

Rubin Reply Exhibit 18

Subject: Paramount / Bay TSP - Content & Profiles
From: "Tipton, Kristina - Paramount" <EX:/O=VIACOM/OU=PARAMOUNT/CN=RECIPIENTS/CN=TIPTONKR>
To: 'courtney@baytsp.com'
Cc: Perry, Alfred - Paramount; 'marki@baytsp.com'; 'evelyn@baytsp.com'; Salter, John - Paramount; Powell, Amy - Paramount; Teifeld, Tamar - Paramount
Date: Wed, 28 Feb 2007 21:14:58 +0000

Hi Courtney,

As discussed, here's all our current content syndication information:

- 1.) Profile Names – below you'll find profile names, some specific Paramount Official ones, and others that are more viral names that our online street team has used on multiple sites (sites listed below as well)
- 2.) Videos we're currently syndicating - I've attached our streaming links and a couple quicktime files of videos we're currently working on syndicating. In addition, this featurette just debuted exclusively on IGN (we don't yet have streaming links):

Shooter Featurette: http://media.movies.ign.com/media/034/034419/vids_1.html

And there are also a couple pieces of content I don't have streaming links handy for, but I think you should have anyways (let me know if you'd like me to find):

Zodiac Theatrical Trailer

Disturbia Theatrical Trailer

Shrek the Third – Trailer 2

Transformers – Teaser Trailer

- 3.) Lastly, at the end of this email I pasted direct links to some of the more viral original content we've posted.

As discussed, I've also added you to our webmaster blast syndication (in addition to Mark and Evelyn), so you will get all these links as they come out. Let me know if you ever have any questions about the content of the webmaster blasts, or about anything else you come across online.

Let us know if you have any questions at all. Thanks, Courtney!

Kristina Tipton

Paramount Pictures

Interactive Coordinator, Promotions & Publicity

323-956-8453

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

Sites

AddictingClips

Bolt

Break

Clevver

ClipShack

DailyMotion

Drisas

Ebaum's World

ExByte

FileCow

Flurl

Grouper

Google Videos

Live Video

MetaCafe

MySpace

Putfile

Revver

Sharkle

Smart Video Channel

SpikedHumor

StreamDump

Stupid Videos

Veoh

Vidiac

VidiLife

Vimeo

Vmix

VSocial

YouTube

ZippyVideos

Norbit Viral Featurette - "Meet Rasputia":

AddictingClips

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

Bolt

http://www.bolt.com/Thatsfunny/video/Norbit__Meet_Rasputia/2952924

Break

<http://my.break.com/media/view.aspx?ContentID=214548>

Clever

<http://viralvideo.clever.com/video/b67ef87e-2139-4a57-ad40-98c20108b863.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=21BA26DFCCFB712A>

DailyMotion

http://www.dailymotion.com/video/x12fuh_norbit-meet-rasputia

Flurl

http://www.flurl.com/item/Norbit___Meet_Rasputia_u_223040

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1742674> <<http://www.grouper.com/video/MediaDetails.aspx?id=1742674&ml=fi%3d%26fu%3d1743955&>> &ml=fi%3d%26fu%3d1743955&

Live Video

<http://www.livevideo.com/video/E8498AFB66CC4742825F76DD1BBC6B32/norbit-meet-rasputia.aspx>

Putfile

<http://media.putfile.com/Norbit---Meet-Rasputia>

Sharkle

<http://www.sharkle.com/video/116366/>

StreamDump

<http://www.streamdump.com/?d5ed30>

Stupid Videos

http://www.stupidvideos.com/video/just_plain_stupid/Norbit__Meet_Rasputia/

Vidiac

<http://www.vidiac.com/video/ad51d735-fb11-487c-9ded-98c200d1d318.htm>

VidiLife

<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1>> &vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1

Norbit Viral Video: Lloyd the Dog Clip

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

Bolt

http://www.bolt.com/broadwayjoe415/video/Talking_Dog_from_Norbit/2972312

Clever

<http://viralvideo.clever.com/video/92e63450-d19c-4e0d-828b-98c700f43968.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=DBFE15A50C2ED2DD>

DailyMotion

http://www.dailymotion.com/video/x13qod_talking-dog-from-norbit

Ebaum's World

<http://emuse.ebaumsworld.com/watch/11295>

Flurl

http://www.flurl.com/item/Talking_Dog_from__Norbit__u_224451

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1749819> <<http://www.grouper.com/video/MediaDetails.aspx?id=1749819&ml=fi%3d%26fu%3d1896951&> &ml=fi%3d%26fu%3d1896951&>

LiveDigital

<http://livedigital.com/content/1451355/>

LiveVideo

<http://www.livevideo.com/video/BD6FA70BDFDE40889B1C335911449BE2/talking-dog-from-norbit-.aspx>

MetaCafe

http://www.metacafe.com/watch/410789/talking_dog_from_quot_norbit_quot/

Putfile

<http://media.putfile.com/Talking-Dog-from--Norbit->

Sharkle

<http://www.sharkle.com/video/116846/>

Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=F2A47C35FD6443CE90AF31CF6C20BE33>

StreamDump

<http://www.streamdump.com/?a41665>

Stupid Videos

http://www.stupidvideos.com/video/just_plain_stupid/Talking_Dog_from_Norbit/

Veoh

<http://www.veoh.com/videos/v227252YqMm3gZE>

Vidiac

<http://www.vidiac.com/video/9e4fc6b1-0649-4fee-9d03-98c700ecc5fa.htm>

Vidilife

<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=4034E3FC-3DF8-4155-A7AD-B>>
&vchrMediaProgramIDCryp=4034E3FC-3DF8-4155-A7AD-B

Vimeo

<http://www.vimeo.com/clip:134860>

Youtube

<http://www.youtube.com/watch?v=afuhSi13YAs>

Norbit Viral Video: Donald vs. Rasputia

Addicting Clips

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

Bolt

http://www.bolt.com/parkmyvibe/video/Donald_Trump_vs_Rasputia/2971836

Clevver

<http://viralvideo.clevver.com/video/edb63288-ba08-4e75-a8fd-98c700c48542.htm>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=47F6ED1FEB59770E>

DailyMotion

http://www.dailymotion.com/video/x13pc2_donald-trump-vs-rasputia

Ebaum's World

<http://emuse.ebaumsworld.com/watch/11285>

Flurl

http://www.flurl.com/item/Donald_Trump_v_s__Rasputia_u_224417

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1749790> <<http://www.grouper.com/video/MediaDetails.aspx?id=1749790&ml=fi%3d%26fu%3d1896949&>> &ml=fi%3d%26fu%3d1896949&

LiveDigital

<http://livedigital.com/content/1451300/>

LiveVideo

<http://www.livevideo.com/video/35A98E8098624EFDBF2AA581B7044A24/donald-trump-vs-rasputia.aspx>

Metacafe

http://www.metacafe.com/watch/410781/donald_trump_vs_rasputia/

Putfile

<http://media.putfile.com/Donald-Trump-vs-Rasputia>

Sharkle

<http://www.sharkle.com/video/116838/>

Smart Video Channel

<http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=D505619EBA5841B2AE7708BCC08E7549>

StreamDump

<http://www.streamdump.com/?5b3003>

Stupid Videos

http://www.stupidvideos.com/video/just_plain_stupid/Donald_Trump_vs_Rasputia/

Veoh

<http://www.veoh.com/videos/v221878JXknbYjS>

Vidiac

<http://www.vidiac.com/video/765b7ad2-2528-44f5-abfd-98c700d84a83.htm>

Vidilife

<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9>> &vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9

