

Rubin Reply Exhibit 43

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Backyardigans Live! USA

BAAFamily

2 videos

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0:05 / 1:01 360p

8,046 views

BAAFamily — April 16, 2008 — Nick Jr's backyard friends, The Backyardigans, come to life for preschoolers in their brand-new live show, The Backyardigans Live! Tale of the Mighty Knights! Join Knights Uniqua and Tyrone as they embark on a quest to protect King Pablo's unpredictable egg. Along the way, Grabbing Goblin Austin and Flighty Fairy Tasha join the medieval mayhem as the runaway egg hatches feet and makes an unexpected dash all the way up to Dragon Mountain! The Backyardigans will need the audience's help to face a mighty dragon and return the egg to the king. The Backyardigans Live! will have the entire family singing, dancing and laughing along to songs of courage, friendship and the power of imagination.

Category: Entertainment

Tags: Backyardigans Live Tour Tale Mighty Knights USA Nickelodeon Concert Performance

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Adding comments has been disabled for this video.



The Theme Song For The Backyardigans 16,457,354 views theboywhokills

Featured Video



Backyardigans 127,845 views rhodes2184



Backyardigans - Orange County Performing Arts C... 935 views mixpotube1



Backyardigans Live 111,637 views nzeke14



Backyardigans Live Show: Austin Solo 40,711 views travellingmom



The Backyardigans 16,714 views Entertainment102



The Backyardigans - Our Happy Moments 3,152,676 views StarlightSheen



BACKYARDIGANS LIVE NYC 5,731 views mimi3boys



Backyardigans Live Concert 129,574 views avabethnana



Backyardigans Live Show: Tasha solo, part 1 11,430 views travellingmom



BACKYARDIGANS LIVE NYC MADISON SQUARE 19,104 views mimi3boys



Backyardigans Live deel 1 9,304 views dependaalbekker



The Backyardigans Live! Tale of the Mighty Knig... 153,819 views BAAFamily



Backyardigans 2007 1,161,855 views ChaleAlmaVince



Go Diego Go! Live Web Promo 10,902 views jnrad



Dora's Sing Along Fiesta I 27,537 views Jayleadspawn



BACKYARDIGANS Live in Surrey 01/11/08 10,849 views mwhite1979



Backyardigans Live deel 4 5,016 views dependaalbekker



Kaela Backyardigans 11,088 views donnabravo



Dancing to the Backyardigans 988 views mansollilo

Rubin Reply Exhibit 44

From: Scott Hurwitz <scott@icedmedia.com>
Date: Thu, 01 Feb 2007 21:48:18 -0500
To: "Teifeld, Tamar" <Tamar_Teifeld@paramount.com>, "Tipton, Kristina" <Kristina_Tipton@paramount.com>, "Bryan_Warman@paramount.com" <Bryan_Warman@paramount.com>, [REDACTED]
Cc: Jim VanBlaricum <jim@icedmedia.com>, Sherman Hall <sherman@icedmedia.com>, "ilwira@icedmedia.com" <ilwira@icedmedia.com>, Bahiyah Stewart <bahiyah@icedmedia.com>, Omar Ellis <omar@icedmedia.com>
Subject: ICED Media: Norbit Update 2/1

Norbit – Online Campaign 2/1/07

53 different sites are now featuring Norbit content we've serviced.

Attached is a spreadsheet with direct urls and # of clicks for the various viral clips that have been uploaded. The report below includes screen shots and urls from all the coverage thus far.

This week, we added the "Talking Dog," "Trump vs Rasputia," "Meet Rasputia" and "Don't Adjust My Seat" clips to various sites. The 4 exclusive clips have now been serviced and should all be up by tomorrow. Blackfilm already has theirs up. Prize pack contests are slated to start going live on Monday as well as the E-card syndicated contest.

The gag reel, trailer and 4 other Norbit clips have over 230,000 combined views.

We've passed along a lot of press requests that have not yet been fulfilled. Please let us know what interview opportunities we'll be able to facilitate. We have a lot of sites waiting on this.

Our (celebrity/entertainment) blog contest with the E-card launches this week. We're setting up a contest page where entrants can create their own Norbit e-card, putting their faces into still images from the movie (there are 6 different e-card templates)

After they've sent the card to their friends, they'll send us the URL of the card along with their info and the site where they saw the contest. We'll put their image into a gallery on the contest page. We'll select one winner at random, who will win a "Dinner and a Movie Date" package (basically a \$200 Visa gift card for them to use for a nice dinner and movie)

<http://icedmedia.com/contests/norbit/frameset.htm> <<http://icedmedia.com/contests/norbit/frameset.htm>> <<http://icedmedia.com/contests/norbit/frameset.htm>>

NEW/LIVE FEATURES

College Club

<http://www.collegeclub.com>

<http://www.collegeclub.com/entertainment/> <<http://www.collegeclub.com/entertainment/>>

Homepage flash window promoted clips and gag reel

Black Film

<http://blackfilm.com/20070126/> <<http://blackfilm.com/20070126/>>

"Norbit" Exclusive Clip and E-Card featured on the homepage.

Ja Live

[http://www.jalive.com./](http://www.jalive.com/) <<http://www.jalive.com./>>

(75K unique visitors per month)

"Norbit" Homepage Trailer Feature.

Bumpshack

<http://www.bumpshack.com> <<http://www.bumpshack.com/>>
<http://bumpshack.com/?p=2205> <<http://bumpshack.com/?p=2205>> <<http://bumpshack.com/?p=2205>>
300,000 unique readers per month
"Don't Adjust My Seat" clip and Rasputia still image featured on home page of entertainment/news blog

Pop Star Plus
<http://www.popstarsplus.com/> <<http://www.popstarsplus.com/>>
http://www.popstarsplus.com/movies_n_norbit.htm
(200k monthly uniques.)
"Norbit" Movie Page Created w/ Trailer, Stills, Gag Reel, and E-Card.

Crave Online
<http://www.craveonline.com> <<http://www.craveonline.com/>>
<http://craveonline.com/videos/00003624/norbit.html> <<http://craveonline.com/videos/00003624/norbit.html>> <<http://craveonline.com/videos/00003624/norbit.html>>
3,000,000 unique readers per month
Norbit trailer linked on home page of entertainment/film site

Can Mag
<http://www.canmag.com> <<http://www.canmag.com/>>
<http://canmag.com/trailerlist.php> <<http://canmag.com/trailerlist.php>> <<http://canmag.com/trailerlist.php>>
150,000 unique readers per month
"Don't Adjust My Seat" clip linked on home page "Movie Trailers" section
"Meet Rasputia" clip linked from main Movie Trailers page

Fatlace
<http://www.fatlace.com> <<http://www.fatlace.com/>> /
<http://www.fatlace.com/lacedup/> <<http://www.fatlace.com/lacedup/>>
<http://www.fatlace.com/lacedup/2007/01/25/norbit-starring-eddie-murphy-thandie-newton/> <<http://www.fatlace.com/lacedup/2007/01/25/norbit-starring-eddie-murphy-thandie-newton/>>
(100K Unique visitors per month)
Norbit Gag Reel, film info featured on Laced Up blog page.

