

Schapiro Exhibit 64



BIG REACH. SMART MARKETING.



MUSIC TELEVISION®

MTV 50 Cent Cribs Special
Online Publicity Wrap Report: December 7, 2007

Director of Partnerships: Christy Wise, Christyw@Fanscape.com, 323-785-7789
Manager, Publicity: My-lan Beauford, Mylanb@fanscape.com, 323-785-7781

Summary

CAMPAIGN RUN DATES

- November 12-November 29

GOAL

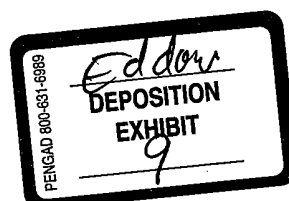
- Create online awareness for the MTV Cribs special with 50 Cent
- Reach out to television sites and hip hop sites as well as mainstream entertainment websites

RESULTS

- Over **10.5 million estimated impressions** received through online publicity placement
- **32 placements** on general entertainment, television, and hip-hop websites
- **Two home page placements on Yahoo!**
- Featured placement on **Yahoo! Television**
- YouTube video was viewed over 670,000 times with over 1,200 comments, and "favorited" over 1,100 times.

WHAT WORKED?

- We had success on both TV and Hip Hop Lifestyle sites. One of the major highlights was gaining interest and featured placement on Yahoo! TV. The major portal featured a few items for the show and recommended it to readers to watch. This resulted in two Yahoo! home page placements.
- We were given a few exclusive clips from the upcoming show to service wide to all the gossip blogs and hip-hop sites. As a result we had our most successful YouTube video thus far.



FANSCAPE

BIG REACH. SMART MARKETING.

Publicity Placements

Real Television <http://www.realtelevision.net/>
News mention on homepage
Site traffic: 127,000 unique visitors per month
<http://www.realtelevision.net/>
<http://www.realtelevision.net/2007/11/15/mtv-cribs-to-air-a-full-episode-with-rap-superstar-50-cent/>

Monsters and Critics
<http://www.monstersandcritics.com/>
News mention
Site traffic: 1.9 million unique visitors per month
http://smallscreen.monstersandcritics.com/news/article_1373973.php

My Rap News <http://myrapnews.topmsrs.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://myrapnews.topmsrs.com/2007/11/15/mtvcom-to-feature-exclusive-web-content/>

TV Megasite <http://tvmegasite.net/>
News mention
Site traffic: 30,000 unique visitors per month
<http://tvmegasite.net/prime/news.shtml>

Metal Lungies <http://metallungies.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://metallungies.com/2007/11/50-cent-on-mtv-cribs/>

Hip Hop Press <http://www.hiphoppress.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://www.hiphoppress.com/2007/11/mtv-cribs-to-ai.html>

You Heard That New
<http://www.uheardthatnew.blogspot.com>
News mention
Site traffic: 10,000 unique visitors per month
<http://www.uheardthatnew.blogspot.com/>

Sohh <http://www.sohh.com/>
News mention on homepage
Site traffic: 613,121 unique visitors per month
<http://www.sohh.com/>
<http://www.sohh.com/articles/article.php/13021>

Sohh Blog <http://blogs.sohh.com/>
News mention
Site traffic: 10,000 unique visitors per month
http://blogs.sohh.com/nyc/archives/2007/11/styles_p_tracklisting_new_join.html

Stereogum <http://www.stereogum.com/>
News mention
Site traffic: 300,000 unique visitors per month
<http://www.stereogum.com/http://www.stereogum.com/archives/video/50-cent-cribs.html>

Gossip or Truth <http://www.gossiportruth.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://www.gossiportruth.com/>
<http://www.gossiportruth.com/2007/11/16/50-cent-home-invasion/>

Sit Down Stand Up
<http://gillmoreboy.blogspot.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://gillmoreboy.blogspot.com/2007/11/video-50-cent-mtv-cribs-promo.html>

CMEV <http://celeb.wohoo.co.uk/>
News mention
Site traffic: 10,000 unique visitors per month
<http://celeb.wohoo.co.uk/2007/11/50-cent-mtv-cribs/>

Hip Hop Dx <http://www.hiphopdx.com/>
News mention
Site traffic: 328,070 unique visitors per month
<http://www.hiphopdx.com/index/news/id.5973/title.hdx-news-bits-50-cent-ghostface>

The Lavish View
<http://thelavishview.wordpress.com/>
News mention
Site traffic: 10,000 unique visitors per month
<http://thelavishview.wordpress.com/2007/11/16/mtv-cribs-50-cent-snippet/>

Yo Raps <http://www.yoraps.com/>
News mention on homepage
Site traffic: 450,000 unique visitors per month
<http://www.yoraps.com/>
http://www.yoraps.com/news1.php?subaction=showfull&id=1195215166&archive=&start_from=&ucat=1&

FANSCAPE

BIG REACH. SMART MARKETING.

