

PULSE

04.30.09 FIRST QUARTER

VIACOM



NICKTOONS: IRON MAN: ARMORED ADVENTURES



PARAMOUNT PICTURES:
TRANSFORMERS: REVENGE OF THE FALLEN



MTV: JUSTIN TIMBERLAKE'S THE PHONE

ROCK BAND JAMS PAST \$1 BILLION IN SALES

Rock Band, the popular music video game of MTV Games, Harmonix and distribution partner Electronic Arts, surpassed \$1 billion in North American retail game sales in March, after only 15 months on the market. In addition, over 40 million paid individual songs have been sold via download through the *Rock Band* platform.

Originally launched in November 2007, *Rock Band* is the genre-defining music game platform that allows music fans to interact with and discover music like never before by choosing guitar, drums, vocals, or bass to start a band and rock the world. Adding to this extensive collection is *The Beatles: Rock Band*, set for worldwide release on 9/9/09.

A NOTE FROM PHILIPPE DAUMAN



Throughout the first quarter, the economy continued to present challenges for our industry and for Viacom. The advertising and retail markets remained soft and visibility continues to be limited. Once again, however, the diversity of our revenue streams and our financial and operational discipline helped to temper the impact.

We are focusing on what we do best: creating compelling content that resonates with audiences who, now more than ever, are seeking out sources of entertainment that they know and value. You can see this in box office receipts and in the growing consumption of content on all platforms. We are also working with our marketing and distribution partners on innovative solutions that provide even greater value to their consumers.

We are managing our business for the long term. While these recessionary conditions persist, we have seen signs that the economy may be stabilizing. We are by no means out of the woods yet, but I am confident in our ability to manage through the times ahead.

The deep and broad connections we forge with our audiences coupled with our scale continue to

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CREATIVE MUSIC INTEGRATION TEAM DEVELOPED FOR MTV & VH1

MTV Networks Music Group has created the Creative Music Integration (CMI) team to oversee creative integrations of music in all of MTV and VH1's long-form programming. Working closely with established, independent and unsigned artists, the team will provide promotional programs across on-air and digital platforms to drive music discovery for fans, and sales for artists. "With the CMI team, we have been able to connect music in our shows to the overall music strategy by creating a trajectory for artists that can start with a high profile placement in *The Hills* and lead to a performance opportunity on the VMAs," said Amy Doyle, EVP of Music and Talent for MTV.

A NOTE FROM P. DAUMAN

(continued from P 1)

make our Media Networks a marketing partner of choice. We provide an effective bridge directly to a narrowly targeted group on a particular channel or a broad swath of consumers across multiple branded channels and platforms. Naturally, the ongoing recessionary conditions had a significant impact on our Q1 09 advertising revenues, as marketers have been very cautious - holding back much of their budget as they try to gain greater visibility in their own businesses. Nevertheless, there are pockets of promise and clear reasons for optimism about a turnaround in certain industries.

On the affiliate side, we once again delivered strong double-digit revenue growth, which reflects the benefit of the renewal agreements we reached early in the quarter. We continue to expand the reach of our networks and have increased distribution of our HD and digital networks, such as Comedy Central HD, BET HD and Palladia. And there is growing interest in several of our international channels here in the U.S.

Finally, in terms of ratings, we remain focused on improving weakness at certain networks and building on our upward momentum in others. This is the top priority for our media networks team.

Consumers went to the movies in increasing numbers during early 2009, proving once again that great content for a great value is a winning combination. Paramount enjoyed a solid Q1 09 at the box office with strong carryover revenues from films released late in Q4 08. We also finished the quarter with a big opening of DreamWorks Animation's *Monsters vs. Aliens*, which, to date, is the #1 movie of the year in domestic box office.

Our emphasis on long-term strategy and operational discipline has created a strong and stable path for Viacom in this challenging environment, and we are confident that as we move into brighter times, our world-class brands and creative content will truly shine. When the economy rebounds, our solid foundation will allow us to excel in our operating performance, our generation of free cash flow and our ability to deliver long-term growth for shareholders.

Philippe Dauman is President and Chief Executive Officer of Viacom Inc. and serves on the company's Board of Directors.