Urban Bridgez
<http://www.urbanbridgez.com> <<http://www.urbanbridgez.com/>> /
<http://www.urbanbridgez.com/site/tvreeel.htm> <<http://www.urbanbridgez.com/site/tvreeel.htm>> <<http://www.urbanbridgez.com/site/tvreeel.htm>>
(1.1 Million unique visitors per month)
Norbit featured on front page of site, Film/TV page.
Feature includes trailer, gag reel, ecard, pics and synopsis

Urban Magazine
<http://www.urbanmagazine.net> <<http://www.urbanmagazine.net/>>
(100K Unique visitors per month)
Norbit trailer plays immediately upon homepage load.

Pop Stars Plus
<http://www.popstarsplus.com> <<http://www.popstarsplus.com/>> /
http://www.popstarsplus.com/movies_n_norbit.htm <http://www.popstarsplus.com/movies_n_norbit.htm> <http://www.popstarsplus.com/movies_n_norbit.htm>
http://www.popstarsplus.com/actors_eddiemurphy.htm <http://www.popstarsplus.com/actors_eddiemurphy.htm>
<http://www.popstarsplus.com/actors_eddiemurphy.htm>
(500K Unique visitors per month)
Norbit trailer added to Movies page, Eddie Murphy celeb profile.

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

<http://www.rap-up.com/index.php?p=1228> <<http://www.rap-up.com/index.php?p=1228>> <<http://www.rap-up.com/index.php?p=1228>>
(200K Unique visitors per month)
Norbit trailer, film info added to front page of site.

Rebel Vision

<http://www.rebelvision.net> <<http://www.rebelvision.net/> /
<http://www.rebelvision.net/norbit.html> <<http://www.rebelvision.net/norbit.html>> <<http://www.rebelvision.net/norbit.html>>
(100K Unique visitors per month)
Trailer, film info added to front page of site.

Bizzom

<http://www.bizzom.com> <<http://www.bizzom.com/>> /
<http://www.bizzom.com/top-stories/483/movie-spotlight-norbit> <<http://www.bizzom.com/top-stories/483/movie-spotlight-norbit>> <<http://www.bizzom.com/top-stories/483/movie-spotlight-norbit>>
(100K Unique visitors per month)
Trailer, film info added to front page of site.

Movies Online

<http://moviesonline.ca> <<http://moviesonline.ca/>>
http://moviesonline.ca/movienews_11117.html <http://moviesonline.ca/movienews_11117.html> <http://moviesonline.ca/movienews_11117.html>
Site stats pending
"Don't Adjust My Seat" clip in home page feature on movie blog

The Jay

<http://www.thejay.com> <<http://www.thejay.com/>>
<http://www.thejay.com/2007/01/26/mitzvah-eddie-murphy/> <<http://www.thejay.com/2007/01/26/mitzvah-eddie-murphy/>>
"Norbit" trailer, gag reel, "Don't Adjust My Seat," and "Meet Rasputia" clips featured in home page post on movie blog

Addicting Clips

www.addictingclips.com <<http://www.addictingclips.com>> <<http://www.addictingclips.com>>
<http://www.addictingclips.com/Clip.aspx?key=26C78810700B6CC3>
Exclusive gag reel lived on the homepage, featured videos section and AddictingGames through from 1/19-1/25
This clip has over 120,000 views to date

DailyMotion

Gag reel featured on this viral video site
27,000+ view thus far
http://www.dailymotion.com/video/x11guo_exclusive-first-look-norbit-gag-ree <http://www.dailymotion.com/video/x11guo_exclusive-first-look-norbit-gag-ree> <http://www.dailymotion.com/video/x11guo_exclusive-first-look-norbit-gag-ree>

Real Talk NY

<http://www.realtalkny.net/> <<http://www.realtalkny.net/>>
homepage feature includes trailer, gag reel, official site link and more
(screen shot in previous report)

Bolt

Gag reel featured on this viral video site
1300+ view thus far
http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REE/2938932 <http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REE/2938932> <http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REE/2938932>
(screen shot in previous report)

ClipShack

Gag reel featured on this viral video site

6800+ view thus far

<http://www.clipshack.com/Clip.aspx?key=A97FFFCE0C9AAFC4> <<http://www.clipshack.com/Clip.aspx?key=A97FFFCE0C9AAFC4>>

<<http://www.clipshack.com/Clip.aspx?key=A97FFFCE0C9AAFC4>>

(screen shot in previous report)

StreamDump

Gag reel featured on this viral video site

Under 100 views thus far

<http://www.streamdump.com/?9c93ea> <<http://www.streamdump.com/?9c93ea>>

<<http://www.streamdump.com/?9c93ea>>

(screen shot in previous report)

E-Spire Entertainment

<http://www.E-Spire.blogspot.com>

Trailer Featured on entertainment hub

(screen shot in previous report)

Young, Black and Fabulous

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

Homepage feature includes trailer, photos and synopsis

(screen shot in previous report)

Break.com

Gag reel featured on this viral video site

1900+ views thus far

<http://my.break.com/media/view.aspx?ContentID=212773> <<http://my.break.com/media/view.aspx?ContentID=212773>>

<<http://my.break.com/media/view.aspx?ContentID=212773>>

(screen shot in previous report)

Stupid Videos

http://www.stupidvideos.com/video/commercials/Norbit_BehindtheScenes_Gag_Reel/

Gag reel featured on this viral video site

Under 100 views thus far

(screen shot in previous report)

Zippy Videos

Gag reel featured on this viral video site

Under 100 views thus far

http://www.zippyvideos.com/9771660946567876/norbit_gag_reel/ <http://www.zippyvideos.com/9771660946567876/norbit_gag_reel/>

<http://www.zippyvideos.com/9771660946567876/norbit_gag_reel/>

(screen shot in previous report)

Live Video

Gag reel featured on this viral video site

Under 100 views thus far

http://www.livevideo.com/video/CE5256A64ACF4B35B2331D0580688C8C/norbit-gag-reel.aspx?m_tkc=464378

(screen shot in previous report)

Veoh

Gag reel featured on this viral video site

2000+ view thus far

<http://www.veoh.com/videos/v216867YF8C3C3E> <<http://www.veoh.com/videos/v216867YF8C3C3E>>