The Digital Streets

<http://portarock.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://portarock.wordpress.com/2007/11/16/50-cents-crib/>

Real Talk NY <http://realtalkny.rawkus.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://realtalkny.rawkus.com/2007/11/topic/artists/50-cent/video-preview-of-50-cents-mtv-cribs-segment/>

Rap-Up <http://www.rap-up.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://www.rap-up.com/2007/11/16/video-50-cents-mansion-on-mtv-cribs/>

In Verse Hip Hop

<http://inversehiphop.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://inversehiphop.wordpress.com/2007/11/16/50-cent-on-mtvs-selective-censorship/>

Rap-Up <http://www.rap-up.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://www.rap-up.com/2007/11/16/video-50-cents-mansion-on-mtv-cribs/>

The Rap Up <http://therapup.rawkus.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://therapup.rawkus.com/2007/11/50s-crib.html>

Hip Hop Mov

<http://hiphopmov.wordpress.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://hiphopmov.wordpress.com/2007/11/17/mtv-cribs-50-cent/>

Nah Right <http://nahright.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://nahright.com/news/>

The Industry Co-Sign

<http://theindustrycosign.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://theindustrycosign.com/site/index.php?option=content&task=view&id=7024>

Pro Hip Hop <http://www.prohiphop.com/>

News mention

Site traffic: 10,000 unique visitors per month

<http://www.prohiphop.com/2007/11/50-cent-seeks-h.html>

Hip Hop Dx <http://www.hiphopdx.com/>

News mention

Site traffic: 328,070 unique visitors per month

<http://www.hiphopdx.com/index/videos/id.499/title.50-cent-mtv-cribs-preview>

50 Cent <http://www.50cent.de>

News mention

Site traffic: 10,000 unique visitors per month

http://www.50cent.de/_wordpress/?p=134

Yahoo www.yahoo.com

Feature Top 10 TV Picks

Site traffic: 65 million unique visits monthly

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

<http://tv.yahoo.com/collections/4650>

TV Crunch <http://tv.popcrunch.com/>

News mention

Site traffic: 222,000 unique visits monthly

<http://tv.popcrunch.com/50-cent-to-give=%E2%80%9Ccribs%E2%80%9D-tour/>

Glitterati Gossip

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

News mention

Site traffic: 10,000 unique visits monthly

<http://www.glitteratigossip.com/glitterati/2007/11/50-cent-on-crib.html>

Yahoo www.yahoo.com

50 Cent feature on homepage

Site traffic: 65 million unique visits monthly

<http://yahoo.com>

<http://tv.yahoo.com/collections/4650>



BIG REACH. SMART MARKETING.



MUSIC TELEVISION®

MTV's The Hills Online Publicity Wrap Report: April 7, 2008
Manager, Online Publicity: My-lan Beauford, mylanb@fanscape.com, 323.785.7781

Campaign Summary

Program

Run Dates

2/20-2/28

Description

The Hills is MTV's leading reality drama series. *The Hills* follows Lauren Conrad from *Laguna Beach* to Los Angeles, where she tries to break into the fashion industry, starting with an internship at *Teen Vogue*.

Goal

Primary Goal

Create online awareness and promote tune-in for the newest season of MTV's leading reality drama series, *The Hills*.

Results

Highlights

- Fanscape secured high-profile placements on almost every major TV portal including Yahoo TV and AOL TV. Most gossip and major news sites such as Perez Hilton and Time.com featured the YouTube video.
- Fanscape's distribution of the *Lauren Phone Call* clip on YouTube resulted in over 700,000 views.

Final Tally

- 8 million estimated impressions
- 77 placements

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

In Case You Didn't Know – <http://icydk.com/>
YouTube video

219,000 unique visitors per month
<http://icydk.com/2008/02/20/mtvs-the-hills-returns-march-24th/>

Hollyscoop – <http://tv.hollyscoop.com/t>
YouTube video

350,000 unique visitors per month
http://tv.hollyscoop.com/the-hills/lc-finds-her-rebound-beau-in-paris_437.aspx

MTV Reality World – <http://www.mtvrealityworld.com/>
YouTube video
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/02/20/its-official-the-hills-returns-march-24th/>

Real Television – <http://www.realtelevision.net/>
YouTube video
189,000 unique visitors per month
<http://www.realtelevision.net/2008/02/20/mtvs-the-hills-returns-march-24th/>

iVillage Daily Blabber –
<http://dailyblabber.ivillage.com/>
YouTube video
210,000 unique visitors per month
<http://dailyblabber.ivillage.com/entertainment/archive/s/2008/02/get-your-preview-of-the-hills.html>

Bricks and Stones Gossip –
<http://bricksandstonesgossip.com/>
YouTube video
87,000 unique visitors per month
<http://bricksandstonesgossip.com/2008/02/20/mtvs-the-hills-returns-march-24th/>

TVgasm – <http://www.tvgasm.com>
YouTube video
200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/spring-is-near-and-so-is-the-h.php>

E! Online – <http://www.eonline.com/>
YouTube video
3.8 million unique visitors per month
<http://www.eonline.com/gossip/kristin/detail/index.jsp?uuid=2a6408d1-fe25-49be-a7c8-ee58683845ad&sid=fd-kristin>

White Lightning –
<http://feelslikewhitelightning.blogspot.com/>
YouTube video

10,000 unique visitors per month
<http://feelslikewhitelightning.blogspot.com/2008/02/march-24th-will-be-first-day-of-rest-of.html>

Lipstick Diaries – <http://lipstick-diaries.blogspot.com/>
YouTube video
10,000 unique visitors per month
<http://lipstick-diaries.blogspot.com/2008/02/hills-is-coming-back.html>

Screenhead – <http://www.screenhead.com/>
YouTube video
50,000 unique visitors per month
<http://www.screenhead.com/reviews/mtvs-the-hills-returns-march-24th/>

Reality TV Scoop – <http://www.realitytvscoop.com/>
YouTube video
30,000 unique visitors per month
<http://www.realitytvscoop.com/2008/02/five-things-to-watch-on-the-hills/>

LaLAte – <http://news.lalate.com/>
YouTube video
10,000 unique visitors per month
<http://news.lalate.com/2008/02/20/the-hills-season-3-paris-premiere-video-lauren-conrad-whitney-port-love-in-paris-video/>

eSpot – <http://espot.wordpress.com/>
YouTube video
30,000 unique visitors per month
<http://espot.wordpress.com/2008/02/24/mtvs-the-hills-returns-march-24th-check-out-the-trailer/>

Radar Online – <http://www.radaronline.com/>
YouTube video
250,000 unique visitors per month
<http://www.radaronline.com/exclusives/2008/02/the-hills-is-back-looking-better-than-ever.php>

Perez Hilton – <http://perezhilton.com/>
YouTube video
2.2 million unique visitors per month
<http://perezhilton.com/2008-03-10-she-deserves-an-emma-award>

US Magazine – <http://www.usmagazine.com/>
YouTube video
1 million unique visitors per month
http://www.usmagazine.com/lauren_conrad_learns_brody_jenner_has_a_new_girlfriend

FANSCAPE

BIG REACH. SMART MARKETING.

