#### **Schapiro Exhibit 65**

0:[-]	Christy Wise.		
C: [ - ]	DeGuzman, Jennifer.		
cc: [ - ] ubject:	FW: w/o 2/18 Viral Report.		
		we have to go to this extent but as we discussed, if you can flag the	
we have do you t thx!! D From: S Sent: Th	e viral video out there, then we hink this is something we can trube, Amy MTV hursday, February 28, 2008 12	e can alert Viacom not to take it down. I'm f/u up w/ marketing on this coordinate on your end as well?	end but
Cc: Nico Subject:	nch, David - MTV bla, Jessica; James, Graham - FW: w/o 2/18 Viral Report nce: High	- MTV; Burrell, Damon	
Dave -			
have to		that Comedy Central sends to Viacom litigation every week. We are a MTV, or else clips will be pulled from any and all UGC sites (not just `	
Please o	distribute to the rest of your te	am.	
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content	t asked me about posting the as well - since that is old MT\	DVD clips of Human Giant - and I would assume that this applies to / on-air content, and litigation pulls any MTV copywritten material. (G	
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Property RENO 911!!! TOTAL	Clip Title	User Name
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Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	wiredset_assets
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset425west
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
	NEW SEASON OF RENO 911!!!	OfficialReno911
Reno 911	NEW SEASON OF RENO 911!!!	Wiredset
Reno 911	Terry and Seeeemji (Christina Applegate) are Engaged and Expecting	Wiredset
Reno 911	Terry and Seeeemji (Christina Applegate) are Engaged and Expecting	Wiredset
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Reno 911	Terry and Seeeemji (Christina Applegate) are Engaged and Expecting	Wiredset
Reno 911	and Seeeemji (Christina Applegate) are	wiredset_assets
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Reno 911	and Seeeemji (Christina Applegate) are	Wiredset
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Reno 911	Seeeemji (	Wiredset
Reno 911	Terry and Seeeemji (Christina Applegate) are Engaged and Expecting	Wiredset425west
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Views To Date	131	355	54	31	242	184	103	103	55	36	136	52	123	N/A	10	2739	N/A	4354	6377	110,868	1121	93	2,023	280	100	216	237	120	289	141	5	N/A	10	N/A
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http://uncutvideo.aol.com/users/wiredset425west/c9fd1a7b4a8ba068b06d263c8ea60d34?index=0

http://crackle.com/play/index.aspx?id=2153465

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http://www.metacafe.com/watch/1045883/reno\_911/

http://www.spike.com/profile/wiredset/video/2934630

http://video.yahoo.com/video/play?vid=1818592

http://www.vsocial.com/video/?d=190854

http://one.revver.com/watch/623314

http://www.dailymotion.com/video/x437a2 davidwaine

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http://www.voutube.com/watch?v=RrV3Agq3eFQ

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http://wiredset.buzznet.com/user/video/play/2558951/

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http://www.vmix.com/video/1714127/

Highly Confidential - Attorneys Eyes Only

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All New RENO 911! – Dangle De-Gays His Apartment All New RENO 911! – Dangle De-Gays His Apartment