<<http://www.veoh.com/videos/v216867YF8C3C3E>>

(screen shot in previous report)

Vidiac

<http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.htm> <<http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.htm>> <<http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.htm>>

Gag reel featured on this viral video site
700+ view thus far

VidiLife

http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL.htm <http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL.htm> <http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL.htm>

Gag reel featured on this viral video site
1200+ view thus far
(screen shot in previous report)

Inside Pulse / Popcorn Junkies

<http://popcornjunkies.insidepulse.com> <<http://popcornjunkies.insidepulse.com>>
<http://popcornjunkies.insidepulse.com/articles/64133/2007/01/22/sneak-peek-at-inorbiti-trailer--gag-reel.html> <<http://popcornjunkies.insidepulse.com/articles/64133/2007/01/22/sneak-peek-at-inorbiti-trailer--gag-reel.html>> <<http://popcornjunkies.insidepulse.com/articles/64133/2007/01/22/sneak-peek-at-inorbiti-trailer--gag-reel.html>>

900,000 unique readers per month
Norbit trailer and gag reel featured on home page of movie site
(screen shot in previous report)

The Plugg

<http://www.theplugg.com> <<http://www.theplugg.com>>
<http://www.theplugg.com/2007/01/23/norbit-trailer-eddie-murphy-is-back/> <<http://www.theplugg.com/2007/01/23/norbit-trailer-eddie-murphy-is-back/>>

120,000 unique readers per month
Norbit trailer and e-card featured on home page of entertainment blog
(screen shot in previous report)

Superior Pics (UGO)

<http://news.superiorpics.com/2007/01/23/> <<http://news.superiorpics.com/2007/01/23/>>
http://news.superiorpics.com/2007/01/23/Norbit_Exclusive_Behind_The_Scenes_Gag_Reel.html <http://news.superiorpics.com/2007/01/23/Norbit_Exclusive_Behind_The_Scenes_Gag_Reel.html> <http://news.superiorpics.com/2007/01/23/Norbit_Exclusive_Behind_The_Scenes_Gag_Reel.html>

750,000 unique readers per month
Norbit trailer, gag reel, and still image featured on home page of entertainment/celeb site
(screen shot in previous report)

Fark.com

<http://www.fark.com> <<http://www.fark.com>>
<http://www.totalfark.com> <<http://www.totalfark.com>>

3,000,000 unique readers per month
Norbit gag reel linked on home page of Total Fark, the leading viral link aggregator site on the web
(screen shot in previous report)

Planet Urban

<http://www.PlanetUrban.com.au> <<http://www.PlanetUrban.com.au>> <<http://www.PlanetUrban.com.au>>
trailer featured on homepage
(screen shot in previous report)

RapSearch.com

<http://rapsearch.com/> <<http://rapsearch.com/>>
Trailer, E-card and Gag Reel Featured on homepage

(screen shot in previous report)

Indie Street

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

homepage feature includes synopsis, photo and trailer link
added gag reel this week

(screen shot in previous report)

HHN Live

<http://www.hhnlive.com/media/index> <<http://www.hhnlive.com/media/index>> <<http://www.hhnlive.com/media/index>>

<http://www.hhnlive.com/media/more/video/53> <<http://www.hhnlive.com/media/more/video/53>> <<http://www.hhnlive.com/media/more/video/53>>

trailer featured on homepage

movie feature includes photo, synopsis and trailer

(screen shot in previous report)

Middle Child Promotions

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

trailer featured on homepage with photo and release date

(screen shot in previous report)

Black Vibes

<http://blackvibes.com/> <<http://blackvibes.com/>>

trailer featured on homepage

movie feature includes cast, release date, photo and trailer links

(screen shot in previous report)

JA Live

<http://www.jalive.com/jm/> <<http://www.jalive.com/jm/>>

<http://www.jalive.com/jm/showvid.asp?strmArtist=Eddie%20Murphy> <<http://www.jalive.com/jm/showvid.asp?strmArtist=Eddie%20Murphy&ftr=Thandie%20Newton,%20Eddie%20Griffin,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer>> &ftr=Thandie%20Newton,%20Eddie%20Griffin,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer <<http://www.jalive.com/jm/showvid.asp?strmArtist=Eddie%20Murphy&ftr=Thandie%20Newton,%20Eddie%20Griffin,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer>> <<http://www.jalive.com/jm/showvid.asp?strmArtist=Eddie%20Murphy&ftr=Thandie%20Newton,%20Eddie%20Griffin,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer>>

homepage feature includes synopsis, photo and trailer link

(screen shot in previous report)

Urban Connectionz

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

<http://urbanhollywood.urbanconnectionz.com/> <<http://urbanhollywood.urbanconnectionz.com/>>

homepage feature includes synopsis, photo and trailer link

(screen shot in previous report)

ThickOnline

<http://thickonline.com/> <<http://thickonline.com/>>

<http://thickonline.com/noozwire/index.php?mod=cnt> <<http://thickonline.com/noozwire/index.php?mod=cnt&act=cnt&id=1505>> &act=cnt&id=1505 <<http://thickonline.com/noozwire/index.php?mod=cnt&act=cnt&id=1505>>

Trailer featured on Noozwire section

(screen shot in previous report)

The Screw Shop

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

<http://thescrewshop.com/board/viewtopic.php?p=606955#606955> <<http://thescrewshop.com/board/viewtopic.php?p=606955#606955>> <<http://thescrewshop.com/board/viewtopic.php?p=606955#606955>>
Movie feature includes photos, trailers and synopsis
(screen shot in previous report)

Norbit Trailer Uploaded to the following 13 sites:

Stupid Videos

http://www.stupidvideos.com/video/commercials/Norbit_Trailer/ <http://www.stupidvideos.com/video/commercials/Norbit_Trailer/>

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A> <<http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A>> <<http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A>>

Bolt

http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016 <http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016> <http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016>

ClipShack

<http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84> <<http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84>> <<http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84>>

DailyMotion

http://www.dailymotion.com/video/x11ouc_norbit-trailer <http://www.dailymotion.com/video/x11ouc_norbit-trailer> <http://www.dailymotion.com/video/x11ouc_norbit-trailer>

Flurl

http://www.flurl.com/item/Norbit_Trailer_u_222111 <http://www.flurl.com/item/Norbit_Trailer_u_222111> <http://www.flurl.com/item/Norbit_Trailer_u_222111>

Live Video

http://www.livevideo.com/video/C99EF853FCA04450AE9AA87F83489FD7/norbit-trailer.aspx?m_tkc=464213

