



MTV GAMES: ROCK BAND



PARAMOUNT: CLOVERFIELD



BET: IRON RING

VIACOM, PARAMOUNT FORM JOINT VENTURE WITH MGM AND LIONSGATE

Viacom and Paramount recently announced an innovative joint venture with MGM and Lionsgate to create a next-generation premium television channel and video on demand service that combines new and classic feature film output and original television series from five leading studios. The new venture will have access to Paramount

and Paramount Vantage titles released theatrically on or after January 1, 2008 and MGM, United Artists and Lionsgate titles released theatrically on or after January 1, 2009. Viacom will provide operational support to the venture, including marketing and affiliate services through its MTV Networks division. Viacom President and Chief Executive Officer, Philippe Dauman, said, "This venture has the potential to be a game changer for the industry. We are building an innovative service that will use traditional and new digital distribution technologies to bring great film and television entertainment directly to the consumer."

A NOTE FROM PHILIPPE DAUMAN



We have started 2008 with strong momentum. Last year, we made substantial changes to our infrastructure and processes and, today, we are realizing the benefit of that work. While we continue to make improvements, the Company is operating at a higher level of effectiveness and efficiency across the board.

Our brands and our content continue to be unmatched in the entertainment business. We cater to some of the most valuable and dedicated audiences across every platform and every screen. Our task is to remain authentic and true to those audiences, providing them with content and experiences that tap into their passions and interests.

In our Media Networks business, our ratings are strong. During the quarter, our networks had eight of the Top 20 series on cable in the 18-49 demographic – three on MTV, three on VH1 and two on COMEDY CENTRAL.

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ROCK BAND CONTINUES TO FLY OFF SHELVES

Since Rock Band hit stores in November, it has been embraced by music fans and gamers alike. Over 10 million songs have been sold to date on Xbox 360® and Sony's PlayStation network. In June, Rock Band will also be available for Nintendo's Wii™, increasing the game's potential audience. Expanding on this ever evolving platform, Harmonix and MTV Games recently announced a software update that features a new in-game Rock Band Music Store, which allows players to preview and purchase music without ever leaving the game.

A NOTE FROM P. DAUMAN

(continued from P 1)

Many of our international territories are also experiencing ratings success, with notable growth in several European markets including the U.K., Germany and Benelux.

Not all of our success stories are borne out of linear TV programming. Another example of great content driving our business results is the music video game Rock Band, which is continuing to redefine the category. Since the launch in late November, we've shipped more than three million bundled units and more than 10 million songs have been downloaded and purchased.

In Filmed Entertainment, after much hard work, Paramount's development slate is in a strong position. We started the year off with *The Spiderwick Chronicles* and *Cloverfield*, which had a record opening in January. Today, we debut *Iron Man*, which is part of our agreement with Marvel and is one of our two tentpoles this month. This is a fantastic film and we have confidence that it will be one of the most memorable hits of the summer.

In just three weeks our second tentpole arrives, as *Indiana Jones*, returns in another blockbuster adventure, directed by the master, Steven Spielberg. And DreamWorks Animation will present *Kung Fu Panda* in June. Other summertime releases include *The Love Guru* with Mike Myers and DreamWorks' *Tropic Thunder* with an all-star cast.

Overall, we're off to a strong start to the year. We're moving forward with a clear vision of what we need to do to achieve our objectives of growing and expanding this company profitably. This year will show strong progress in the financial performance of the studio and will also reflect the core strength of our media networks as they grow their brands creatively, digitally and globally. I have tremendous confidence and pride in this management team, which will continue to drive this Company forward.

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

2008 KIDS' CHOICE AWARDS SETS NEW SLIME-INDUCED RECORDS

Showcasing Nickelodeon's strategy to reach viewers wherever they are, the 2008 *Kids' Choice Awards (KCAs)* were a ratings, online and mobile success. The 2008 KCAs set a new ratings record on March 29th by becoming the highest rated KCAs ever among kids 2-11 and total viewers.

Nearly four million kids 2-11 years old and 7.4 million total viewers tuned in to watch Jack Black host the star-studded awards event, earning the #1 spot on all of television for the week with kids and tweens as well as the top spot on cable with total viewers. Ratings for the show have steadily increased each year since 2003.