Vimeo

<http://www.vimeo.com/clip:134834>

Youtube

<http://www.youtube.com/watch?v=ltXNBOTmZE4>

Flushed Away - Dancing Slugs

Sim and Sim - <http://video.simandsim.com/video/826be4fe-9d94-4037-be4f-985900f1681a.htm> 41

Crack Muffin: <http://www.crackmuffin.com/html/Dancing-Worms.html> 1233

Veoh: <http://www.veoh.com/videoDetails.html?v=e131049prwsh5ws> 142

VidiLife: <http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=7045F650-4810-4A93-90BF-6>>

&vchrMediaProgramIDCryp=7045F650-4810-4A93-90BF-6 780

Vsocial: <http://www.vsocial.com/video/?d=49076> 135

Clevver: <http://viralvideo.clevver.com/video/a90e2fe2-81ce-4844-add4-985001584e3d.htm> 19,049

Eyespot: <http://eyespot.com/search?word=Slugs> <<http://eyespot.com/search?word=Slugs&t=1160083420942>> &t=1160083420942 12

Google Video: <http://video.google.com/videoplay?docid=-8716239627937852835> <<http://video.google.com/>

videoplay?docid=-8716239627937852835&q=dancing+slugs&hl=en> &q=dancing+slugs&hl=en 515
Revver: http://one.revver.com/find/video/slugs#_show_video_73517 588
Vmix: <http://www.vmix.com/viewVideo.php?ID=1499761> 68
Addicting Clips: <http://addictingclips.com/Clip.aspx?key=13BFAC21761CCA0F> 177,279
Grouper: <http://grouper.com/video/MediaDetails.aspx?u=kwyfb> <<http://grouper.com/video/MediaDetails.aspx?u=kwyfb&f=-l&vt=1>> &f=-l&vt=1 349
Free video blog: <http://www.vidiac.com/video/342684e4-66e6-455a-85aa-98500143b10b.htm> 192
YouTube: <http://www.youtube.com/watch?v=32pbKQAaFI0> 3,409
Clip Shack: <http://clipshack.com/Clip.aspx?key=C44A554D3D2EDC56> 51,960
Sharkle: <http://sharkle.com/video/103890/> 1,958
Daily Motion: <http://www.dailymotion.com/video/782041> 6145
Zippy Videos: http://www.zippyvideos.com/6232367566082176/fa_slugs_dancenow/ 92
Stream Dump (UGO): <http://www.streamdump.com/?f9b0ec> 103
Putfile: <http://media.putfile.com/gonna-make-you-sweat> 14
Bolt: <http://www.bolt.com/thatisalsofunny/video/2353346?cn=STREAM_thatisalsofunny_video_large_PAGE1>
http://www.bolt.com/thatisalsofunny/video/Dancing_Slugs/2353346 115
Stupid Videos: http://stupidvideos.com/video/Dancing_Disco_Slugs/ 65,958
Flurl: <http://www.flurl.com/search?q=dancing+slugs> <http://www.flurl.com/search?q=dancing+slugs&type=all_types>
&type=all_types 510,229
File Cow: <http://filecow.com/download/411>

Ifilm: <http://www.ifilm.com/ifilmdetail/2776534> 11,434

Break.com: <http://my.break.com/Media/View.aspx?ContentID=164280> 265

LiveDigital: <http://livedigital.com/content/1022074/> 390
Vloguea.freevideoblog.com (en espanol) :<http://www.vidiac.com/video/30f14488-b244-4491-90f6-985700c89eef.htm>
525

Drisas: <http://www.drisas.com/archives/555> 5519

Metacafe: http://www.metacafe.com/watch/263989/gonna_make_you_sweat/ 8
Spiked Humor: http://www.spikedhumor.com/articles/59132/Gonna_Make_You_Sweat.html 107 link not working

Indian Thriller with the Dancing Slugs:

YouTube: <http://www.youtube.com/watch?v=MA6EV89EP_Q> http://www.youtube.com/watch?v=MA6EV89EP_Q 4,927

Bolt: <http://www.bolt.com/crazyk8ff/video/Indian_Thriller_and_Danci/2444850> http://www.bolt.com/crazyk8ff/video/Indian_Thriller_and_Danci/2444850 197

Clevver: <<http://viralvideo.clevver.com/video/1f1b0bcd-b1da-4c50-afa6-985d00d6f4e5.htm>> <http://viralvideo.clevver.com/video/1f1b0bcd-b1da-4c50-afa6-985d00d6f4e5.htm> 39,373

YouTube: <<http://www.youtube.com/watch?v=kvCANwcbFlg>> <http://www.youtube.com/watch?v=kvCANwcbFlg> 38

vSocial: <<http://www.vsocial.com/video/?l=51159>> <http://www.vsocial.com/video/?l=51159> 41

Clevver: <<http://viralvideo.clevver.com/video/ea31b596-5eb1-4f00-b4d5-985d00d7a10f.htm>> <http://viralvideo.clevver.com/video/ea31b596-5eb1-4f00-b4d5-985d00d7a10f.htm> 30

YouTube: <<http://www.youtube.com/watch?v=vK00wgK8Bn4>> <http://www.youtube.com/watch?v=vK00wgK8Bn4> 8,902

vSocial: <<http://www.vsocial.com/video/?l=51156>> <http://www.vsocial.com/video/?l=51156> 13

Bolt: <http://www.bolt.com/ultrasloppyjoe/video/Dancing_Slugs_and_the_Ind/2444974> http://www.bolt.com/ultrasloppyjoe/video/Dancing_Slugs_and_the_Ind/2444974 56

StreamDump: <<http://www.streamdump.com/?d5f37d>> <http://www.streamdump.com/?d5f37d> 13

StreamDump: <<http://www.streamdump.com/?8204a1>> <http://www.streamdump.com/?8204a1> 12

Flurl: <http://www.flurl.com/item/indian_thriller_with_dancing_slugs_u_194463> http://www.flurl.com/item/indian_thriller_with_dancing_slugs_u_194463 54

Addicting Clips: <http://www.addictingclips.com/Clip.aspx?key=9B0D1C061CA332B7> 58,930

Metacafe: http://www.metacafe.com/watch/269013/indian_thriller/ - 1,021

Clevver: <<http://viralvideo.clevver.com/video/15af7975-1e17-4b40-81e1-9858014d590d.htm>> <http://viralvideo.clevver.com/video/15af7975-1e17-4b40-81e1-9858014d590d.htm> - 60,146

Veoh: <<http://www.veoh.com/video/VideoDetails.html?v=e134837tsWyJnSF>> <http://www.veoh.com/video/VideoDetails.html?v=e134837tsWyJnSF> 89

YouTube: <http://www.youtube.com/watch?v=U3fJz2SgI_g> http://www.youtube.com/watch?v=U3fJz2SgI_g - 19,967

DailyMotion: <http://www.dailymotion.com/rock4stumpy/video/xhspw_indian-thriller-with-the-dancing-sl> http://www.dailymotion.com/rock4stumpy/video/xhspw_indian-thriller-with-the-dancing-sl 16,773

Grouper: <<http://grouper.com/video/MediaDetails.aspx?id=1585775&ml=fi%3d%26fu%3d1895073&>> <http://grouper.com/video/MediaDetails.aspx?id=1585775&ml=fi%3d%26fu%3d1895073&> - 4,232

Putfile: <<http://media.putfile.com/indian-thriller-with-the-dancing-slugs>> <http://media.putfile.com/indian-thriller-with-the-dancing-slugs> 6

Sharkle: <<http://sharkle.com/video/104808/>> <http://sharkle.com/video/104808/> 211

Clipshack: <<http://clipshack.com/Clip.aspx?key=D1065C3ED5F9AFFC>> <http://clipshack.com/Clip.aspx?key=D1065C3ED5F9AFFC> - 7,358