Putfile

<http://media.putfile.com/Norbit-Trailer> <<http://media.putfile.com/Norbit-Trailer>> <<http://media.putfile.com/Norbit-Trailer>>

StreamDump

<http://www.streamdump.com/?561c16> <<http://www.streamdump.com/?561c16>> <<http://www.streamdump.com/?561c16>>

Veoh

<http://www.veoh.com/videos/v218036zAjfDmR> <<http://www.veoh.com/videos/v218036zAjfDmR>> <<http://www.veoh.com/videos/v218036zAjfDmR>>

Vidiac

<http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.htm> <<http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.htm>> <<http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.htm>>

VidiLife

<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play>&[vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7](http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7)> <<http://www.vidiLife.com/index.cfm?f=media.play>&[vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7](http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7)> <<http://www.vidiLife.com/index.cfm?f=media.play>&[vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7](http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7)>

ZippyVideos

http://www.zippyvideos.com/4022856796567846/norbit_trailer/ <http://www.zippyvideos.com/4022856796567846/norbit_trailer/>

“Adjust My Seat” Clip uploaded to the following:

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557> <<http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557>> <<http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557>>

Bolt

http://www.bolt.com/Thatsfunny/video/Norbit__Dont_Adjust_My_Se/2952863 <http://www.bolt.com/Thatsfunny/video/Norbit__Dont_Adjust_My_Se/2952863> <http://www.bolt.com/Thatsfunny/video/Norbit__Dont_Adjust_My_Se/2952863>

Break

<http://my.break.com/media/view.aspx?ContentID=214549> <<http://my.break.com/media/view.aspx?ContentID=214549>> <<http://my.break.com/media/view.aspx?ContentID=214549>>

Clevver

<http://viralvideo.clevver.com/video/cbc891ed-39d5-46f3-b244-98c20104fd6f.htm> <<http://viralvideo.clevver.com/video/cbc891ed-39d5-46f3-b244-98c20104fd6f.htm>> <<http://viralvideo.clevver.com/video/cbc891ed-39d5-46f3-b244-98c20104fd6f.htm>>

ClipShack

<http://clipshack.com/Clip.aspx?key=CC5D733F605D6407> <<http://clipshack.com/Clip.aspx?key=CC5D733F605D6407>> <<http://clipshack.com/Clip.aspx?key=CC5D733F605D6407>>

DailyMotion

http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat <http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat> <http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat>

Flurl

http://www.flurl.com/item/Norbit__Don__t_Adjust_My_Seat_u_223036 <http://www.flurl.com/item/Norbit__Don__t_Adjust_My_Seat_u_223036> <http://www.flurl.com/item/Norbit__Don__t_Adjust_My_Seat_u_223036>

Grouper

<http://www.grouper.com/video/MediaDetails.aspx?id=1742667> <<http://www.grouper.com/video/MediaDetails.aspx?id=1742667>> <<http://www.grouper.com/video/MediaDetails.aspx?id=1742667&ml=f%3d%26fu%3d1743955&&ml=f%3d%26fu%3d1743955&>>

Live Video

<http://www.livevideo.com/video/1EC273E98A47425A8A460C9400C45435/norbit-don-t-adjust-my-seat.aspx> <<http://www.livevideo.com/video/1EC273E98A47425A8A460C9400C45435/norbit-don-t-adjust-my-seat.aspx>> <<http://www.livevideo.com/video/1EC273E98A47425A8A460C9400C45435/norbit-don-t-adjust-my-seat.aspx>>

Putfile

<http://media.putfile.com/Norbit---Dont-Adjust-My-Seat> <<http://media.putfile.com/Norbit---Dont-Adjust-My-Seat>> <<http://media.putfile.com/Norbit---Dont-Adjust-My-Seat>>

Sharkle

<http://www.sharkle.com/video/116365/> <<http://www.sharkle.com/video/116365/>>

StreamDump

<http://www.streamdump.com/?fbaa97> <<http://www.streamdump.com/?fbaa97>> <<http://www.streamdump.com/?fbaa97>>

Stupid Videos

http://www.stupidvideos.com/video/just_plain_stupid/Norbit__Dont_Adjust_My_Seat/ <http://www.stupidvideos.com/video/just_plain_stupid/Norbit__Dont_Adjust_My_Seat/>

Vidiac

<http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.htm> <<http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.htm>> <<http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.htm>>

VidiLife

<http://www.vidiLife.com/index.cfm?f=media.play> <<http://www.vidiLife.com/index.cfm?f=media.play>> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=A3D2BF2F-0EF7-49FB-B362-C>> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=A3D2BF2F-0EF7-49FB-B362-C>>

"Meet Rasputia" clip uploaded to the following:

AddictingClips

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

Bolt

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

Break

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

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

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

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

Flurl
http://www.flurl.com/item/Norbit___Meet_Rasputia_u_223040 <http://www.flurl.com/item/Norbit___Meet_Rasputia_u_223040> <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& <<http://www.grouper.com/video/MediaDetails.aspx?id=1742674>&ml=fi%3d%26fu%3d1743955& >

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

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

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

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

Stupid Videos
http://www.stupidvideos.com/video/just_plain_stupid/Norbit__Meet_Rasputia/ <http://www.stupidvideos.com/video/just_plain_stupid/Norbit__Meet_Rasputia/>

Vidiac
<http://www.vidiac.com/video/ad51d735-fb11-487c-9ded-98c200d1d318.htm> <<http://www.vidiac.com/video/ad51d735-fb11-487c-9ded-98c200d1d318.htm>> <<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 <<http://www.vidilife.com/index.cfm?f=media.play>&vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1> <<http://www.vidilife.com/index.cfm?f=media.play>&vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1>

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

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

Break pending

Clevver
<http://viralvideo.clevver.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& <<http://www.grouper.com/video/MediaDetails.aspx?id=1749819&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>>

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

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

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

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

Vimeo

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

Youtube

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

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&>>

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

<http://www.grouper.com/video/MediaDetails.aspx?id=1749790&ml=fi%3d%26fu%3d1896949&> <<http://www.grouper.com/video/MediaDetails.aspx?id=1749790&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](http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9) <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9>> <<http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9>>
Vimeo
<http://www.vimeo.com/clip:134834>
Youtube
<http://www.youtube.com/watch?v=ltXNBOTmZE4>

List of attachments:

NorbitViralTotals-updatedfeb1.xls
ICEDnorbit4.doc



415 West Broadway, Suite 2N New York, NY 10012

Norbit – Online Campaign 2/1/07

53 different sites are now featuring Norbit content we've serviced.

Attached is a spreadsheet with direct urls and # of clicks for the various viral clips that have been uploaded. The report below includes screen shots and urls from all the coverage thus far.

