

# Schapiro Exhibit 147

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Subject: Sic 'Em Viral Update  
From: Lam, Cuong <EX:/O=VIACOM/OU=MTVUSA/CN=RECIPIENTS/CN=USER  
ACCOUNTS/CN=USER/CN=LAMC>  
To: Preston, Lisa  
Cc: Date: Tue, 28 Mar 2006 16:54:14 +0000

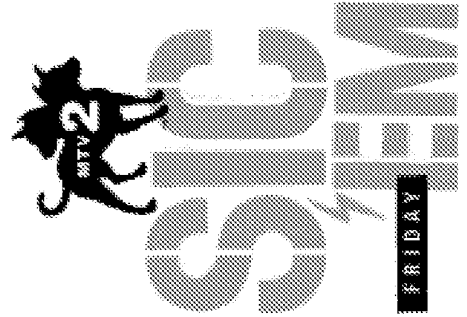
Lisa:

Here is the updated Sic 'Em Viral Update. I revised to include summary at the beginning, some results at the end, and additional sites/promotion. Upon your approval, I will distribute this to the folks on the list.

Thanks,  
Cuong.

List of attachments:  
Sic\_Em\_Update.pdf

**Sic 'Em Friday - Viral Update**  
**March 28, 2006**



# Summary

The campaign for Sic 'Em Friday, featuring *The Andy Milonakis Show* and *Wonder Showzen* launched on February 20 with a viral phase to generate strong buzz and user pass along. The viral campaign was followed by trailer premiere and clip promotions beginning March 10.

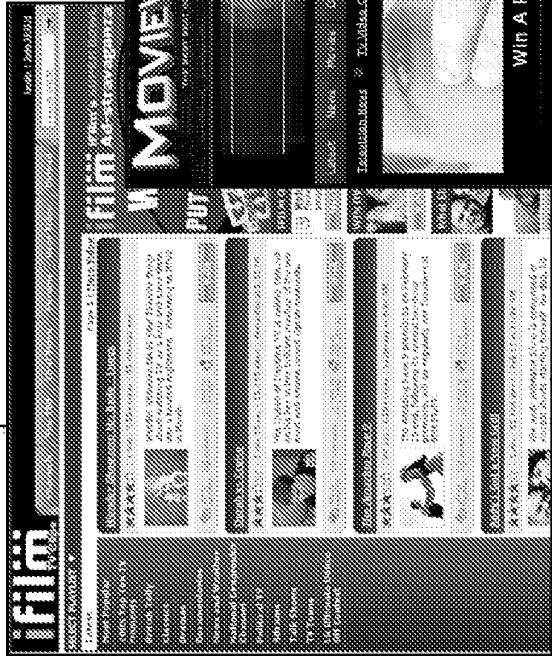
## The results:

- *The Andy Milonakis Show* trailer premiered exclusively on Ifilm.com with homepage, TV homepage, and newsletter promotion
- *Wonder Showzen* trailer premiered exclusively on MSN.com with Entertainment homepage and TV homepage promotion
- Viral clips for *The Andy Milonakis Show* has “spread” online to sites including Ifilm.com, CollegeHumor.com, TV.com, YouTube.com, Heavy.com, DoubleAgent.com and numerous blog sites
- Viral clips for *Wonder Showzen* has “spread” online to sites including Ifilm.com, TV.com, CollegeHumor.com, AllDumb.com, MovieWeb.com, YouTube.com, Crapville.com, and numerous blog sites