Vsocial: <<http://www.vsocial.com/video/?d=50338>> <http://www.vsocial.com/video/?d=50338> - 23

Eyespot: <<http://eyespot.com/share?>

[cmd=permalink&r=338f45bb57c5d73508f5a123a04b96479ae3f0a93eb60c51a361b03c3016148f05a19f759e03940ce6f7d2798d02d760](http://eyespot.com/share?cmd=permalink&r=338f45bb57c5d73508f5a123a04b96479ae3f0a93eb60c51a361b03c3016148f05a19f759e03940ce6f7d2798d02d760)

[cmd=permalink&r=338f45bb57c5d73508f5a123a04b96479ae3f0a93eb60c51a361b03c3016148f05a19f759e03940ce6f7d2798d02d760](http://eyespot.com/share?cmd=permalink&r=338f45bb57c5d73508f5a123a04b96479ae3f0a93eb60c51a361b03c3016148f05a19f759e03940ce6f7d2798d02d760) - 19

Bolt: <http://www.bolt.com/rock4stumpy/video/indian_thriller_with_the_/2415633> http://www.bolt.com/rock4stumpy/video/indian_thriller_with_the_/2415633 - 112

Break.com: <<http://view.break.com/165321>> <http://view.break.com/165321> - 160

Exbyte: <http://www.exbyte.net/media/videos/2704/indian_thriller_with_the_dancing_slugs.html> http://www.exbyte.net/media/videos/2704/indian_thriller_with_the_dancing_slugs.html - 154

Flurl: <http://www.flurl.com/item/indian_thriller_with_the_dancing_slugs_u_193474> http://www.flurl.com/item/indian_thriller_with_the_dancing_slugs_u_193474 - 7340

LiveDigital: <<http://rock4stumpy.livedigital.com/content/1032801/>> <http://rock4stumpy.livedigital.com/content/1032801/> - 98

Vsocial: <<http://www.vsocial.com/video/?l=50492>> <http://www.vsocial.com/video/?l=50492> - 21 (2 Remote)

ZippyVideos: <http://www.zippyvideos.com/6011329586127026/indianthriller2_extend/> http://www.zippyvideos.com/6011329586127026/indianthriller2_extend/ 33

Vmix: <http://www.vmix.com/view.php?id=1566470¤t_resourceid=1566470&type=video> http://www.vmix.com/view.php?id=1566470¤t_resourceid=1566470&type=video - 470

StreamDump: <<http://www.streamdump.com/videos/display.php?h=c17302>> <http://www.streamdump.com/videos/display.php?h=c17302> - 28

Spiked Humor: http://www.spikedhumor.com/articles/60493/Indian_Thriller_along_w_Dancing_Slugs.html

Chicken noodle soup:

Grouper: <http://grouper.com/video/MediaDetails.aspx?id=1587019> <<http://grouper.com/video/MediaDetails.aspx?id=1587019&ml=fi%3d%26fu%3d1897292&>> &ml=fi%3d%26fu%3d1897292& 75

Google: <http://video.google.com/videoplay?docid=-6365071709506794595> <<http://video.google.com/videoplay?docid=-6365071709506794595&hl=en>> &hl=en 234

Addicting clips: <http://www.addictingclips.com/Clip.aspx?key=FD41A107701CF77D> 1404

Daily Motion: http://www.dailymotion.com/checkmystash2/video/xi1gf_chicken-noodle-soup 2127

YouTube: <http://youtube.com/watch?v=ROz2VD9nD4o> 69

Clevver: <http://viralvideo.clevver.com/video/3d09e963-404d-46fa-aa19-985b00eb7b69.htm> 4197

Sharkle: <http://sharkle.com/video/105172/> 132

ClipShack: <http://clipshack.com/Clip.aspx?key=E2E381AAFDDE3D1F> 332

VSocial: <http://www.vsocial.com/video/?d=50798> 20

Bolt: http://www.bolt.com/checkmystash2/video/chicken_noodle_slugs/2431494 127

Break. <http://my.break.com/Media/View.aspx?ContentID=166168> 147

Vmix: <http://www.vmix.com/view.php?id=1581343> <http://www.vmix.com/view.php?id=1581343¤t_resourceid=1581343&type=video> ¤t_resourceid=1581343&type=video 22

Metacafe: http://www.metacafe.com/watch/268960/chicken_noodle_soup/ 592

Putfile: <http://media.putfile.com/Chicken-Noodle-Slugs> <<http://media.putfile.com/Chicken-Noodle-Slugs%20%20%20%20%20%203>> 3

StreamDump: <http://www.streamdump.com/?0eed32> 14

Veoh: <http://www.veoh.com/videoDetails.html?v=e137176McM69CAz> 50

Vidiac: <http://www.vidiac.com/video/89b70f1e-2180-40f6-834e-985c00d06b9f.htm> 52

Exbyte: http://www.exbyte.net/media/videos/2720/Chicken_Noodle_Slugs.html

Eyespot: <http://eyespot.com/search?word=slugs> <<http://eyespot.com/search?word=slugs&t=1161027102216>> &t=1161027102216 3

Spiked Humor: http://www.spikedhumor.com/articles/60160/Chicken_Noodle_Slugs.html 42

Bolt: http://www.bolt.com/broadwayjoe415/video/Chicken_Noodle_Soup_and_S/2452708 61

Mr. T

Bolt: http://www.bolt.com/broadwayjoe415/video/Mr_T_rapping_with_dancing/2438050 41

Clevver: <http://viralvideo.clevver.com/video/ced855d7-e8b6-4465-8dfe-985c00da63be.htm> 11,790

Daily Motion: http://www.dailymotion.com/video/xick3_mr-t-rapping-with-dancing-slugs 783

Clip Shack: <http://www.clipshack.com/Clip.aspx?key=8DCA466088D3DD2A> 85

Google: <http://video.google.com/videoplay?docid=-2988739931668629075> <<http://video.google.com/videoplay?docid=-2988739931668629075&hl=en>> &hl=en 16

Live Digital: <http://livedigital.com/content/1048202/> 102

Putfile: <http://media.putfile.com/Mr-T-w-the-Dancing-Slugs> 3

Metacafe: http://www.metacafe.com/watch/269039/mr_t_and_the_dancing_slugs_rapping/ DELETED

Stream Dump: <http://www.streamdump.com/?1eb1c3> 15

Veoh: <http://www.veoh.com/videoDetails.html?v=e137217q77THyNb> 34

vSocial: <http://www.vsocial.com/video/?d=50997> 28

Vmix: <http://www.vmix.com/view.php?id=1587939> <http://www.vmix.com/view.php?id=1587939¤t_resourceid=1587939&type=video> ¤t_resourceid=1587939&type=video 14

YouTube: <http://www.youtube.com/watch?v=2WXZlwxmypo> 1,759

Zippy Videos: http://www.zippyvideos.com/8183050546142776/mrt_02_1/ 24

Exbyte: http://www.exbyte.net/media/videos/2722/Mr_T_rapping_w_dancing_slugs.html

Eyespot: <http://eyespot.com/search?word=slugs> <<http://eyespot.com/search?word=slugs&t=1161027102216>> &t=1161027102216 3

Addicting Clips: <http://addictingclips.com/Clip.aspx?key=072A7DE05B2CDBBD> 3343

Grouper: <http://grouper.com/video/MediaDetails.aspx?id=1589507> <<http://grouper.com/video/MediaDetails.aspx?id=1589507&ml=fi%3d%26fu%3d1896951&>> &ml=fi%3d%26fu%3d1896951& 17

Free Video Blog: <http://www.vidiac.com/video/ce9ee4ab-4340-432f-afd6-985b014937d0.htm> 732

