



BET: BET AWARDS '07



DREAMWORKS/PARAMOUNT: TRANSFORMERS



MTV: RUN'S HOUSE

MEDIA NETWORKS STRIKE UPFRONT AD DEALS

There was an intense focus on commercial ratings during this year's upfront negotiations. MTV Networks and BET Networks have some of the most desirable audiences for advertisers and our media networks businesses continue to offer our marketing partners multi-platform brand connections to reach those consumers.

In the adult upfront, our media networks segment is securing low double digit price increases and the overall dollar volume is slightly higher than last year. In the first major agreement in the children's market, the Nickelodeon Kids & Family Group and Starcom USA struck a deal valued at approximately \$100 million at the end of June. Based on quarter-hour program ratings, the deal covers the multi-platform arms of the Nickelodeon Kids & Family Group, including among others, Nickelodeon, Nick Jr., Neopets and AddictingGames.com. Also, as a part of the deal, Nickelodeon and Starcom are partnering in a series of research projects to illuminate kids' changing media consumption habits.

VIACOM COMPLETES SALE OF FAMOUS MUSIC

After an evaluation of strategic options for Famous Music earlier in the year, Viacom's Board of Directors determined that music publishing was no longer core to Viacom's filmed entertainment and media networks businesses, and it was clear that the value of Famous could best be realized if it was part of a larger music publisher. In late July, Viacom completed the sale of Famous Music to Sony/ATV Music Publishing. Founded in 1928, Famous Music is one of the largest music publishing businesses in the United States.

A NOTE FROM PHILIPPE DAUMAN



I am very pleased with the substantial progress we have achieved in the first half of the year. We've taken a number of important operational steps to improve our efficiency across Viacom and we're seeing a resurgence in the kind of creative energy this company is famous for. I feel more confident today than I have at any time since I became CEO that we are in an ideal position for long-term, sustainable success.

That success will continue to be the result of consistently executing our strategy and capitalizing on our near-term opportunities while building the foundation for long-term, profitable growth. Much work lies ahead, but we're far better equipped today to overcome the challenges that we face and thrive in an evolving marketplace.

In Filmed Entertainment, Paramount Pictures passed the \$1 billion mark in domestic box office gross in the beginning of July, the earliest any studio has reached this milestone in a calendar year.

[\(continued P 2\)](#)

TABLE OF CONTENTS

Media Networks Strike Upfront Ad Deals	P 1
Viacom Completes Sale of Famous Music	P 1
BET and MTV Movie Awards Score Hit Ratings and Increased Digital Traffic	P 2
Nickelodeon and Sony Partner to Produce Original TV and Music	P 2
Paramount Breaks Records and Reaches Box Office Milestone	P 2
Viacom Announces New Stock Buyback Program	P 2
BET Networks and Paramount Launch BET Home Entertainment	P 3
Nickelodeon and Marriott International Partner to Open Themed Hotels	P 3
Viacom Announces Jointly Controlled Venture in India	P 3
BET Networks Goes Global with "106 & Park" and Brightcove	P 3
MTVN Increases Digital Presence with New Vertical Websites	P 3
MTVN and Visible World Announce Custom Ad Deal	P 3
VH1 Posts 20th Consecutive Quarter of Growth	P 4
MTVNI Converts Stake in Russian Investment	P 4
BET Networks Premieres New Original Programming	P 4
Gaming Websites Set Records	P 4
MTV and HP Partner for Meet or Delete Series	P 4
Vantage and Overture Films Sign Distribution Deal	P 4
Ratings Highlights	P 5
Statistical Information	P 7

A NOTE FROM P. DAUMAN

(continued from P 1)

Our acquisition of DreamWorks served as an important bridge and accelerated our results. Longer term, the value of the library, the strong distribution organization that came with the acquisition and the deep slate of projects in development will continue to be an important part of our motion picture success story.

Moving on to the Media Networks business, we experienced solid growth in every region of our international business in the second quarter. The restructuring we previously announced is on track and almost complete. We have created significant operational efficiencies, which are driving increased profitability and ultimately margin improvement. We are optimizing our structure – market by market around the world – to accelerate growth in our existing businesses and fuel the development of new revenue streams.

Looking ahead, we are just starting to roll out new original programming and are encouraged by the early results. For example, MTV is debuting seven new original series and new seasons of 10 returning hits during the second half of the year.