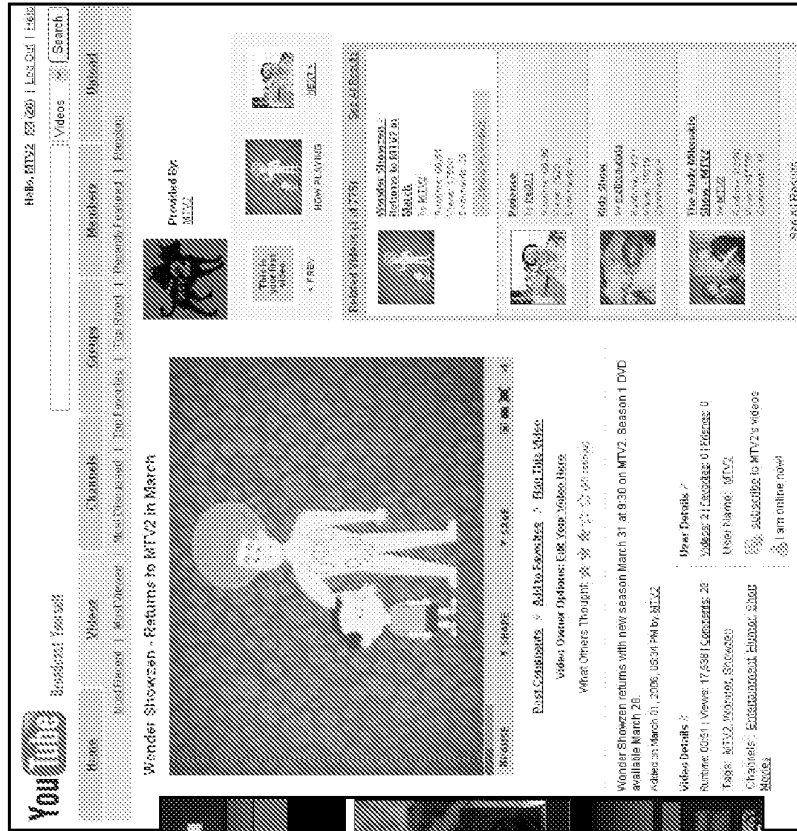
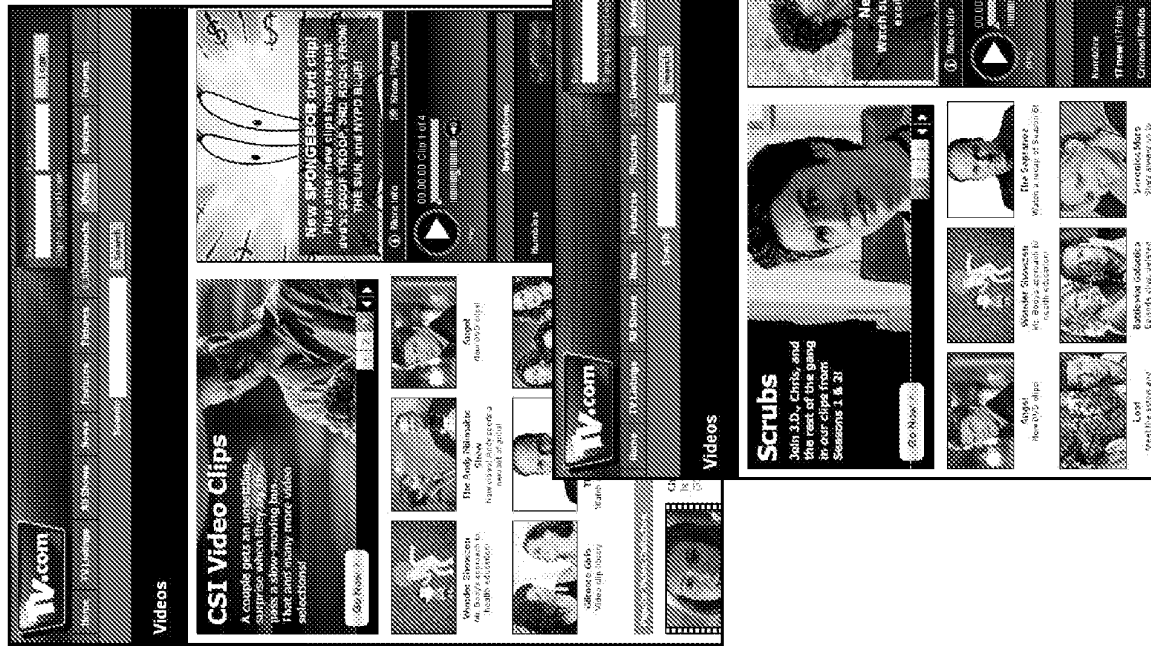
# Wonder Showzen – “Mr. Body”

- IFilm.com exclusively premiered “Mr. Body” on homepage, TV homepage, and Viral Video homepage starting 2/17
- Generated over 310,000 views to date
- MovieWeb.com promoted on TV homepage starting 2/19

