



# On-Demand and High-Speed Internet Marketing Tools May 2006

## Featured Videos

ARTIST	VIDEO
Chris Brown	Yo (Excuse Me Miss)
Bow Wow	Fresh Azimiz
Panic! At The Disco	I Write Sins, Not Tragedies
Dem Franchize Boyz	Lean Wit It, Rock Wit It
Hilary Duff	Beat Of My Heart
Avenged Sevenfold	Beast And The Harlot
Sean Paul	Temperature
Three 6 Mafia	Poppin' My Collar
Mudvayne	Forget To Remember
James Blunt	You're Beautiful
POD	Goodbye For Now
Crime Mobb	Stilletos
Jamie Foxx	Unpredictable
Natasha Bedingfield	Unwritten
D4L	Betcha Can't Do It Like Me

### Music Choice On-Demand™:

- Stop waiting to see your favorite music videos!
- Simply go to the On Demand menu and select "music." Look for the Music Choice button.
- MC Exclusive is the place for original programming, exclusive concerts, performances, and interviews. Go to On-Demand/MC Exclusive.

### Music Choice® for Cable High-Speed Internet:

- Take control of your music with Music Choice on Cable High-Speed Internet!
- Over 50 channels of commercial-free music, exclusive interviews, and performances, plus thousands of the hottest videos.
- Catch daily music news on Music Choice Today and even make your own music channels with My Music Choice.

**Copy Points for Music Choice® Exclusive Programs:**

**\*\*FEATURED MC EXCLUSIVE PROGRAM\*\***

Run Dates 5.1.06 – 5.31.06

**Artist Info – Rock Show: Rock Meets Rap II**

- Featuring interviews from artists like Korn, P.O.D. and Linkin Park's Mike Shinoda
- Korn has sold over 25 million albums and revolutionized rock music
- P.O.D. has garnered an extremely loyal following since forming in '92. Their 2001 breakthrough album went triple-platinum.
- Mike Shinoda is part of the highly successful Linkin Park. LP's debut went multi-platinum and their sophomore release was the top-selling album of 2001

**Approved Copy:**

**Rock Show: Rock Meets Rap II (TV-14)**

Part II of this special Rock Show explores the evolution of **Rock Meets Rap**. Don't miss conversations with rock heavy hitters Korn, P.O.D. and Linkin Park's Mike Shinoda. Check out their exclusive interviews on Music Choice.

**Artist Info – Hawthorne Heights**

- Hawthorne Heights' *If Only You Were Lonely* debuted at #3 on the Billboard charts, generating first-week sales of close to 114,000 and earning Hawthorne's label, Victory Records, one of its strongest debut showings.
- Hawthorne Heights' 2004 sleeper debut *The Silence in Black and White* went Gold
- After touring religiously behind their debut this screamo band has created a devout fan following

**Approved Copy:**

**Hawthorne Heights Performance: "Saying Sorry" (TV-PG)**

Don't miss Hawthorne Heights perform their hit "Saying Sorry." Check it out on Music Choice.

**Artist Info – Red Jumpsuit Apparatus: Fresh Crops**

- Buzz alternative band that will be releasing their debut this Spring, produced by David Bendeth, who has previously worked with Hawthorne Heights and Breaking Benjamin
- Red Jumpsuit Apparatus formed in 2003 – after 2 shows they were selling out their local clubs

**Approved Copy:**

**Red Jumpsuit Apparatus: Fresh Crops (TV-PG)**

Red Jumpsuit Apparatus talk about their humble beginnings living in a trailer, and lay out what it takes to land a recording contract. Check out their exclusive interview only on Fresh Crops on Music Choice.

**Artist Info – Tha Corner: Lil Wayne**

- The New Orleans rapper started off in Cash Money as part of the Hot Boys, a popular late-'90s supergroup with Juvenile, Turk, and B.G.
- Featured on Destiny Child's hit "Soldier"
- Spent the end of 2005 in his native New Orleans raising money for victims of Hurricane Katrina

**Approved Copy:**

Tha Corner: Lil Wayne (TV-14)

This episode of Tha Corner goes down South. Don't miss interviews with E-40, Da Backwudz, and Lil' Wayne. Check out Tha Corner on Music Choice.

**Other Shows:****Approved Copy:**

Javier Performance: "The Answer Is Yes" (TV-PG)

Get to know Javier. Be sure to tune in to his captivating performance of "The Answer Is Yes." Check it out on Music Choice.

**Approved Copy:**

Jonas Brothers: Fresh Crops (TV-PG)

Catch The Jonas Brothers as they engage in some good-natured sibling rivalry. Plus get treated to an acoustic performance of their first single "Mandy." Check it out only on Fresh Crops on Music Choice.