

# DISTURBED

TEN THOUSAND FISTS

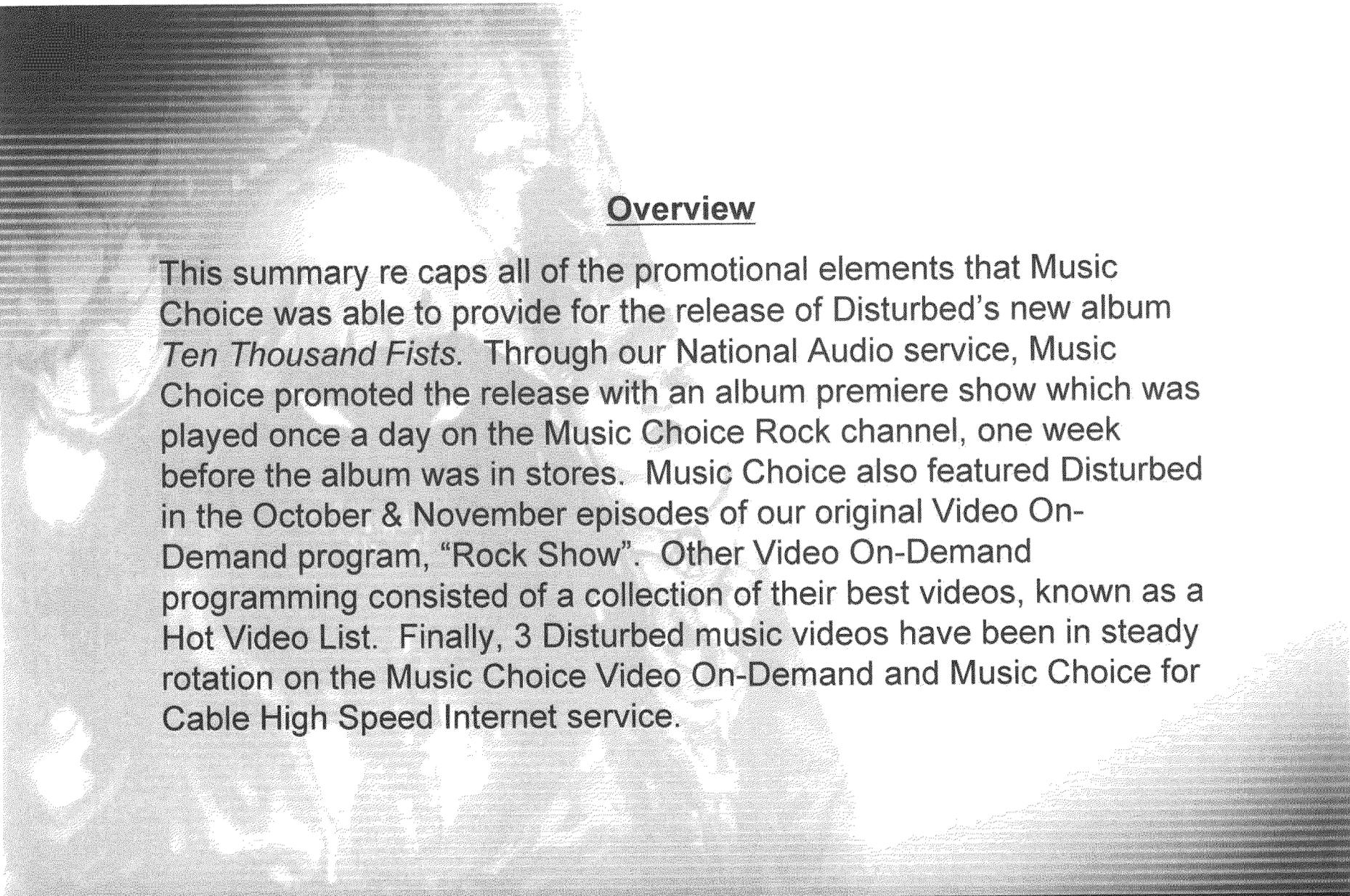
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## Overview

This summary re caps all of the promotional elements that Music Choice was able to provide for the release of Disturbed's new album *Ten Thousand Fists*. Through our National Audio service, Music Choice promoted the release with an album premiere show which was played once a day on the Music Choice Rock channel, one week before the album was in stores. Music Choice also featured Disturbed in the October & November episodes of our original Video On-Demand program, "Rock Show". Other Video On-Demand programming consisted of a collection of their best videos, known as a Hot Video List. Finally, 3 Disturbed music videos have been in steady rotation on the Music Choice Video On-Demand and Music Choice for Cable High Speed Internet service.

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**Album Premiere Show 9/13/05 to 9/20/05 – National Audio Service**  
**(26M Homes)**

The album premiere program showcased the complete album in its entirety on the Music Choice Rock channel, one week before the album was in stores. It was supported with tune in ad panels that ran during various time blocks on the Music Choice Rock channel for one week prior to 9/13/05. The tune-in ad panel was also followed by an album release ad panel, promoting the release date of the record with band website. Show ad panels were then featured along with album promotion ad panels during the show itself.

**Ad Panel Summary:**

**Channel:** Rock

**Duration:** 9/6/05 through 9/20/05

**Number of Ads:** 1,079

**Impressions:** 30 Million

**Value:** 90K

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Examples of Ad Panels – National Audio Service

Tune In Ad Panel



Tune in to the  
**DISTURBED**  
*Ten Thousand Fists* Album Premiere  
For showtimes visit  
[www.musicchoice.com/rock](http://www.musicchoice.com/rock)

Premiere Show Ad Panel



This is the  
**DISTURBED**  
*Ten Thousand Fists* Album Premiere  
[www.disturbed1.com](http://www.disturbed1.com)

Album Promo Ad Panel



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In Stores 9/20/05 [www.disturbed1.com](http://www.disturbed1.com)

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Examples of Broadband banners - Music Choice for Cable High Speed Internet  
Banners were created to run on our broadband home page, promoting tune-in to the album premiere show and to promote the release of *Ten Thousand Fists*. These banners rotated throughout various time blocks.