Gawker – <http://gawker.com>

YouTube video

2.2 million unique visitors per month

<http://gawker.com/366043/what-we-talk-about-when-we-talk-about-drama>

PC Planets – <http://www.pcplanets.com>

YouTube video

10,000 unique visitors per month

<http://www.pcplanets.com/vidoeyoutube-Lauren-s-Phone-Call.VPmdlBpwIPs.shtml>

Show Hype – <http://www.showhype.com>

YouTube video

163,744 unique visitors per month

http://showhype.com/video/lauren_s_phone_call/

Clevver <http://www.clevver.com>

YouTube video

3 million unique visitors per month

<http://www.clevver.com/video/170147/laurens-phone-call.php>

Toxic Shock TV – <http://www.toxicshock.tv>

YouTube video

592,000 unique visitors per month

<http://www.toxicshock.tv/news/2008/03/11/video-watch-the-hills-season-3-sneak-preview-clip-laurens-phone-call/>

Ulinkx – <http://www.ulinkx.com>

YouTube video

73,000 unique visitors per month

http://www.ulinkx.com/video/10557283/lauren_s_phone_call

365 Funny Videos – <http://www.365funnyvideos.com>

YouTube video

10,000 unique visitors per month

<http://www.365funnyvideos.com/159/laurens-phone-call/>

Celebrity Mound – <http://www.celebritymound.com>

YouTube video

75,000 unique visitors per month

<http://www.celebritymound.com/?p=10026>

I AM A TV Junkie –

<http://www.iamatvjunkie.typepad.com>

YouTube video

10,000 unique visitors per month

http://iamatvjunkie.typepad.com/i_am_a_tv_junkie_a_blog_f/2008/03/video-of-lauren.html

Woo Factor – <http://www.woofactor.com>

YouTube video

17,000 unique visitors per month

<http://www.woofactor.com/58182/>

Remote Control – MTV Blog

<http://www.remotecontrol.mtv.com>

YouTube video

35,000 unique visitors per month

<http://remotecontrol.mtv.com/2008/03/10/brodys-got-a-girlfriend/>

Julian Babalau – <http://www.julianbabalau.com>

YouTube video

10,000 unique visitors per month

<http://www.julianbabalau.com/playground-one/?p=15804>

Friendster – <http://www.friendster.com>

YouTube video

1,356,000 unique visitors per month

<http://www.friendster.com/video.php#src=youtube&id=VPmdlBpwIPs>

Hollywood Central – <http://www.hollywoodcentral.us>

YouTube video

10,000 unique visitors per month

<http://hollywoodcentral.us/hollywood/she-deserves-an-emma-award/>

Hollywood Hot News –

<http://www.hollywoodhotnews.info>

YouTube video

10,000 unique visitors per month

<http://www.hollywoodhotnews.info/she-deserves-an-emma-award/>

The Hollywood Dish –

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

YouTube video

10,000 unique visitors per month

<http://thehollywooddish.blogspot.com/2008/03/damn-im-old-celebrity-birthdays.html>

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

YouTube video

10,000 unique visitors per month

<http://www.madhollywood.com/she-deserves-an-emma-award.html>

Self Absorbed – <http://www.selfabsorbed.com>

YouTube video

10,000 unique visitors per month

<http://www.selfabsorbed.com/2008/03/10/she-deserves-an-emma-award/>

M For Music – <http://www.mformusic.net>

YouTube video

10,000 unique visitors per month

<http://mformusic.net/blog/she-deserves-an-emma-award.htm>

FANSCAPE

BIG REACH. SMART MARKETING.

Scandal Gossip – <http://www.scandalgossip.com>
YouTube video
10,000 unique visitors per month
<http://scandalgossip.com/she-deserves-an-emma-award/>

Rayzed Blog – <http://www.rayzedblog.com>
YouTube video
10,000 unique visitors per month
<http://rayzedblog.com/2008/03/11/she-deserves-an-emma-award/>

Celebs In News – <http://www.celebsinnews.info>
YouTube video
10,000 unique visitors per month
<http://www.celebsinnews.info/2008/03/10/she-deserves-an-emma-award/>

Agg Blog – <http://www.aggblog.com>
YouTube video
10,000 unique visitors per month
<http://www.aggblog.com/2008/03/lauren-conrad-learns-brody-jenner-has-a-new-girlfriend/>

Umm Yeah – <http://www.ummyeah.com>
YouTube video
36,218 unique visitors per month
http://ummyeah.com/page/Laurens_Phone_Call

Lauren Conrad <http://www.lauren-conrad.net>
YouTube video
10,000 unique visitors per month
<http://www.lauren-conrad.net/>

Boxing Scene – <http://www.boxingscene.com/>
YouTube video
37,096 unique visitors per month
<http://www.boxingscene.com/forums/vBTube.php?do=view&vidid=VPmdlBpwIPs>

Fnets – <http://www.fnets.net>
YouTube video
10,000 unique visitors per month
<http://www.fnets.net/watch-VPmdlBpwIPs>