The 2008 KCAs were not only a ratings success, but they were also a multiplatform hit, setting records on various Nick digital platforms. Doubling last year's record, an unprecedented 89.3 million votes were cast across Nick's digital sites between March 3rd-29th, including Nick.com, Nicktropolis (nicktropolis.com) and Nick's mobile website (wap.nick.com). The popularity of the awards show also led Nick.com to its highest trafficked day ever. A record 1.7 million unique visitors spent an average of 40 minutes on Nick.com during the day of the awards show.

In addition, TurboNick, Nickelodeon's broadband video player on Nick.com, served as the fully interactive home of the KCAs, giving kids an insider's look at the show. The TurboNick telecast, which also aired within the Nicktropolis virtual world, garnered 289,000 streams, an 81 percent increase over last year.



THE NEW SOUTHPARKSTUDIOS.COM LAUNCHES AND EXPANDS THE FRANCHISES MULTI-MEDIA SUCCESS

The new SouthParkStudios.com launched on March 19th to incredible success. This site is a great example of MTV Networks' digital strategy to give audiences a fully immersive and deeply engaging experience through its vertical websites. The site offers fans an all new *South Park* digital experience, including full episodes and clips from the entire 12 seasons of the award winning animated series. During March, nearly 12 million videos were streamed on the site and 503,000 unique visitors logged on, making it the site's best month ever and a 711 percent increase over the same period last year.

The success of the new *South Park* website continues the franchise's tradition of multi-media popularity. Continuing to dominate the ratings scene, *South Park, Season 12* premiered in March to monster ratings and ranks as the #1 show in all of television among men 18-24 during Wednesday primetime. Airing five nights a week in the United States on 123 local broadcast stations, *South Park* is also distributed in 96 countries worldwide.

South Park has sold more than six million DVD units to date and it is MTV Networks' best-selling franchise on iTunes and Xbox, with nearly seven million episodes downloaded since it launched on those platforms in 2006. Additionally, the new *South Park* Imaginationland mobile game will launch in June, giving audiences the opportunity to take on Butters' massive job to rescue the world in three arenas (Happy Imaginationland, Evil Imaginationland and The Battle for Imaginationland).

MTV NETWORKS GROWS PRESENCE ON MOBILE PLATFORMS

MTV Networks continues to cement its standing as the world's largest provider of mobile video. In the United States alone, MTVN delivered 57 million mobile video streams between February 2007 and February 2008, representing 94 percent growth over the prior year.

Beyond video, MTVN's domestic mobile websites have garnered more than 21 million page views since launch. Recently, Nickelodeon launched three new mobile sites to provide easily accessible information and resources to audiences on wireless devices through content from Nickelodeon, The N and ParentsConnect.

In addition to new websites, the Company's brands continue to debut innovative mobile applications and games, including VH1's Watch and Discuss mobile chat application, SouthPark's Imaginationland mobile game and the MTV News widget on Yahoo!'s mobile platform.



MTV CELEBRATES SUCCESS ON AIR AND ONLINE

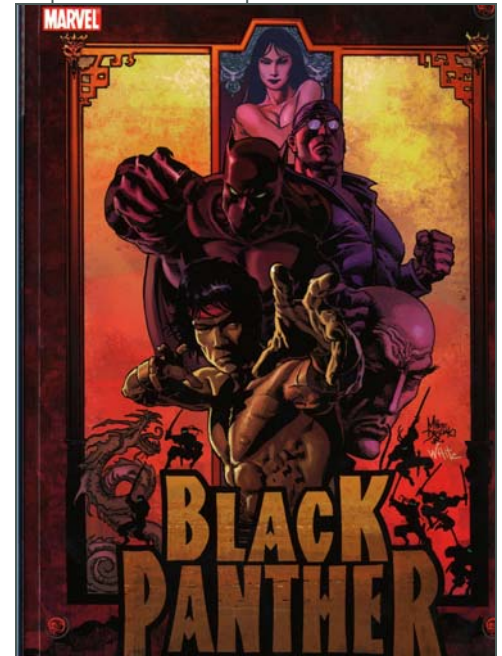
MTV's strategy of fast-tracking projects, 'eventizing' series premieres and finales, experimenting with new formats that empower viewers and extending hit series to a one-hour format proved to be a winning plan in the first quarter. Confirming the success of this strategy, MTV was home to three of the top 10 ad-supported cable series among people 12-34 for the quarter, including: *Randy Jackson Presents: America's Best Dance Crew*, *Real World/Road Rules Challenge: Gauntlet III*, and *Making the Band 4, Season 2*.