Additionally, the execution of our digital strategy is moving forward at a rapid pace. We are well on our way to exceeding our goal of \$500 million in digital revenues this year. With our powerful brands, we are uniquely positioned to provide the content and connections across every platform on the topics about which our audiences are most passionate.

In conclusion, we are now operationally in position to take full advantage of our unique portfolio of content and brands to expand into new digital and ancillary businesses and to grow income and asset value at an accelerated pace internationally. Through our operational growth and our continued buyback program, we will deliver on our promise to drive sustainable growth in shareholder value.

Philippe

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



BET AND MTV MOVIE AWARDS SCORE HIT RATINGS AND INCREASED DIGITAL TRAFFIC

The *BET Awards '07* and the *2007 MTV Movie Awards* were all about the viewers this year. Using a multi-platform approach, both award shows increased the use of user-generated content and scored not only hit television ratings, but also increased website traffic. For the second year in a row, the *BET Awards* was the #1 cable awards show among total viewers. Additionally, more than 1.5 million mobile and online votes, text messages and “shoutouts” were registered during the awards season and live show. Demonstrating similar success, the *MTV Movie Awards* were the #1 rated telecast in all of television for the night among viewers 12-34 years old. *Movie Awards* content also helped to attract a record 8.8 million unique visitors to MTV.com in June.

NICKELODEON AND SONY PARTNER TO PRODUCE ORIGINAL TV AND MUSIC

In June, Nickelodeon and the Sony Music Label Group announced plans to co-develop, co-produce and co-finance television and music projects over the next four years. The first project to come out of the partnership will be the Fall 2007 release of the original music and soundtrack from the hit Nickelodeon series *The Naked Brothers Band*. The deal also calls for the development and production of projects ranging from television programs to original movies to multiple records to be released over the next four years. The deal also has the potential to include additional opportunities across multiple lines of business, in areas such as apparel and electronics.

PARAMOUNT BREAKS RECORDS AND REACHES BOX OFFICE MILESTONE

The DreamWorks Pictures and Paramount Pictures co-production, *Transformers*, set an industry box office record for a non-sequel movie with \$155.4 million gross domestic box office in its opening week. This catapulted Paramount over the \$1 billion mark in domestic box office in 189 days, the earliest any studio has reached that benchmark in a calendar year. 2007 will be Paramount's highest grossing year since 1998, when it reached \$1.046 billion, a figure Paramount has already surpassed. Additionally, following the release of *Transformers* in early July, Paramount vaulted to the number one position in box office market share. Paramount and DreamWorks also celebrated the success of *Blades of Glory* and *Disturbia*, and the distribution of the DreamWorks Animation's, *Shrek the Third* in the second quarter.



VIACOM ANNOUNCES NEW STOCK BUYBACK PROGRAM

At Viacom's Annual Meeting in May, Chief Executive Officer Philippe Dauman announced that the Company's Board of Directors had approved a new stock purchase program to acquire Viacom common stock. Under the new program, the Company can purchase up to \$4 billion of Viacom class A and class B common stock. This new program reflects Viacom's strong cash-flow generation and the Company's desire to return cash to stockholders.

BET NETWORKS AND PARAMOUNT LAUNCH BET HOME ENTERTAINMENT

In May, BET Networks announced plans to take the network beyond its television roots with the launch of BET Home Entertainment. Through a partnership with Paramount Home Entertainment, this new division will distribute BET original television programming, made-for-DVD titles and acquired content on a worldwide basis. This partnership will also produce direct-to-DVD content, including scripted comedy, drama and animation. Debra Lee, BET Networks' Chairman and CEO said, "This is a great opportunity for us to broaden our relationship with our audiences as we continue the rapid growth of the network, increasing our output of original television programming and expanding into filmed entertainment." Titles slated for release in 2007 include some of BET's most popular programs like reality series *College Hill*, and the documentary series *American Gangster*.

NICKELODEON AND MARRIOTT INTERNATIONAL PARTNER TO OPEN THEMED HOTELS

In May, Nickelodeon and Marriott International entered into a global partnership to co-develop a breakthrough new lodging resort brand and concept for travelers. This new partnership, "Nickelodeon Resorts by Marriott," includes 20 potential hotels expected to be under construction by 2020 with the first hotel slated to open in San Diego in 2010. These hotels are expected to help Nickelodeon diversify its revenue stream and extend its brands deeper into the resort industry. One of the main targets for these new hotels is "the first generation of Nickelodeon," people who watched the network as children and are now having kids of their own.