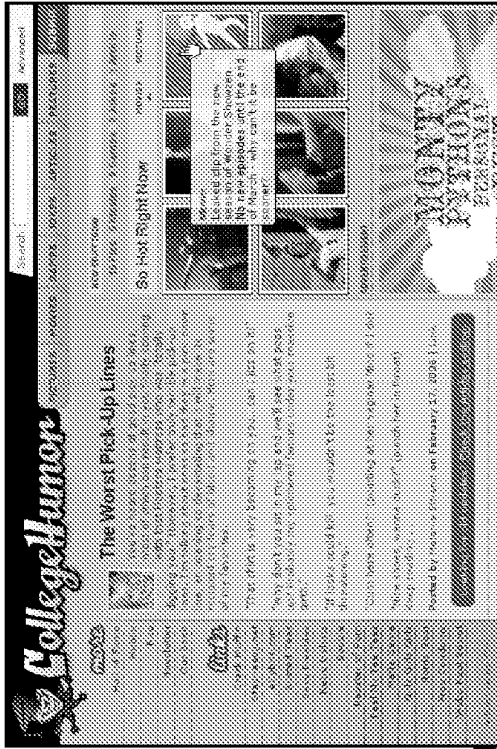


# Wonder Showzen - "Mr. Body"

- TV.com promoted the clip on Videos homepage starting 2/22
- YouTube.com promoted the clip, delivering over 21,000 views