Hollywood TV – <http://www.hollywood.tv/>
YouTube video
10,000 unique visitors per month
<http://www.hollywood.tv/video/201533-laurens-phone-call.html>

Video Gully – <http://www.videogully.com>
YouTube video
10,000 unique visitors per month
http://www.videogully.com/Laurens-Phone-Call__VPmdlBpwIPs.html

Top Videos – <http://www.top-video-clips.com/>
YouTube video
10,000 unique visitors per month
<http://www.top-video-clips.com/laurens-phone-call/VPmdlBpwIPs.html>

Mefeedia – <http://www.mefeedia.com/>
YouTube video
1.1 million unique visitors per month
<http://www.mefeedia.com/entry/laurens-phone-call/7122503/>

Web2announcer – <http://web2announcer.com/>
YouTube video
10,000 unique visitors per month
<http://web2announcer.com/video/display/28723>

Infectious Videos – <http://www.infectiousvideos.com>
YouTube video
19,035 unique visitors per month
http://www.infectiousvideos.com/v/9748/Laurens_Phone_Call

TechChee – <http://www.techchee.com/>
YouTube video
10,000 unique visitors per month
<http://www.techchee.com/qtags.php?s=24&i=1609>

Video Fantastica – www.videofantastica.com/
YouTube video
10,000 unique visitors per month
www.videofantastica.com/
http://www.videofantastica.com/view_video/35462/

In Case You Didn't Know – <http://icydk.com/>
YouTube video
219,000 unique visitors per month
<http://icydk.com/2008/03/10/lauren-conrad-learns-brody-jenner-has-a-new-girlfriend/>

TVgasm – <http://www.tvgasm.com>
YouTube video
200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/the-hills-its-almost-here.php>

Radar Online – <http://www.radaronline.com/>
YouTube video
250,000 unique visitors per month
<http://www.radaronline.com/exclusives/2008/03/the-hills-is-almost-upon-us.php>

E! Online – <http://www.eonline.com/>
Interview with Lo
3.8 million unique visitors per month
<http://www.eonline.com/>
<http://www.eonline.com/gossip/planetgossip/index.jsp?#dddf25e2-f57e-46a3-8629-aec94df879cd>

FANSCAPE

BIG REACH. SMART MARKETING.

Media Fiends – <http://www.mediafiends.com/>
News item
222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2663&Itemid=1

YM – <http://www.ym.com/>
News item
1 million unique visitors per month
<http://www.ym.com/jsp/stars/whatshot/mar1808.jsp>

The Student Zone – <http://www.thestudentzone.com/>
News item
127,000 unique visitors per month
<http://www.thestudentzone.com/articles/article.php?ContentID=35676>

Yahoo! TV – <http://tv.yahoo.com/>
Feature
8,847,000 unique visitors per month
<http://tv.yahoo.com/>
<http://tv.yahoo.com/collections/4650>

AOL TV – <http://television.aol.com/>
Daily TV Picks
2.7 million unique visitors per month
<http://television.aol.com/>
http://television.aol.com/editors_picks/monday_tv

Monsters and Critics –
<http://www.monstersandcritics.com/>
News item
1.9 million unique visitors per month
<http://www.monstersandcritics.com/>
http://smallscreen.monstersandcritics.com/news/article_1396702.php

Time – <http://www.time.com/>
News item
4,066,000 unique visitors per month
http://www.time-blog.com/tuned_in/2008/03/tv_tonight_paris_je_like_taime.html

MTV Reality World – <http://www.mtvrealityworld.com/>
Interview with Lo
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/03/21/the-mtv-reality-world-interview-with-lo-from-the-hills/>

Fanbolt – <http://www.fanbolt.com/tv.php>
News item
30,000 unique visitors per month
<http://www.fanbolt.com/tv.php>
http://www.fanbolt.com/tv_newsfeed.php?view=article&article=1722&returnview=articles&returnpage=1

The Showbuzz – <http://www.showbuzz.cbsnews.com>
Interview with Lo
927,000 unique visitors per month
<http://www.showbuzz.cbsnews.com/stories/2008/03/21/tv/main3958446.shtml>

I am TV Junkie – <http://iamatvjunkie.typepad.com>
News item
10,000 unique visitors per month
http://iamatvjunkie.typepad.com/i_am_a_tv_junkie_a_blog_f/2008/03/video----extend.html

Media Fiends – <http://www.mediafiends.com/>
News item
222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2766&Itemid=1

She Knows – <http://www.sheknows.com/>
Lo interview
5.5 million unique visitors per month
<http://www.sheknows.com/articles/entertainment/television/803154--The-Hills-is-back-Lo-and-behold.htm>

E! Online: Korbi's Quickie –
<http://www.eonline.com/gossip/kristin/korbi/>
News item
3.8 million unique visitors per month
<http://www.eonline.com/gossip/kristin/korbi/detail/index.jsp?uuid=32c90bda-6c52-433f-adc6-1d5ec3b34a75>

Seventeen.com – <http://www.seventeen.com/>
Lo interview
425,000 unique visitors per month
<http://www.seventeen.com/fun-stuff/17-buzz/the-hills-premiere-interview-lo-032408>

CosmoGIRL! – <http://www.cosmogirl.com>
Interviews with Lauren and Whitney
114,000 unique visitors per month
<http://www.cosmogirl.com/entertainment/>
<http://www.cosmogirl.com/entertainment/celebqa/lauren-conrad-hills-season-3-premiere>
<http://www.cosmogirl.com/entertainment/celebqa/whitney-port-hills-season-3-premiere>

TVgasm – <http://www.tvgasm.com>
Lo interview
200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interview-lo-bosworth-from-the.php>

National Lampoon's The Zaz Report –
<http://www.nationallampoon.com/thezaz>
Interview with Lo
169,000 unique visitors per month
<http://www.nationallampoon.com/thezaz/index.php/2008/03/24/interview-lo-bosworth-from-the-hills/>

FANSCAPE

BIG REACH. SMART MARKETING.