OfficialReno911 Wiredset

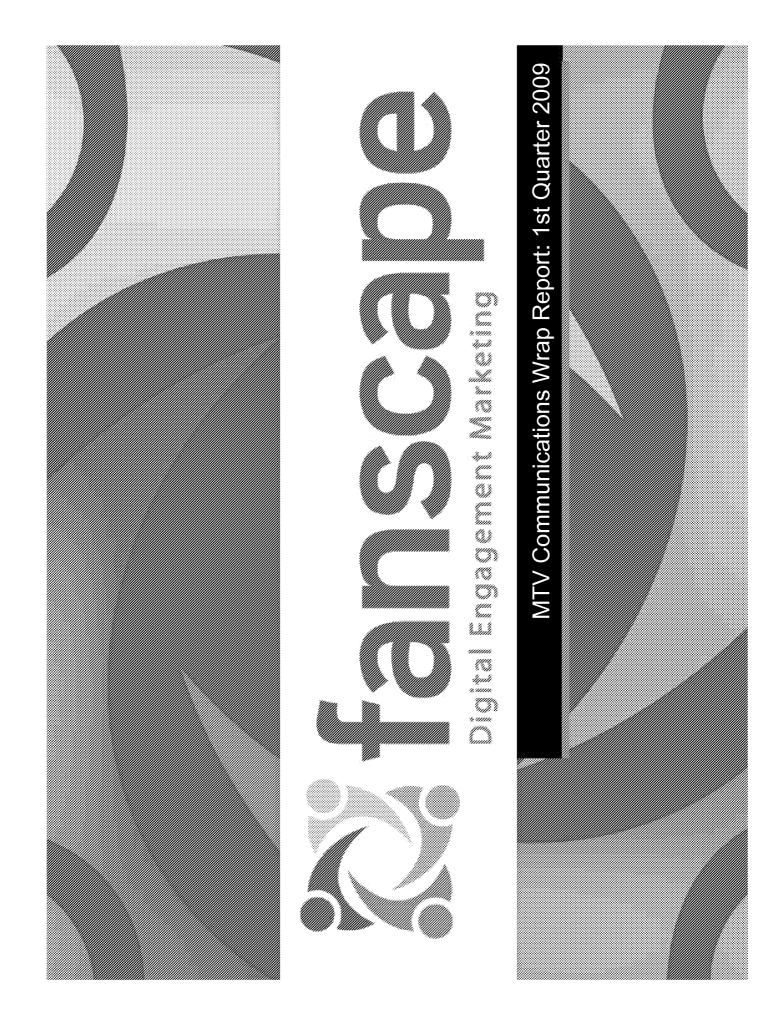
Reno 911 Reno 911 uploaded http://www.youtube.com/watch?v=ipjYLQjacsc



#### Schapiro Exhibit 66

From: French, David - MTV. Sent:3/7/2008 4:35 PM.
To: [ - ] Christy Wise. Cc: [ - ]
Bcc: [ - ]
Subject: Fw: MTV Press Viral Report 3/6/08. Fyi
Original Message
From: Housley, Michael To: French, David - MTV; Solow, Warren Cc: DeGuzman, Jennifer; Pittman, Q; Black, Marnie; Urbont, Ariana; Strube, Amy MTV Sent: Fri Mar 07 08:10:31 2008 Subject: RE: MTV Press Viral Report 3/6/08
Hello Dave,
For YouTube, the username alone is sufficient. For all other sites, the more information the better. Of course, reporting individual URLs is prohibitively time consuming, we will work with usernames.
Thanks very much, Michael Housley Manager, Litigation Support Viacom, Inc. 1515 Broadway New York, NY 10036 michael.housley@viacom.com
From: French, David - MTV Sent: Thursday, March 06, 2008 7:35 PM To: Housley, Michael; Solow, Warren Cc: DeGuzman, Jennifer; Pittman, Q; Black, Marnie; Urbont, Ariana; Strube, Amy MTV Subject: MTV Press Viral Report 3/6/08 Importance: High
Hi Michael & Warren:
In an effort to keep you, and Viacom, informed of where we are promoting our MTV projects virally from a PR perspective, we will be providing you a weekly update of everything we have out there. Attached are the documents representing the last two weeks. We will be providing you future updates on Tuesdays, and will come from my colleague Q Pittman.
One final question for you that may make this process a lot easier. If we are regularily posting videos using a couple usernames if we gave you just those names, would you still require receiving individual clip links each week? Our regular user names are: FanscapeVideos4U, fanscapevideos, and Snackboard.
Thanks again! Dave
David French VP, MTV Communications
david.french@mtvstaff.com

#### **Schapiro Exhibit 67**



## Run Dates

January – March 2009

# **Priority Campaigns**\*

- America's Best Dance Crew
  - Cribs Celeb Teen Special
    - Dogg After Dark

T.I.'s Road to Redemption

Sex...With Nom & Dad

Real World: Brooklyn

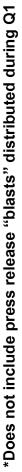
The Girls of Hedsor Hall

• The City

- How's Your News
- New Afternoons
- Pedro: The Movie

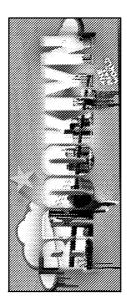
## **Total Results**

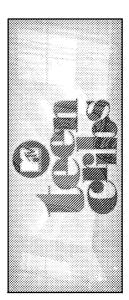
- 28.2 million unique views
- 614 placements
- Over 4 million combined views to YouTube videos
- Over 13,800 total consumer comments to blog posts, news items and YouTube videos



