



DREAMWORKS: KUNG FU PANDA



MTV: 2008 MTV MOVIE AWARDS



NICKELODEON: THE MIGHTY B!

PARAMOUNT PICTURES REACHES \$1 BILLION BOX OFFICE GROSS IN RECORD TIME

Paramount Pictures crossed the billion-dollar mark in both international and domestic box office sales in record time this year, making it the first studio to reach these milestones in 2008. This is the second year that Paramount reached the billion-dollar threshold before any other studio. Paramount's success in the first half of the year

was built on several box office hits, including *Cloverfield*, Marvel's *Iron Man*, *Indiana Jones and the Kingdom of the Crystal Skull* and DreamWorks Animation's *Kung Fu Panda*.

Looking ahead, Paramount's slate looks strong. In the third and fourth quarters of the year, films such as *Tropic Thunder*, DreamWorks Animation's *Madagascar: Escape 2 Africa*, *The Curious Case of Benjamin Button* and *Revolutionary Road* are expected to drive audiences to the theaters.

ROCK BAND PREPARES FOR ITS SECOND TOUR

Rock Band 2 is set to make its debut on Xbox 360™ this September. Introducing instruments with upgraded functionality and songs from legendary rockers like AC/DC, Guns N' Roses and Bob Dylan, *Rock Band 2* builds on the advanced technology of the original game. With more than 18 million songs purchased and downloaded since the launch of *Rock Band* in November 2007, *Rock Band 2* will include a "Battle of the Bands" mode, allowing users to challenge other bands to the ultimate rock contest. *Rock Band 2* will be available for Playstation® 2, Playstation® 3 and Wii™ systems later this fall.

A NOTE FROM PHILIPPE DAUMAN



Over the course of the second quarter, like many companies, Viacom was faced with an increasingly challenging economic environment, which resulted in a slowdown in the advertising market overall. Nevertheless, the diversity of our revenue streams provides us with greater stability than others. In addition to consistently solid affiliate and ancillary revenue growth, the increasingly solid performance of our motion picture business continues to help us mitigate challenges on the advertising front.

Furthermore, we moved forward with several initiatives to improve efficiencies and protect our operating margins. As a result, we delivered solid double-digit growth in operating income and diluted EPS in the second quarter compared with the prior year's adjusted results.

In our Media Networks segment, most of our networks delivered solid ratings growth year-over-year and our overall ratings year-to-date were up five percent in their respective core demographics. That progress combined with our continued investment in programming fueled our success in the advertising upfront. [\(continued P 2\)](#)

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A NOTE FROM P. DAUMAN

(continued from P 1)

In the Filmed Entertainment segment, Paramount has enjoyed terrific theatrical success so far this year. For the second year in a row, it generated more than \$1 billion in box office both domestically and internationally in record time. The studio also holds the #1 spot in domestic market share. *Iron Man*, *Indiana Jones and the Kingdom of the Crystal Skull* and DreamWorks Animation's *Kung Fu Panda* were all huge box office successes this quarter.

Looking ahead, we have several strong titles slated for release during the remainder of the year, starting with next month's release of DreamWorks' *Tropic Thunder*, which boasts an all-star cast including several surprise cameos. Other major films include *The Curious Case of Benjamin Button* and DreamWorks Animation's *Madagascar: Escape 2 Africa*.

Overall, I am optimistic about our future growth plans throughout Viacom. With new thinking and innovative approaches, the growth opportunities that exist across our organization – in affiliate partnerships, consumer products, licensing, online and mobile platforms, games, movies, recreation, our increasingly important and fast-growing international businesses and, yes, advertising – are very exciting. These opportunities will allow us to grow our core businesses and accelerate our plans to diversify our revenues.

While we are in a period of transition, there has never been a better time to be in the content business. Consumers today have a voracious appetite for content and we have the capabilities to satiate that hunger across every platform and every geography. As the leading content company in the world, with multiple strong brands, Viacom has the vision, the opportunity, the people and the assets to achieve our objectives and to continue to grow value for our shareholders.