TV Cocktail – <http://tvcocktail.ivillage.com>
Lauren interview
21,614 unique US visitors per month
<http://tvcocktail.ivillage.com/entertainment/archives/2008/03/the-hills-lauren-conrad-talks.html>

Cool Grrls – <http://www.coolgrrls.com/>
Lauren interview
10,000 unique US visitors per month
<http://www.coolgrrls.com/>

Fanbolt.com – <http://www.fanbolt.com>
Interview with Lo
30,000 unique visitors per month
<http://www.fanbolt.com> <http://www.fanbolt.com/tv.php>
<http://www.fanbolt.com/tvinterview.php?id=56&page=1>



BIG REACH. SMART MARKETING.



MUSIC TELEVISION®

Yo! MTV Raps Online Publicity Wrap Report: 5/5/2008

Senior Director, Partnership Marketing: Christy Wise, Christyw@fanscape.com, 323.785.7789

Manager, Publicity: My-lan Beauford, Mylanb@fanscape.com, 323.785.7781

Online Publicity Summary

Program

Campaign Run Dates

3/27 -4/28

Campaign Description

MTV celebrates the 20th Anniversary of *Yo! MTV Raps* throughout the entire month of April (2008) featuring both new and old programming, an MTV.com retrospective hub, a hip-hop roundtable, and more.

Goals

Primary Goal

Create online awareness for the Yo! MTV Raps month-long celebration as well as assist with the invites for the Yo! MTV Raps roundtable discussion

Secondary Goal

Create awareness for the MTV.com Yo! MTV Raps hub

Results

Highlights

- Fanscape secured high-profile and niche placements on major hip-hop blogs including Sohh.com, HHE.com and Nah Right.
- Specialty sites such as The Bosh and AOL Video featured videos via YouTube.
- Secured roundtable coverage on sites including UGO.com, Hip Hop Ruckus, Hip Hossip, and more

Final Tally

- 3,875,482 estimated impressions
- 58 placements
- Over 13,000 video views for clips of Fat Joe, LL Cool J, Three 6 Mafia, Yo! Freestyles, and more

FANSCAPE

BIG REACH. SMART MARKETING.

Online Publicity Placements

Metal Lungies - <http://metallungies.com>

News item

10,000 unique visitors per month

<http://metallungies.com/2008/03/the-schedule-for-the-month-long-celebration-of-yo-mtv-raps/>

DUB Daily - <http://www.dubdaily.com>

News item

10,000 unique visitors per month

<http://www.dubdaily.com/?p=2451>

The RunDown - <http://www.therundown.tv>

News item

25,094 unique visitors per month

<http://www.therundown.tv/headlines/tv-talk/yo-mtv-raps-to-air-in-april/>

All Urban News - <http://www.allurbannews.com>

News item

10,000 unique visitors per month

<http://www.allurbannews.com/urban-news/yo-mtv-raps-turns-20-mtv-pays-tribute>

Complex.com Blog - <http://www.complex.com>

News item/YouTube Video

353,276 unique visitors per month

<http://www.complex.com/blogs/2008/03/27/yo-mtv-raps-returns-this-april/>

SOHH.com - <http://www.sohh.com>

News item

169,000 unique visitors per month

<http://www.sohh.com/articles/article.php/14362>

Your Favorite Rapper's Role Model -

<http://thelanguageofmyworld.blogspot.com/>

News item

10,000 unique visitors per month

<http://thelanguageofmyworld.blogspot.com/2008/03/yomtv-raps-is-back-but-only-for-month.html>

Press Play > Fashion Forward -

<http://mickboogie.blogspot.com/>

News item

10,000 unique visitors per month

<http://mickboogie.blogspot.com/2008/03/yo-mtv-raps-returns-next-month.html>

Slam X Hype - <http://www.slamxhype.com/>

News item/YouTube Video

75,095 unique visitors per month

<http://www.slamxhype.com/2008/03/27/yo-mtv-raps-returning-april>

Hip Hossip - <http://www.hiphossip.com>

News item/Roundtable photo

10,000 unique visitors per month

<http://www.hiphossip.com/2008/03/mtv-will-celebrate-20th-anniversary-of.html>

http://www.hiphossip.com/2008_04_01_archive.html

Show Hype - <http://www.showhype.com>

News item

163,744 unique US visitors per month

http://showhype.com/story/mtv_celebrates_the_most_influential_music_television/

Now - <http://now.unfolded.ch>

News item

10,000 unique visitors per month

<http://now.unfolded.ch/2008/03/28/photo.2633/>

A Love Supreme Dreaming -

<http://standing8.wordpress.com>

News item

10,000 unique visitors per month

<http://standing8.wordpress.com/2008/03/29/yo-mtv-raps-20th-anniversary/>

Diary of a 30 Year Old Hip-Hop Head -

<http://monkeejones.multiply.com/>

10,000 unique visitors per month

News item

http://monkeejones.multiply.com/journal/item/8/Yo_MTV_Raps_20th_Anniversary

Team MySwag -

<http://myswagmagazine.blogspot.com>

News item

10,000 unique visitors per month

<http://myswagmagazine.blogspot.com/2008/03/yo-mtv-raps-is-back.html>

The Hollywood Story -

<http://www.thehollywoodstory.com>

News item

10,000 unique visitors per month

<http://www.thehollywoodstory.com/?p=28149>

Hip(ster) Hop - <http://hipsterhops.blogspot.com>

News item

10,000 unique visitors per month

<http://hipsterhops.blogspot.com/2008/03/yo-mtv-raps.html>

FANSCAPE

BIG REACH. SMART MARKETING.