MONSTERS VS. ALIENS GROSSES \$59.3M OPENING WEEKEND

The DreamWorks Animation 3D release *Monsters vs. Aliens* gobbled up the competition at the box office and beat expectations by grossing \$59.3 million for its opening weekend at 4,104 locations, of which 1,550 were in 3D. In so doing, the film, which is distributed by Paramount Pictures, broke several box office records including biggest opening of 2009, best 3D opening ever and biggest spring opening for a non-sequel animated film.



BET SCORES TRIPLE-DIGIT GROWTH WITH THE BET HONORS

BET scored big with its second annual presentation of *The BET Honors*, which premiered in February to 1.7 million households and 2.5 million viewers for a 1.9 coverage rating, according to Nielsen Media Research. Total viewership for this year's *BET Honors* more than doubled last year's audience. The special also saw an 88% increase in household delivery, which translates to an 85% coverage rating gain. Moreover, this year's *BET Honors* posted triple-digit growth among almost every key demographic.

2009 KIDS' CHOICE AWARDS HELPS BOOST NICKELODEON TO THE TOP SPOT

Nickelodeon's *Kids' Choice Awards* (KCAs) set a big record on March 28 as it slimed its way to become basic cable's number-one telecast of Q1 2009 with kids, tweens and teens. The star-studded telecast set a new record as the biggest *Kids' Choice Awards* to date, drawing 7.7 million total viewers and earning its highest ratings ever among kids and tweens. Hosted by Dwayne Johnson, this year's KCAs marked the fourth straight year of growth for the awards show. The celebrity slime-fest scored the most votes in the show's history – a record 91 million – and led Nick.com to its highest trafficked day ever in unique visitors, site visits and page views.

On the same night, Nickelodeon's premiere of the CGI-animated series *The Penguins of Madagascar* broke records as the most-watched series premiere in Nickelodeon's history with 6.1 million total viewers, delivering the most kids 6-11 for an animated series premiere on Nick and the best new series premiere performance ever with tweens.

Both of these programs helped Nickelodeon, which turned 30 on April 1, finish as basic cable's top total day network for kids, tweens and total viewers in the quarter – its 56th consecutive quarter at number one, marking the longest run of its kind. Additionally, Nickelodeon Kids and Family networks - NOGGIN, The N, Nicktoons and Nick at Nite all posted their best first quarter performances ever and delivered solid year-over-year growth.





JEFF DUNHAM SIGNS MULTI-PLATFORM DEAL WITH COMEDY CENTRAL

After the extraordinary ratings from his Christmas special and more than 1 million DVDs of the special sold, Comedy Central has signed Jeff Dunham to a wide-ranging, fully-integrated, multi-platform initiative which includes a series order, stand-up special, major-market stand-up tour, DVDs and a consumer products partnership. Viewers can expect to hear a lot more from Dunham and his infamous characters, Walter, Achmed the Dead Terrorist, Peanut and Bubba J over the next few years.

PARAMOUNT DIGITAL ENTERTAINMENT ANNOUNCES CIRCLE OF 8 PROJECT

Paramount Digital Entertainment and Gaumont, one of Europe's largest film production and distribution companies, announced the development of *Circle of 8*, a web series exclusively distributed in the U.S. by MySpace. This interactive short-form serial thriller will introduce online audiences to a digital entertainment experience that engages them in character and plot development on a level never-before-seen on the web. Marketing partners will also have opportunities to integrate their brands into the story. *Circle of 8* will leverage the interactive quality of mobile and online platforms to allow users to participate in a compelling exploration of the content through customized marketing experiences.

BET'S SUNDAY BEST SCORES STELLAR RATINGS FOR ITS SECOND SEASON DEBUT

Millions of viewers tuned in to BET on March 8 to get their "praise on!" with the season two opener of BET's gospel competition show *Sunday Best*. On March 8, the season two premiere was television's #1 primetime original series among black households. The strong double-digit gains for this year's premiere over last year's debut represent the highest increase for an original series season premiere in BET history. The series also enjoyed double-and triple-digit gains in all key demographics versus last year's debut.



THE N TRANSFORMS INTO TEENNICK

In Q4 09, The N will rebrand itself as TeenNick. The new name and attitude will help the network further develop and deliver on its mission of serving teens through programming reflecting the breadth and depth of "teendom."

