

## MTV Networks International - Digital Media Fact Sheet

MTV Networks International (MTVNI) offers the ultimate in entertainment across all digital platforms, from mobile to online and interactive TV. Our strategy is to create breakthrough original content, optimise popular programming and bring the world's most diverse portfolio of entertainment brands to our audience's fingertips - by mouse, mobile or remote control. We are also using our industry leading content and brands to encourage people to connect with us and each other to form digital communities and experiment like never before.

Our 25-year heritage in creating innovative short-form content means we are best placed to provide audiences with compelling entertainment experiences across every digital platform. Through our unique global network of creative talent, we provide a distinct editorial voice and environment making us the first choice partner for brands seeking to build a strong bond with local kid, youth and adult audiences. This is a sample of what we've achieved so far.

### MTVNI on Mobile

MTVNI has the largest mobile distribution of any entertainment company, with connections that enable us to have interaction with more than one billion subscribers via 63 operators globally. The majority of the world's video enabled handsets can access MTVNI entertainment. For example, 70% (19M) of Europe's 27 million 3G subscribers can watch MTVNI-produced videos on handsets, including music content or clips from popular hits such as MTV's *Pimp My Ride* or Nickelodeon's *SpongeBob SquarePants*.

### Mobile TV

With the introduction of mobile TV, we have been focusing on providing the most attractive services for partners and subscribers with the most diverse portfolio of entertainment brands, including MTV, Nickelodeon, Paramount Comedy, Game One and IFILM. Today, we have 20 mobile TV channels in 19 countries:

- 7 *MTV Shorts* (*MTV Snax* in the UK) channels in 8 countries – snack size, optimised 2-3 minute clips of hit shows, such as *Cribs*, *Punk'd* and *Newlyweds*, and made-for-mobile programming, such as *Head & Body* – an 8 mobisode comedy series<sup>1</sup>.
- 2 *MTV Music* (*MTV Trax* in the UK) channels in 6 countries – simulcast back-to-back music video hits channel featuring new and established artists such as Coldplay, Gwen Stefani and 50 Cent.
- 4 other *MTV* channels in France and Australia, including one *MTV* simulcast, one *MTV Pulse* and one *MTV Idol* in France.
- 1 *VIVA* channel in Germany.
- 4 Nickelodeon channels in Germany, France, Mexico and the UK featuring hits shows like *SpongeBob SquarePants*, *Rugrats* and *Jimmy Neutron*.
- 1 Paramount Comedy channel in the UK featuring shows such as *Frasier*, *Becker* and *The Keith Barrett Show*.
- 1 *Game One* channel simulcast in France, offering the ultimate programming for video games fans.
- IFILM – a new MTVNI brand offering programming from Hollywood studios and amateur filmmakers, including film trailers, sports clips, viral videos and user-generated content is now available on mobile TV – available in the US.

### Original and Optimised for Mobile Content

- *Head & Body* – The first made-for-mobile series to be distributed on a global scale. The eight episode comedy series features a character whose head is detached from his body and was created in partnership with Motorola.

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<sup>1</sup> See Page 2 for other made-for-mobile content

- *Barrio 19* – MTVNI's first exclusive premiere across MTV mobile TV channels, up to a month ahead of the full TV premiere.
- *Wulffmorgenthaler* – a series of 20 thirty-second cartoons inspired by the Danish *Wulffmorgenthaler* comic strips, from Danish film director Lars Von Trier's Zentropa animation studios.
- *Pimp My Ride* – downloads of video clips with 3G operators, mainly '3'. One of the most popular shows with tens of thousands of downloads per month.
- *Nick JR* – Nick Jr. debuted three mini-pilots, originating from Nick Jr.'s Institute of Applied Play, on wireless carriers, making the first-ever launch of original short-form content on a wireless platform for the network. Nick Jr. will continue the multi-platform roll-out of the mini-pilots – *Pass the Pinha*, *Jinny Starfly* and *All Aboard* – on Nick Jr. Video, Nick Jr.'s broadband video service available on Nickjr.com and on air at Nick Jr. TV.