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



MEDIA NETWORKS CONTINUE INTERNATIONAL EXPANSION

Both MTV Networks and BET Networks continue to use their brands to expand in international markets and establish new connections with viewers around the world. Paving the way for MTV Networks, Nickelodeon and Comedy Central continue to launch new networks around the globe. Nickelodeon Switzerland launched on April 1st, Nickelodeon Africa and Nick Jr. Latin America launched on July 1st, Nickelodeon Poland launched on July 10th, Nickelodeon Arabia launched on July 23rd and later this year Comedy Central Hungary will premiere. Following in the tradition of other recent global network launches these channels will feature a combination of local programming and top-rated Nickelodeon and Comedy Central shows.

BET Networks' recent launch of BET in the U.K. is also beginning to show encouraging momentum, with more than 760,000 viewers since it launched in March. The *BET Awards '08* premiered in the U.K. on July 1st and proved to be a huge success with British audiences. The show, which has consistently been the most watched awards show among African American audiences, pulled in more than 100,000 viewers in the U.K., according to BARB (Broadcasters' Audience Research Board).



IRON MAN BURSTS INTO THEATERS

Paramount Pictures' first release from Marvel Studios, *Iron Man*, has been a force in theatres since its May 2nd opening. Showcasing its franchise potential, this big screen adaptation of Marvel's legendary super hero *Iron Man* is a major success with both critics and audiences alike. To date, this film has grossed more than \$300 million at the domestic box and more than \$250 million at the international box office.



MTV NETWORKS PLAYS TO WIN

When it comes to online casual games, MTV Networks' portfolio is #1 in the U.S. and #2 in the world. Growth in the global games market is projected to outpace every other media segment and online casual games will grow the fastest. Additionally, according to a recent MTV Networks study, online casual gaming holds an exclusive place in the lives of gamers' of nearly all ages because it is both emotionally and physically engaging. Over the next several years, MTV Networks intends to leverage its existing properties and create original demo-focused game offerings. MTV Networks is also building on its leadership position in online casual gaming in the U.S. by moving rapidly into mobile games. Nickelodeon's AddictingGames has launched a series of mini-games called Qwikies exclusively on the Verizon Wireless network. And the new iPhone "app store" features the *South Park Imaginationland* game and will feature games based on hit Paramount movies.



NICKELODEON AND VIACOM CONSUMER PRODUCTS LAUNCH NEW MERCHANDISE FOR KIDS AND TWEENS

As Nickelodeon and its brands continue to grow in new markets around the world, Nickelodeon and Viacom Consumer Products announced an incredible array of new products for kids and tweens, providing yet another way for global consumers to interact with popular Nickelodeon properties. The first consumer products based on the multi-platform hit *iCarly* became available in June, including "iPlaylist," the eagerly awaited album featuring exclusive tracks from the hit show. Additional products developed in partnership with Limited Too and Justice were introduced in July, including apparel, stationary and electronics. *iCarly* will also be hitting the DVD shelves this September when *iCarly* Season 1, Volume 1 is released.

A new merchandising campaign is also planned for the Nick Jr. hit *Ni Hao, Kai-Lan* to extend the brand into several different categories, including toys, accessories, publishing, stationary and more.

Building on the strength of *Neopets*' plush retail debut earlier this year, Nickelodeon is introducing new product lines for the popular digital brand this fall at mass retailers nationwide including Target, Wal-Mart, Toys "R" Us and Kmart. The line will include new trading cards, vinyl figures, playsets, books, puzzles and video games.

BET AWARDS RULES ON AIR AND ONLINE

BET brought together the best in entertainment, music and sports for *BET Awards '08*, its annual "family reunion," which debuted on Tuesday, June 24th to more than 3.6 million households and more than 5.9 million viewers for a 4.2 coverage rating. The *BET Awards '08* premiere ranked as the #1 cable telecast among black households, making it the top performing cable telecast among black audiences since the *BET Awards '07*. The *BET Awards '08* is also currently the #1 award show on television among black audiences. The franchise continues to be the top performing program in cable TV history among black audiences. In addition, BET.com enjoyed its three highest traffic days in history on Tuesday, June 24, as well as the two days following the show's premiere. The site enjoyed record traffic most notably the day after, with 1.1 million unique users and 21.5 million page views.