This week, we added the "Talking Dog," "Trump vs Rasputia," "Meet Rasputia" and "Don't Adjust My Seat" clips to various sites. The 4 exclusive clips have now been serviced and should all be up by tomorrow. Blackfilm already has theirs up. Prize pack contests are slated to start going live on Monday as well as the E-card syndicated contest.

The gag reel, trailer and 4 other Norbit clips have over 230,000 combined views.

We've passed along a lot of press requests that have not yet been fulfilled. Please let us know what interview opportunities we'll be able to facilitate. We have a lot of sites waiting on this.

Our (celebrity/entertainment) blog contest with the E-card launches this week. We're setting up a contest page where entrants can create their own Norbit e-card, putting their faces into still images from the movie (there are 6 different e-card templates)

After they've sent the card to their friends, they'll send us the URL of the card along with their info and the site where they saw the contest. We'll put their image into a gallery on the contest page. We'll select one winner at random, who will win a "Dinner and a Movie Date" package (basically a \$200 Visa gift card for them to use for a nice dinner and movie)

<http://icedmedia.com/contests/norbit/frameset.htm>

Out@Time™ and a
TIFF (Uncompressed) decompressor
are needed to see this picture

NEW/LIVE FEATURES

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College Club

<http://www.collegeclub.com>

<http://www.collegeclub.com/entertainment/>

Homepage flash window promoted clips and gag reel

The screenshot shows the College Club website homepage. At the top, the logo "College Club.com" is displayed. Below it, a navigation bar includes "CAMPUS CULTURE", "ENTERTAINMENT", "CAREERS", "CONTESTS", "FORUMS", "CHAT", "GAMES", and "BOARDS". A prominent banner at the top left reads "Focus: DAILIES and saving \$100 Easy as 1, 2, 3" with a "Join Now" button. Below this, there are several featured content blocks: a "See It Now" section with a video player and text about Eddie Murphy; a "FIND A MEMBER" section; a "HATE THEM BUT LOVE THEM" section; and a "win v.i.p. treatment DAVID'S BRIDAL" section. At the bottom, a "COLLEGE CLUB FEATURES" section highlights three articles: "A Legendary Talent" about John Legend, "The Write Stuff" about Mario, and "Real World Dancer Divas" about Jenni, Colie, and Brooke.

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CollegeClub.com
Home | About | Contact Us | Help | Privacy | Terms

CAMPUS CULTURE ENTERTAINMENT CAREERS CONTESTS

Hip Hop Showcases
Looking to find showcases? visit our showcases guide.
[ShowcasesDirectory.com](#)

Breakdance Step-By-Step
The complete beginners guide. 2 Disc DVD set. Order Now.
[www.breakdance.com](#)

Rent Unlimite
Xbox, Xbox 360, Gamecube, No D Late Fees. Ever.
[www.GreatRent.com](#)

Ads by Google

ENTERTAINMENT

Feature
Rebels of the Party
Director Eric Fain documents the raucous history of the rave of the Bronx and the Bronx.

MOVIES / DVDS / TV **> GAMES** **> MUSIC**

NORBIT
Are you an Eddie Murphy fan? Then check these clips and gag reels from his latest flick!

ENTERTAINMENT FEATURE
Freedom Writers
Get up close and personal with Hilary Swank, Maria, and the cast of this gritty flick!

ENTERTAINMENT FEATURE
She's A Dream
Beyonce's back on the silver screen with Dreamgirls. But is she just playing herself? Find out!

Black Film

<http://blackfilm.com/20070126/>

"Norbit" Exclusive Clip and E-Card featured on the homepage.

BLACKFILM.COM EXCLUSIVES

[Create a NORBIT Custom Valentine E-Card](#)

[Exclusive Norbit Clip](#)

FEATURES

Shades
Black
Ocean
The Ki
Fantas
Rise o
Primev
Blood
Perfec
Pirates
At Wo
Music

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Ja Live

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

(75K unique visitors per month)

"Norbit" Homepage Trailer Feature.

Top Stories

Latest News

Event Flyers

Event Calendar

Send your Flyer

February 2007

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

Mathematics Presents... Wu-Tang and Friends Unreleased

"Norbit" The new Eddie Murphy Movie!

death do us part) preview

Mr Vegas - Nuh Fren / Tek wah i

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Digital Media

Save up to 50% on Digital media. Search 15,000 sites with one click. Your source everything under the sun!

Find "Digital media" on eBay

View and buy items related to "digital media"

Digital Media

Learn about Digital Media.

Bumpshack

<http://www.bumpshack.com>

<http://bumpshack.com/?p=2205>

300,000 unique readers per month

"Don't Adjust My Seat" clip and Rasputia still image featured on home page of entertainment/news blog

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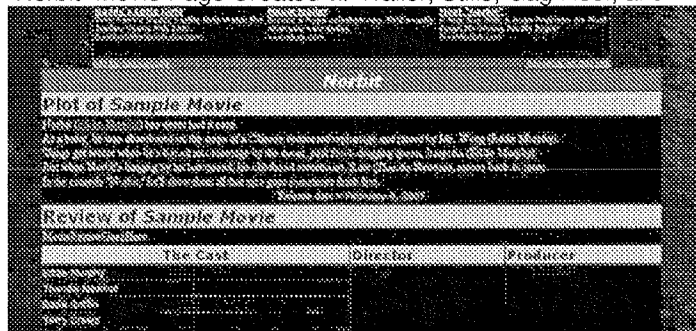
Pop Star Plus

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

http://www.popstarsplus.com/movies_n_norbit.htm

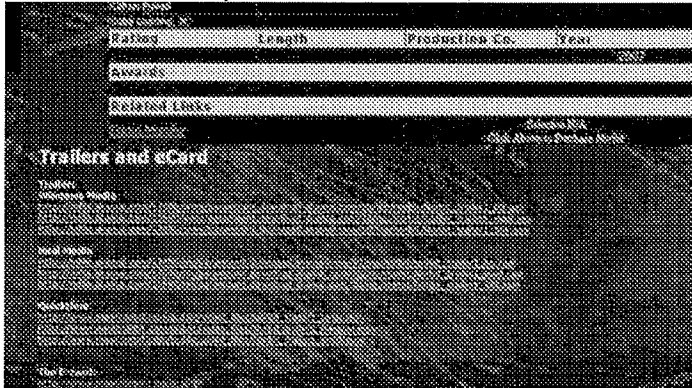
(200k monthly uniques.)

"Norbit" Movie Page Created w/ Trailer, Stills, Gag Reel, and E-Card.