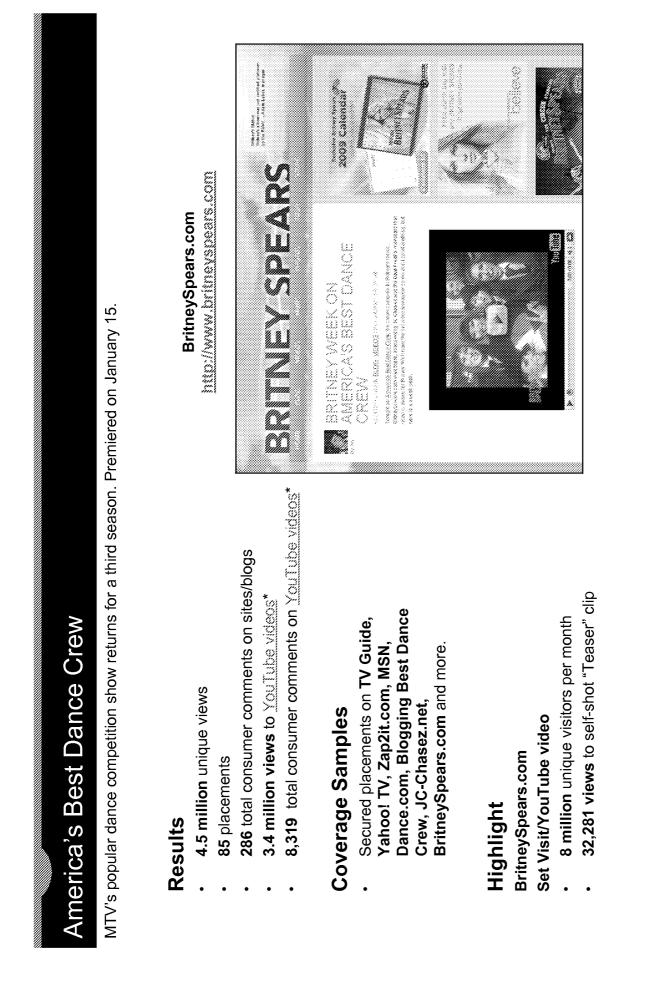












\*Video views and feedback numbers are a combined total from footage provided by both MTV Communications & MTV Marketing departments.

Highly Confidential - Attorneys Eyes Only

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Countdown of the top 12 teen cribs followed by a teen celeb edition of "Cribs." Premiered January 17.

#### Results

- 1.2 million unique views
- 17 placements
- 38 total consumer comments on sites/blogs

# **Coverage Samples**

Secured placements on Star Pulse, Popyoularity, Gossip Teen, Jr-Celebs.com, Just Jared Jr., Celebuzz and more.

### Highlight

Celebuzz.com News item

- 1.5 million unique visitors per month
- 3 total consumer comments

### Celebuzz.com http://www.celebuzz.com







Weekly variety talk show hosted by Snoop Dogg. Premiered February 17.

#### Results

- 3.9 million unique views
- 109 placements
- 448 total consumer comments on sites/blogs
- More than 64,500 views to YouTube videos
- 90 total consumer comments to YouTube videos

# **Coverage Samples**

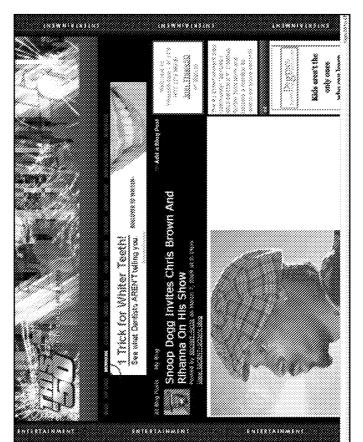
Secured placements on EW.com PopWatch, Holly Scoop, Star Pulse, Hip Hop RX, Rap Up, AOL's The Boombox, Baller Alert, Concrete Loop, This Is 50 and more.