In conjunction with this rebranding, it was recently announced that multi-talented actor/comedian Nick Cannon - a former Nickelodeon and MTV Networks star - will serve as Honorary Chairman and development consultant for TeenNick. As a creative consultant, Cannon will provide his vision on several projects for the teen network and its development slate. "I started my career here at Nickelodeon and am so excited to be back, serving as an integral part of TeenNick as the in-house voice and representative for teens everywhere," said Cannon.



STAR TREK MANIA SPREADS ONLINE

The new trailer for J.J. Abrams' *Star Trek* was downloaded more than 1.8 million times during its first 24 hours on Apple.com and has since gone on to become the most popular HD download ever on the site, with more than five million downloads in its first five days. The trailer made its exclusive debut on Apple.com/trailers on March 6 giving fans a sneak peak of one of this summer's most highly anticipated films.

To celebrate the film's theatrical release on May 8, MTV Games and Harmonix's *Rock Band* have joined forces with Paramount Pictures' interactive department and Spyglass Entertainment. The first-of-its-kind collaboration will fuse together the massive cultural followings of both *Star Trek* and the video game phenomenon *Rock Band* by engaging fans with a free music download sweepstakes, an online Battle of the Bands in which teams with the highest score win a *Star Trek* hometown movie screening, and a futuristic avatar creation contest.

Building on the success of *Cloverfield* and the excitement of *Star Trek*, Paramount has extended its first-look deal with J.J. Abrams' production company Bad Robot through 2013. Said Paramount Chairman and CEO Brad Grey: "Bad Robot was one of the first deals we made to help rebuild the studio. J.J. has since become part of the fabric of Paramount."





VIACOM LAUNCHES 'GET SCHOOLED' INITIATIVE

The Bill & Melinda Gates Foundation and Viacom have partnered on a ground-breaking initiative called *Get Schooled*, which will utilize the Viacom brands' strong audience connections to help address America's public education crisis. This initiative is dedicated to identifying sustainable and effective approaches that will increase high school and college graduation rates, improve postsecondary readiness and promote the fundamental importance of education.

As part of its commitment, Viacom will create compelling PSAs, breakthrough marketing campaigns and innovative film, television and mobile content aimed at targeted audiences across all platforms. The interactive web destination, getschooled.com, officially launched on April 1.



MTV IS 'TAKING THE STAGE' WITH IMPORTANT NEW MUSICAL SERIES

MTV is turning the spotlight on some of the nation's most talented performing arts students in the reality musical series *Taking the Stage*. This series of 10 60 minute episodes, conceptualized and executive produced by Nick Lachey, follows the lives of five talented students at the School for Creative and Performing Arts in Cincinnati, Ohio. The show is the first of its kind to be scored with music performed by cast members in-scene. Each episode will feature songs and dance routines written and choreographed by the cast.

NICKELODEON SCORES PEABODY AWARD AND NAACP IMAGE AWARDS

Nickelodeon's *Dora the Explorer* and Keke Palmer, star of the network's hit tween comedy series, *True Jackson, VP*, were honored by the NAACP at the 40th NAACP Image Awards on Feb. 12. *Dora the Explorer* took home the award for Outstanding Children's Program and Keke Palmer won for Outstanding Performance in a Youth/Children's Program Series or Special.



Following these wins, popular Nickelodeon animated series *Avatar: The Last Airbender* picked up a Peabody Award for its dynamic storytelling and extraordinary character development. The show joins the ranks of other animated Viacom Peabody winners including *Dora the Explorer* in 2003 and *South Park* in 2005.

PARAMOUNT PICTURES PARTNERS WITH TECHNICOLOR ON STATE-OF-THE-ART POST PRODUCTION FACILITY

Paramount Pictures and Technicolor have announced plans to create a state-of-the-art post production sound facility on the Paramount Hollywood lot. The new sound facility will become the centerpiece of Paramount's Post Production Village, providing a wide range of post production services for filmed entertainment, television productions and commercial producers. Managed by Technicolor, the new sound facility will include two world-class theatrical mixing stages as well as a full complement of ADR, television mixing and audio editorial rooms.