VIACOM ANNOUNCES JOINTLY CONTROLLED VENTURE IN INDIA

Building on its global strategy, Viacom entered into a new jointly controlled venture in India with the TV18 Group. The new strategic alliance, Viacom-18, will include television, film and digital media content across numerous brands to build India's leading multi-platform entertainment company. As part of the agreement, Viacom-18 will launch a new Hindi-language general entertainment cable and satellite channel in India within the next year. It will include original, locally produced programming and acquired programs. MTV Networks will also contribute its successful local networks, MTV, VH1 and Nickelodeon India, to the venture. In turn, the TV18 Group will contribute its motion pictures division operation.

BET NETWORKS GOES GLOBAL WITH "106 & PARK" AND BRIGHTCOVE

In June, BET International announced plans to launch *106 & Park*, BET's #1 music countdown show, on MTV Japan. Set to premiere this fall, *106 & Park* will be a one-hour brand block on MTV Japan airing a weekly "best of" *106 & Park* show. Additional content will also be available on a BET *106 & Park* section on mtvjapan.com. The show will satisfy the Japanese audience's cravings for hip hop programming and will be televised in English with Japanese subtitles. BET International also recently announced a partnership with Brightcove, a leading Internet TV service, to distribute its compelling content to online audiences in the United Kingdom via a new Internet video site, BETonBlast.co.uk.

MTVN INCREASES DIGITAL PRESENCE WITH NEW VERTICAL WEBSITES

As a part of its strategy to connect with audiences beyond television, MTV Networks launched several new websites this quarter that vertically complement some of its most popular multi-platform properties. MTV launched five new branded websites, including: WannaBeMade.com, RealWorldCasting.com, YoMomma.tv, MySuperSweet16.com and ShortCircuitz.tv. Each of these vertical websites is focused on user-generated content and personal expression, tapping into viewers' creativity and giving them paths to see themselves and their artistic expressions on the air. VH1 also launched a number of sites, including ILoveNewYork2.com. During a seven-week period users could upload profiles for casting consideration and vote on who should make the final cut. COMEDY CENTRAL's new vertically integrated properties include Indecision2008.com, a website dedicated to aggregating the best of COMEDY CENTRAL's on-air political coverage along with programming exclusively created for the web.



MTVN AND VISIBLE WORLD ANNOUNCE CUSTOM ADVERTISING DEAL

MTV Networks and Visible World, a video advertising technology and services company, announced a partnership at the end of June to give advertisers the ability to dynamically customize video ads in real-time across MTVN's channels and websites. Among other features, advertisers will be able to update their commercials to fit with the context of the surrounding programming. Commenting on the partnership, Judy McGrath, Chairman and CEO of MTV Networks, said, "Our goal is to fundamentally change the way our viewers experience advertising by giving them an innovative experience." This deal represents just one way MTVN is reinventing the commercial. MTV Networks continues to explore other creative ideas for its marketing partners.

VH1 POSTS 20TH CONSECUTIVE QUARTER OF GROWTH & ANNOUNCES THIRD DAY OF ORIGINAL PROGRAMMING

Following its record-breaking first quarter, VH1 posted its 20th consecutive quarter of growth among total viewers in the second quarter. This viewership milestone marks an outstanding five years of consistent growth for the network. Much of VH1's success in the second quarter stemmed from its original programming on Sunday and Monday nights. Hit series such as *I Love New York* and *Flavor of Love Girls: Charm School* rank among the top 10 original series for basic cable in 2007. Building on the success of these shows, VH1 also announced a third night of original programming, slated for the fourth quarter of this year and first quarter of 2008, including seven new original series, like *The Salt 'N' Pepa Show* and *America's Most Smartest Model*.



MTVNI CONVERTS RUSSIAN INVESTMENT TO LICENSING AGREEMENT

In June, MTV Networks International unlocked significant value by selling its equity stake in MTV Russia and VH1 Russia to Prof-Media, a leading Russian diversified media company. MTVNI sold its stake in MTV Russia and VH1 Russia for \$191 million, and Prof-Media became a multi-year licensee. This deal allows MTV Networks to continue to build powerful brand connections with audiences in Russia and improve international profitability at the same time.