### Highlight

This Is 50 News item

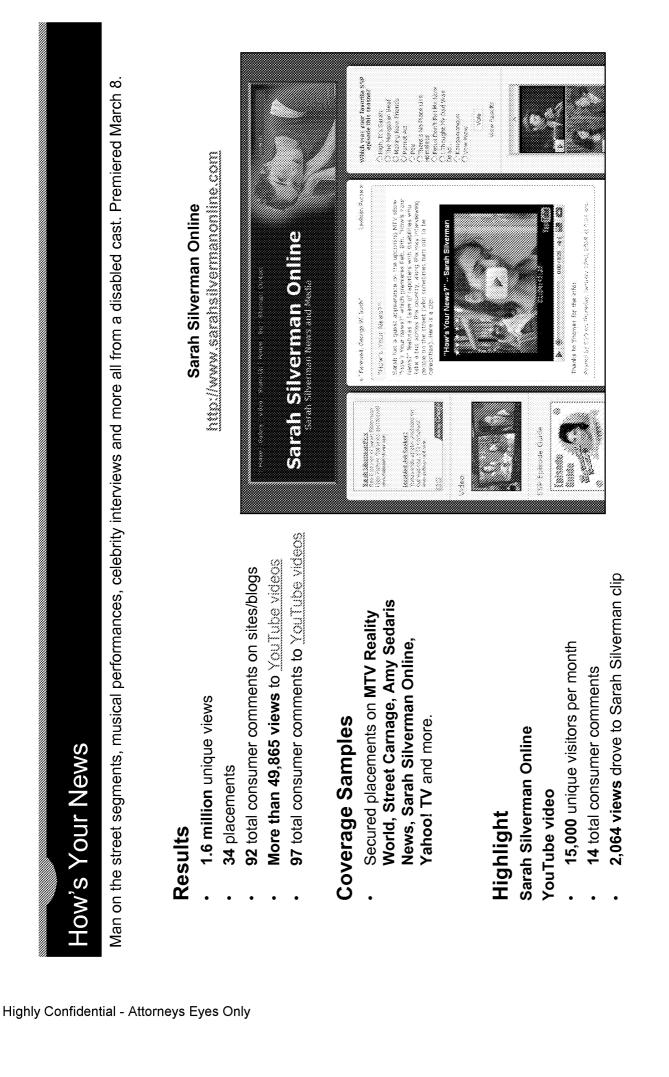
- 227,300 unique visitors per month
- 35 total consumer comments

#### This Is 50 http://www.thisis50.com





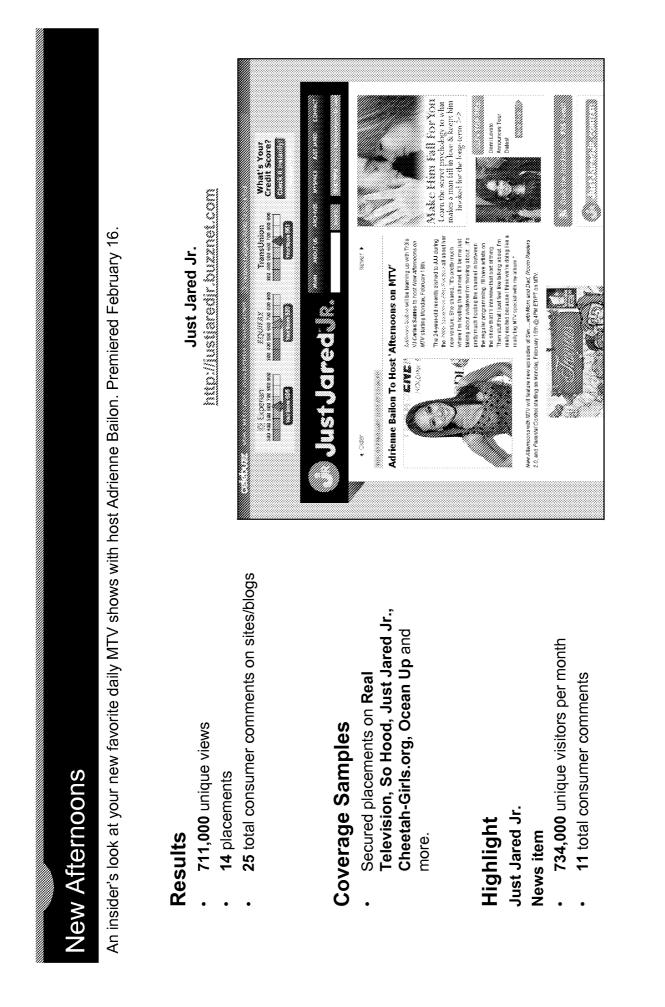
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Pedro: The Movie

An intimate biopic tracing the Real World cast-member Pedro Zamora's rise to becoming an HIV/AIDS activist. Premiered April 1.