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Crave Online

<http://www.craveonline.com>

<http://craveonline.com/videos/00003624/norbit.html>

3,000,000 unique readers per month

Norbit trailer linked on home page of entertainment/film site

Can Mag

<http://www.canmag.com>

<http://canmag.com/trailerlist.php>

150,000 unique readers per month

"Don't Adjust My Seat" clip linked on home page "Movie Trailers" section

"Meet Rasputia" clip linked from main Movie Trailers page

Fatlace

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

<http://www.fatlace.com/lacedup/>

<http://www.fatlace.com/lacedup/2007/01/25/norbit-starring-eddie-murphy-thandie-newton/>
(100K Unique visitors per month)

Norbit Gag Reel, film info featured on Laced Up blog page.

Urban Bridgez



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

<http://www.urbanbridgez.com/site/tvreeel.htm>

(1.1 Million unique visitors per month)

Norbit featured on front page of site, Film/TV page.

Feature includes trailer, gag reel, ecard, pics and synopsis

Urban Magazine

<http://www.urbanmagazine.net>

(100K Unique visitors per month)

Norbit trailer plays immediately upon homepage load.

Pop Stars Plus

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

http://www.popstarsplus.com/movies_n_norbit.htm

http://www.popstarsplus.com/actors_eddiemurphy.htm

(500K Unique visitors per month)

Norbit trailer added to Movies page, Eddie Murphy celeb profile.

Rap Up

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

<http://www.rap-up.com/index.php/?p=1228>

(200K Unique visitors per month)

Norbit trailer, film info added to front page of site.

Rebel Vision

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

<http://www.rebelvision.net/norbit.html>

(100K Unique visitors per month)

Trailer, film info added to front page of site.

Bizzom

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

<http://www.bizzom.com/top-stories/483/movie-spotlight-norbit>

(100K Unique visitors per month)

Trailer, film info added to front page of site.

Movies Online

<http://moviesonline.ca>

http://moviesonline.ca/movienews_11117.html

Site stats pending

"Don't Adjust My Seat" clip in home page feature on movie blog

The Jay

<http://www.thejay.com>

<http://www.thejay.com/2007/01/26/mitzvah-eddie-murphy/>

"Norbit" trailer, gag reel, "Don't Adjust My Seat," and "Meet Rasputia" clips featured in home page post on movie blog

Addicting Clips

www.addictingclips.com

<http://www.addictingclips.com/Clip.aspx?key=26C78810700B6CC3>

Exclusive gag reel lived on the homepage, featured videos section and AddictingGames through from 1/19-1/25

This clip has over 120,000 views to date



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DailyMotion

Gag reel featured on this viral video site

27,000+ view thus far

http://www.dailymotion.com/Video/x11guo__exclusive-first-look-norbit-gag-ree

Real Talk NY

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

homepage feature includes trailer, gag reel, official site link and more

(screen shot in previous report)

Bolt

Gag reel featured on this viral video site

1300+ view thus far

http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REE/2938932

(screen shot in previous report)

ClipShack

Gag reel featured on this viral video site

6800+ view thus far

<http://www.clipshack.com/Clip.aspx?key=A97FFFCE0C9AAFC4>

(screen shot in previous report)

StreamDump

Gag reel featured on this viral video site

Under 100 views thus far

<http://www.streamdump.com/?9c93ea>

(screen shot in previous report)

E-Spire Entertainment

<http://www.E-Spire.blogspot.com>

Trailer Featured on entertainment hub

(screen shot in previous report)

Young, Black and Fabulous

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

Homepage feature includes trailer, photos and synopsis

(screen shot in previous report)

Break.com

Gag reel featured on this viral video site

1900+ views thus far

<http://my.break.com/media/view.aspx?ContentID=212773>

(screen shot in previous report)

Stupid Videos

http://www.stupidvideos.com/video/commercials/Norbit_BehindtheScenes_Gag_Reel/

Gag reel featured on this viral video site

Under 100 views thus far

(screen shot in previous report)

Zippy Videos

Gag reel featured on this viral video site



415 West Broadway, Suite 2N New York, NY 10012

Under 100 views thus far

http://www.zippyvideos.com/9771660946567876/norbit_gag_reel/

(screen shot in previous report)

Live Video

Gag reel featured on this viral video site

Under 100 views thus far

http://www.livevideo.com/video/CE5256A64ACF4B35B2331D0580688C8C/norbit-gag-reel.aspx?m_tkc=464378

(screen shot in previous report)

Veoh

Gag reel featured on this viral video site

2000+ view thus far

<http://www.veoh.com/videos/v216867YF6C3C3E>

(screen shot in previous report)

Vidiac

<http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.htm>

Gag reel featured on this viral video site

700+ view thus far

VidiLife

http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL.htm

Gag reel featured on this viral video site

1200+ view thus far

(screen shot in previous report)

Inside Pulse / Popcorn Junkies

<http://popcornjunkies.insidepulse.com>

<http://popcornjunkies.insidepulse.com/articles/64133/2007/01/22/sneak-peek-at-inorbiti-trailer--gag-reel.html>

900,000 unique readers per month

Norbit trailer and gag reel featured on home page of movie site

(screen shot in previous report)

The Plugg

<http://www.theplugg.com>

<http://www.theplugg.com/2007/01/23/norbit-trailer-eddie-murphy-is-back/>

120,000 unique readers per month

Norbit trailer and e-card featured on home page of entertainment blog

(screen shot in previous report)

Superior Pics (UGO)

<http://news.superiorpics.com/2007/01/23/>

http://news.superiorpics.com/2007/01/23/Norbit_Exclusive_Behind_The_Scenes_Gag_Reel.html

750,000 unique readers per month

Norbit trailer, gag reel, and still image featured on home page of entertainment/celeb site

(screen shot in previous report)

Fark.com

<http://www.fark.com>

<http://www.totalfark.com>

3,000,000 unique readers per month

Norbit gag reel linked on home page of Total Fark, the leading viral link aggregator site on the web



415 West Broadway, Suite 2N New York, NY 10012
(screen shot in previous report)

Planet Urban

<http://www.PlanetUrban.com.au>

trailer featured on homepage
(screen shot in previous report)

RapSearch.com

<http://rapsearch.com/>

Trailer, E-card and Gag Reel Featured on homepage
(screen shot in previous report)

Indie Street

www.IndieStreetEnt.com

homepage feature includes synopsis, photo and trailer link
added gag reel this week
(screen shot in previous report)

HHN Live

<http://www.hhnlive.com/media/index>

<http://www.hhnlive.com/media/more/video/53>

trailer featured on homepage
movie feature includes photo, synopsis and trailer
(screen shot in previous report)

Middle Child Promotions

<http://middlechildpromotions.com/>

trailer featured on homepage with photo and release date
(screen shot in previous report)