BET NETWORKS PREMIERES NEW ORIGINAL PROGRAMMING

In July, BET began rolling out five of the network's 16 new original programs in 2007: *Baldwin Hills*, *Hell Date*, *S.O.B – Socially Offensive Behavior*, *Take the Cake* and *We Got to Do Better*. *Baldwin Hills*, a reality series about African American teenagers from upper and middle-class neighborhoods, drew impressive premiere ratings during the one-hour special debut with back-to-back episodes. The series debut is among the top 10 series premieres in BET history, with the first half-hour earning a 1.06 rating (1.1 million viewers, 908,000 households) and climbing to a 1.09 rating (1.0 million viewers, 931,000 households) for the second half-hour. BET's new original programming strategy is to offer smart, creative shows that explore the full range of the Black experience across a number of genres.

GAMING WEBSITES SET RECORDS

Two of MTV Networks' gaming websites, AddictingGames.com and Gametrailers.com, hit new traffic highs in the second quarter. AddictingGames.com demonstrated 36 percent growth in traffic over the first quarter of the year, averaging 8.2 million unique visitors per month. Moreover, at the end of June, AddictingGames launched its Facebook application, which is expected to drive additional visitors to the gaming site. Gametrailers.com exhibited similar success, and following its re-launch, traffic to the site hit a record high in June 2007 with 1.4 million users. For the quarter, GameTrailers averaged 1.2 million unique visitors per month, a gain of 57 percent over the first quarter and a 160 percent gain over the same quarter last year.

MTV AND HP PARTNER FOR UNSCRIPTED MEET OR DELETE SERIES

Expanding on the success of the first season of the hit show, *Meet or Delete*, mtvU in partnership with MTV greenlit the second season of the multi-platform reality series connecting college students with shared interests around the world. Given the success of the first season, Hewlett Packard nearly doubled the size of its sponsorship for 2007 and expanded activities across MTV and mtvU's on-air, online, wireless and on-the-ground properties. Additionally, the show's global online website, MeeterDelete.com, re-launched at the end of June with new ways for fans to play, create and connect with each other. This partnership is the latest example of MTV's unparalleled ability to engage with audiences and work with innovative sponsors to develop a custom program that delivers substantial business results.



VANTAGE, PARAMOUNT PICTURES INTERNATIONAL AND OVERTURE FILMS SIGN DISTRIBUTION DEAL

Paramount Vantage, Paramount Pictures International and Overture Films signed a comprehensive global distribution deal at the end of May. Through this deal, Paramount Vantage is able to execute on its goal of aggressively expanding its international operations at a faster rate. As part of the deal, Overture will have access to Vantage's newly installed international sales division as well as to the substantial distribution arm of Paramount Pictures International.

RATINGS HIGHLIGHTS

BET

BET continues its reign as the #1 cable network among Black households and its target demo of Black adults 18-34. For the second consecutive year, the *BET Awards '07* was the #1 cable awards show among total viewers and for the third consecutive year it was the #1 awards show among Black viewers. The show was also a hit on the digital front, with more than 1.5 million mobile and online votes, text messages and "shoutouts" registered during the live show and the weeks leading up to it. Among other user-generated features, video footage from BET's online audience was used to introduce select nominee packages. Online audiences also chose which song 50 Cent performed during the show. In addition to the *BET Awards*, the last episode of *College Hill 4* marked the #1 finale in BET history, up 50 percent from last season's final show.

COMEDY CENTRAL

COMEDY CENTRAL continued its record-breaking streak from the first quarter by earning its highest rated second quarter in the network's history and marking the fifth consecutive quarter of year-over-year ratings growth. *Lil' Bush's* premiere was the most watched program on television among men 18-24 that night. Additionally, *Larry the Cable Guy: Morning Constitutions* was the #1 stand-up special of the year.

On the digital front, shows like *Lil' Bush* and initiatives such as *Indecision2008.com* helped drive traffic to *comedycentral.com*. In June alone, 3.1 million unique visitors logged onto the site. For the quarter, *comedycentral.com* saw a 55 percent gain over Q2 2006.



CMT

The 6th Annual *CMT Music Awards* drew more than 9.1 million viewers to awards-related programming on the day of the event. In addition to the *CMT Awards*, CMT continued to create other successful music programming in Q2 with shows such as *Crossroads: Reba McEntire/Kelly Clarkson*, which was the highest rated *Crossroads* premiere ever.