MARK GREENBERG NAMED PRESIDENT AND CEO OF NEW PREMIUM ENTERTAINMENT JOINT VENTURE

Mark Greenberg, a cable industry veteran with extensive management experience in pay television, was named President and CEO of the new premium entertainment joint venture formed by Viacom, Paramount Pictures, Metro-Goldwyn-Mayer Studios and Lionsgate. Mr. Greenberg, who has spent 25 years in the cable industry with HBO, Showtime and most recently, as a strategic advisor at Lionsgate, is responsible for the management and development of the new venture.

NICKELDEON KIDS & FAMILY GROUP'S DIGITAL SITES SCORE RECORD-BREAKING MONTH

Nickelodeon Kids & Family Group's portfolio of digital sites registered its best month ever in June 2008, according to comScore Media Metrix, ranking as the #1 kids and family online destination in visits and time spent. The group of sites, which includes Nick.com, NickJr.com, TheN.com, Noggin.com, Shockwave.com, AddingGames.com, and others, garnered 28.6 million unique visitors in June, a 13 percent increase versus the same month last year. Visitors spent an average of 88.1 minutes on these sites in June, a 10 percent increase versus the previous month.

INDIANA JONES CONTINUES TO CAPTIVATE AUDIENCES

With more than \$310 million in domestic box office sales and more than \$430 million in international box office sales, *Indiana Jones and the Kingdom of the Crystal Skull* is the highest grossing worldwide release of 2008 year-to-date. The renewed popularity of the *Indiana Jones* franchise also helped to boost Paramount's Home Entertainment division as movie-goers reacquainted themselves with the films and younger audiences experienced them for the first time.



BALDWIN HILLS RETURNS TO BET WITH A BANG

BET's critically acclaimed reality show *Baldwin Hills* returned for its second season on Tuesday, July 8th with a 1.2 coverage rating. Nearly 1 million households and 1.5 million viewers tuned in for the series' #1 telecast of all time, as this season introduced five young newcomers and brought back five favorites from season one. *Baldwin Hills* follows the everyday lives of a group of African American teens from a very real and very exclusive Los Angeles enclave called Baldwin Hills. The second season debut of *Baldwin Hills* stands as one of BET's top series premieres for the 2007-2008 season to date, second only to *Keyshia Cole: The Way It Is* and followed by *College Hill: Atlanta*. The strong July 8th official second season premiere of *Baldwin Hills* improved on its already stellar "sneak peek" episode that followed the *BET Awards '08* on Tuesday, June 24. That "teaser" episode enjoyed a 1.3 coverage rating, with nearly 1.2 million households and 1.4 million viewers.



NICK-AT-NITE FINISHES THE SECOND QUARTER ON TOP

With its strongest showing in more than two years, Nick-at-Nite was the total day's #1 basic cable network among people 18-49 years old (tied with TNT) and ranked second only to sister-channel Nickelodeon among total viewers in the second quarter. Driven by the success of *George Lopez* and *Home Improvement*, Nick-at-Nite soared this past quarter with high double-digit gains among people 18-49 years old and total viewers. Continuing the network's goal of attracting the entire family audience, *Family Matters* premiered on June 30th and delivered strong ratings. Starting in January 2009, the network will begin airing *Everybody Hates Chris*.

PARAMOUNT VANTAGE CONSOLIDATES MARKETING AND PRODUCTION ARMS INTO PARAMOUNT PICTURES

Paramount Pictures and Paramount Vantage recently completed the consolidation of its marketing, distribution and physical production departments. The combined departments, which serve both Paramount Pictures and Paramount Vantage, as well as DreamWorks Pictures, MTV Films, Nickelodeon Movies, and distribution partners Marvel and DreamWorks Animation, have now been streamlined to maximize efficiency.

ATOMFILMS RELAUNCHES AS ATOM.COM AND PARTNERS WITH COMEDY CENTRAL

Atom.com, a digital comedy network that distributes original programming across mobile phones, the Internet, television and nearly every other screen available to viewers, launched in June. The new Atom.com replaces both AtomFilms and AtomUploads.com, bringing professionally produced titles and amateur comedy content together on one site.

With this new launch, Atom.com became Comedy Central's exclusive partner for original digital comedy content. Through this new alliance, Atom.com is hosting a new late-night television show on Comedy Central, *Atom TV*, which features top-rated original content from the site. On mobile phones, Atom has prominent channels on Verizon Wireless' V CAST as well as AT&T's CV and Alltel. Via the Internet, Atom is featured on iTunes, AOL, AT&T, Bebo, Dailymotion, Veoh and many more web destinations.