#### Results

- 3.2 million unique views
- 70 placements
- 393 total consumer comments on sites/blogs
- More than 1,770 views to YouTube videos
- 8 total consumer comments to YouTube videos

# **Coverage Samples**

Secured placements on Yahoo! TV, Zap2lt, Time.com Tuned In, MSN TV, After Elton, Best Gay Blogs, OhLaLa Mag, Gay Socialites, Out.com, and more.

#### Highlight Out.com Homepage Feature

Homepage Feature – Interview
629,000 unique visitors per month

## Out.com

htto://www.out.com





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Real World: Brooklyn

Eight strangers living in a house together in one of the hippest neighborhoods in the world. Premiered January 7.

#### Results

- 2.5 million unique views
- 66 placements
- 393 total consumer comments on sites/blogs
- More than 63,800 views to YouTube videos
- 446 total consumer comments to YouTube videos

# **Coverage Samples**

Secured placements on The Young, Black and Fabulous, Metromix, Gawker, Popnography, Salon.com, and more.

#### <mark>Highlight</mark> MSN TV Homepage Feature – Photo Gallery

Iomepage Feature - Photo Gallery
8.6 million unique visitors per month

#### MSN TV http://tv.msn.com







Dr. Drew helping teens and parents get to the root of their problems when it comes to sex. Second season premiered on February 16.

#### Results

- 1.1 million unique views
- 20 placements
- 137 total consumer comments on sites/blogs
- More than 10,660 views to YouTube videos
- 25 total consumer comments to YouTube videos

# **Coverage Samples**

Secured placements on **Best Week** Ever, Scandalist, Celebitchy, Watching Reality TV, Teen Scene Mag, College Candy, Dear Sugar, and more.

#### Highlight Dear Sugar

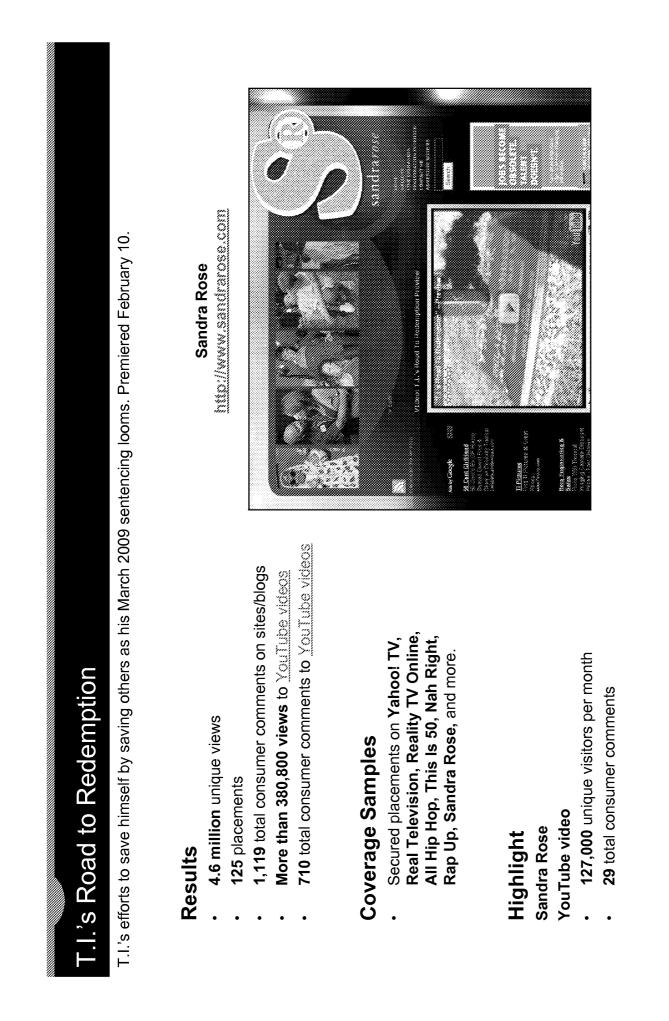
Interview • 176,000 unique visitors per month