In addition to the success of these three shows, the premiere of the extended third season of *The Hills* at the end of March was the highest rated telecast year-to-date in cable among viewers 12-34 years old. Additionally, the show's dedicated area on MTV.com attracted more than 850,000 unique visitors during the show's premiere week, a 36 percent increase versus the previous season's debut week.

During the second quarter, MTV is continuing to see success through the debut of new series, like the reality show *The Paper* and the musical competition *Rock the Cradle*, and returning hits such as *A Shot At Love With Tila Tequila, Season 2* and *Real World XX: Hollywood*.

BET NETWORKS UNVEILS NEW PROGRAMMING AT ANNUAL UPFRONT

At its Upfront '08 presentation, BET Networks touted its unique position as the most consistent and effective solution for advertisers to reach the coveted black adult audience. Set in an election-themed show with the campaign tagline "Connection You Can Feel!", the company reinforced its leadership role through new programming announcements, an overview of its digital strategy, and the unveiling of its new pro-social election initiative. BET announced several new original series, including: *The Black Panther*, an animated series about the first black superhero and created in partnership with Marvel Comics; *Brutha*, a new docudrama following the lives of five brothers in a singing group; and *106 & Gospel*, the inspirational version of the top music countdown series of all time, *106 & Park*. Returning series include *American Gangster*, *Sunday Best*, as well as *College Hill* and *Keyshia Cole: The Way It Is*, both of which are top cable reality series among black households and BET's top series in network history. BET Networks also announced its new YOU(th) VOTE! initiative, which is a multiplatform effort to encourage black youth to discuss, debate and actively participate in the presidential election process.



NICKELODEON KIDS & FAMILY GROUP INCREASES GAMING PRESENCE

Nickelodeon Kids & Family Group is significantly expanding its presence in the online casual gaming community with the addition of 1,600 new games to its existing portfolio of 5,000 online games in 2008. Complementing and serving the same breadth of audiences as each of Nickelodeon's linear channels, these new games will offer experiences that range from educational games to virtual worlds to casual games. Along with new games, this expansion includes new tools for users to build their own games. This new announcement builds on Nickelodeon Kids & Family Group's \$100 million investment in the casual gaming arena.



CLOVERFIELD BREAKS BOX OFFICE RECORD

Earning \$41 million its opening weekend at the domestic box office, J.J. Abrams' *Cloverfield* burst into theaters and marked the best January opening of all time. This movie about a monster the size of a skyscraper descending upon New York City continued to perform well after its opening weekend and to-date has grossed more than \$165 million at the global box office. Looking ahead, *Cloverfield* has exhibited solid franchise potential, and discussions are under way about a sequel to this monster thriller.



2008 CMT MUSIC AWARDS SCORES WITH VIEWERS

Hosted by the father and daughter team, Billy Ray Cyrus and Miley Cyrus, the April 14th 2008 CMT Music Awards increased ratings 35 percent versus last year's telecast among people 18-49 years old. Traffic on CMT.com also surged the day following the awards show, breaking all previous records for page views, uniques and streams.

BET NETWORKS OFFERS TOP-RATED BET SHOWS ON XBOX LIVE

In April, BET Networks announced that it added a broad selection of full-length BET television shows for download on Xbox LIVE, the online games and entertainment network on Xbox 360. A growing catalog of episodes from BET's top-rated programming is now available for download from Xbox LIVE, including, but not limited to *College Hill 4*, *American Gangster* and *Comic View*, with *Iron Ring* featuring a free download of the premiere episode to consumers for one full week. Establishing a partnership with Microsoft Xbox 360 provides a unique opportunity for BET to expand its target demographic.

THE FORCE IS WITH SPIKE TV!