SP1200 - <http://www.sp1200.net>
News item
10,000 unique visitors per month
<http://www.sp1200.net/2008/03/31/yo-mtv-raps-time-to-remember/>

God Loves Ugly -
<http://godlovesuglybad.blogspot.com>
News item/YouTube Video
10,000 unique visitors per month
<http://godlovesuglybad.blogspot.com/2008/03/stole-this-from-mickboogies-blog-spot.html>

The Futon Critic - <http://www.thefutoncritic.com>
News item
1,200,000 unique visitors per month
<http://www.thefutoncritic.com/news.aspx?id=20080327mtv01>

Live On Music - <http://www.liveonmusic.com>
News item
10,000 unique visitors per month
<http://www.liveonmusic.com/news/yo-mtv-raps-turns-20-mtv-pays-tribute/>

Nerdelphia - <http://hhev.nerdelphia.com>
News item
10,000 unique visitors per month
<http://hhev.nerdelphia.com/hip-hop-news/03/28/2008/yo-mtv-raps-turns-20-mtv-pays-tribute/>

Congoo - <http://congoo.com>
News item
340,160 unique visitors per month
<http://www.congoo.com/news/2008March29/MTV-Raps-Turns-Pays>

HHE - <http://www.hiphop-elements.com>
News item
374,545 unique visitors per month
<http://www.hiphop-elements.com/article/read/4/19771/1/>

The Feed - <http://www.g4tv.com/thefeed>
News item
647,517 unique US visitors per month
http://www.g4tv.com/thefeed/blog/post/684205/Yo_MTV_Raps_Is_Back.html

Nah Right - <http://nahright.com/>
YouTube Video
151,000 unique visitors per month
<http://nahright.com/news/2008/04/03/video-fat-joe-ll-three-6-mafia-on-yo/#more-3811>

Free Rap Hop - <http://freeraphop.blogspot.com/>
YouTube Video
10,000 unique visitors per month
<http://freeraphop.blogspot.com/2008/04/yo-mtv-raps-ll-cool-j.html>

AOL Video - <http://video.aol.com>
YouTube Video
21.3 million unique visitors per month
<http://video.aol.com/video-detail/yo-mtv-raps-ll-cool-j/1247510857>

Laced Up/BFK/ISH - <http://lacedupbfk.blogspot.com>
YouTube Video
10,000 unique visitors per month
<http://lacedupbfk.blogspot.com/2008/04/fat-joe-three-6-mafia-ll-on-yo-mtv-raps.html>

MorrisVideos.com -
<http://videovault.morrisvideos.com/>
YouTube Video
10,000 unique visitors per month
<http://videovault.morrisvideos.com/videos/yo-mtv-raps---fat-joe-freestyle>

MOP - <http://www.musiconplay.net/>
YouTube Video
10,000 unique visitors per month
<http://musiconplay.net/?p=753>

A-Med Productions -
<http://www.amedproductions.com/>
YouTube Video
10,000 unique visitors per month
<http://www.amedproductions.com/2008/04/mtvs-back-yo.html>

Pardon Me Duke - <http://www.pardonmeduke.com>
YouTube Video
10,000 unique visitors per month
<http://www.pardonmeduke.com/movies-tv/yo-mtv-raps-celebrates-20-years/>

Show Hype - <http://www.showhype.com>
YouTube Video
163,744 unique visitors per month
http://showhype.com/blog/nah_right_1/

Truveo - <http://de.truveo.com>
YouTube Video
25,978 unique US visitors per month
<http://de.truveo.com/Yo-MTV-Raps-LL-Cool-J/id/1247510857>

FANSCAPE

BIG REACH, SMART MARKETING.

Urban Music – <http://hiphopnrb.wordpress.com>
YouTube Video
13,123 unique visitors per month
<http://hiphopnrb.wordpress.com/2008/04/04/fat-joe-on-yo-mtv-raps/>

Around The Way Girls -
<http://www.aroundthewaygirls.net>
News item
10,000 unique visitors per month
<http://www.aroundthewaygirls.net/2008/04/yo-mtv-raps-celebrates-20-years.html>

P.B.S. (Prince's Blogging Show) –
<http://princepbs.blogspot.com>
YouTube Video
10,000 unique visitors per month
<http://princepbs.blogspot.com/2008/04/fat-joe-yo-mtv-raps-freestyle-video.html>

AOL Video – <http://video.aol.com>
YouTube Video
21.3 million unique visitors per month
<http://video.aol.com/video-detail/yo-mtv-raps-three-6-mafia/3811565703>

Fast Life – <http://fastlife730.blogspot.com>
YouTube Video
10,000 unique visitors per month
http://fastlife730.blogspot.com/2008/04/outiderz-videos-of-day_03.html

The 9 Elements – <http://fastlife730.blogspot.com>
YouTube Video
10,000 unique visitors per month
<http://the9elements.blogspot.com/2008/03/fat-joe-on-radio-game-calls-in.html>
The Bosh – <http://www.thebosh.com>
YouTube Video
616,000 unique visitors per month
http://thebosh.com/archives/2008/04/by_the_way_32.php

Wreck Shop – <http://ameblo.jp/wreckshop/>
YouTube Video
10,000 unique visitors per month
<http://ameblo.jp/wreckshop/entry-10085423969.html>