Black Vibes

<http://blackvibes.com/>

trailer featured on homepage
movie feature includes cast, release date, photo and trailer links
(screen shot in previous report)

JA Live

<http://www.jalive.com.im/>

<http://www.jalive.com.im/showvid.asp?strmArtist=Eddie%20Murphy&fr=Thandie%20Newton,%20Eddie%20Griffin,%20Terry%20Crews,%20Clifton%20Powell,%20Cuba%20Gooding,%20Jr.&strmTitle=Norbit%20movie%20trailer>

homepage feature includes synopsis, photo and trailer link
(screen shot in previous report)

Urban Connectionz

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

<http://urbanhollywood.urbanconnectionz.com/>

homepage feature includes synopsis, photo and trailer link
(screen shot in previous report)

ThickOnline

<http://thickonline.com/>

<http://thickonline.com/noozwire/index.php?mod=cnt&act=cnt&id=1505>



415 West Broadway, Suite 2N New York, NY 10012

Trailer featured on Noozwire section
(screen shot in previous report)

The Screw Shop

<http://www.thescrewshop.com>

<http://thescrewshop.com/board/viewtopic.php?p=606955#606955>

Movie feature includes photos, trailers and synopsis
(screen shot in previous report)

Norbit Trailer Uploaded to the following 13 sites:

Stupid Videos

http://www.stupidvideos.com/video/commercials/Norbit_Trailer/

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A>

Bolt

http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016

ClipShack

<http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84>

DailyMotion

http://www.dailymotion.com/video/x11ouc_norbit-trailer

Flurl

http://www.flurl.com/item/Norbit_Trailer_u_222111

Live Video

http://www.livevideo.com/video/C99EF853FCA04450AE9AA87F83489FD7/norbit-trailer.aspx?m_tkc=464213

Putfile

<http://media.putfile.com/Norbit-Trailer>

StreamDump

<http://www.streamdump.com/?561c16>

Veoh

<http://www.veoh.com/videos/v218036zAjfDmR>

Vidiac

<http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.htm>

VidiLife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=E7B93FD0-7190-4A94-ACF2-7>

ZippyVideos

http://www.zippyvideos.com/4022856796567846/norbit_trailer/

"Adjust My Seat" Clip uploaded to the following:

AddictingClips

<http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557>

Bolt

http://www.bolt.com/Thatsfunny/video/Norbit_Dont_Adjust_My_Se/2952863

Break

<http://my.break.com/media/view.aspx?ContentID=214549>

Clevver

<http://viralvideo.clevver.com/video/cbc891ed-39d5-46f3-b244-99c20104fd6f.htm>

ClipShack

<http://clipshack.com/Clip.aspx?key=CC5D733F605D6407>

DailyMotion

http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat

Flurl

http://www.flurl.com/item/Norbit_Dont_Adjust_My_Seat_u_223036

Grouper



415 West Broadway, Suite 2N New York, NY 10012

<http://www.grouper.com/video/MediaDetails.aspx?id=1742667&ml=fi%3d%26fu%3d1743955&>

Live Video

<http://www.livevideo.com/video/1EC273E98A47425A8A460C9400C45435/norbit-don-t-adjust-my-seat.aspx>

Putfile

<http://media.putfile.com/Norbit---Dont-Adjust-My-Seat>

Sharkle

<http://www.sharkle.com/video/116365/>

StreamDump

<http://www.streamdump.com/?fbaa97>

Stupid Videos

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

Vidiac

<http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.htm>

VidiLife

<http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCryp=A3D2BF2F-0EF7-49FB-B362-C>

"Meet Rasputia" clip uploaded to the following:

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>

Clevver

<http://viralvideo.clevver.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&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&vchrMediaProgramIDCryp=BE705058-803E-4C81-9B1E-1>

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

Bolt

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

Break pending

Clevver



415 West Broadway, Suite 2N New York, NY 10012

<http://viralvideo.clevver.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&mi=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&vchrMediaProgramIDCrp=4034E3FC-3DF8-4155-A7AD-B>

Vimeo

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

Youtube

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

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



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Groupers

<http://www.grouper.com/video/MediaDetails.aspx?id=1749790&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/v221878jXknbYiS>

Vidiac

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

Vidilife

http://www.vidilife.com/index.cfm?f=media_play&vchrMediaProgramIDCryp=8CE0111C-EB1F-48ED-AE70-9

Vimeo

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

Youtube

<http://www.youtube.com/watch?v=itXNBOTmZE4>

	A	B
1		Norbit Gag Reel
2	<i>Site</i>	<i>Link</i>
3	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=26C78810700B6CC3
4	Bolt	http://www.bolt.com/Thatsfunny/video/FIRST_LOOK_NORBIT_GAG_REEL
5	Break	http://my.break.com/media/view.aspx?ContentID=212773
6	ClipShack	http://www.clipshack.com/Clip.aspx?key=A97FFFC9E0C9AAFC4
7	Daily Motion	http://www.dailymotion.com/video/x11quo_exclusive-first-look-norbit-gag-reel
8	StreamDump	http://www.streamdump.com/?9c93ea
9	Veoh	http://www.veoh.com/videos/v216867YF8C3C3E
10	Vidiac	http://www.vidiac.com/video/eb8274f1-3f92-4e45-97d3-98be00dfa1b1.html
11	Vidilife	http://www.vidilife.com/video_play_948710_EXCLUSIVE_FIRST_LOOK_NORBIT_GAG_REEL
12		
13		Norbit Trailer
14	<i>Site</i>	<i>Link</i>
15	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=BB7F794FCDF6C68A
16	Bolt	http://www.bolt.com/Thatsfunny/video/Norbit_Trailer/2942016
17	ClipShack	http://www.clipshack.com/Clip.aspx?key=9A5C5C8B3AE74D84
18	DailyMotion	http://www.dailymotion.com/video/x11ouc_norbit-trailer
19	Flurl	http://www.flurl.com/item/Norbit_Trailer_u_222111
20	Live Video	http://www.livevideo.com/video/C99EF853FCA04450AE9AA87F83489FD
21	Putfile	http://media.putfile.com/Norbit-Trailer
22	StreamDump	http://www.streamdump.com/?561c16
23	Stupid Videos	http://www.stupidvideos.com/video/commercials/Norbit_Trailer/
24	Veoh	http://www.veoh.com/videos/v218036zAjjfDmR
25	Vidiac	http://www.vidiac.com/video/20e16649-6795-463b-a3c3-98bf00c9c50e.html
26	Vidilife	http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCr
27	Zippy Videos	http://www.zippyvideos.com/4022856796567846/norbit_trailer/
28		
29		Norbit Don't Adjust My Seat
30	<i>Site</i>	<i>Link</i>
31	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=DB526A79597A9557
32	Bolt	http://www.bolt.com/Thatsfunny/video/Norbit_Dont_Adjust_My_Seat/2952924
33	ClipShack	http://clipshack.com/Clip.aspx?key=CC5D733F605D6407
34	Daily Motion	http://www.dailymotion.com/video/x12fkz_norbit-dont-adjust-my-seat
35	Flurl	http://www.flurl.com/item/Norbit_Dont_Adjust_My_Seat_u_223036
36	Sharkle	http://www.sharkle.com/video/116365/
37	StreamDump	http://www.streamdump.com/?fbaa97
38	Vidiac	http://www.vidiac.com/video/97473521-0b96-4a33-9e15-98c200cd79ec.html
39	Vidilife	http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCr
40		
41		Norbit Meet Rasputia
42	<i>Site</i>	<i>Link</i>
43	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=123ED23BA2273C25
44	Bolt	http://www.bolt.com/Thatsfunny/video/Norbit_Meet_Rasputia/2952924
45	ClipShack	http://www.clipshack.com/Clip.aspx?key=21BA26DFCCFB712A
46	Daily Motion	http://www.dailymotion.com/video/x12fuh_norbit-meet-rasputia
47	Flurl	http://www.flurl.com/item/Norbit_Meet_Rasputia_u_223040
48	Sharkle	http://www.sharkle.com/video/116366/
49	StreamDump	http://www.streamdump.com/?d5ed30
50	Vidiac	http://www.vidiac.com/video/ad51d735-fb11-487c-9ded-98c200d1d318.html
51	Vidilife	http://www.vidilife.com/index.cfm?f=media.play&vchrMediaProgramIDCr