POS OR NOT CHALLENGES USERS TO TALK OPENLY ABOUT HIV/AIDS

Continuing MTV Networks' long tradition of social activism and corporate responsibility, mtvU and the Kaiser Family Foundation, in partnership with POZ magazine unveiled PosorNot.com, an online game that challenges stereotypes and breaks down the barriers that may prevent people from talking openly about HIV/AIDS, getting tested and using protection. In the game, players confront their own HIV stereotypes as they guess whether a profiled participant is positive or negative based only on a photo and a few personal details, such as what they do on the weekends or their favorite kind of music. In addition to confronting stereotypes, Pos or Not also provides users with information about HIV prevention, as well as local HIV and STD testing resources from the U.S. Centers for Disease Control & Prevention.

posornet

RATINGS HIGHLIGHTS

BET

BET remained the #1 cable network among blacks 18-34 for the 34th consecutive quarter and it was the #1 cable network in weeknight primetime among blacks 18-34 for 32 consecutive quarters, despite ratings declines at the network. BET has been the #1 ad-supported cable network among black households for the past six consecutive quarters. During Q2 2008, *BET Awards '08* ranked as the #1 cable telecast among black households, making it the top performing cable telecast among black audiences since the *BET Awards '07*. The *BET Awards '08* is currently the #1 award show on television among black audiences. The franchise continues to be the top performing program in cable TV history among black audiences. In addition, the *Baldwin Hills* "Sneak Peak" episode became the #1 telecast for the *Baldwin Hills* franchise and the #1 BET original series of Q2 2008. *College Hill V: Atlanta* finished its fifth season as cable's #1 Tuesday original series among black audiences for Q2 2008.

CMT

Hosted by Miley and Billy Ray Cyrus, the 2008 *CMT Music Awards* premiered to impressive ratings. More than 7.9 million total viewers tuned in for the premiere and repeat telecasts on April 14th, making it CMT's second most watched *Music Awards* airing ever (behind the 2005 *CMT Music Awards*). Driving traffic to CMT.com, the Awards show helped to shatter all of the site's previous records. Premiering immediately following the 2008 *CMT Music Awards*, *Can You Duet* became the network's highest-rated original series debut ever.



COMEDY CENTRAL

Comedy Central delivered its best Q2 audience in network history among people 18-49, men 18-24 and men 18-34 years old in primetime. Two of Comedy Central's most popular programs, *The Daily Show with Jon Stewart* and *The Colbert Report* delivered their best Q2 ratings ever, with gains of 15 percent among the key demographic of men 18-34 years old versus the same time period last year. The debut season of *Lewis Black's The Root of All Evil* also performed well in the second quarter. Proving to be an immediate success, the season premiere on March 12th stands as the best Comedy Central series launch since season one of *Chappelle's Show* in 2003. Additionally, *The Root of All Evil* was the #1 program in all of television among men 18-24 and men 18-34 years old in its timeslot (Wednesday, 10:30-11:00 PM). The second season of this program will premiere on Wednesday, July 30th.



LOGO

Logo's new partnership with Netflix launched to great success in the second quarter. Logo's library of original programming is now available via a special LGBT section on Netflix's website. Audiences can either stream the videos directly from the site or request a DVD through Netflix's rental program.



MTV

MTV ended Q2 2008 as the #1 rated 24-hour ad-supported cable network among people 12-34 years old, despite some ratings softness. The network also maintained its status as the #1 rated 24-hour ad-supported cable network among people 12-24 for the 45th consecutive quarter and among people 18-24 for the 43rd consecutive quarter. In the second quarter, MTV was home to two out of the top 10 rated ad-supported cable series among people 12-34, including *The Hills* (Season 3, Cycle 2) and *Real World XX: Hollywood*. *The Hills* averaged over 3.2 million viewers 12-34 years old, making it the #1 original series across all of cable in 2008 to date among this key demographic. In its new one-hour format, the *Real World* averaged 1.8 million people 12-34 years old, a 10 percent increase over the prior season.