Spike TV's telecast of *Star Wars: Episode VI, Return of the Jedi* on Sunday, April 13th, was the highest rated movie in the network's history and the highest-rated movie of the year on ad-supported cable in two key demographics, people 18-49 and men 18-49 years old. More than 4 million total viewers tuned in to watch this installment in the epic adventure saga.

Spike's presentation of the Star Wars saga throughout the month of April clearly resonated with viewers. *Episode I, The Phantom Menace* drew in 2.8 million viewers on April 4th, *Episode II, Attack of the Clones* drew in 3.3 million viewers on April 5th, *Episode III, Revenge of the Sith* on April 6th was viewed by 4.2 million people, *Episode IV, A New Hope* drew in 2.5 million viewers on April 11th and *Episode V, The Empire Strikes Back* was watched by 3.5 million people on April 12th.

PARAMOUNT TO PREMIERE HIGHLY ANTICIPATED SUMMER TENTPOLES

Coming off of the success of *Cloverfield* and *The Spiderwick Chronicles* in the first quarter, Paramount's second quarter movie slate is well positioned to deliver strong results. Both premiering in May, *Iron Man* and *Indiana Jones and the Kingdom of the Crystal Skull* are two of Paramount's summer tentpoles that are expected to perform well. DreamWorks' Animation's movie, *Kung Fu Panda*, as well as Paramount's comedy, *The Love Guru*, starring Mike Myers, are two other films that will be released this summer.



RATINGS HIGHLIGHTS

BET

BET remained the #1 cable network among its target demographic of black adults 18-34 for the 33rd consecutive quarter, and it was cable's #1 network in weeknight primetime among its target demographic, blacks 18-34, for 31 consecutive quarters. BET has also been the #1 ad-supported cable network among black households for the past five consecutive quarters. During Q1 2008, *Celebration of Gospel '08* ranked as the #1 gospel/religious telecast for the eighth consecutive year, as well as BET's #1 Q1 2008 telecast and the #1 *Celebration of Gospel* telecast in history among adults 18-49, teens and males. The March debut of *College Hill: Atlanta* was the #1 BET premiere for the 2007-08 season and the #1 *College Hill* premiere in BET history. The *College Hill* series overall, stands as the #1 reality series on cable among black households. Another March premiere was *Iron Ring*, which is among cable's top sports programs among black households and blacks 18-34 and is the #1 sports program in BET history.



CMT

Driven by two new hit series, *Gone Country* and *My Big Redneck Wedding*, the first quarter was CMT's most watched primetime ever among people 18-49 years old. Premiering in January, *America* watched in record numbers to see which celebrity would be named the next big country star and the winner of *Gone Country*, making it the network's highest rated series in CMT's history. Giving new meaning to the phrase "for better or for worse," CMT documented "redneck" weddings, making *My Big Redneck Wedding* a huge success this quarter.



COMEDY CENTRAL

Bolstered by the success of *South Park*, *Lewis Black's Root of All Evil*, *The Daily Show* and *The Colbert Report*, COMEDY CENTRAL delivered its best quarter ever among adults 18-49 years old, key male demographics and total viewers. The *South Park*, Season 12 premiere produced double-digit gains versus the show's Season 11 launch. Since premiering, *South Park* has been Wednesday's #1 show in all of television among men 18-24.

COMEDY CENTRAL's newest program, *Lewis Black's Root of All Evil*, became the best series launch for the network since the first season of *Chappelle's Show* in 2003. The series premiere was watched by 1.7 million people 18-49 and 2.3 million total viewers. Ratings for *The Daily Show* and *The Colbert Report* also performed well, posting their most watched quarter ever among men 18-34 years old.

LOGO

The second season of Logo's *Big Gay Sketch Show* premiered in February with executive producer and guest star Rosie O'Donnell. Logo also launched the fifth season of its acclaimed *Real Momentum* documentary series with a look at civil rights leader and advisor to Martin Luther King, Jr., Bayard Rustin.



MTV

MTV's newest hit, *Randy Jackson Presents: America's Best Dance Crew*, was consistently the highest rated telecast in Thursday primetime (8 - 11 pm) during its premiere cycle among people 12-34 years old across all of cable. This new dance series is MTV's highest rated new program among people 12-34 this year. Additionally the show's season finale was the #2 cable telecast among people 12-34 during the first quarter – second only to *The Hills* extended third season premiere. The premiere of *The Hills* was the highest rated telecast for the franchise ever, with a 37 percent increase among people 12-34 over last season's premiere.

