





MTV2

MTV2:

Now reaching over 71 million homes, MTV2 is fast-paced, multi-tasked, and inspired by music, the internet and the world of video games. MTV2 is the premiere destination for audiences to find the hottest mix of music videos, long form music programs, exclusive access to their favorite bands, and ground breaking music before it hits mainstream while combining their other passions through a compelling line-up of creative lifestyle and cross platform programming. 2006 ranked as the highest rated year in MTV2 history among P12-34/Males 12-24 and marked four consecutive years of P12-34 growth for MTV2.

NETWORK PROGRAM FORMAT

Local Avails:	3 minutes per hour
Times:	00:14-32:00, 34:00-52:00, and 46:00-00:04 EST
Insertion Hours:	24 hours per day

NETWORK INFORMATION

Subscribers:	71.3 million homes <small>Source: Nielsen Media Research, October 2007</small>
Service Type:	Basic, Digital
Satellite Feed:	Dual
Launch Date:	August 1996
Ownership:	Viacom International

BENEFITS TO ADVERTISERS

1. MTV2 had the highest concentration of young males (M12-34: 44%; M 12-24: 35%) in all of television.
2. MTV2's core target audience is 12-34 and represents 32% of all Americans (2004 US Census). They already have a strong affinity for MTV and crave more of their music.
3. In 3Q of 2007, MTV2 was watched by 54.3M unique viewers.
Source: Nielsen Media Research 2007



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RESEARCH

VIEWER TARGETED

Persons: 18-24, 25-34 Men: 18-24, 18-34 Women: 18-24, 18-34 Kids: 12-17

VIEWER PROFILE

Median Age: 19.4

Income:

- 39.8% of MTV2 Viewing Households earn \$60K+
- 27.2% of MTV2 Viewing Households earn \$75K+
- 14.6% of MTV2 Viewing Households earn \$100K+

Source: Nielsen Media Research, Base: P2+, 3Q'07

Education:

- 30.1% of MTV2 viewers ages 12-24 have attended one or more years of college.

Source: Nielsen Media Research, Base HH, 3Q'07

VIEWER LIFESTYLE

To our audience, the boundaries among media are meaningless:

- The MTV2 viewer is 270% more likely to be 12-24 and heavy purchasers (10 or more) of music (pre-recorded tapes, records, CDs) in the past year.
- The MTV2 18-34 audience is 263% more likely to buy 3+ DVDs.
- The MTV2 18-34 audience is 360% more likely to have shopped in an electronic store in the last 30 days.
- The MTV2 18-34 audience is 260% more likely to own or have bought an MP3 player in the past year.
- The MTV2 18-34 audience is 246% more likely to enjoy spending time reading about new technology products.
- The MTV2 18-34 audience is 272% more likely to be among the first of their friends and colleagues to try new technology products.
- The MTV2 18-34 audience is 218% more likely to attend a live music concert or performance in the past year.

Source: MRI Doublebase 2007, weighted to Population (000) - Base: A18+, 3Q 2007

DAYPART VIEWING

MTV2 (3Q'07)

<u>Daypart</u>	<u>T12-17</u>	<u>A18-24</u>	<u>A18-34</u>	<u>A18-49</u>
Total Day	33%	21.0%	36.8%	49.5%
Prime	33%	19.3%	34.8%	48.4%

Source: Nielsen Media Research, Live + SD, Total Day 6A-6A, Prime 8P-11P, Base: P2+, 3Q'07



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PROGRAMMING

PROGRAMMING GENRES: Music, Entertainment, Comedy, Gaming, Lifestyle

VIEWER TARGETED PROGRAMMING

Adults 18-34: *Sucker Free Sunday, Headbangers Ball, Discover & Download, Subterranean*
Please go to www.mtvn.com for more information.

NEW PROGRAMS FOR 2008/POPULAR ESTABLISHED PROGRAMS

Sucker Free Sunday - MTV2's Hip-Hop programming block, "*Sucker Free Sunday*", airs every Sunday and is hosted by hip-hop artists like Diddy, Jay-Z and Lil' Jon. The block features a MTV2 Hip-Hop Countdown, the hottest hip-hop videos, plus behind the scenes looks at the making of videos and albums, interviews with artists, a look at the future stars of hip-hop, and more.

Headbangers Ball - "*Headbangers Ball*" takes heavy metal into the 21st Century by highlighting the best classic and new metal videos, interviewing hard rock artists, and showcasing new metal talent. We super serve the metal; from Metallica and Motley Crue to Godsmack and Guns N Roses.

Discover & Download - Want to hear the best in new music, but don't know where to turn? MTV2's "*Discover & Download*" is the show where you can check out kick-ass new bands that are tearing up the MTV2 airwaves. But, that's not the end of it – after the show you can snag free audio downloads of the music you've just heard.

Subterranean - Each week on "*Subterranean*" a guest artist, band, or underground hero hangs out with VJ Jim Shearer while they shoot the breeze and play the latest, coolest videos.



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LEADING NATIONAL ADVERTISERS

Activision	Converse	Paramount Pictures
Adams	Frito Lay	Pepsi Cola
AMP'D Mobile	Gary Groups	Puma
AT&T	Gillette	SONY Pictures
Ball Park	Honda	Subway
Boost Mobile	Jamba	Target
Cingular	Motorola	Universal Music Group
Coca Cola	Nike	U.S. Army
Coleman Camper	Old Spice	Verizon
		Warner Bros. Pictures

NETWORK CONTACTS

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WEBSITE INFORMATION

Consumer Website: www.mtv2.com

Affiliate Website: www.mtvn.com