MTV INTERNATIONAL ROLLS OUT TWO INITIATIVES TO DRIVE MUSIC

MTV Networks International announced the launch of *MTV World Stage* and *MTV Push*, two new music initiatives that leverage MTV's unique international scale and connect fans to the greatest and latest acts on the world music scene.

MTV World Stage premiered on February 27 on 62 MTV channels around the world, featuring Coldplay's live concert in Tokyo. The series will showcase different musical performances every Friday night across the international network. In March, *MTV Push* began delivering international music fans a massive "push" of breakthrough and emerging acts, with unique multi-platform content using MTV's on-air and digital assets.



NICKELODEON KIDS AND FAMILY RANKED BEST IN TV SALES BY PEERS

Nickelodeon Kids and Family Group was named the best TV sales organization of 2008, according to the *Jack Myers Media Business Report*. Nick won the honor for the first time after the publication conducted a survey of 250 advertiser and agency executives. A total of 38 national TV sales groups were included in the vote, which measures each organization on seven performance attributes. Nickelodeon ranked first in three categories and placed second in two others to grab the top spot in the *Report's* rankings.

RATINGS HIGHLIGHTS

BET

BET extended its streak as the #1 cable network among black viewers 18-34 to 37 consecutive quarters, and it was also the #1 ad-supported cable network among black households for the past nine consecutive quarters. Q1 09 marks BET's third consecutive quarter to post quarter-to-quarter gains. The second presentation of *The BET Honors* (1.9 coverage rating, 2.5 million viewers) now stands as BET's #1 telecast of 2009 and this year's #1 entertainment special on cable among black households. Additionally, *Celebration of Gospel* is the #1 gospel/religious telecast on TV for the ninth consecutive year. The record-setting season two opener of *Sunday Best* became the series' #1 telecast (1.3 coverage rating, 1.2 million households, 1.7 million viewers).



CMT

CMT achieved solid premiere numbers with the launch of four new episodes of *CMT Cribs* on Saturday nights, which averaged a .29 rating among viewers 18-49, 53% above the 1Q 09 Prime-time average. Twelve premiere episodes of *My Big Redneck Wedding 3* also aired on Saturday nights and averaged a .21 rating among viewers 18-49, 11% above the Q1 09 Prime average. The Monday through Friday acquired *Nanny 911/Trading Spouses/Extreme Makeover* strips continued to be a vital part of the CMT lineup. Strong movie titles also contributed to the quarter; 18 titles combined for 134 airings that garnered ratings 26% above CMT's baseline average.



COMEDY CENTRAL

Comedy Central successfully launched the new series *Important Things with Demetri Martin*, which proved to be the strongest series launch since *Chappelle's Show* in 2003. *Important Things* delivered solid growth in its timeslot and drew its strongest ratings from the channel's core demo of men 18-24. In its timeslot, *Important Things* was number one in all TV among men 18-24 and 18-34. The *South Park* season 13 launch was the most watched spring premiere since 1999 among adults. *The Daily Show with Jon Stewart* continued to draw strong numbers coming off of its record-breaking election year performance, and *Comedy Central's Roast of Larry The Cable Guy* was the network's most-watched, highest-rated show of the quarter among total viewers and viewers 18-49.



LOGO

RuPaul's Drag Race premiered on February 2 to much critical acclaim. The premiere week generated the most trafficked week in LOGOonline.com's history. The series enjoyed an expanded audience on sister channel VH1 which aired the second window of each week's episode on Tuesdays at 9 PM. Those Tuesday night encore airings averaged close to a half-million total viewers, according to Nielsen.

MTV

MTV set out to strengthen its bond with male viewers with the launch of its *See You Sunday* programming block (Sundays 9p-11p) – and succeeded. The combination of *Rob Dyrdek's Fantasy Factory*, *Nitro Circus*, *The CollegeHumor Show*, *How's Your News*, and *Bully Beatdown* delivered triple-digit time-period gains across the male demos and helped MTV deliver its strongest quarter among men 12-34 since Q1 08. MTV continues to be the #1 rated full day ad-supported cable net among viewers 12-24 for 48 consecutive quarters.