Spiked Humor: http://www.spikedhumor.com/articles/60501/Mr_T_Rapping_w_Dancing_Slugs.html 15

Dancing Guy

Zippy Videos: http://www.zippyvideos.com/3386380256142096/billy_jean_slugs_sor/ 24

Bolt: http://www.bolt.com/mrthomas323/video/Dancing_Guy_with_Slugs/2438575 55

Addicting Clips: <http://www.addictingclips.com/Clip.aspx?key=68A5D5DAEAC989DB> 492

Clevver: <http://viralvideo.clevver.com/video/408e4bfd-b9bf-459e-8e8d-985c00f5ffb1.htm> 690

Clip Shack: <http://www.clipshack.com/Clip.aspx?key=AA46A49008AC2190> 105

Grouper: <http://www.grouper.com/video/MediaDetails.aspx?id=1590669> <<http://www.grouper.com/video/MediaDetails.aspx?id=1590669&ml=fi%3d%26fu%3d1897288&>> &ml=fi%3d%26fu%3d1897288& 19

Daily Motion: <http://www.dailymotion.com/mrthomas323/video/857026> 43

YouTube: <http://www.youtube.com/watch?v=B4FRNFuypXA> 17

Flurl: http://www.flurl.com/item/Dancing_Guy_with_Slugs_u_194383 935

Google: <http://video.google.com/videoplay?docid=4812300400845156663> 19

Live Digital: <http://livedigital.com/content/1049089/> 13

Metacafe: http://www.metacafe.com/watch/269237/guy_dancing_with_slugs/ 1,076

Putfile: http://media.putfile.com/Dancing-Guy-wslugs_2

Vidiac: <http://www.vidiac.com/video/443470a6-c3db-440a-b12b-985c011c8b8c.htm> 51

Veoh: <http://www.veoh.com/videoDetails.html?v=e137355ztWtxRgc> 34

vSocial: <http://www.vsocal.com/video/?l=51015>

Sharkle: <http://www.sharkle.com/video/105546/>

Stream Dump: <http://www.streamdump.com/?70da75>

Spiked Humor: http://www.spikedhumor.com/articles/60178/Guy_Dances_w_Dancing_Slugs.html

Hasselhof:

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

Bolt <http://www.bolt.com/gooddrugy/video/David_Hasselhoff_with_the/2459410> http://www.bolt.com/gooddrugy/video/David_Hasselhoff_with_the/2459410

Clevver <http://viralvideo.clevver.com/video/e02282cd-a149-4b7c-a130-985f01049a74.htm>

Clip Shack <<http://www.clipshack.com/Clip.aspx?key=6E4741F8BDA2C3E0>> <http://www.clipshack.com/Clip.aspx?key=6E4741F8BDA2C3E0>

Daily Motion http://www.dailymotion.com/video/xisxk_david-hasselhoff-wdancing-slugs

Exbyte.net <http://www.exbyte.net/media/videos/2748/Hasselhoff_and_Slugs.html> http://www.exbyte.net/media/videos/2748/Hasselhoff_and_Slugs.html

Google <<http://video.google.com/videoplay?docid=-2228078678183364810>> <http://video.google.com/videoplay?docid=-2228078678183364810>

Grouper <<http://grouper.com/video/MediaDetails.aspx?id=1594408&ml=o%3d7%26fk%3dslugs%26fx%3d&>> <http://grouper.com/video/MediaDetails.aspx?id=1594408&ml=o%3d7%26fk%3dslugs%26fx%3d&>

Live Digital <http://livedigital.com/content/1062782/>

Metacafe http://www.metacafe.com/watch/272228/dancing_slugs_and_david_hasselhoff/

Sharkle: <http://www.sharkle.com/video/106047/>

Spiked Humor: http://www.spikedhumor.com/articles/60807/David_Hasselhoff_w_Dancing_Slugs.html

Stream Dump: <http://www.streamdump.com/?1814b8>

Veoh: <http://www.veoh.com/videoDetails.html?v=e139848DFPAen2C>

Vidiac: <http://www.vidiac.com/video/0b29028c-7cf1-4a85-8295-986000e92f8c.htm>

VidiLife: <http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=48413CDA-AC43-42E1-90A7-4>> &vchrMediaProgramIDCryp=48413CDA-AC43-42E1-90A7-4

vSocial: <http://www.vsocal.com/video/?l=51602>

YouTube: <http://www.youtube.com/watch?v=8YHM9dzRkRk>

Flukiest: <http://www.flukiest.com/picture/427433>

List of attachments:

- Bee Movie Trailer 1.txt
- BOG_webisode1_links.txt
- BOG_trailer2_links.txt
- BOG_trailer1_links.txt
- BOG_webisode2_links.txt
- zodiac_gyllenhal_links.txt
- zodiac_films_clip_links.txt
- zodiac_tv_spot_links.txt
- transformers_trailer2_links.txt
- shrek3_the_wait_is_ogre_links.txt
- shrek3_trailer1_links.txt
- Shooter Trailer.txt
- norbit_gag_reel_links.txt
- disturbia_trailer1_links.txt
- blades5.mov
- Viral Videos

Rubin Reply Exhibit 19

From: Courtney Nieman
Sent: Friday, March 16, 2007 11:23 PM
To: Martin Dare
Cc: Evelyn Espinosa; Mark M. Ishikawa; Travis Hill
Subject: Names to be filtered out of "still online" for the daily report for MTVN

Attachments: Filtered_YouTube_Names.txt



Filtered_YouTube_
Names.txt (4 ...

Martin,

As requested here are the current names we are filtering out for YouTube on 158 MTVN

irenemariemodels
thesparksfly
BadBoyRecords
reaction2006
Vlogging
FutureWorld77
shishka
ladyfragment
bpfrecrods
LiveralViewer
vhlstaff
Wiredset
jerseymouth1
laurenceegibbs
Snackboard
Damonjohnson
Isitfridayyet
SpikeTV
bestweekevertv
reno9112miami
TNAWrestling
TXCANY
powermadeak47dotcom
PinkStrawberry1
PinkStrawberry
BroadwayJoe415
ParkMyVibethemoviemonkey
Paramount
FiveChemical
Paramount Pictures
ParamountPictures
Paraccount
Thatsfunny
BroadwayJoe
Thatsnotfunny
Thatisalsofunny
Freeforlife112

Please use these to filter out the "still online" report. Thanks

Courtney Nieman
Manager Client Services
BayTSP, Inc.
408-341-2314

AIM: BayTSPCanne

Have you checked out BayTSP's Piracy news web log? <http://www.baytsp.com/weblog>

The information contained in this email message may be confidential and is intended only for the parties to whom it is addressed. If you are not the intended recipient or an agent of same, please notify us of the mistake by telephone (408-341-2300) or email and delete the message from your system. Please do not copy the message or distribute it to anyone.

irenemariemodels
thesparksfly
BadBoyRecords
reaction2006
Vlogging
FutureWorld77
shishka
ladyfragment
bpfrecrods
LiveralViewer
vhlstaff
Wiredset
jerseymouth1
laurenceegibbs
Snackboard
Damonjohnson
Isitfridayyet
SpikeTV
bestweekevertv
reno9112miami
TNAWrestling
TXCANY
powermadeak47dotcom
PinkStrawberry1
PinkStrawberry
BroadwayJoe415
ParkMyVibethemovie
Paramount
FiveChemical
Paramount Pictures
ParamountPictures
Paraccount
Thatsfunny
BroadwayJoe
Thatsnotfunny
Thatisalsofunny
freeforlife112

Rubin Reply Exhibit 20

From: Liza Patriana.

Sent: 12/24/2008 12:47 AM.

To: [-] Perez, Wendy M.