16 total consumer comments

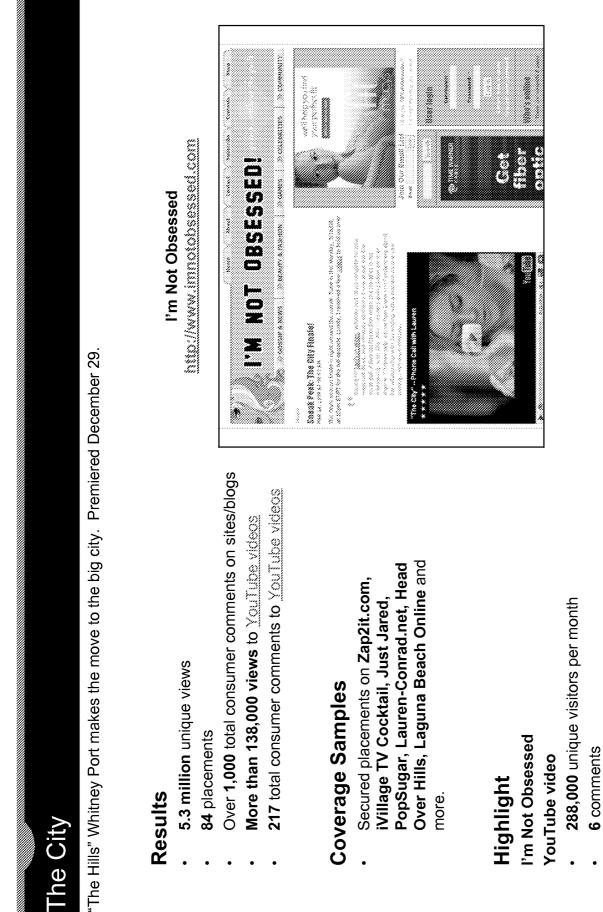
## Dear Sugar http://www.dearsugar.com





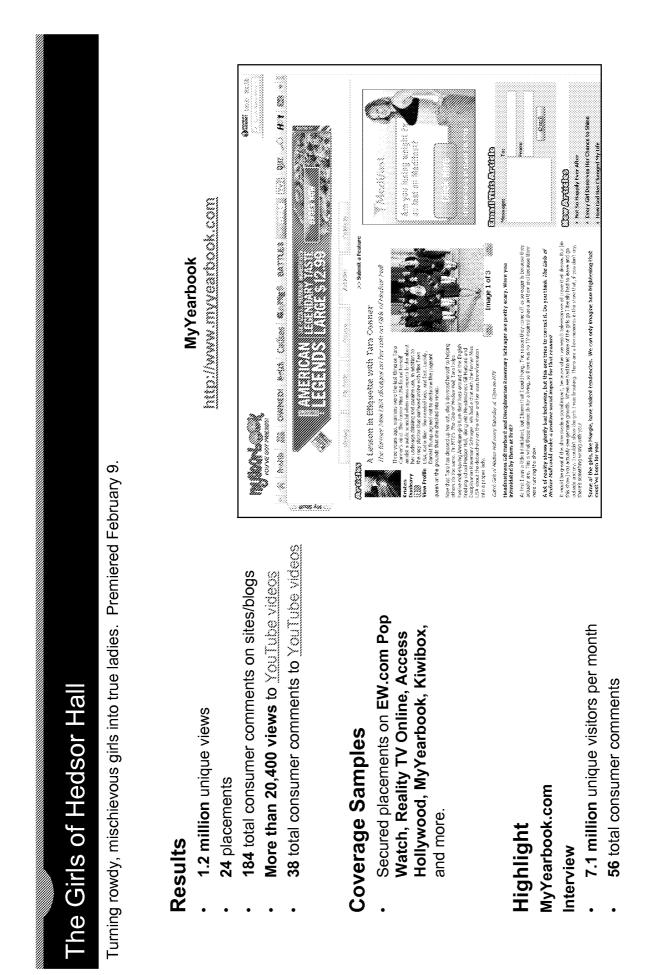


5



1,350 views to YouTube video







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Allie Wester Allie/V@fanscape.com

323.785.7786



#### Schapiro Exhibit 68

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Contact Us	YouTube is the	ne first online community site that allow	ws members to post and share personal
	videos.		
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