

AT&T and MTV Networks Join Forces to 'Unlock the Vault' and Unleash Classic MTV Content Exclusively to Users

Digital Advertising Campaign Gives Users the Key to Access MTV's Vault and Unearth Footage, Interviews and Videos From MTV Music History

NEW YORK, March 6, 2009 -- AT&T and MTV are launching a new interactive campaign - The AT&T Music Vault, built by MTV Networks' Digital Fusion team that brings together the power of the MTV Networks and the AT&T brand to connect with consumers like never before. The campaign enables music fans to unlock a virtual "Vault," (www.attvault.mtvmusic.com), granting them access to MTV Networks' video content that has been kept under lock and key for decades and has never before been released on the Internet - until now.

Each day AT&T and MTV will unlock 15 new pieces of content from MTV, VH1 and CMT's music history. Fans can view tomorrow's content early by correctly playing an AT&T music trivia game which will also be populated around music content across MTV Networks' broad portfolio of sites (including MTV.com, VH1.com, CMT.com). The trivia is served in an innovative unit alongside the video player, so that consumers can play the game while they are watching their favorite video.

The trivia game boasts 18,000 questions across 5 music genres and questions are served according to the genre of the music video being played. So, the entire experience is contextually relevant for consumers. The online advertising campaign has also been developed with the consumer audience in mind - executions on CMT promote the best in country content, while MTV will tease celebrity interviews, the hottest videos and live performances.

Once inside the vault, consumers can share their access with friends. This not only furthers the reach of the campaign, but it also gives consumers an extra reward for their game play.

The engine behind the campaign is mtvmusic.com, an online destination that holds tens of thousands of music videos, live performances, celebrity interviews, behind the scenes clips and special event coverage -- material that has been cultivated, developed, and held by MTV for over twenty-five years. The site contains a streamlined video viewing experience and options such as an innovative, site-wide playlist feature for music fans to store and share their favorite videos.

"We worked with MTVN's Digital Fusion team to create a new experience for consumers, one in which the game is the advertisement. Consumers benefit from the advertisement perhaps more than we do. It's a two way street in terms of digital advertising," said Chris Schembri, Vice President of Media Services for AT&T.

"This partnership is a perfect union of great brands with great messages for our shared audience," said Jason Witt, MTVN Digital Fusion's SVP and General Manager. "Both MTV Networks and AT&T are bringing their collective fans the content they love and doing it in a unique, fun and engaging way."

"Unlock the Vault" is one of many campaigns co-authored by MTVN's Digital Fusion team, an online advertising and marketing unit that works across all MTV Networks' properties to mine insights, develop innovative media and advertising products and create custom marketing programs. From MTV to COMEDY CENTRAL, SPIKE, Nickelodeon and others, Digital Fusion draws upon the vast resources of MTV Networks' portfolio of brands to connect advertisers to highly targeted consumers.

Digital Fusion has developed dozens of campaigns for brands and companies across categories, including entertainment, packaged goods, communications, quick service restaurants, retail, technology, and service industries.

"Unlock the Vault" is supported by Panache, an ad-insertion platform serving major media and entertainment companies.

For further information on the Vault, go to <http://www.attvault.mtvmusic.com/>.

About MTV Networks

MTV Networks, a division of Viacom (NYSE: VIA, VIA.B), is one of the world's leading creators of entertainment content, with brands that engage and connect diverse audiences across television, online, mobile, games, virtual worlds and consumer products. The company's portfolio spans more than 150 television channels and 350 digital media properties worldwide, and includes MTV, VH1, CMT, Logo, Harmonix, Nickelodeon, Nick at Nite, Noggin, The N, AddictingGames, Neopets, COMEDY CENTRAL, SPIKE, TV Land, Atom, GameTrailers and Xfire.

SOURCE:

MTV Networks

Website: <http://www.attvault.mtvmusic.com>