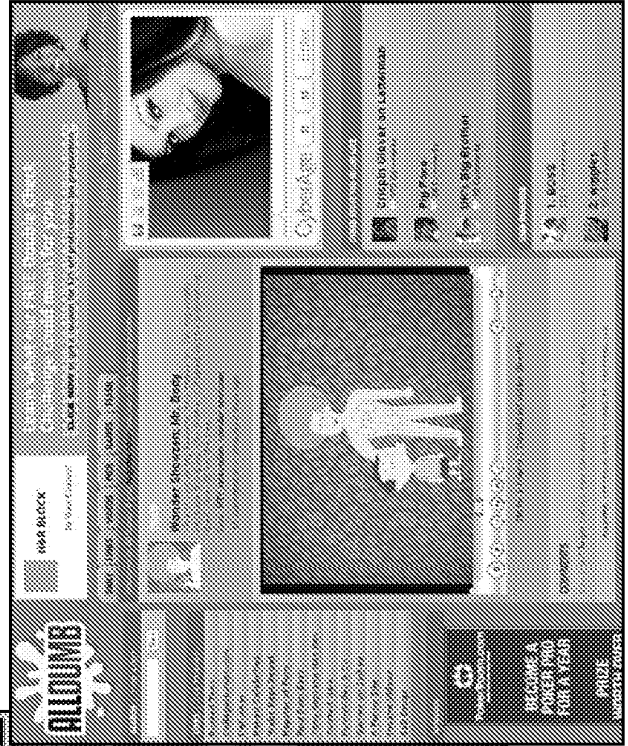


## Wonder Showzen – “Mr. Body”



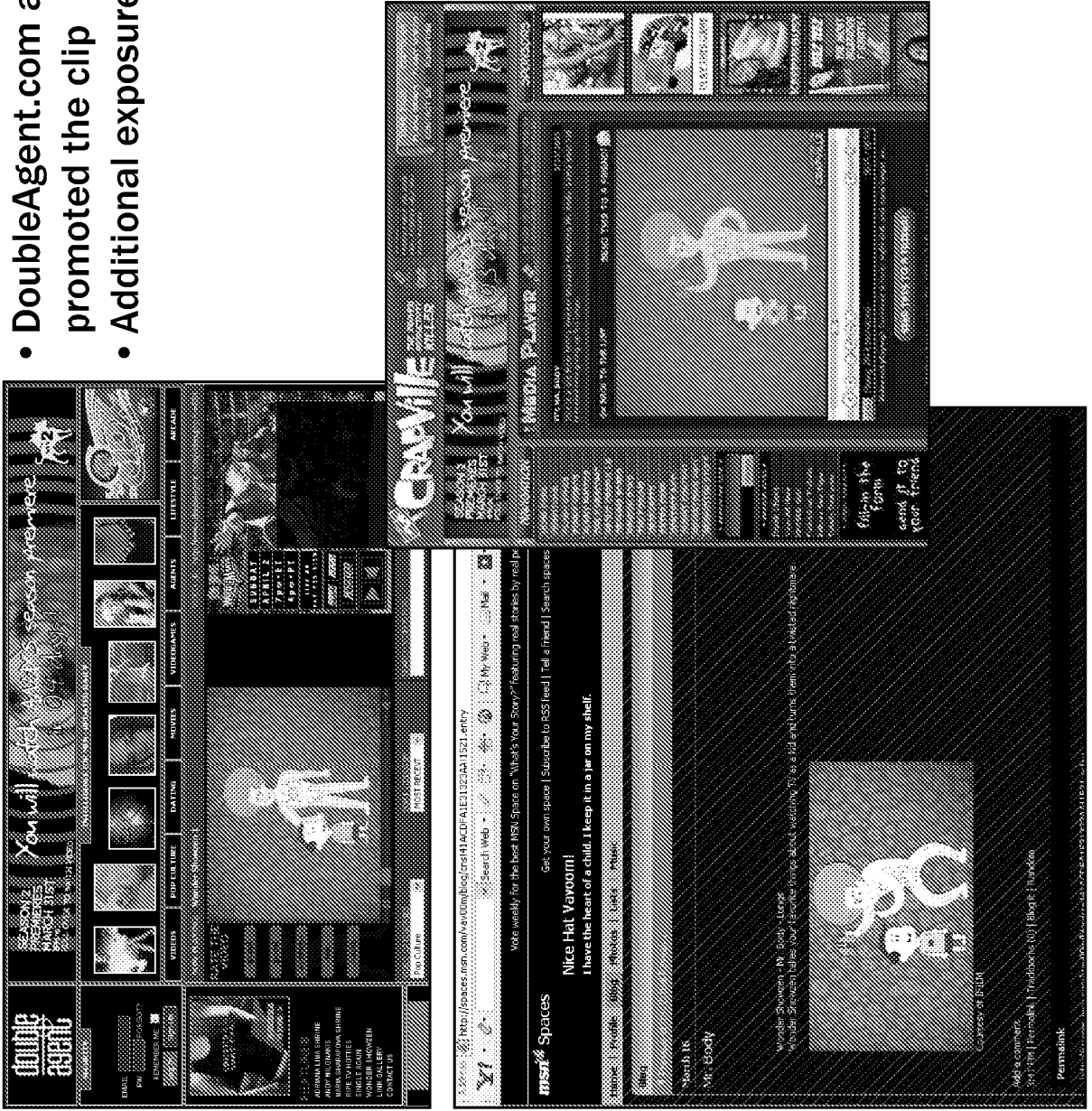
- CollegeHumor.com launched “Mr. Body” on homepage and Movie homepage starting 2/19

- AIIDumb.com also promoted the clip



# Wonder Showzen – “Mr. Body”

- DoubleAgent.com and Crapville.com promoted the clip
- Additional exposure on user site (left)