### Mobile Video On Demand

We provide compelling, optimised, popular programming and original content for Video On Demand (VOD) mobile services around the world. Here are some of our achievements:

- *MTV on Demand* – MTV Italia's mobile version of its new broadband service went live in July 2005 on TIM's mobile TV. Users can build video playlists, watch interviews and live performances on their phone.
- Hutchison – MTV Networks International (MTVNI) provides a mixture of original made-for-mobile and optimised on-demand content to '3' subscribers across the UK, Sweden, Denmark and Austria. Content includes *MTV News*, *Best of MTV* (clips from shows such as *Jackass*), *Live Lounge* and *What's Hot*.
- Utada – We launched the world's first mobile music video series last year in a partnership with Japan's leading pop artist Utada. Japanese animator Koji Morimoto created a series of animated shorts featuring music from Utada's English language debut, *Exodus*. The series was launched through our new digital brand in Japan, Flux, and we are distributing the series globally through various operators.

### Mobile Games

- In 2005, MTV US formed a dedicated gaming division, MTV Play, to create, incubate and generate new games based on popular MTVNI shows or entirely new concepts.
- Viacom reached an agreement on 24 April 2006, to acquire Xfire Inc., the fastest-growing online gaming communication and community platform in the world, for \$102M in cash.
- Internationally, the company has launched the following games:
  - *Dirty Sanchez Party Pack* was launched in the UK with publisher Infospace and will be made available across Europe. It's a forfeit-based game based on a truth or dare concept. 4,000 were sold in the first week in the UK on '3'.
  - The *Pimp My Ride* mobile game became the No.1 best seller in Germany.
  - A game, based on the popular MTV show *Punk'd*, has been distributed virally in Europe, fooling users into thinking that the entire database is being erased from their handset's memory.
  - Last year a series of five games based on *SpongeBob SquarePants* was launched in Argentina with leading operator Personal. 600 games were sold in the first week.
  - In addition, a series of *SpongeBob SquarePants* games have been launched in the US. New properties to be launched include; *Avatar: The Last Airbender*, *Danny Phantom*, *Unfabulous* and *Nicktoons*.

### Mobile Personalisation

With 250 million 5-24 year-olds now owning a mobile phone worldwide, it is no surprise that we are seeing a huge demand for MTVNI's content for mobile phone personalisation. We are creating everything a phone could need, from wallpapers and screensavers to ringtones and animations. For example:

- *MTV Sounds* – Japan's first music recognition service. The user holds a handset up to a music source, and the service recognises the track and enables the user to purchase the ring tone.



- *Hijacked* – limited edition handsets in partnership with Motorola. The interface was completely hijacked by MTV to offer youth-friendly screensavers, wallpapers, alerts, SMS/MMS templates and more. The handsets were sold in the Asia-Pacific, Europe, Latin America and the Middle East.
- *MTV Load* – a series of edgy, humorous animation and live action programming available across Europe free of charge via a WAP site.
- *MTV Music Zone* – China Mobile's only branded music service on its MonStarnet platform. Users are able to access MTV-produced ringtones, music charts & entertainment news.
- *VCAST* – Verizon subscribers in the US can download ring tones, music, graphics and video clips from VH1, CMT, Comedy Central and Nickelodeon.

### Mobile Interactivity and Community

In addition to bringing original content and popular shows to the mobile screen, we are producing cross-platform interactive services and helping people form their own digital communities.

- *FLUX* – a new subscription-based service delivering entertainment, music and community features in Japan via mobile and the Web. Users can download originally produced animations and videos as well as clips from popular shows from MTVNI's global library, make recommendations to friends and offer feedback. All of Japan's 3G subscribers can access *FLUX* via KDDI, NTT DoCoMo and Vodafone. MTV Italia launched a local version of *FLUX* as an interactive TV channel, Web site and mobile platform. *FLUX* will be rolled out in other countries in due course.
- *TMF* – In the Netherlands, one in five young people are registered members of the ID system for TMF – The Music Factory. The ID system enables people to send MMS messages to influence TV playlists and send in comments with their picture and message shown on-air.
- *Mobbed* – the first-ever interactive digitally-focused integrated platform, developed alongside Motorola and building on the success of MOTOALERT, available to users in south-east Asia and Australia. *Mobbed* was named 'Best Mobile Phone Application' at the 2006 Asian Mobile News Awards.