CMT also continued to add assets to its VOD offerings. Q2 was CMT's best quarter ever on VOD, representing a 34 percent increase from the first quarter.



LOGO

The Big Gay Sketch Show, a comedy series featuring skits on pop-culture parodies is one of Logo's new popular programs. Logo also recently debuted *Curl Girls*, a show about six women, their relationships and their love of surfing.

Logo Online continues to set records. The month of June marked the highest trafficked month in Logo Online history. The public announcement of David Hyde Pierce's coming out on *After Elton* and *After Ellen's* Hot 100 List contributed most to the record level of traffic.

MTV

Through Q2 2007, MTV continued its 39 quarter run as the #1 rated 24 hour ad-supported cable network among viewers 18-24 and viewers 12-24. 2007 *MTV Movie Awards* ratings were up five percent among viewers 12-34 compared to last year's awards show. Overall, *MTV Movie Awards* programming reached 28 million viewers. Additionally, MTV's virtual worlds finished Q2 with nearly one million registered users, who on average spent more than 30 minutes on the sites per visit.



MTV2

Q2 2007 was MTV2's highest rated second quarter in channel history among viewers 12-34, and the 18th consecutive quarter in which MTV2 has posted growth versus the prior year among that demographic. During the quarter, MTV2 had the highest concentration of young males in all of television.

mtvU

Now broadcasting to 750 colleges across the country, mtvU is the largest, most comprehensive multi-platform channel just for college students. *RateMyProfessors.com*, the Internet's largest listing of collegiate professor ratings and the College Media Network, the largest interactive network of online college newspapers in the U.S. hit record high traffic numbers in April, with 1 million and 2.3 million unique visitors, respectively.

MTV Tr3s

Since launching in September 2006, MTV Tr3s has become the most widely distributed Latino pop culture destination in America by securing widespread distribution that includes broadcast, cable and satellite. Coming off a successful first 9 months, Tr3s announced a slate of returning and newly greenlit series at the end of May.



MTVN International

COMEDY CENTRAL launched in Holland in the second quarter. In addition, MTV, VIVA and Nickelodeon Germany had excellent quarters. Nickelodeon Germany broke the 10 percent market share barrier in June. In the UK, Paramount Comedy's ratings performance was also strong. Adult ratings in prime time were up 16 percent and ratings for viewers 16-34 years old were up 19 percent year-over-year.

MTVNI also launched MTV Switch, the first youth-focused global multi-platform campaign created to help slow down the acceleration of global warming.

Nickelodeon

Q2 2007 marked Nick's 48th consecutive quarter as the #1 cable network within the total day. Nick posted kids 2-11 delivery 33 percent ahead of Disney Channel and 91 percent ahead of Cartoon Network. Among Kids 2-5, Nick also ranked first, ahead of Cartoon Network by 162 percent and Disney Channel by 58 percent. Among Kids 6-11, Nick outperforms its next closest competitor by 18 percent.

Nickelodeon's digital properties performed remarkably well this quarter. Neopets.com averaged 4.2 million unique visitors per month, a 13 percent gain over Q1.



The N

Teen viewership of The N increased by double-digits from Q2 2006, growing by 19 percent among 12-17 year-olds. Additionally, June was one of the highest rated months in network history. In the quarter, the network had the greatest concentration of teens and young adults in all of television, and ranked #1 among teens, female teens, and females 12-24 years old. At the end of the quarter, the network premiered its newest original drama, *The Best Years*, to one of the network's highest-rated series premiere ratings ever.



Nick at Nite

In the second quarter, Nick at Nite outdelivered the competition among women. Nick at Nite was the #1 ranked network with women 18-49 among all ad-supported cable networks. Additionally, the musical *Grease* delivered a stellar performance the final night of the quarter for the network.

Grease earned the network's highest-rated movie performance on record, as it tripled the time period average and performed 50 percent higher than the network's previous top movie, *Scooby Doo*.

Noggin

In the second quarter, Noggin's average ratings were up 15 percent year-over-year. Additionally, Noggin.com averaged 1.2 million unique visitors per month, a 42 percent gain over the same period last year.

SPIKE TV

The full season of *The Ultimate Fighter 5* had a 10 percent larger audience compared to *The Ultimate Fighter 4*, assisted by a season finale that delivered more men ages 18-34 than any other broadcast or cable program that day. Additionally, Spike's power block of automotive programming had the highest male audience 18-49 composition of any fully-distributed cable channel during that time period.