Real World/Road Rules Challenge: Gauntlet III was also a big hit for MTV during the first quarter. This popular competitive reality program returned with a new hour-long format, making MTV #1 in cable on Wednesdays from 10-11 pm among people 12-34 years old.

MTV2

MTV2 started off the year with a bang. Q1 2008 was MTV2's highest rated first quarter in channel history among people 12-34 years old. Additionally, MTV2 maintained its status as the network with the highest concentration of young males (12-24 years old) in all of television.

mtvU

President Bill Clinton was the first participant in the new mtvU series, *Editorial Board*, in March. This new series builds on the time-honored publishing tradition of the editorial board meeting by giving top student journalists access to influential national figures shaping the world.

MTVN International

In the United Kingdom, Nickelodeon posted its best first quarter performance since the network launched in 1993. New episodes of *Drake & Josh*, *H2O*, *Zoey 101* and *Ned's Declassified* drove a 44 percent increase in ratings for the network versus the first quarter of 2007.

The N

In its first quarter as a stand alone network, The N delivered its highest teen audience ever, a 17 percent increase versus the first quarter 2007. The N added the classic sitcom, *Saved by the Bell*, to its schedule in January, which is drawing more young adult viewers to the network. On the digital front, The-N.com averaged 1.2 million unique visitors per month in the first quarter, a 25 percent increase from last quarter and a 35 percent improvement over the same time period last year.



NOGGIN

Since its split from The N on December 31st, NOGGIN's ratings have increased 69 percent year-over-year. Noggin.com also surged in the first quarter, welcoming an average of 1.6 million visitors per month, a 36 percent increase from the same quarter a year ago.

Nickelodeon

Nickelodeon placed the top five kids' shows (2-11 years old) on all of television in Q1 including, *SpongeBob SquarePants* (#1), *iCarly* (#2), *Back at the Barnyard* (#3), *The Fairly OddParents* (#4) and *Zoey 101* (#5). Additionally, event programming scored hit ratings for Nickelodeon. The *2008 Kids' Choice Awards* is the year-to-date #1 entertainment program on all of broadcast and basic cable television in all kids' demographics. More than 7.4 million total viewers tuned in to watch the awards show this year.

Nick at Nite

Nick at Nite started the year off with a great first quarter. Ratings among people 18-49 years old grew 15 percent versus a year ago. Fueled by the performance of *George Lopez* and *Home Improvement*, the network scored double digit increases among people 18-49 years old in both primetime and total day. The *George Lopez* marathon during the fourth week of March powered the network's most-watched week ever among total viewers.

SPIKE TV

The first quarter was Spike TV's most-watched quarter in three years in total day and its average prime time audience was up 14 percent versus last year. Adding to its guy-themed popular line-up, Spike TV recently acquired the rights to all 259 episodes of the hit series *Married...With Children*. Spike TV is also updating the long-running *Unsolved Mysteries* franchise by creating a new collection of 175 re-edited episodes. The new episodes will focus on the dangerous, action-oriented cases and will begin airing in October.

TV Land

High School Reunion, TV Land's new original program, scored impressive gains among the network's target demographic, people 25-54. Since premiering in March, this new reality program, which reunited classmates from a Texas high school more than 20 years after graduation, has become TV Land's most watched original series ever among people 25-54 years old. *High School Reunion* helped to make Q1 2008 the most watched quarter in the history of the channel among people 25-54 years old. An average of 325,000 viewers tuned in to TV Land this quarter, up 26 percent from a year ago.



VH1

VH1 started off the year with exceptional ratings. The first quarter was VH1's highest rated and most watched in the history of the channel among its target audience of people 18-49 years old. Contributing to this quarter's success were new hits like *Celebrity Rehab with Dr. Drew* and returning series like *Rock of Love 2 With Bret Michaels* and *Scott Baio is 46...And Pregnant*.

The premiere of *Celebrity Rehab with Dr. Drew* was the highest rated program on cable television that night. This reality series about celebrities who are battling alcohol and drug addictions dominated the Thursday evening rankings – ranking as the #1 original cable program of the night four times during its premiere season.