### Mobile Virtual Network Operator (MVNO)

We are currently an MVNO in Belgium and Germany under the *TMF* and *VIVA* brands, respectively.

### MTVNI via the PC screen

MTVNI is pioneering new services and content for all areas of the digital world. We have 122 websites [43 MTV, 14 VH1, 31 Nickelodeon, 6 VIVA, 4 Paramount and 24 others], 17 broadband services and interactive TV services in all major markets. In Australia, *Nickelodeon* launched the country's first-ever podcast exclusively for kids. It features original and exclusive content from the hosts of Nickelodeon's high-rating local show, *Sarvo*. Recently, we teamed up with world leading technology companies, such as Microsoft and Apple, to create innovative e-commerce services. Here are a few fast facts about what we are doing in the rest of the digital world.

### Original Online Content

- *First Listen* – MTVNI's popular streaming service gives music fans the chance to have a sneak preview of an artist's entire album one week before its release. In 2005, 36 streamings were released including Gorillaz, Coldplay and Missy Elliott.
- *GoCityKids* – US website which allows parents to search for "do-together" activities and keeps them informed of dates for local events.
- *Neopets* – a global online entertainment network with 30 million members.
- *Nick Jr.* – new original mini-pilots; *Pass the Pinha*, *Jinny Starfly* and *All Aboard*, across multiple platforms; wireless carriers, broadband, Nick Jr. Video, Nickjr.com and Nick Jr. TV.

### Broadband Services



- *MTV Overdrive* – broadband entertainment service, available in the Canada, UK & Ireland, and the US that offers linear or on-demand TV shows, music videos and extras (behind the scenes, after show parties). Launches confirmed in Germany, Italy, France, Australia/New Zealand and Brazil.
- *MTV Revolution* – MTV Latin America recently launched a popular localised version of *MTV Overdrive* and local versions will debut across Europe in 2006.
- *MTV Live* – the first-ever PC broadband music and entertainment service featuring live performances, games and more in Austria, Benelux, France, Italy and Sweden.
- *Turbonic* – broadband video service in the US featuring Nickelodeon TV favourites in short and long form. The service will also roll-out in localised formats internationally.
- *VSPOT* – VH1 broadband entertainment network that provides US viewers with original and exclusive music and pop culture content in both a linear and VOD viewing experience.
- *IFILM* – US online video service featuring films from Hollywood studios, amateur filmmakers and user-generated content.
- *GameTrailers.com* – broadband video about games and other features such as blogging, personalisation and community tools.
- *MTV Boombox* – first MTV broadband service in Asia-Pacific (in Korea), including local and international MTV programming and music videos on-demand and user-generated content. Fans can also download content to mobile phones and MP3 players.

### Ecommerce

- *URGE* – The first digital music service designed for music fans by music fans, *URGE* will provide an immersive music experience across genres in the US and will be seamlessly integrated with Microsoft's Windows Media Player 11.
- iTunes – 14 MTVNI shows from *MTV*, *MTV2*, *Comedy Central*, *Nickelodeon* and *The N* are now available for purchase and download via the iTunes Music store in the US.

### MTVNI on Interactive

MTVNI has significant SMS-to-TV and MMS-to-TV presences in all major markets. Some examples are:

- *MTV FLUX Italia* – an interactive channel for TV, mobile and PC, where viewers customise programmes and interact with each other via SMS, MMS and email messages. There is a current affairs forum, videogames, interactive charts and on-screen viewer-created icons.
- *TMF ID* – Interactive SMS and MMS-to-TV service that enables a youth community. Viewers text in to influence play lists and relay on-screen messages. They can create their own on screen character. One in five kids in The Netherlands are members.

### About MTV Networks International

**MTV Networks International** includes the premier multimedia entertainment brands MTV: Music Television, VH1, Nickelodeon, TMF (The Music Factory), VIVA, Flux, Paramount Comedy, Game One and IFILM. MTV Networks' brands are seen in 481.5 million households in 179 countries and 28 languages via 129 locally programmed and operated TV channels and 122 Web sites. The company's diverse holdings also include interests in television syndication, digital media, publishing, home video, radio, recorded music, licensing & merchandising and two feature film divisions, MTV Films and Nickelodeon Movies. MTV Networks is a unit of Viacom Inc. (NYSE: VIA, VIA.B).

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