TV Land

Q2 2007 saw TV Land's transition to a network focused on Baby Boomers continue, as it gained 10 percent in that demographic over Q2 2006. TV Land ratings grew every month in the second quarter, ending in June with a 13 percent gain in ratings over May among viewers 25-54 years old. Additionally, the TV Land premiere of the movie *Pleasantville* scored big gains for the network. The film premiere posted a 69 percent gain over recent time period levels.

VH1

The second quarter was another record breaking quarter for VH1 as it ended with a 16 percent increase in 18-49 year old viewers in primetime compared to the same quarter last year. The second quarter also marked the 20th consecutive quarter of year-to-year growth among total viewers for VH1.

The second quarter saw the debut of VH1's newest smash hit, *Flavor of Love Girls: Charm School*, which premiered in April and set the record as the highest rated series debut in the channel's history. Additionally, the series finished as VH1's third highest rated series of all time among viewers 18-49 years old. More established VH1 franchises and music programming both continued to flourish in the second quarter. The most recent season of *Celebrity Fit Club* posted its highest rated telecast ever with the June 17th finale. The second annual *Rock Honors* was also a hit, matching last year's ratings and placing third in the time slot among men.

STATISTICAL INFORMATION

SECOND QUARTER 2007

SUBSCRIBER NUMBERS

NETWORK SUBSCRIBERS

In Millions	2 nd Quarter 2007	2 nd Quarter 2006
MTV ⁽¹⁾	93.2	89.6
MTV Europe/Middle East/Africa ⁽²⁾	166.3	156.9
MTV Latin America ⁽⁵⁾	33.6	33.0
MTV Asia Pacific ⁽³⁾	208.2	201.4
MTV Canada ⁽⁵⁾	5.1	4.5
MTV Total	506.4	485.4
<hr/>		
Nickelodeon/Nick at Nite ⁽¹⁾	93.9	90.2
Nickelodeon Europe/Middle East/Africa ⁽²⁾	69.6	65.3
Nickelodeon Latin America ⁽⁵⁾	18.4	17.5
Nickelodeon Asia Pacific ⁽³⁾	35.3	31.4
Nickelodeon Total	217.2	204.4
<hr/>		
TV Land ⁽¹⁾	91.3	87.4
<hr/>		
Noggin/The N ⁽¹⁾	58.9	49.4
<hr/>		
VH1 ⁽¹⁾	92.9	89.4
VH1 Europe/Middle East/Africa ⁽²⁾	35.4	30.5
VH1 Asia Pacific ⁽⁵⁾	22.4	16.2
VH1 Latin America ⁽⁵⁾	14.1	11.5
VH1 Total	164.8	147.6
<hr/>		
VH1 Classic ⁽¹⁾	48.0	N/A
Nicktoons ⁽¹⁾	47.4	38.9
LOGO ⁽⁴⁾	27.5	N/A

In Millions	2 nd Quarter 2007	2 nd Quarter 2006
MTV2 ⁽¹⁾	67.8	61.0
MTV2 International ⁽⁵⁾	12.2	12.0
MTV2 Total	80.0	73.0
<hr/>		
Spike TV ⁽¹⁾	93.5	90.2
Spike Canada ⁽⁵⁾	6.9	6.6
Spike Total	100.4	96.8
<hr/>		
Comedy Central ⁽¹⁾	92.5	88.8
Comedy Central International ⁽⁵⁾	42.0	--
Comedy Central Total	134.5	88.8
<hr/>		
CMT ⁽¹⁾	85.8	82.6
<hr/>		
Paramount Comedy Channel – Europe ⁽⁵⁾	18.3	16.0
<hr/>		
VIVA ⁽⁵⁾	51.1	47.0
<hr/>		
TMF ⁽⁵⁾	28.1	24.8
<hr/>		
BET ⁽¹⁾	85.3	82.0
BET Canada ⁽⁴⁾	3.7	3.6
BET Total	89.0	85.6

Source: Nielsen Media Research, (1) Data reflects the month of June for the respective quarter.

Source: Mediastats: (2) Europe/Middle East/Africa includes Russia; (3) Asia Pacific includes Japan.

Source: (4) Internal Estimates.

Source: Mediastats: (5) Q2 2007 data reflects April numbers (latest available).