MTV2

Q2 2008 was the highest rated second quarter in MTV2's history among people 12-34 years old and marks the 22nd consecutive quarter of growth year-over-year in this key demographic. Additionally, April, May and June were the highest rated respective months in channel history among the network's core demographic of people 12-34. Showcasing popular MTV programs like *Rob & Big* and *America's Best Dance Crew*, MTV2 also had the highest concentration of young males across all of television in the second quarter.

mtvU

mtvU's *Cause Effect* became MTV Networks' first branded entertainment program to be nominated for an Emmy. This multiplatform series profiles standout student activists on college campuses nationwide.

MTVN International

In the United Kingdom, Nickelodeon continues to perform well, posting its best second quarter ever. Maintaining its status as the #1 kid's network in the UK, ratings at Nickelodeon were up 10 percent year-over-year.

Nickelodeon and MTV India also both experienced impressive ratings growth in the second quarter. Nick India's ratings increased 53 percent among kids 4-14 years old. MTV India posted a 27 percent increase in ratings year-over-year among people 15-24 years old.

The N

In Q2 2008, The N delivered more teen viewers than any other quarter in network history. *Zoey 101* was added to the line-up in April, helping to drive more teens to the network. New reality programming which premiered in July is continuing to drive ratings. On July 11th, the premiere of *Queen Bees*, the ultimate mean girls makeover show, boosted the network's ratings by 88 percent versus the same timeslot last year. *The N's Student Body*, a life-changing fitness challenge for 12 students from rival high schools, also premiered to stellar ratings on July 11th.



NOGGIN

Q2 2008 ratings at Noggin increased 97 percent year-over year. Popular programs like *Max & Ruby*, *Dora the Explorer* and *Go, Diego Go!* continue to perform well. Noggin's digital site also continues to attract new users. In June, unique visitors to Noggin.com grew 47 percent versus the same time period last year.

Nickelodeon

Nickelodeon finished Q2 2008 as the top rated cable network among both total viewers and kids 2-11 for the 53rd consecutive quarter. Among the network's target demographic of kids 2-11 years old, Nickelodeon completed the quarter 46 percent ahead of Disney and 119 percent ahead of the Cartoon network. Nickelodeon's new animated hit, *The Mighty B!* ranks as the #2 program among kids 6-11 behind #1 ranked *SpongeBob SquarePants*. *iCarly* continued to bring in record ratings with the *iCarly Saves TV* special that aired on June 13th. The special averaged 4.5 million viewers and was the #1 program on cable across every kid demographic that week. Two other specials, *Chasing Zoey* and *SpongeBob SquarePants: Pest of the West* also performed very well, with 5.4 and 6.1 million viewers respectively tuning in to watch.

Nick at Nite

In Q2 2008, Nick-at-Nite ranked as the #1 cable network among both adults 18-49 (tied with TNT) and women 18-49 in total day. The network also celebrated its highest ratings in more than two years. *George Lopez* and *Home Improvement* continue to perform well and drive more male viewers to the network. *Family Matters* was added to Nick-at-Nite's schedule on June 29th and delivered a full family audience. Premiering on the network in a marathon format from 9 PM to 4 AM, an average of 1.9 million people tuned in to watch, earning one of the network's highest premiere ratings in recent years.

SPIKE TV

Driven by the premiere of six *Star Wars* movies, Spike TV had its highest primetime ratings since Q2 2006 among people 18-49, men 18-34 and men 18-49. One in three American men 18-49 years old watched part of Spike's *Star Wars* programming and over 73 million people overall tuned in. Additionally, the first season of *DEA* became the highest rated non-scripted series premiere on Spike in more than two years, with an average audience of 1.2 million viewers.

TV Land

Q2 2008 marks the sixth consecutive quarter that TV Land has ranked among the top 10 basic cable networks in the network's target demographic of people 40-54 years old. *High School Reunion* and *She's Got the Look*, two new TV Land original series, performed extremely well in the quarter and drove ratings growth. *High School Reunion* currently ranks as the highest rated TV Land original series ever and *She's Got The Look* posted double-digit ratings growth among people 40-54 versus recent and year ago timeslot averages. Both programs have been renewed for a second season.



VH1

Several VH1 programs performed well during the quarter, despite overall ratings declines at the network. *Rock of Love 2 with Bret Michaels* ratings were up 34 percent from season one of the series and the season two finale of this hit show ranks as the highest rated telecast on ad-supported cable for the entire quarter.