From the start, returning series *Rock of Love 2* was a hit. The season two premiere ratings increased 166 percent versus the debut of the first season. Additionally, throughout the season, *Rock of Love 2* was the #1 original series on Sunday nights on cable television. The second season of *Scott Baio* also performed well, with ratings improving nine percent over the first season.

STATISTICAL INFORMATION

FIRST QUARTER 2008

SUBSCRIBER NUMBERS

NETWORK SUBSCRIBERS

In Millions	1st Quarter 2008	1st Quarter 2007	In Millions	1st Quarter 2008	1st Quarter 2007
MTV ⁽¹⁾	95.8	92.0	MTV2 ⁽¹⁾	72.6	65.7
MTV Europe/Middle East/Africa ⁽²⁾	210.9	165.6	MTV2 International ⁽²⁾⁽⁵⁾	11.6	12.0
MTV Latin America ⁽²⁾	35.6	33.3	MTV2 Total	84.2	77.7
MTV Asia Pacific ⁽²⁾	211.3	207.6			
MTV Canada ⁽²⁾	6.1	5.1	Spike TV ⁽¹⁾	96.0	92.2
MTV Total	559.7	503.6	Spike TV Canada ⁽²⁾	6.8	6.8
			Spike TV Total	102.8	99.0
Nickelodeon/Nick at Nite ⁽¹⁾	96.4	92.6	Comedy Central ⁽¹⁾	95.3	91.3
Nickelodeon Europe/Middle East/Africa ⁽²⁾	72.1	69.2	Comedy Central International ⁽²⁾⁽³⁾	47.2	36.0
Nickelodeon Latin America ⁽²⁾	19.0	18.0	Comedy Central Total	142.5	127.3
Nickelodeon Asia Pacific ⁽²⁾	41.1	34.6			
Nickelodeon Total	228.6	214.4	CMT ⁽¹⁾	87.8	84.0
VH1 ⁽¹⁾	95.5	91.6	Paramount Comedy Channel – Europe ⁽²⁾⁽³⁾	14.7	16.9
VH1 Europe/Middle East/Africa ⁽²⁾	41.5	34.9			
VH1 Asia Pacific ⁽²⁾	24.2	21.3	VIVA ⁽²⁾	52.6	51.2
VH1 Latin America ⁽²⁾	14.6	13.9			
VH1 Total	175.8	161.7	TMF ⁽²⁾	30.9	27.9
VH1 Classic ⁽¹⁾	51.3	45.9	BET ⁽¹⁾	87.8	84.3
VH1 Classic - International ⁽²⁾	13.2	12.4	BET Canada ⁽²⁾	3.8	3.7
VH1 Classic Total	64.5	58.3	BET Total	91.6	88.0
Noggin ⁽¹⁾⁽⁴⁾	65.0	56.2	BET J ⁽¹⁾	26.5	22.3
The N ⁽¹⁾⁽⁴⁾	62.8	56.2			
			TV LAND ⁽¹⁾	94.0	90.0
Nicktoons ⁽¹⁾	49.7	45.6			
Nicktoons International ⁽²⁾	9.4	9.2	LOGO ⁽¹⁾	31.9	26.2
Nicktoons Total	59.1	54.8			

(1) All Domestic channels except LOGO and BETJ are based on Nielsen Media Research, and reflect the month of March. LOGO and BETJ are based on internal figures, and reflect the month of January.

(2) All International channels are based on MediaStats data. International numbers are based on the month of January (latest available).

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

(3) Comedy Central Italia figures counted under Comedy Central International for Q1'08 and under Paramount Comedy Channel for Q1'07 (due to channel re-brand in Q2'07).

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

(5) Slight subscriber reduction due to change of package tier in France and a number of small households losses across multiple regions.