MTVN PROPERTY COUNTS

Channels	138
Languages	32
Countries	160
Websites	278

Note: as of 7/31/2007

CHANNEL LAUNCHES

Channel	Location	Date
Comedy Central	Holland	4.30.07

POPULAR CABLE SHOWS

BET	<i>BET Awards '07</i> <i>College Hill 4</i>
Comedy Central	<i>Lil' Bush</i> <i>The Daily Show with Jon Stewart</i>
CMT	<i>CMT Music Awards</i> <i>Crossroads: Kelly Clarkson & Reba McEntire</i>
Logo	<i>The Big Gay Sketch Show</i> <i>Curl Girls</i>
MTV	<i>Reunited: Real World Las Vegas</i> <i>Making the Band 4</i> <i>MTV Movie Awards</i>
MTV2	<i>Pimp My Ride</i>
mtvU	<i>Stand In</i> <i>Half of Us</i>
Nickelodeon	<i>Let's Just Play Go Healthy Challenge</i> <i>Shredderman Rules</i> <i>Ned's Declassified School Survival Guide</i>
Nick at Nite	<i>Grease</i>
The N	<i>The Best Years</i>
NOGGIN	<i>Nick Jr.'s The Wonder Pets</i>
Spike TV	<i>The Ultimate Fighter 5</i> <i>Spike TV's First Annual "Guys Choice" Awards</i>
TV Land	<i>Fifth Annual TV Land Awards</i>
VH1	<i>Flavor of Love Girls: Charm School</i> <i>VH1 Rock Honors</i>

TOP DVD SALES

Release Source	Title	Rank	Weeks on Chart
Theatrical New Releases	<i>Flushed Away</i>	10	19
	<i>Dreamgirls</i>	14	9
Theatrical Catalog	<i>Charlotte's Web</i>	1	315
	<i>Shrek 2</i>	5	139
	<i>Shrek</i>	12	202
TV Series	<i>Charmed – Season 7</i>	11	21

Source: PHE Sales and Forecasting

DIGITAL HIGHLIGHTS⁽¹⁾

During Q2, Viacom internet properties welcomed an average of more than 40 million unique visitors each month, a 39 percent increase over second quarter of last year. Additionally, June marked a record for Viacom digital, when 42 million unique visitors logged onto Viacom websites, marking the most trafficked month to date.

Nicktropolis, Nickelodeon's virtual world reached a milestone of 4.5 million registered users, or "Nickropolitans," since its launch in late January 2007.

AtomFilms doubled its US audience in May. Driven by the launch of its new user-generated content community, AtomUploads, AtomFilms attracted 2.23 million unique users in May.

The success of the MTV Movie Awards helped drive a record 8.8 million unique visitors to MTV.com in June. For the quarter, the site averaged 7.7 million unique visitors, a nine-percent gain over the first quarter.

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

Q3 2007 MOVIE RELEASES

<i>Transformers</i>	DreamWorks/Paramount
<i>Arctic Tale</i>	Paramount Vantage
<i>Hot Rod</i>	Paramount
<i>Stardust</i>	Paramount
<i>Shine the Light</i>	Paramount
<i>Into the Wild</i>	Paramount Vantage
<i>The Foot Fist Way</i>	Paramount Vantage

BOX OFFICE PERFORMANCE⁽¹⁾

Theatrical	Brand	Days in Domestic Release	Domestic Box Office to Date
<i>Transformers</i>	DreamWorks	28	\$286,203,726
<i>Shrek the Third</i>	DreamWorks	74	\$319,927,736
<i>Disturbia</i>	DreamWorks	109	\$80,064,113
<i>A Mighty Heart</i>	Par. Vantage	39	\$9,098,508
<i>Year of the Dog</i>	Par. Vantage	77	\$1,540,141
<i>Blades of Glory</i>	DreamWorks	105	\$118,245,842
<i>Dreamgirls</i>	DreamWorks	126	\$103,365,956
<i>Norbit</i>	DreamWorks	84	\$95,360,247
<i>Shooter</i>	Paramount	84	\$47,003,581
<i>Zodiac</i>	Paramount	63	\$33,080,083
<i>Next</i>	Paramount	56	\$18,049,868
<i>Black Snake Moan</i>	Par. Vantage	84	\$9,396,870

(1) Source: boxofficemojo.com, 7.30.2007.