	A	B
52		
53		
54		Norbit Talking Dog
55	<i>Site</i>	<i>Link</i>
56	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=F2858FEE9EA2395F
57	Bolt	http://www.bolt.com/broadwayjoe415/video/Talking_Dog_from_Norbit/297
58	Break	pending
59	Clevver	http://viralvideo.clevver.com/video/92e63450-d19c-4e0d-828b-98c700f43
60	ClipShack	http://www.clipshack.com/Clip.aspx?key=DBFE15A50C2ED2DD
61	DailyMotion	http://www.dailymotion.com/video/x13qod_talking-dog-from-norbit
62	Ebaum's World	http://emuse.ebaumsworld.com/watch/11295
63	Flurl	http://www.flurl.com/item/Talking_Dog_from_Norbit_u_224451
64	Grouper	http://www.grouper.com/video/MediaDetails.aspx?id=1749819&ml=fi%3d
65	LiveVideo	http://www.livevideo.com/video/BD6FA70BDFDE40889B1C335911449BE
66	Sharkle	http://www.sharkle.com/video/116846/
67	Smart Video Channel	http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=F2A47
68	StreamDump	http://www.streamdump.com/?a41665
69	Veoh	http://www.veoh.com/videos/v227252YqMm3qZE
70	Vidiac	http://www.vidiac.com/video/9e4fc6b1-0649-4fee-9d03-98c700ecc5fa.htm
71	Vidilife	http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCr
72	Vimeo	http://www.vimeo.com/clip:134860
73	Youtube	http://www.youtube.com/watch?v=afuhSi13YAs
74		
75		Donald vs. Rasputia
76	<i>Site</i>	<i>Link</i>
77	Addicting Clips	http://www.addictingclips.com/Clip.aspx?key=6E71646DBE228787
78	Bolt	http://www.bolt.com/parkmyvibe/video/Donald_Trump_vs_Rasputia/29718
79	Clevver	http://viralvideo.clevver.com/video/edb63288-ba08-4e75-a8fd-98c700c48
80	ClipShack	http://www.clipshack.com/Clip.aspx?key=47F6ED1FEB59770E
81	DailyMotion	http://www.dailymotion.com/video/x13pc2_donald-trump-vs-rasputia
82	Ebaum's World	http://emuse.ebaumsworld.com/watch/11285
83	Flurl	http://www.flurl.com/item/Donald_Trump_v_s_Rasputia_u_224417
84	Sharkle	http://www.sharkle.com/video/116838/
85	Smart Video Channel	http://comedy.smartvideochannel.com/media/PlayVideo.aspx?cid=D5056
86	StreamDump	http://www.streamdump.com/?5b3003
87	Stupid Videos	http://www.stupidvideos.com/video/just_plain_stupid/Donald_Trump_vs_R
88	Veoh	http://www.veoh.com/videos/v221878JXknbYjS
89	Vidiac	http://www.vidiac.com/video/765b7ad2-2528-44f5-abfd-98c700d84a83.htm
90	Vidilife	http://www.vidiLife.com/index.cfm?f=media.play&vchrMediaProgramIDCr
91	Vimeo	http://www.vimeo.com/clip:134834
92	Youtube	http://www.youtube.com/watch?v=ltXNBOTmZE4

	C	D	E
1			
2	<i>Views as of Jan 25</i>	<i>Views as of Jan 30</i>	<i>Views as of Jan 30- 2</i>
3	120,000	126769	126863
4	1,300	1410	1475
5	1,900	2081	2083
6	6,800	7110	7156
7	27,000	27517	27554
8	100	100	226
9	2,000	4785	4876
10	700	726	849
11	1,200	1531	1553
12			
13			
14	<i>Views as of Jan 25</i>	<i>Views as of Jan 30</i>	
15	7,487	7661	
16	1,427	1436	
17	495	561	
18	6,150	6232	
19	971	1044	
20	23	30	
21	2	16	
22	29,254	29288	
23	2	3	
24	1,156	1384	
25	173	175	
26	1,062	1112	
27	12	26	
28			
29			
30	<i>Views as of Jan 30</i>		
31	370		
32	239		
33	325		
34	118		
35	344		
36	225		
37	279		
38	209		
39	386		
40			
41			
42	<i>Views as of Feb. 1</i>		
43	274		
44	418		
45	367		
46	26		
47	262		
48	319		
49	440		
50	568		
51	263		

	C	D	E
52			
53			
54			
55	<i>Views as of Feb. 1</i>		
56		240	
57		150	
58			
59		140	
60		180	
61		100	
62		30	
63		210	
64		10	
65		15	
66		65	
67		140	
68		170	
69		140	
70		220	
71		250	
72		180	
73		105	
74			
75			
76	<i>Views as of Jan 31</i>		
77		200	
78		250	
79		310	
80		262	
81		55	
82		20	
83		230	
84		70	
85		300	
86		322	
87		2	
88		312	
89		280	
90		220	
91		220	
92		590	