Cc: [-] Liza Patriana; Terry Dry.

Bcc: [-] .

Subject: 50 Cent Final Update.

Wendy,

Below is the final update for MTV's 50 Cent – The Money & The Power online marketing campaign. Please let me know if you have any questions.

Thanks and Happy Holidays!!

Liza

We reached out to a total of 225 fan communities throughout the season.

Feedback finished at a total of 124 responses:

- * 39 positive
- * 61 negative
- * 24 neutral

Our final efforts this past week included informing fans once again about the new air-times of the show and directing people towards the sneak peek episode clip on <http://50cent.mtv.com>.

Additionally, we secured a placement on 21-7 Magazine featuring this sneak peek clip along with the new tune-in information. Please find the direct link to the post here:

<http://21-7magazine.blogspot.com/2008/12/money-and-power-sneak-peek.html>

Current 50 Cent -- The Money & The Power Videos

VIDEO URL

VIEWS

Jennifer Talks Smack

http://www.youtube.com/watch?v=_wy_l48ZbGg

808

<http://vids.myspace.com/index.cfm?fuseaction=vids.individual&videoid=47140574>

51

<http://www.dailymotion.com/video/x7isvd>

25

<http://www.veoh.com/videos/v16733149hXN49Jha>

13

<http://www.break.com/usercontent/2008/11/The-Money-and-the-Power-Jennifer-talks-smack-611047.html>

89

Artist Fan Community Outreach

50 CENT

<http://thisis50.com>

<http://www.last.fm/group/50+cent>

<http://www.last.fm/group/Hip+Hop+Culture>

http://www.imeem.com/groups/gDMgPi7z,50_cent/

http://www.imeem.com/groups/VqezjB1m,50_cent/

http://www.imeem.com/groups/l47E0c6m,50_cent_fans/

<http://www.bebo.com/5OCenTz>

<http://www.bebo.com/----50--cent----->

<http://www.bebo.com/Rappers4Eva>

<http://www.bebo.com/GUnit001>

<http://www.bebo.com/50CvKW>

<http://www.bebo.com/-fans-of-50-Cent->

Facebook Group: Smirnoff Experience - 50cent live in concert, featurinmg the G Unit

Facebook Group: 50CeNt-AkOn-EmlnEm (ThE MaStErs Of EnGllsH sOnGzzz)

<http://music.yahoo.com/ar-294445-messages--50-Cent>

<http://ilike.com/artist/50+Cent>

<http://www.last.fm/music/50+Cent>

http://www.imeem.com/artists/50_cent/

Facebook Group: 50cent"akon"evanscence"lovers

Facebook Group: 50Cent is da best!!

Facebook Group: Kanye West vs. 50-Cent

Facebook Group: 50 Cent: The Money and The Power

Facebook Group: 50cent fans all around the world

Reality TV

<http://boards.soapcentral.com/>

<http://www.mtv.com>

<http://sitcomsonline.com/boards/>

<http://www.realityreel.com/index.php>

<http://talk.realitytvmagazine.com/>

<http://www.cinemablend.com/forum/>

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

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

<http://www.must-see-tv.com/forum/>

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

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

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

<http://www.411mania.com>

<http://www.realtelevision.net/>

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

<http://forums.buddytv.com>

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

<http://forum.realityfanforum.com/>

<http://beta.tvclubhouse.com/index.php>

<http://www.hollywood.com/Forums/>

www.flixster.com/

<http://shakefire.com/>

<http://www.fansofrealitytv.com>

<http://www.must-see-tv.com/forum/>

<http://www.thebestofrealitytv.com/forums/>

HIP HOP

<http://www.nobodysmiling.com>
<http://www.fanpop.com/spots/50-cent/forum>
<http://www.topix.com/forum/who/50-cent>
<http://www.rapworlds.com/forums/forumdisplay.php?f=36>
<http://www.hypecrew.com/forum/>
<http://forums.undergroundhiphop.com/>
<http://www.jeejuh.com/forum/>
<http://www.nationofhiphop.net/>
<http://www.accesshiphop.com/forums/>
<http://www.b-boys.com/forums/>
<http://community.allhiphop.com/go/forum/viewboard>
<http://www.hiphop-universe.com/underground/>
<http://www.dashadyboard.com/index.php>
<http://www.411hype.com/>
<http://www.djforums.com/forums/index.php>
<http://www.sohh.com/>
<http://www.hiphop-central.com/forum/>
Facebook Music: 50-Cent
Facebook Group: 50cent
Facebook Group: 50CENT
Facebook Group: 50cent lovers
Facebook Group: 50cent is the SHIT!!!!!!
<http://www.realraptalk.com/>
<http://forums.projectcovo.com/index.php>
<http://talk.livedaily.com/>
<http://groups.myspace.com/GanGstaUniT>
<http://groups.myspace.com/HHatitsbest>
<http://groups.myspace.com/ShadyDynasty>
<http://groups.myspace.com/gunitsoldier>
<http://groups.myspace.com/gunitsoldierselite>
<http://www.50cent.com/Content/Discussions/DiscussionCategories.aspx>

<http://www.50centfanforum.com/forums/>
<http://forums.undergroundhiphop.com/>
<http://www.rapbattles.com/forum/>
<http://board.rapbasement.com/index.php>
<http://www.siccnness.net/vb/>
<http://groups.myspace.com/GameTime213>
<http://groups.myspace.com/rapunit>
<http://groups.myspace.com/httpHipHopYouDontStopMySpacecom>
<http://groups.myspace.com/hiphopheads>
<http://groups.myspace.com/hiphopisdead>
<http://groups.myspace.com/HipHopNation06>
<http://groups.myspace.com/Raplove>
<http://groups.myspace.com/whyilovehiphop>
<http://www.s2smagazine.com/services/board/index.php?>
<http://www.ryanmcbain.com/forums/>
<http://www.dubcc.com/forum/index.php?topic=197646.0>
<http://www.rapsearch.com/board/>
<http://board.soundclick.com/>
<http://www.basketballforum.com/everything-hip-hop/>
<http://boards.askmen.com/>
<http://www.king-mag.com/mb/>
<http://www.xxlmag.com/mb/>
<http://www.nobodysmiling.com/forum/>
<http://realestniggas.com/board/>

Blogs

<http://21-7magazine.blogspot.com>
<http://50centthemoneyandthepower.blogspot.com>
<http://chriz21.blogspot.com>
<http://www.aubreyoday.us>
<http://www.hhboard.com>
<http://www.jbanksblog.com/>

Social Network Bulletin

<http://www.myspace.com/fanscape>

<http://www.myspace.com/fanscapebandhookup>

Sample Feedback Screenshots

Liza Patriana

Account Executive

Fanscape, Inc.