MTVN PROPERTY COUNTS

Channels	156
Languages	33
Countries	162
Websites	329

Note: as of 3.31.08

CHANNEL LAUNCHES

Channel	Location	Date
MTV ONE +1	United Kingdom	2.1.08
BET	United Kingdom	2.28.08
Nickelodeon	Denmark	3.15.08
VH1	Denmark	3.15.08

POPULAR CABLE SHOWS

BET	<i>College Hill: Atlanta</i> <i>Iron Ring</i>
Comedy Central	<i>South Park</i> <i>Lewis Black's Root of All Evil</i> <i>RENO 911!</i>
CMT	<i>Gone Country</i> <i>My Big Redneck Wedding</i> <i>Country Fried Home Videos</i>
Logo	<i>The Big Gay Sketch Show (Season 2)</i> <i>Real Momentum (Season 5)</i>
MTV	<i>The Hills</i> <i>Randy Jackson Presents: America's Best Dance Crew</i> <i>Making the Band 4</i>
mtvU	<i>Professors Strike Back</i> <i>mtvU Spring Break</i>
Nickelodeon	<i>iCarly</i> <i>Nickelodeon's 2008 Kids' Choice Awards</i> <i>The Fairly OddParents</i> <i>SpongeBob SquarePants</i>
Nick Jr.	<i>Dora the Explorer</i> <i>The WonderPets</i>
Nick at Nite	<i>George Lopez</i> <i>Home Improvement</i>
The N	<i>Degrassi</i>
NOGGIN	<i>Max & Ruby</i> <i>Dora the Explorer</i>
Spike TV	<i>TNA iMPACT!</i> <i>Pros vs. Joes</i>
TV Land	<i>High School Reunion</i> <i>The Andy Griffith Show</i> <i>M*A*S*H</i>
VH1	<i>Celebrity Rehab With Dr. Drew</i> <i>Rock of Love 2 With Bret Michaels</i> <i>Scott Baio is 46...And Pregnant</i>

DIGITAL HIGHLIGHTS⁽¹⁾

Viacom Digital had its third highest trafficked quarter on record in Q1 2008, averaging 42.7M unique users per month domestically and 86.6M unique users worldwide. Both globally and domestically, Viacom Digital has posted 10% growth versus Q1 2007.

TheDailyShow.com continued to surge and had its best month ever in March with 447,000 monthly unique visitors.

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

Q2 2008 MOVIE RELEASES

<i>Shine A Light</i>	Paramount
<i>The Ruins</i>	DreamWorks
<i>Iron Man</i>	Paramount/Marvel
<i>Indiana Jones and the Kingdom of the Crystal Skull</i>	Paramount
<i>Son of Rambow</i>	Paramount Vantage
<i>Foot Fist Way</i>	Paramount Vantage
<i>Kung Fu Panda</i>	DreamWorks Animation
<i>The Love Guru</i>	Paramount

BOX OFFICE PERFORMANCE⁽¹⁾

Theatrical	Brand	Days in Domestic Release	Domestic Box Office to Date
<i>Bee Movie</i>	DreamWorks/Par.	105	\$126,631,277
<i>Beowulf</i>	Paramount	77	\$82,195,215
<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	76	\$70,907,858
<i>Sweeney Todd</i>	DreamWorks/Par.	91	\$52,898,073
<i>There Will Be Blood</i>	Par.Vantage	126	\$40,221,293
<i>The Eye</i>	Par.Vantage	70	\$31,418,697
<i>Drillbit Taylor</i>	Paramount	40	\$30,400,513
<i>Into The Wild</i>	Par.Vantage	189	\$18,354,356
<i>Kite Runner</i>	Par.Vantage	126	\$15,800,078
<i>The Ruins</i>	DreamWorks/Par.	26	\$16,741,764
<i>Stop Loss</i>	Paramount/MTV	33	\$10,807,701
<i>How She Move</i>	Par.Vantage	63	\$7,070,641
<i>Strange Wilderness</i>	Paramount	35	\$6,575,282
<i>Shine A Light</i>	Par. Vantage	26	\$4,481,555
<i>Margot at the Wedding</i>	Par.Vantage	77	\$1,959,420

(1) Source: boxofficemojo.com, 4.29.08

TOP DVD SALES

Release Source	Title	Rank	Weeks in Release
Theatrical New Releases	<i>Bee Movie</i>	3	3
	<i>Beowulf</i>	11	5
Non-Theatrical	<i>Tudors – Season One</i>	8	13

Source: PHE Sales and Forecasting