MTV2

In Q1 09, MTV2 had the highest concentration of young males across all 24-hour ad-supported cable networks, posting its strongest quarter since Q1 07 among men 12-34 and 12-24 and its strongest quarter ever among men 12-17. The MTV2 simulcast of MTV's *See You Sunday* block greatly improved the Sunday 9p-11p time period among the young male demographic.

mtvU

mtvU partnered with the Academy of Motion Picture Arts and Sciences for the first-ever *mtvU Oscars Correspondent Contest*. The competition garnered entries from across the country, as students vied for a coveted spot on the red carpet to cover the 81st Academy Awards. mtvU also hosted *Spring Break 2009* with explosive performances by Lil Wayne, The All-American Rejects, Flo Rida, Asher Roth, Jim Jones, 3OH!3 and N.E.R.D. Anchored in Panama City Beach, FL, the events attracted students from around the country, making it the most attended spring break in mtvU history.

MTVN International

Nine months after launching in India, COLORS, the joint venture channel between Viacom and Network18 Group, knocked competitor channel Star Plus off the top spot – the first time this has happened in nearly nine years. COLORS is now the most watched Hindi general entertainment channel in India and the #1 channel during primetime among all Hindi general entertainment channels. COLORS reaches 41 million-plus households through cable, DTH and IPTV.



The N

Q1 09 was The N's most-watched quarter ever among its core audience of teens 12-17 and girls 12-17. The *What I Like About You* premiere marathon on Thursday, January 1 drew double and triple-digit gains among key demos. An average of 103,000 teens 12-17 watched the marathon, up 84% from year-ago ratings.



NOGGIN

Q1 09 was Noggin's highest-rated and most-watched quarter ever among kids 2-5 and March 2009 was the most-watched month ever. Noggin's newest series, *Toot & Puddle*, was a strong performer, earning a 3.74 rating with kids 2-5, improving ratings by 26% versus a year ago.

Nickelodeon

Nickelodeon continues to be the #1 cable network among kids and tweens. The network significantly outperformed the competition, pacing 32% ahead of Disney and 112% ahead of Cartoon Network. In March, the *Kids' Choice Awards* hit on all cylinders and delivered its best audience in all key demos and total viewers. This year's show was the highest-rated and most-watched ever. Nick also premiered new episodes of *iCarly*, *True Jackson, VP*, and *Naked Brothers Band*, which contributed to top ratings. *iCarly* was the #1 ranked live action program among kids 2-11 and kids 6-11 and *True Jackson, VP* ranked among the top five live action programs on cable.



Nick at Nite

Fueled by a stellar *George Lopez* marathon, Q1 09 was Nick at Nite's most-watched quarter in history among adults 18-49 and men 18-49. Nick at Nite was also the #1 ranked cable network among women 18-49. And it was this demographic that contributed most to this quarter's growth, which was up 17% from Q1 08. *Family Matters*, in particular, delivered increased ratings among women 18-49 over last year.

SPIKE TV

Spike's Prime ratings among male demos were the highest since Q2 08. Strong performances from original series *TNA: Impact* and the evergreen *Star Wars* films all contributed to growth. Spike was a top 10 network among viewers 18-49 and men 18-34 in Total Day and Prime. The Spike original series *DEA*, *1000 Ways to Die*, and *Real Vice Cops* exceeded year-ago time period averages by 40% to 70% in key male demos.



TV Land

Owing in part to the return of *High School Reunion*, Q1 09 was TV Land's most watched quarter among viewers 25-54 since Q1 08. *High School Reunion*'s second season posted a 39% ratings gain among viewers 25-54 over the channel's year-ago Prime average.



VH1

Thanks to a number of new hit shows, as well as returning favorites, VH1's ratings were largely similar to Q1 08, the channel's highest rated quarter ever. The network delivered marked sequential improvement – up 6% versus Q4 08 – as it rode a wave of momentum from strong programming. The third season premiere of *Rock of Love* averaged 2.1 million total viewers and consistently ranked among the top 10 shows on all of cable on Sunday. During its run, *Tool Academy* was the #2 non-sports original series on Sunday Prime (behind *Rock of Love 3*) and #6 overall among non-sports cable programs on Sunday prime. VH1's newest self-help show, *Tough Love*, continues the string of strong series in Q1 09. In fact, even without a *Rock of Love 3* lead-in on March 29, a new *Tough Love* episode averaged a 1.25 rating among viewers 18-49—the second highest rated episode of the season.