VH1's development pipeline remains strong with several programs, such as *I Love Money* and *Brooke Knows Best*, already launching successfully in the third quarter. Later in the third quarter *I Want To Work For Diddy*, *Luke's Parental Advisory*, *New York Goes to Hollywood*, *Glam God with Vivica A. Fox* and *The Cho Show* are all expected to perform well.

STATISTICAL INFORMATION

SECOND QUARTER 2008

SUBSCRIBER NUMBERS

NETWORK SUBSCRIBERS

In Millions	2nd Quarter 2008	2nd Quarter 2007	In Millions	2nd Quarter 2008	2nd Quarter 2007
MTV ⁽¹⁾	95.4	93.2	MTV2 ⁽¹⁾	73.0	67.8
MTV Europe/Middle East/Africa ^{(2) (3)}	212.7	167.2	MTV2 International ⁽²⁾⁽⁶⁾	11.7	12.3
MTV Latin America ⁽²⁾	37.1	33.9	MTV2 Total	84.7	80.1
MTV Asia Pacific ^{(2) (4)}	208.6	208.9			
MTV Canada ⁽²⁾	6.8	5.1	Spike TV ⁽¹⁾	95.8	93.5
MTV Total	560.6	508.3	Spike TV Canada ⁽²⁾	6.8	6.9
			Spike TV Total	102.6	100.4
Nickelodeon/Nick at Nite ⁽¹⁾	96.0	93.9	Comedy Central ⁽¹⁾	94.8	92.5
Nickelodeon Europe/Middle East/Africa ⁽²⁾	72.6	70.3	Comedy Central International ⁽²⁾	48.0	46.0
Nickelodeon Latin America ⁽²⁾	20.2	18.5	Comedy Central Total	142.8	138.5
Nickelodeon Asia Pacific ⁽²⁾	40.0	36.6			
Nickelodeon Total	228.8	219.3	CMT ⁽¹⁾	87.0	85.8
VH1 ⁽¹⁾	95.1	92.9	Paramount Comedy Channel – Europe ⁽²⁾	14.9	14.2
VH1 Europe/Middle East/Africa ⁽²⁾	42.4	36.6			
VH1 Asia Pacific ⁽²⁾	24.5	22.7	VIVA ⁽²⁾	52.5	51.4
VH1 Latin America ⁽²⁾	15.4	14.5			
VH1 Total	177.4	166.7	TMF ⁽²⁾	31.0	28.2
VH1 Classic ⁽¹⁾	52.6	48.0	BET ⁽¹⁾	86.5	85.3
VH1 Classic - International ⁽²⁾	13.2	12.1	BET Canada ⁽²⁾	3.9	3.7
VH1 Classic Total	65.8	60.1	BET Total	90.4	89.0
Noggin ^{(1) (5)}	64.5	58.9	BET J ⁽¹⁾	27.7	23.3
The N ^{(1) (5)}	62.0	58.9			
			TV LAND ⁽¹⁾	93.7	91.3
Nicktoons ⁽¹⁾	51.3	47.4			
Nicktoons International ⁽²⁾	9.4	8.8	LOGO ⁽¹⁾	33.0	27.5
Nicktoons Total	60.7	56.2			

(1) All Domestic channels except LOGO and BETJ are based on Nielsen Media Research, and reflect the month of June. LOGO and BETJ are based on internal figures, and reflect the month of May for LOGO and June for BET J.

(2) All International channels are based on MediaStats data. International numbers are based on the month of April (latest available) for Q2 2008 and June for Q2 2007.

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

(3) MTV EMEA large increase due to the launch of MTV Arabia in Q4 2007 which reaches an estimated 36 million households

(4) MTV Asia Pacific small decrease due to MTV Korea distribution decreasing to 3 million households. Excluding MTV Korea, MTV Asia Pacific actually increased by 4 million households.

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

(6) MTV 2 International slight subscriber reduction due to change of package tier in France and number of small household losses across multiple regions.

