title=1200244937>
(12 views)

Clipshack
<http://www.clipshack.com/Clip.aspx?key=675D6948F731E61D>
(taken down)

Metacafe

http://www.metacafe.com/watch/837362/whats_up_your_nose/
(196 views)

List of attachments:
ICED_HBKFacebookReport9.28.07

Schapiro Exhibit 58

Subject: RE: HBK Youtube Clip
From: "Bordo, Sara - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=BORDOSA>
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Date: Fri, 28 Sep 2007 20:45:48 +0000

I've just spoken with 3 people up there- working on it.

Sara Bordo
Executive Director
Motion Picture Interactive Marketing
Paramount Pictures
323.956.8499 t
323.862.1107 f

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

From: Wahtera, Megan - Paramount
Sent: Friday, September 28, 2007 1:32 PM
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Bordo, Sara - Paramount
Subject: RE: HBK Youtube Clip

Apparently the community flagged it as inappropriate and not youtube.
Regardless, Kevin Rodgers is seeing if he can get this taken down.

We should know very soon.

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


From: Wahtera, Megan - Paramount
Sent: Friday, September 28, 2007 1:19 PM
To: Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Cc: Bordo, Sara - Paramount
Subject: RE: HBK Youtube Clip

We are on it. Will keep you posted.

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

From: Powell, Amy - Paramount
Sent: Friday, September 28, 2007 1:04 PM
To: Teifeld, Tamar - Paramount; Wahtera, Megan - Paramount
Subject: RE: HBK Youtube Clip
Importance: High

We need to get the age restriction fixed asap

Amy Powell
Senior Vice President
Interactive Marketing
Paramount Pictures


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

From: Teifeld, Tamar - Paramount
Sent: Friday, September 28, 2007 7:27 AM
To: Powell, Amy - Paramount; Wahtera, Megan - Paramount
Subject: RE: HBK Youtube Clip

24,417 views!!! YAY!!

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

From: Powell, Amy - Paramount
Sent: Thu 9/27/2007 5:07 PM
To: Wahtera, Megan - Paramount; Teifeld, Tamar - Paramount
Subject: RE: HBK Youtube Clip

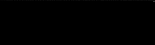
omg

Amy Powell

Senior Vice President

Interactive Marketing

Paramount Pictures



From: Wahtera, Megan - Paramount
Sent: Thursday, September 27, 2007 5:05 PM
To: Teifeld, Tamar - Paramount; Powell, Amy - Paramount
Subject: RE: HBK Youtube Clip

11,031 views!

From: Teifeld, Tamar - Paramount
Sent: Thursday, September 27, 2007 12:32 PM
To: Wahtera, Megan - Paramount; Powell, Amy - Paramount
Subject: RE: HBK Youtube Clip

5,553 views now!!

From: Wahtera, Megan - Paramount
Sent: Thursday, September 27, 2007 9:06 AM
To: Powell, Amy - Paramount
Cc: Teifeld, Tamar - Paramount
Subject: HBK Youtube Clip

<http://youtube.com/watch?v=49zOwm8ojD4>

1324 views

Megan Wahtera
Executive Director
Interactive Marketing
Paramount Pictures
P: 323.956.8516 | F: 323.862.1101

Schapiro Exhibit 59

Subject: RE: Heartbreak Kid Clip
From: Wahtera, Megan - Paramount <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=WHATERME>
To: Joanna Ging
Cc: Bordo, Sara - Paramount
Date: Fri, 28 Sep 2007 22:47:16 +0000

It is not copyrighted. I will call you momentarily. Please do not remove.

From: jging@google.com [mailto:jging@google.com] On Behalf Of Joanna Ging
Sent: Friday, September 28, 2007 3:44 PM
To: Wahtera, Megan - Paramount
Cc: Bordo, Sara - Paramount
Subject: Re: Heartbreak Kid Clip

Hi Megan,

I just left you a VM but looks like the clip is copyrighted material.

Please let me know if this is the case and I can escalate to the content team for takedown.

Thanks!

On 9/28/07, Wahtera, Megan - Paramount <Megan_Wahtera@paramount.com> wrote:

Hi Joanna,

Left you a vm, but can you call us about the inappropriate clip notice that is up here?

<http://www.youtube.com/watch?v=49zOwm8ojD4>

Thanks!

Megan Wahtera
Executive Director
Interactive Marketing
Paramount Pictures
P: 323.956.8516 | F: 323.862.1101

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Joanna Ging
Media Coordinator
Office: (650) 827-6159
Phone: (415) 728-4053
Email: jging@youtube.com