STATISTICAL INFORMATION

FIRST QUARTER 2009

Subscriber Numbers

Network Subscribers

In Millions	1st Quarter 2009	1st Quarter 2008	In Millions	1st Quarter 2009	1st Quarter 2008
MTV(1)	97.6	95.8	MTV2(1)	75.7	72.6
MTV Europe/Middle East/Africa(2)(3)	210.3	212.2	MTV2 International(2)	13.1	11.6
MTV Latin America(2)(4)	49.9	36.5	MTV2 Total	88.8	84.2
MTV Asia Pacific(2)(5)	209.3	211.4			
MTV Canada(2)	7.0	6.1	Spike TV(1)	97.9	96.0
MTV Total	574.1	562.0	Spike TV Canada(2)	6.8	6.8
			Spike TV Total	104.7	102.8
Nickelodeon/Nick at Nite(1)	98.6	96.4			
Nickelodeon Europe/Middle East/Africa(2)(6)	119.3	72.6	Comedy Central(1)	97.2	95.3
Nickelodeon Latin America(2)	22.2	19.6	Comedy Central International(2)	50.2	48.1
Nickelodeon Asia Pacific(2)	41.8	41.5	Comedy Central Total	147.4	143.4
Nickelodeon Total	281.9	230.1			
VH1 (1)	97.1	95.5	CMT(1)	88.8	87.8
VH1 Europe/Middle East/Africa(2)	43.1	42.0			
VH1 Asia Pacific(2)(7)	24.4	24.5	Paramount Comedy Channel – Europe(2)	15.4	14.9
VH1 Latin America(2)	17.2	15.1			
VH1 Total	181.8	177.1	VIVA(2)	51.0	50.3
VH1 Classic(1)	54.5	51.3	TMF(2)	32.6	31.0
VH1 Classic - International(2)	14.1	13.2			
VH1 Classic Total	68.6	64.5	BET(1)	88.7	87.8
			BET Canada(2)	4.1	3.8
Noggin(1)(8)	69.1	65.0	BET UK(9)	10.1	8.8
The N(1)(8)	66.1	62.8	BET Total	102.9	100.4
Nicktoons(1)	53.3	49.7	BET J(1)	29.7	26.5
Nicktoons International(2)	9.5	9.4			
Nicktoons Total	62.8	59.1	TV LAND(1)	96.3	94.0
			LOGO(1)	37.0	31.9

Source:

(1) All Domestic channels except LOGO and BETJ are based on Nielsen Media Research, and reflect the month of March in the applicable year.

LOGO and BETJ are based on internal figures and for Q1 09 reflect the month of Jan'09 and Feb'09, respectively.

(2) All International channels, except Canada, are based on internal figures, and reflect the month of January (latest available) for Q1 09 and March for Q1 08. Canada figures are based on MediaStats, and for Q1 09 reflect the month of Jan'09.

Note: Europe/Middle East/Africa includes Russia and Asia Pacific includes Japan.

(3) MTV EMEA large decrease due to MTV France (4m drop in IPTV subs due to new exclusivity deal). Excluding MTV France, MTV EMEA increased by 1.1m households.

(4) MTV Latin America significant increase due to MTV Brasil.

(5) MTV Asia Pacific decrease due to MTV Korea distribution halving to 3m households and MTV Thailand distribution decreasing by 1.3m. Excluding MTV Korea and MTV Thailand, MTV Asia Pacific increased by 1.6m households.

(6) Nick EMEA large increase due to launch of Nick Arabia (36m). Also launched: Nick Africa, Nick Poland, Nick Swiss, Nick Sweden and Nick Poland.

(7) VH1 Asia Pacific decrease due to VH1 no longer airing in Thailand effective September 2008.

(8) Noggin and The N split into two separate channels effective January 2008.

(9) BET UK launched Feb'08; subscriber count is based on internal figures, and for Q1 09 reflects the month of Feb'09.