360 N. La Cienega Blvd.

3rd Floor

Los Angeles, CA 90048

p: 323 785 7758

f: 323 785 7101

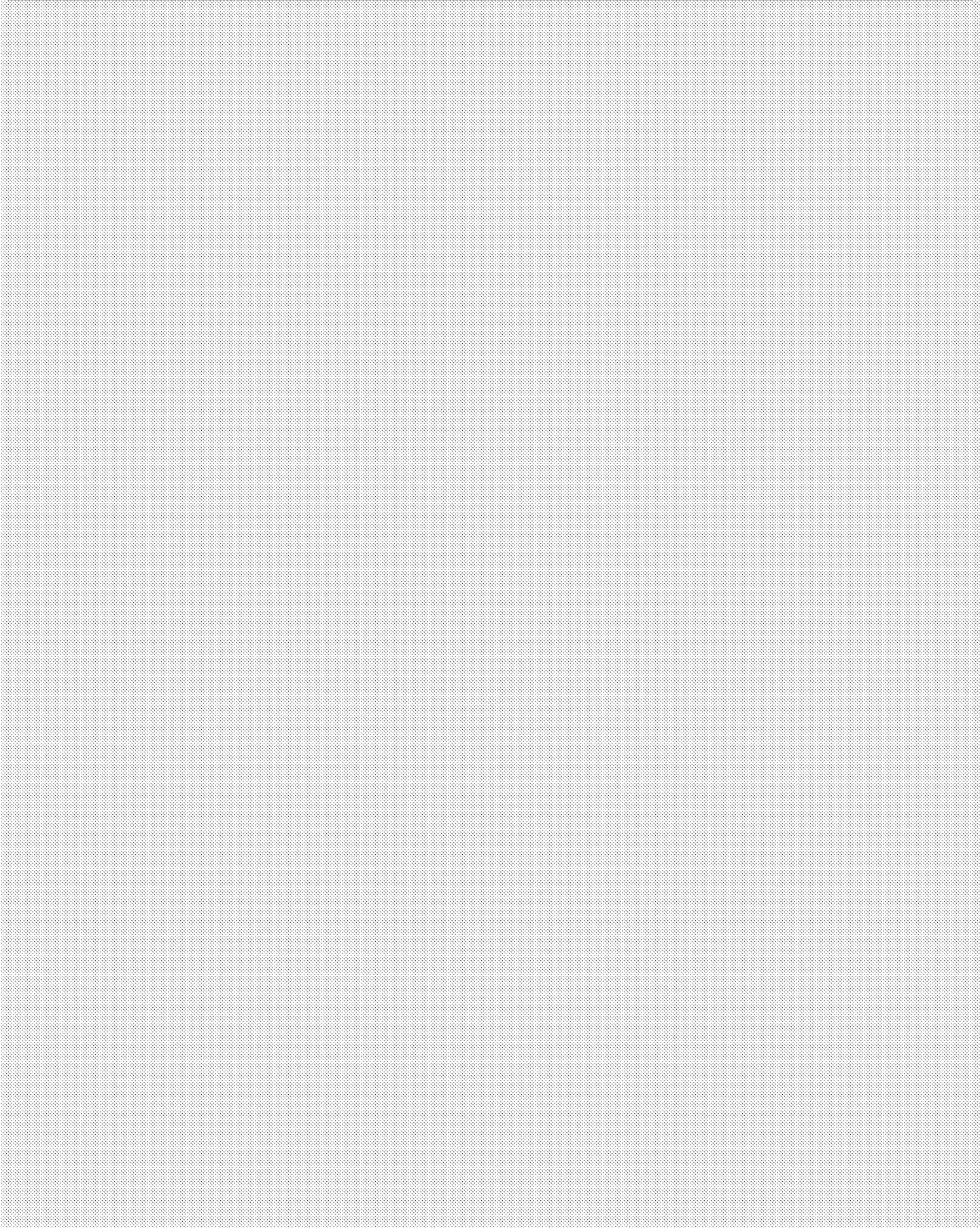
email: lizap@fanscape.com

aim: [fillemignonne6](#)

www.fanscape.com

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Rubin Reply Exhibit 21

| | |
|--|---|
| <i>Video ID</i> | bD1GJRiQIrw |
| <i>Video Title</i> | MTV Cribs-50 Cent November 29th at 10:30p.m |
| <i>Length (Seconds)</i> | 181 |
| <i>Date Video Uploaded</i> | 11/15/2007 |
| <i>YouTube Account Username</i> | fanscapevideos |
| <i>Date YouTube Account Created</i> | 10/3/2007 |
| <i>Signup Email</i> | alliew@fanscape.com |
| <i>Signup IP</i> | 76.79.68.94 |

Rubin Reply Exhibit 22

From: Christy Wise.

Sent: 6/8/2009 11:02 PM.

To: [-] Mylan Beauford.

Cc: [-]

Bcc: [-]

Subject: FW: Comedy Block Update.

They are all over me regarding this block. I think Allie is doing a great job –but we need to monitor her efforts a bit to make sure it's being given priority attention. They are big on this DJ & The Fro show because they've received a lot of positive feedback after premiering some of it after the movie awards – they think it will be big. Stephanie is also confused about how to read our updates and left me a message asking why we only have two placements for DJ & The Fro – so I tried to explain that it's 12 and not 2 (see below) and left her two messages as well.

Regardless, please make sure Allie is doing everything she can for this – specifically in the men's lifestyle and animation departments. Also Stephanie mentioned trying to do some sort of top 10 "outrageous game show stunts" or "most outrageous things seen on TV game shows" and plugging Silent Library clips and mentioning the block. She said that Melissa Barreto was going to discuss with you directly. If she has not – can you get in touch to see what they are talking about (Barreto)?

Allie may need our help with this – so please check in or ramp up the assignment count when you send out assignments for this week.

Thanks!

-Christy

Christy Wise

VP, Marketing, Fanscape, Inc.

360 N. La Cienega Blvd. 3rd Fl.

Los Angeles, CA 90048

p. 323.785.7789 | f. 323.785.7101 | aim. og glitter

ChristyW@fanscape.com | www.Fanscape.com

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From: Christy Wise

Sent: Monday, June 08, 2009 2:51 PM
To: Berman, Stephanie
Subject: FW: Comedy Block Update

Hey Stephanie,

Just left you a message after getting your message re: the Comedy Block update. Give me a call when you can to discuss so I can clear up any questions you may have.

You mentioned on the message that there were only 2 placements for DJ & The Fro, and I'm not sure how you got that number specifically. All of the coverage outlined in the update mentions the entire block – which includes DJ & The Fro. There are 12 total placements from last week mentioning the block – not 2.

Were you referring to interview requests? There are currently 2 interview requests specifically for DJ & The Fro, one from AOL's Urlesque, which is an internet trends/viral video blog – which is the perfect place for them with primarily male demographic (54%), 31% of which are 12-34. TVgasm.com has also requested an interview and they are also a male leaning blog–54% male, 51% of which are ages 12-34. Additional pending for DJ & The Fro is a “6 questions” feature on Gunaxin.com – yet another male leaning site, this one 76% male ages 18-34.

So to sum up – 12 placements total for the Comedy Block, 2 interview requests, and 1 feature for DJ & The Fro which will tag the entire block as we discussed on the phone. Anything specific to any other show will also be tagged with the entire block.

I have a meeting at 4pm PST – but am free until then to chat.

Thanks!

-Christy

Christy Wise

VP, Marketing, Fanscape, Inc.

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Los Angeles, CA 90048

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From: Christy Wise
Sent: Monday, June 08, 2009 12:47 PM
To: Young, Tamika; Barreto, Melissa
Cc: Allie Wester; Urbont, Ariana; Berman, Stephanie; Terry Dry
Subject: Comedy Block Update

Hi Tamika & Melissa,

Below is this week's update for the Comedy Block. We have included interview request for both DJ & The Fro, as well as Silent Library, along with pending placements below, along with general coverage.

Video views are currently at 1,021 with 9 comments in total – with Silent Library so far having the both the most views and comments. Additional highlights include placements on Seat 42F, Real Television, Game Shows Newsnet, BuzzerBlog, and more.

Please let us know if you have any questions. We will continue our outreach efforts this week.

Thanks!