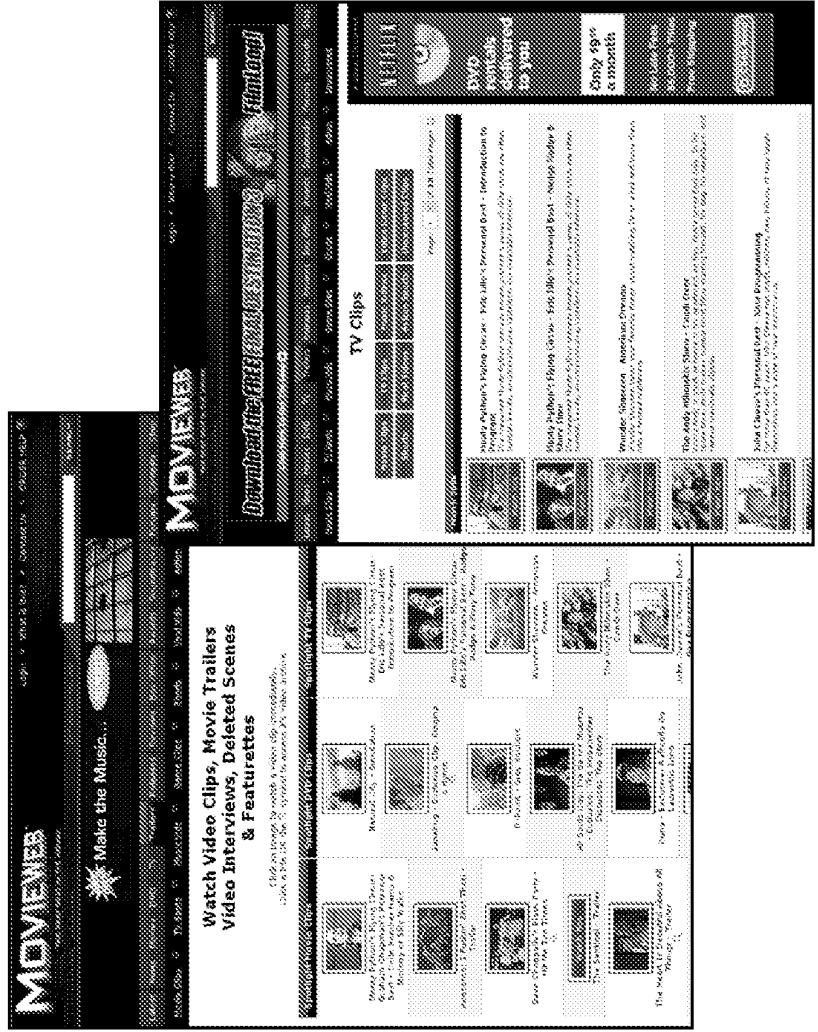




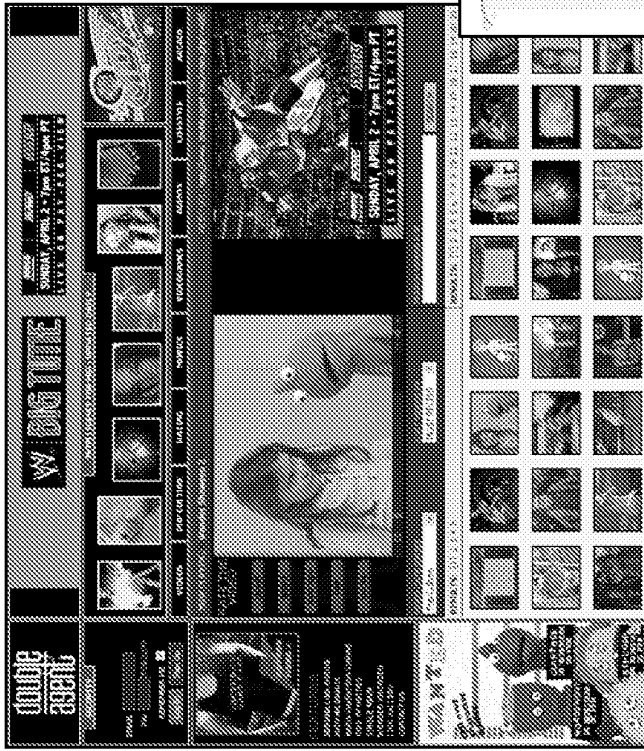
# Wonder Showzen - "American Dreams"