MTVN PROPERTY COUNTS

Channels	169
Languages	33
Countries	162
Websites	400+

Note: As of Q1 2009

Q1 2009 CHANNEL LAUNCHES

Channel	Location	Date
Comedy Central	Sweden	1.1.09

POPULAR CABLE SHOWS

BET	<i>Sunday Best</i> <i>The BET Honors</i>
Comedy Central	<i>The COMEDY CENTRAL Roast of Larry the Cable Guy</i> <i>South Park</i> <i>Important Things with Demetri Martin</i> <i>The Daily Show with Jon Stewart</i>
CMT	<i>CMT Cribs</i> <i>My Big Redneck Wedding</i> <i>Trick My Truck</i>
Logo	<i>RuPaul's Drag Race</i> <i>365Gay News</i> <i>Real Momentum (Season 7)</i>
MTV	<i>America's Best Dance Crew</i> <i>Real World XXI: Brooklyn</i> <i>Rob Dyrdek's Fantasy Factory</i>
mtvU	<i>mtvU Spring Break</i>
Nickelodeon	<i>iCarly</i> <i>SpongeBob SquarePants</i> <i>True Jackson, VP</i> <i>The Kids' Choice Awards</i>
Nick Jr.	<i>The Backyardigans</i> <i>Dora the Explorer</i> <i>Go, Diego, Go!</i>
Nick at Nite	<i>George Lopez</i> <i>Roseanne</i> <i>Family Matters</i>
The N	<i>What I Like About You</i> <i>Zoey 101</i>
NOGGIN	<i>Dora the Explorer</i> <i>Max & Ruby</i> <i>Go, Diego, Go!</i>
Spike TV	<i>DEA2</i> <i>1000 Ways to Die</i> <i>Afro Samurai: Resurrection</i>
TV Land	<i>High School Reunion</i> <i>The Andy Griffith Show</i>
VH1	<i>Tough Love</i> <i>Tool Academy</i> <i>Rock of Love Bus with Bret Michaels</i>

DIGITAL HIGHLIGHTS⁽¹⁾

- According to Nielsen, Viacom Digital ranked as the second most popular property for online video in March with more than 429 million video streams provided.
- MTVN wireless page views hit an all-time high with 26.2 million hits in March '09. The Q1 09 closed with 61.3 million wireless page views – a 529% increase from the same quarter last year.
- Addictinggames.com averaged over 11 million monthly unique visitors for Q1 09, a 19% increase versus Q1 08.
- Comedy Central Digital averaged 4.5 million monthly Unique Visitors in Q1 09, up 69% versus Q1 08.
- In Q1 09, BET.com unique users were up 32%, page views up 77%, and time spent on BET.com up 70%.

(1) Source: Nielsen and comScore/MediaMetrix. "Viacom Digital" is defined as the online properties of MTV Networks, BET Networks and Paramount Pictures.

Q2 2009 MOVIE RELEASES

The Soloist	DreamWorks
Star Trek	Paramount
Dance Flick	MTV Films / Paramount
Imagine That	Nickelodeon Movies / Paramount
Transformers: Revenge of the Fallen	Paramount / DreamWorks

BOX OFFICE PERFORMANCE⁽¹⁾

Theatrical	Label	Days in Domestic Release	Domestic Box Office to Date
<i>Madagascar: Escape 2 Africa</i>	DreamWorks Animation	112	\$180 million
<i>Monsters vs. Aliens</i>	DreamWorks Animation	31	\$175 million
<i>The Curious Case of Benjamin Button</i>	Paramount	120	\$128 million
<i>Hotel for Dogs</i>	Dreamworks/ Paramount	101	\$73 million
<i>I Love You, Man</i>	Dreamworks/ Paramount	38	\$68 million
<i>Defiance</i>	Paramount Vantage	117	\$29 million
<i>The Uninvited</i>	Dreamworks/ Paramount	63	\$29 million
<i>Revolutionary Road</i>	DreamWorks / Paramount Vantage	98	\$23 million

(1) Source: boxofficemojo.com, 4.27.09

TOP DVD SALES

Release Source	Title	Rank	Weeks in Release
Theatrical New Releases	<i>Madagascar: Escape 2 Africa</i>	2	7
	<i>Eagle Eye</i>	10	12
Theatrical Catalog	<i>Madagascar</i>	1	175
	<i>Transformers</i>	7	75
Children's Non-Theatrical	<i>SpongeBob SquarePants-Spongicus</i>	4	8
Television	<i>Tudors – The Complete Second Season</i>	2	11

Source: PHE Sales Planning and Forecasting