-Christy

Digital Publicity Update June 8, 2009: Comedy Block

DJ & The Fro Interview Requests – 2

Urlesque – <http://www.urlesque.com>

235,830 unique visitors per month

What: Guest post of Top 5 YouTube videos (or anything web-related) from creators or “DJ & The Fro”

TVgasm – <http://www.tvgasm.com>

200,000 unique visitors per month

Silent Library Interview Requests – 1

BuzzerBlog – <http://buzzerblog.flashgameshows.com/>

100,000 unique visitors per month

Pending – 3

About.com Game Shows – <http://gameshows.about.com>

28,000 unique visitors per month

What: Silent Library news item

Gunaxin – <http://www.gunaxin.com>

238,219 unique visitors per month

What: “6 Questions” with Creators of DJ & The Fro

Show Patrol – <http://www.chicagonow.com/blogs/show-patrol/>

10,000 unique visitors per month

What: Clips

Videos – 2

YouTube – <http://www.youtube.com>

“Silent Library” – Big Bust

Views: 791

http://www.youtube.com/watch?v=GE2SfDWOK8U&feature=channel_page

Top Referrers: BuzzerBlog (189), Frank 151 (85)

YouTube – <http://www.youtube.com>

“DJ & The Fro” – Cat Licking

Views: 230

http://www.youtube.com/watch?v=-_SnIUE45Fo&feature=channel_page

Placements – 12

Seat 42F – <http://www.seat42f.com>

News item

17,600 unique visitors per month

<http://seat42f.com/index.php/latest-news/4563-mtv-sets-premiere-date-for-three-new-comedies>

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=6127&Itemid=1

Reality TV Website – <http://www.realitytvwebsite.com>

News item

10,000 unique visitors per month

<http://realitytvwebsite.com/RealityTVNews/Laugh-Your-Way-Into-Afternoons-As-MTV-Premieres-Three-New-Comedic-Series.html>

TV Megasite – <http://www.tvmegasite.net>

News item

38,375 unique visitors per month

<http://tvmegasite.net/prime/news.shtml>

Pop Culture Madness – <http://www.popculturemadness.com>

News item

340,000 unique visitors per month

<http://www.popculturemadness.com//Entertainment/Television/mtv.html>

BuzzerBlog – <http://buzzerblog.flashgameshows.com/>

YouTube video – Homepage Feature

100,000 unique visitors per month

4 comments

<http://buzzerblog.flashgameshows.com/new-mtv-game-show-silent-library-debuts-june-15th/>

Spread to: <http://survivorsucks.com/topic/52616>

Frank 151 – <http://www.frank151.com>

YouTube video

10,000 unique visitors per month

<http://www.frank151.com/2009/06/05/silent-library/>

Reality TV Online – <http://www.reality-tv-online>

YouTube video

20,000 unique visitors per month

<http://www.reality-tv-online.com/blog/silent-library-and-is-she-really-going-out-with-him-new-shows-on-mtv/>

TV Blips – <http://tvblips.dailyradar.com>

News item (Reality TV Online)

262,000 unique visitors per month

http://tvblips.dailyradar.com/story/silent_library_and_is_she_really_going_out_with_him/

Real Television – <http://www.realtelevision.net/>

YouTube video

189,000 unique visitors per month

<http://www.realtelevision.net/2009/06/04/silent-library/>

Media Fiends – <http://www.mediafiends.com>

YouTube video link

222,000 unique visitors per month

http://www.mediafiends.com/index.php?option=com_content&task=view&id=6160&Itemid=44

Game Shows Newsnet – <http://www.gameshowsnewsnet.com>

News item (no direct link)

10,000 unique visitors per month

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

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DJ & The Fro -- Cat Licking

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fanscapevideos — June 03, 2009 — "DJ & The Fro" is part of MTV's weekday comedy block which starts Monday, June 15th and airs from 5-6:30pm. The show is about two twenty-something slackers who spend most of their days avoiding work and watching viral videos. The webs funniest and most bizarre clips are woven into the narrative comedy.

Category: Entertainment

Tags: DJ & The Fro viral videos cat licking cat clip cat microwave microwave cartoons animation beavis & butthead daria celebrity deathmatch

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Highest Rated Comments

- kleinkopfff** THIS SHOW OWNSSS!!!
11 months ago 3
- laxmain** hahahaha ur brothers in a wheelchair stupid lol hahaha
11 months ago 3

All Comments (28)

[see all](#)

- finerfinser** Lol!
4 months ago
- ReikoAburame** wow XD that was adorable now lets get you into the microwave
8 months ago
- Itachiknight** When is he gana guit teasing & start sucking now thats the jiffest
9 months ago
- JoeGuitarGuy** yep i remember first pussy
10 months ago
- projectinsane** haha your brother is in a wheelchair
10 months ago
- brawlitup** This show is the JIZZ.
10 months ago
- wolfgirl73095** PRESTOSAURUSREX- It should be in the first few videos of my favorites list. It's the actual video though, not the DJ and the Fro one. I couldn't find it either.
11 months ago
- Ninicutey** *Comment removed*
11 months ago
- PRESTOSAURSR...** i couldn't find it!!!!
11 months ago

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fatboy5twin
- "Silent Library" -- Big Bust**
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- DJ & The Fro-Thigh Pie**
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- MTV's "DJ and The Fro" Three Dogs Staring**
3,012 views
WiredsetLLC
- Adult -- What is This? ***Tasteless and Gross**
37,981 views
JCVdude
- DJ & The fro-baby works crowd**
4,121 views
DJANDTHEFRO82
- DJ AND THE FRO CLIP**
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- Women Falls**
434,289 views
payneman
- go to www.laughawayseries.com**
338,600 views
flagpop
- MTV's "DJ and The Fro" - Baby Works the Crowd**
2,573 views
WiredsetLLC
- MTV's DJ & the Fro is using our Goat raisen Cli...**
823 views
JCVdude
- Jizz In My Pants**
83,987,408 views
thelonlyisland
- MTV's "DJ and The Fro" The Wheelchair and The E...**
2,322 views
WiredsetLLC

Rubin Reply Exhibit 24

"Silent Library" -- Big Bust

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0:06 / 2:24 360p

201,588 views

fanscapevideos — June 03, 2009 — Silent Library is part of the new weekday comedy block on MTV, which premieres on Monday, June 15th. Silent Library airs at 6pm.

Modeled after a popular Japanese game show, Silent Library is pure physical comedy that will test the composure, endurance and determination of six friends who will have to watch as one of their own is subjected to unbelievable challenges ranging from brushing ones teeth with wasabi to having their face held in the path of the dreaded slapping machine. The twist, it all takes place in the confines and hushed tones of a library. Try not to laugh out loud when your friend's being tested in side-splitting ways, right before your watering eyes.

Category: Entertainment

Tags: silent library game show gameshow japanese gameshow

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Highest Rated Comments

- Flow4tune** 3 months ago 39 the original gaki no tsukai silent library is better
- iAMtunaFISH** 2 months ago 20 omfg this is so god damn lame. these guys are faking. they laugh like theyre on drugs. there expressions are forced and over acted

All Comments (477)

see all

- triplehh1984** 3 days ago I mean the original japanese show
- triplehh1984** 3 days ago 4 this sucks so bad!! VERY poor acting, go watch the original and you will die laughing
- JazzSquare09** 4 days ago is laughing not making noise?
- Sammy4549** 6 days ago @iAMtunaFISH You gotta admit. Anything to be on TV.
- RedbirdRox** 1 week ago I officially love this show!!!!!!! Except I don't have cable.....
- wilky1986** 1 week ago for sure
- TheWereWolfWere** 2 weeks ago haha nice
- go2class** 2 weeks ago some exaderate but alot of it is genuine..the episode i saw this weekend was hilarious and it was genuine.
- TheRichProject** 2 weeks ago This is the perfect example of 'Westernizing' a product which didn't really need to be Westernized at all.
- reareagr/lovesyou** 2 weeks ago i hate how that dude says SILENCE ughh