Hip Hossip – <http://www.hiphossip.com>
News item
10,000 unique visitors per month
<http://www.hiphossip.com/2008/04/picture-of-day.html>

UGO.com – <http://www.ugo.com>
News item
3.3 million unique visitors per month
http://musicblog.ugo.com/index.php/musicblog/more/yo_mtv_raps_live_roundtable

UGO.com – <http://www.ugo.com>
News item
3.3 million unique visitors per month
http://musicblog.ugo.com/index.php/musicblog/more/yo_we_miss_you/

Urban Express – <http://urbanexpress.blogspot.com>
News item
10,000 unique visitors per month
<http://urbanexpress.blogspot.com/2008/04/yo-mtv-raps-20th-anniversary-please.html>

Aimstar - <http://missaimstar.com>
News item
10,000 unique visitors per month
<http://missaimstar.com/2008/04/07/yo-is-20/>

Rawkus Network: The Smoking Section -
<http://smokingsection.rawkus.com/>
News item
88,000 unique visitors per month
<http://smokingsection.rawkus.com/TSS/?p=3797>

Media Fiends – <http://www.mediafiends.com>
News item
222,000 unique visitors per month
http://www.mediafiends.com/index.php?option=com_content&task=view&id=2960&Itemid=1

Hip Hop Ruckus – <http://hiphopruckus.blogspot.com/>
YouTube video/Roundtable photo
50,000 unique visitors per month
<http://hiphopruckus.blogspot.com/2008/04/classic-yo-mtv-raps-episodes.html>
<http://hiphopruckus.blogspot.com/2008/04/new-photo-of-yo-mtv-raps-roundtable.html>

Nah Right – <http://nahright.com/>
YouTube video
151,000 unique visitors per month
<http://nahright.com/news/2008/04/23/vintage-yo-mtv-raps-clips/>

Hustle Hard – <http://hustlehardmagazine.com/>
News item
10,000 unique visitors per month
<http://hustlehardmagazine.com/2008/04/25/yo-mtv-raps-20th-anniversary/>

FANSCAPE

BIG REACH. SMART MARKETING.

SP1200 – <http://www.sp1200.net>
YouTube video
10,000 unique visitors per month
<http://www.sp1200.net/2008/04/22/yo-mtv-raps-freestyles/>

Show Hype – <http://www.showhype.com>
YouTube video
163,744 unique US visitors per month
http://showhype.com/video/yo_mtv_raps_ladies_first/

Base Magazine Online –
<http://basemagazine.blogspot.com/>
News item
10,000 unique visitors per month
<http://basemagazine.blogspot.com/2008/04/dont-call-it-comeback.html>

Vanmega Whatever – <http://vanmega.tumblr.com/>
YouTube video
10,000 unique visitors per month
<http://vanmega.tumblr.com/post/32680716>

Wreck Shop – <http://ameblo.jp/wreckshop>
YouTube video
10,000 unique visitors per month
<http://ameblo.jp/wreckshop/entry-10090927002.html>



BIG REACH. SMART MARKETING.



MUSIC TELEVISION®

A Shot at Love 2 Online Publicity Wrap Report: 6/2/2008
Manager, Publicity: My-lan Beauford, mylanb@fanscape.com, 323-785-7781

Online Publicity Summary

Program

Campaign Run Dates

4/7 – 5/12

Campaign Description

Brokenhearted but still hell-bent on finding her perfect match, Tila Tequila is ready for another *Shot at Love*. Yup, everyone's favorite bisexual bachelorette is back in action!

During season 1 of *A Shot at Love*, Tila met a bunch of sexy straight guys and luscious lesbians and had to decide if she wanted to be with a guy *or* a girl. In the end, she chose Bobby – and things just didn't work out. But Tila can't just throw in the towel because she had her heart broken, so she's looking for love again!

On *A Shot at Love 2*, 15 hot new straight guys and 15 sexy new lesbians have been rounded up to vie for Tila Tequila's love and affection. She's got a brand-new house *and* new rules. Although her bisexuality isn't a surprise this time around, the question still remains: Will she pick a guy or a girl?

Goals

Primary Goal

Create online awareness and tune-in for the season premiere and weekly airings of MTV's *A Shot at Love 2 with Tila Tequila*.

Results

Highlights

- Fanscape secured high-profile placements on specialty and niche websites including Yahoo TV, MSN TV, AOL TV, Gay Socialites, Out in America, and Curve Magazine.
- Uploaded 9 video clips to YouTube with over 186,000 views

Final Tally

- 5 million estimated impressions
- 55 placements

Online Publicity Placements

Anna Nicole Legend –
<http://www.annanicolelegend.com>
News item
10,000 unique visitors per month
<http://annanicolelegend.com/?p=12760>

Times Square Gossip –
<http://www.timessquaregossip.com/>
News item
15,721 unique visitors per month
<http://www.timessquaregossip.com/2008/04/tila-tequilas-new-mtv-shot-at-love.html>

No Control – <http://tv.blogdig.net>
News item
10,000 unique visitors per month
http://tv.blogdig.net/archives/articles/April2008/10/A_Shot_At_Love_2_With_Tila_Tequila__Premieres_April_22__First_Season_On_DVD_April_15.html

Buddy TV – <http://www.buddytv.com>
News item
1.5 million unique visitors per month
<http://www.buddytv.com/articles/a-shot-at-love-with-tila-tequila/meet-the-cast-of-a-shot-at-love-18367.aspx>

Online Snitch – <http://www.onlinesnitch.com>
News item
10,000 unique visitors per month
<http://www.onlinesnitch.com/archives/5148>

Star Pulse – <http://www.starpulse.com/>
News item
5.5 million unique visitors per month
http://www.starpulse.com/news/index.php/2008/04/10/a_shot_at_love_2_with_tila_tequila_premi_15