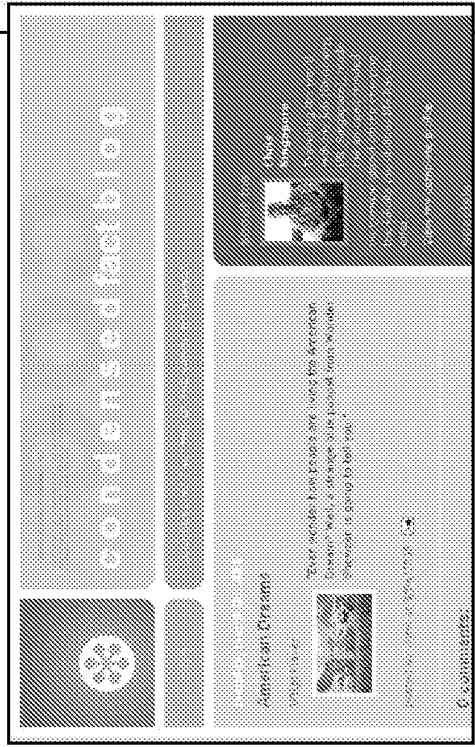
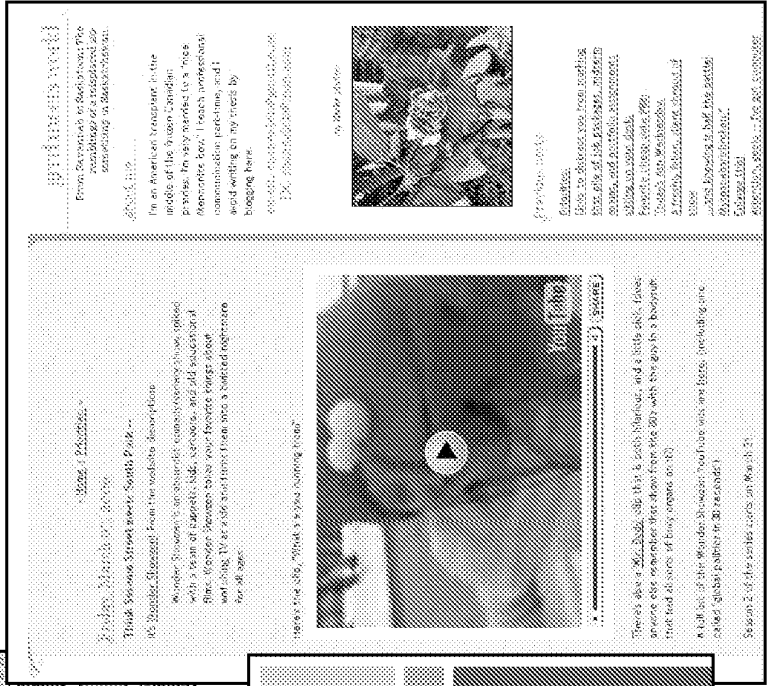
- Ifilm.com premiered "American Dreams" on homepage and TV homepage starting 3/1
- "American Dreams" delivered over 490,000 views, bringing all Wonder Showzen cumulative views to over 865,000 views
- MovieWeb.com promoted "American Dreams" starting 3/3



# Wonder Showzen - "American Dreams"



- DoubleAgent.com promoted the clip
- Additional exposure on blog sites (bottom images)



# Wonder Showzen - Trailer Premiere

**msn tv**  
 Home | Search | My Account | My Lists | My Favorites | My History | My Settings | My Shows | TV Shows | News | First Look | Preview | TV | Movies | Music | Radio | Movies | TV | Video

Find your local listings ZIP:  All times in

**PRIMITIVE TONIGHT**  
 Friday, Mar 10 8-9 PM 9-10 PM 10-11 PM

America's Funniest Home Videos  
 Great Shogunz  
 Deal or No Deal  
 Henry 911  
 What I Like About You  
 Baseball - World Classic: Cuba vs. Puerto Rico

Change ZIP See all TV

**Wonder Showzen**  
 Check out the trailer and an exclusive clip from the new trailer about polygamists

- MSN premiered Wonder Showzen trailer on Entertainment homepage (below) and TV homepage (left) starting 3/10

**msn entertainment**  
 Home | Search | My Account | My Lists | My Favorites | My History | My Settings | My Shows | TV Shows | News | First Look | Preview | TV | Movies | Music | Radio | Movies | TV | Video

**Sopranos' Central**  
 Exclusive clip, photos, quiz and more

**Preview: I Shouldn't Be Alive**

**TV NEWS**  
 Hasidim's wife claims husband's violence drove her to seek refuge with polygamists  
 China has claimed license of Barack Obama's fashion photo shoot  
 David Beckham and his wife with automatable business and a photo gallery  
 A guide to the republican show: being the first in the house  
 Check out the trailer and an exclusive clip from the new trailer about polygamists

**MOVIES**  
 Listen to songs from the radio station

**MUSIC**  
 Listen to songs from the radio station

**TV**  
 See your local listings

**SHAGGY**  
 ROLL-OVER TO EXPAND VIDEO

**ENTER PROMPT NEWS**  
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 An iPhone and high school seniors' tech efforts  
 Street called by Andrew Keightley's debut  
 Former high school student's school and sports efforts

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 What's 2005 year in music and more  
 How to watch TV Preview