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- "Silent Library" -- Chowder from Boot of Old Cook** 50,072 views fanscapevideos
- WEDGIE WEDGE** 36,755 views TheSILENTLIBRARY
- MTV's "Silent Library" - Not Wanted Hug** 70,172 views WiresetLLC
- silent library pt.2** 25,365 views johndo3
- Silent Library Episode 04** 107,833 views wirelessnorway
- "Silent Library" -- Birdcage Helmet** 52,774 views fanscapevideos
- Silent Library - Aspirator** 60,585 views zuochromedia
- Justin Bieber On Silent Library HQ** 297,439 views justinbieberloverx10
- MTV Silent Library - clip 5** 61,251 views suzanne5ive
- JUSTIN BIEBER- SILENT LIBRARY - PART 1 - NO** 278,294 views amandaduddeee
- Brief Pet** 14,561 views TheSILENTLIBRARY
- Halarious Japanese silent library game show** 206,540 views kenny10pin
- MATT SURI - MTV Silent Library - Santa Lapped** 19,450 views MattSuri
- Old Man Bites Tenderly (Silent Library)** 28,569 views ponyboysunset
- silent library** 407,263 views monkeylover84
- Silent Library Game Show** 75,096 views UberMegaAwesomeVidz
- Silent Library at Binghamton University** 794,006 views pkuZheii
- MTV Silent Library - clip 2** 23,144 views suzanne5ive
- MTV Silent Library host Zero Kazama Interview w...** 15,762 views channelapa

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The Money and the Power - Jennifer talks smack

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5,939 views

fanscapevideos — November 25, 2008 — 50 Cent: The Money and the Power airs Thursdays @ 10 pm on MTV. 50 picked his own savvy, street-smart contestants to battle it out over a \$100k using both their own entrepreneurial skills and 50's 'Laws of Power'. Learn more about it at <http://50cent.mtv.com>

Category: Entertainment

Tags: 50 cent money mtv power

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Highest Rated Comments

- dubpny 1 year ago 5 I think Jen is Hot
- juego3000 9 months ago 4 damn... I was hoping that combreadd would win... he was awesome.. he had class. experience, style and he was smart

All Comments (10)

- ismaitabla 4 days ago @MajidEgypt deehh
- ogkiller88 10 months ago WAHAHA, i laughed so much when I watched this scene of the show xD fucking epic
- Sasukethehedgehog 1 year ago Ryan won the f**ken show! copy and paste this to congratulate him. Ryan FTW!!
- MajidEgypt 1 year ago 50 did that on purpose!!
- im2kool4u55 1 year ago much music
- kimtime 1 year ago 3 damn, 50 tapping people on the show too?!?!?
- devilembace 1 year ago 2 where do i watch these episodes other than MTV?
- SAGXKEEPER 1 year ago first!

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- 50 Cent - Get Up Instrumental 208,786 views OfficialInstrumental Featured Video
- 50 Cent - "The Money & The Power" Reality Show ... 2,407,939 views 50CentMusic
- Money, Men and Power - by Jet Boy 29,040 views JetBoy4you2wear
- MONEY AND THE POWER PREMIERE PARTY 2,360 views harlemmoney
- 50 cent the money and the power finale part 5 29,537 views icemochild
- 50 Cent the Money and the Power 9,567 views RealismsTruth
- 50 cent the money and the power finale pt 2 26,597 views icemochild
- Text Me- The Money and the power (50 cent) 482 views hip19
- 50 Cent - Money By Any Means (Power of the Doll... 90,277 views mtran22
- Pushups with 50 Cent on The Money & The Power 34,994 views fitconnect
- T-Pain - Chopped N Screwed Instrumental 217,797 views OfficialInstrumental
- 50 cent the money and the power pt7! 16,380 views icemochild
- 50 Cent Money and The Power Contestants= Ugh! 2,355 views eb0nie
- 40 GLOCC & TIP TOE VIDEO MONEY & THE 40,278 views BIGGBAD40
- 50 CENT THE MONEY AND THE POWER FINALE CLIP 13,983 views 7tommy12
- 50 cent the money and the power finale part 3 20,351 views icemochild
- 50 cent the money and the power finale part 4 23,395 views icemochild
- Scarface - Money and the Power 25,094 views DaOrlgnOsSUnDbWoY
- 40 GLOCC feat. Tip Toe - The Money and The Powe... 5,309 views MarcusMcDammit
- 50 Cent - The Money and The Power 933 views streetoobe

Rubin Reply Exhibit 26

From: Christy Wise.

Sent: 3/6/2008 8:45 PM.

To: [-] Molly Birckhead; Mylan Beauford; Lauren Kahner.

Cc: [-]

Bcc: [-]

Subject: FW: IMPORTANT -- Viral Clips & Marketing.

FYI....

Christy Wise

Sr. Director, Partnership Marketing

Fanscape, Inc.

<http://fanscape.com/>

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From: French, David - MTV [mailto:David.French@mtvstaff.com]

Sent: Thursday, March 06, 2008 10:34 AM

To: DeGuzman, Jennifer; Castaneda, Jeff; Barreto, Melissa; Rzepka, Jason; Llewellyn, Noelle; Nicola, Jessica; Manning, Andrea; Harris, Louisa - MTVN; Agathoklis, Mariana; Young, Tamika; Pittman, Q; Lucas, Lameka; Lee, Anastasia; Yeomans, Emily; Waldman, Sarah; Emma Carrasco

Cc: Black, Marnie; Urbont, Ariana; Christy Wise

Subject: IMPORTANT -- Viral Clips & Marketing

Importance: High

Hey Everyone:

I wanted to hit you up with two things. They're important, so please read:

#1 VIRAL CLIPS -- As I mentioned in our staff meeting, we need to start forwarding the links of any clips we disseminate virally to Viacom so they don't pull down our stuff. Christy and her team will be putting together a report weekly outlining the videos they have sent out -- but ONLY on the projects they are supporting us on. That means if

you are sending out video, and fanscape is not helping, YOU need to let us know what you are sending, and where to.

Q has stepped up, and is going to be the point person in sending this information to Viacom. He will be sending them a weekly report on Tuesdays -- so please send him your links and details regularly. PLEASE USE THE FORMAT OF THE ATTACHED EXCEL REPORT.

#2 MARKETING -- I know we all get busy, but we need to do a better job of communicating with other departments. Please make it YOUR RESPONSIBILITY to know what Marketing is doing to support or not support the project(s) you are working on. It's important for everything we do that we have the full communications perspective -- which includes promotion/marketing. Your marketing counterparts are Amy Strube, Amie Esler and Jolina Hoang. You can also ask Joe Ortiz for questions about with on-air promotion. Hit them up -- they won't bite... let's be coordinated.

If you have questions/concerns about either of these points... of course let me know.

Thanks!!

D

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| True Life | MTV True Life, I Need Anger Management | fanscapevideos |
| Jackass | Jackass Stunt Gone Wrong | FanscapeVideos4U |
| Jackass | Wee-Man Hot Dog Prank | FanscapeVideos4U |
| That's Amore | That's Amore Trailer | FanscapeVideos4U |
| That's Amore | That's Amore V-Day Message | FanscapeVideos |
| ABDC | America's Best Dance Crew Episode 1 Performances | fanscapevideos |
| ABDC | Kaba Modern on America's Best Dance Crew | fanscapevideos |
| ABDC | Iconic Performs on America's Best Dance Crew | fanscapevideos |
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| http://www.youtube.com/watch?v=ZiDQ7LCVASE | 2/1/2008 | YouTube | 3,066 |
| http://www.youtube.com/watch?v=b79fRbPUuw | 2/20/2008 | YouTube | 153,739 |
| http://www.youtube.com/watch?v=IY9WVHNxUj0 | 2/22/2008 | YouTube | 954 |
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