Music Blog Explorer – <http://blogsitemusicexplorer.blogspot.com/>
News item
10,000 unique visitors per month
<http://blogsitemusicexplorer.blogspot.com/2008/04/storkcraft-lauren-crib-white-and-shot.html>

Celebrity Smack Blog –
<http://www.celebritysmackblog.com>
News item
10,000 unique visitors per month

<http://www.celebritysmackblog.com/2008/04/10/a-shot-at-love-with-tila-tequila-2-trailer/>

MTV Reality World –
<http://www.mtvrealityworld.com/>
News item
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/04/10/get-ready-for-another-season-of-a-shot-at-love-with-tila-tequila/>

Reality Scoop – <http://www.realitytvscop.com>
News item
39,112 unique visitors per month
<http://www.realitytvscop.com/2008/04/a-shot-at-love-with-tila-tequila-to-premiere-april-22/>

About Womyn – <http://www.aboutwomyn.com>
News item
10,000 unique visitors per month
<http://www.aboutwomyn.com/videos/a-shot-at-love-2-trailer-another-round-of-insanity/>

Starpulse – <http://www.starpulse.com>
Giveaway
5.5 million unique visitors per month
http://www.starpulse.com/Contests/A_Shot_At_Love_With_Tila_Tequila_Season_1/2053/

Real Television – <http://www.realtelevision.net/>
YouTube video
189,000 unique visitors per month
<http://www.realtelevision.net/2008/04/17/a-shot-at-love-2-with-tila-tequila-premiering-april-22nd-at-10pm-etpt/>

TV Megasite – <http://tvmegasite.net>
News item
60,000 unique visitors per month
<http://tvmegasite.net/prime/discovery/tila2/index.shtml>

Reality TV Online – <http://www.reality-tv-online.com/>
News item
10,000 unique visitors per month
<http://www.reality-tv-online.com/blog/shot-at-love-preview/>

Gay Socialites – <http://gaysocialites.com/>
News item/featured video
62,137 unique visitors per month

FANSCAPE

BIG REACH. SMART MARKETING.

http://gaysocialites.com/2008/04/tila_tequila_is_back_heres_a_v.html

VH1 Blog – http://blog.vh1.com/News_item/featured_video
2.7 million unique visitors per month
<http://blog.vh1.com/2008-04-17/tila-tequilas-new-show-is-scary/>

Out in America – http://outinamerica.com/News_item_on_homepage
30,248 unique visitors per month
<http://outinamerica.com/>
<http://outinamerica.com/arts/entertainment.asp>

Gay Socialites – <http://gaysocialites.com/Giveaway>
62,137 unique visitors per month
http://gaysocialites.com/2008/04/win_a_shot_at_love_with_tila_t.html

TVgasm – <http://www.tvgasm.com>
News item
200,000 unique visitors per month
<http://www.tvgasm.com/newsgasm/news/newsgasm/interview-tila-tequila-for-a-s.php>

Yahoo! TV – <http://tv.yahoo.com/>
Tonight's Picks Feature
8.9 million unique visitors per month
<http://tv.yahoo.com>

National Lampoon The Zaz Report – http://www.nationallampoon.com/News_item
169,000 unique visitors per month
<http://www.nationallampoon.com/thezaz/index.php/2008/04/22/interview-tila-tequila-for-a-shot-at-love-2/>

MSN TV - <http://tv.msn.com/tv/tonights-picks>
Tonight's Picks Feature
8.6 million unique visitors per month
<http://tv.msn.com/tonights-picks>

Reality TV Magazine – <http://www.realitytvmagazine.com>
News item
465,000 unique visitors per month
<http://www.realitytvmagazine.com/blog/2008/04/22/a-shot-at-love-2-premieres-on-mtv/>

AOL Television - <http://television.aol.com/>
What to Watch Feature
10.1 million unique visitors per month

<http://television.aol.com/show/a-shot-at-love-with-tila-tequila/1333177/main>

MTV Reality World – <http://www.mtvrealityworld.com>
Giveaway
10,000 unique visitors per month
<http://www.mtvrealityworld.com/2008/04/22/win-a-shot-at-love-season-1-on-dvd/>

The Gossip – <http://www.the-gossip.net>
News item
10,000 unique visitors per month
<http://the-gossip.net/gossip/on-tap-tonight-second-round-of-tila-tequila-shots/>

TV Squad – <http://www.tvsquad.com>
News item
2.3 million unique visitors per month
<http://www.tvsquad.com/2008/04/22/whats-on-tonight-ncis-deadliest-catch-reaper/>

Film.com – <http://www.film.com>
News item
2.5 million unique visitors per month
<http://www.film.com/tv/story/what2watch-still-interested-tila-tequila/20379176>

No Control – <http://tv.blogdig.net>
Giveaway
10,000 unique visitors per month
http://tv.blogdig.net/archives/articles/April2008/2/Interview__Tila_Tequila_For_A_Shot_At_Love__2_And_DVD_Giveaway_.html

Socialite Report – <http://www.socialitereport.com>
Giveaway
10,000 unique visitors per month
http://socialitereport.com/2008/04/tila_tequila_back_tuesday_nigh.html

QueerVerve Mag - <http://www.queervervemag.com/>
News item
10,000 unique visitors per month
http://www.queervervemag.com/queerverve_mag/2008/04/gay-tv-guide--7.html

Toxic Shock – <http://www.toxicshock.tv>
News item
500,000 unique visitors per month
<http://www.toxicshock.tv/news/2008/04/19/trailer-a-shot-at-love-2-with-tila-tequila-television-trailer/>