MTVN PROPERTY COUNTS

Channels	156
Languages	33
Countries	162
Websites	339

Note: as of 6.30.08

Q2 2008 CHANNEL LAUNCHES

Channel	Location	Date
Nickelodeon	Switzerland	4.1.08

POPULAR CABLE SHOWS

BET	<i>BET Awards '08</i> <i>Baldwin Hills</i>
Comedy Central	<i>The Daily Show with Jon Stewart</i> <i>The Colbert Report</i> <i>Mind of Mencia</i>
CMT	<i>2008 CMT Music Awards</i> <i>Can You Duet</i> <i>Mobile Home Disaster</i>
Logo	<i>Gimme Sugar</i> <i>NewNowNext Awards</i> <i>The L Word</i>
MTV	<i>The Hills</i> <i>Randy Jackson Presents: America's Best Dance Crew</i> <i>The Real World: Hollywood</i>
mtvU	<i>Professors Strike Back</i> <i>The Freshmen</i>
Nickelodeon	<i>iCarly</i> <i>Zoey 101</i> <i>The Fairly Odd Parents</i> <i>The Mighty B!</i>
Nick Jr.	<i>Dora the Explorer</i> <i>The WonderPets</i> <i>Ni-Hao Kai Lan</i>
Nick at Nite	<i>George Lopez</i> <i>Home Improvement</i>
The N	<i>Instant Star</i> <i>Zoey 101</i> <i>Degrassi</i>
NOGGIN	<i>Max & Ruby</i> <i>Dora the Explorer</i>
Spike TV	<i>The Ultimate Fighter: Team Rampage vs. Team Forrest</i> <i>DEA</i>
TV Land	<i>The Andy Griffith Show</i> <i>High School Reunion</i> <i>She's Got the Look</i>
VH1	<i>Rock of Love 2 With Bret Michaels</i> <i>Flavor of Love 3</i> <i>Miss Rap Supreme</i>

DIGITAL HIGHLIGHTS⁽¹⁾

Viacom Digital averaged 45 million domestic unique visitors per month in Q2, a nine percent increase over the same time period last year and 88 million unique visitors worldwide, a four percent increase over the same time period last year.

In the second quarter, SouthParkStudios.com generated over 56 million clip views.

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

Q3 2008 MOVIE RELEASES

<i>American Teen</i>	Paramount Vantage
<i>Tropic Thunder</i>	DreamWorks
<i>The Duchess</i>	Paramount Vantage
<i>Ghost Town</i>	DreamWorks
<i>Eagle Eye</i>	DreamWorks

BOX OFFICE PERFORMANCE⁽¹⁾

Theatrical	Brand	Days in Domestic Release	Domestic Box Office to Date
<i>Iron Man</i>	Paramount	87	\$314,905,000
<i>Indiana Jones</i>	Paramount	67	\$313,626,000
<i>Kung Fu Panda</i>	DreamWorks Animation	52	\$208,972,000
<i>Cloverfield</i>	Paramount	84	\$80,048,433
<i>No Country for Old Men</i>	Par.Vantage	154	\$74,283,625
<i>The Spiderwick Chronicles</i>	Par./Nickelodeon	85	\$71,195,053
<i>There Will Be Blood</i>	Par.Vantage	128	\$40,222,514
<i>Drillbit Taylor</i>	Paramount	91	\$32,862,104
<i>The Love Guru</i>	Paramount	38	\$31,891,000
<i>The Eye</i>	Par.Vantage	70	\$31,418,697
<i>The Ruins</i>	DreamWorks/Par.	77	\$17,432,844
<i>Kite Runner</i>	Par.Vantage	126	\$15,800,078
<i>Stop Loss</i>	Paramount/MTV	84	\$10,915,744
<i>Shine A Light</i>	Par. Vantage	77	\$5,371,629
<i>Son of Rambow</i>	Par. Vantage	84	\$1,744,683
<i>Foot Fist Way</i>	Par. Vantage	56	\$230,562

(1) Source: boxofficemojo.com, 7.27.08

TOP DVD SALES

Release Source	Title	Rank	Weeks in Release
Theatrical New Releases	<i>Cloverfield</i>	8	10
	<i>Sweeney Todd</i>	10	13
Theatrical Catalog	<i>Shooter</i>	9	53
	<i>Indiana Jones: Adventure Collection</i>	14	245
TV Compilations	<i>South Park: Imaginationland Trilogy</i>	2	16

Source: PHE Sales and Forecasting