**Premiere Show Broadband Banner**



Tune in to the  
**DISTURBED**  
*Ten Thousand Fists* Album Premiere

For showtimes visit  
[www.musicchoice.com/rock](http://www.musicchoice.com/rock)

This banner features a black background with a collage of images of the band members. The text is in a mix of white and light gray fonts.

**Album Promotion Broadband Banner**



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In Stores 9/20/05  
[www.disturbed1.com](http://www.disturbed1.com)

This banner features a black background with a collage of images of the band members. The text is in a mix of white and light gray fonts.

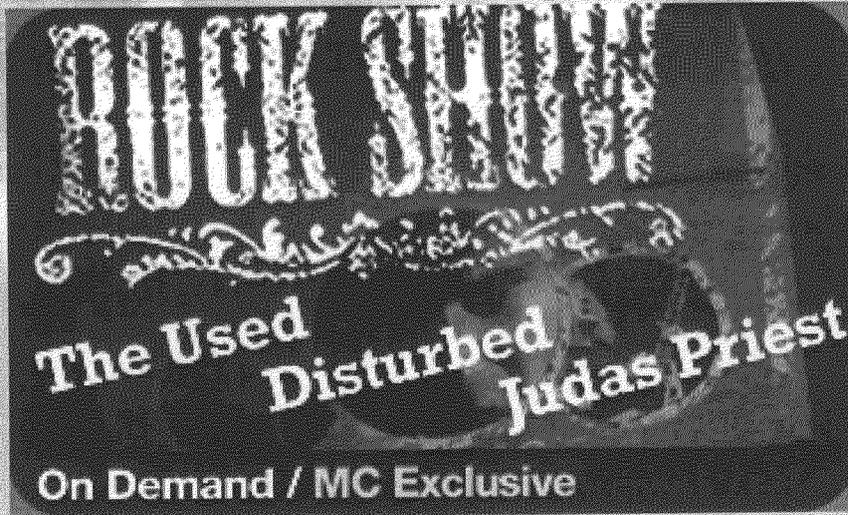
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## Rock Show – Views on VOD & Broadband (18M Homes)

**Show Description:** “Rock Show” is an original Music Choice program available to our Video On-Demand and High Speed Internet subscribers. October’s show featured Disturbed, The Used and Judas Priest. This show was supported with commercial spots tagged to applicable music videos on our VOD service, along with on screen ads on our audio service and broadband home page. This show was available on-demand throughout the months of October and November.

### On Screen Ad Panels in VOD Markets



**Platform:** Comcast VOD  
**Duration:** 10/1/05 through 11/30/05  
**Comcast Homes:** 10 Million  
**Number of Views:** 86,233

### Rock Show Broadband Banner



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## **Disturbed Hot Video List – Traffic Hits on VOD (10M Homes)**

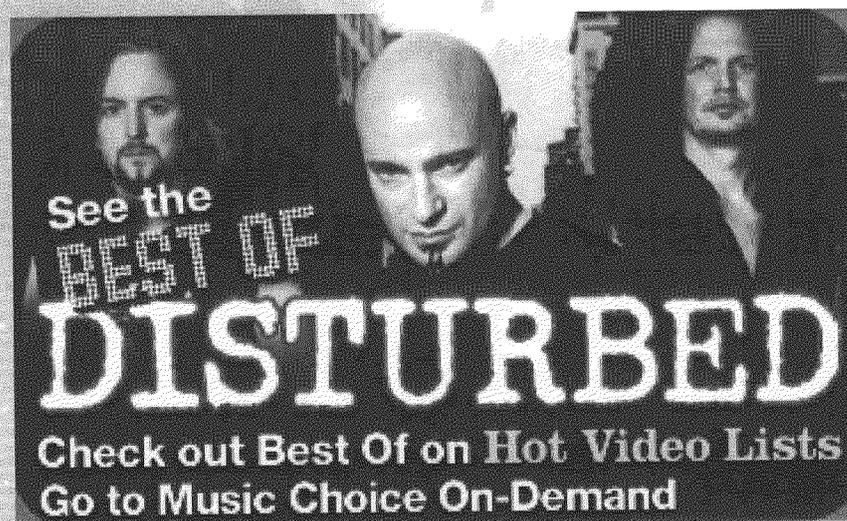
From 10/16/05 – 10/30/05, a group of Disturbed's best videos were featured as a Hot Video List on our Video On-Demand service. The videos that were featured in this group were "Stupify", "Down With The Sickness", "Prayer", "Remember" and "Stricken". This "best of" set of videos was supported with on screen ads on our audio service and broadband home page.

**Platform:** Video On-Demand

**Duration:** 10/16 – 10/30

**Comcast Homes:** 10M

**Number of Hits:** 63,699



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### Disturbed Music Videos on VOD (10M Homes)

Over the past few months, a total of 3 Disturbed videos have been available on our Video On-Demand service. Below is a breakdown of when each video was available; along with the number of orders these videos have received.

<u>Title</u>	<u>Requests</u>	<u>Dates</u>
"Stricken"	330,257	10/2/05 – 11/13/05
"Remember"	131,431	5/22/05 – 7/17/05
"Down With Sickness"	345,189	2/6/05 – 6/12/05
<b>Total Views:</b>	<b>806,877</b>	

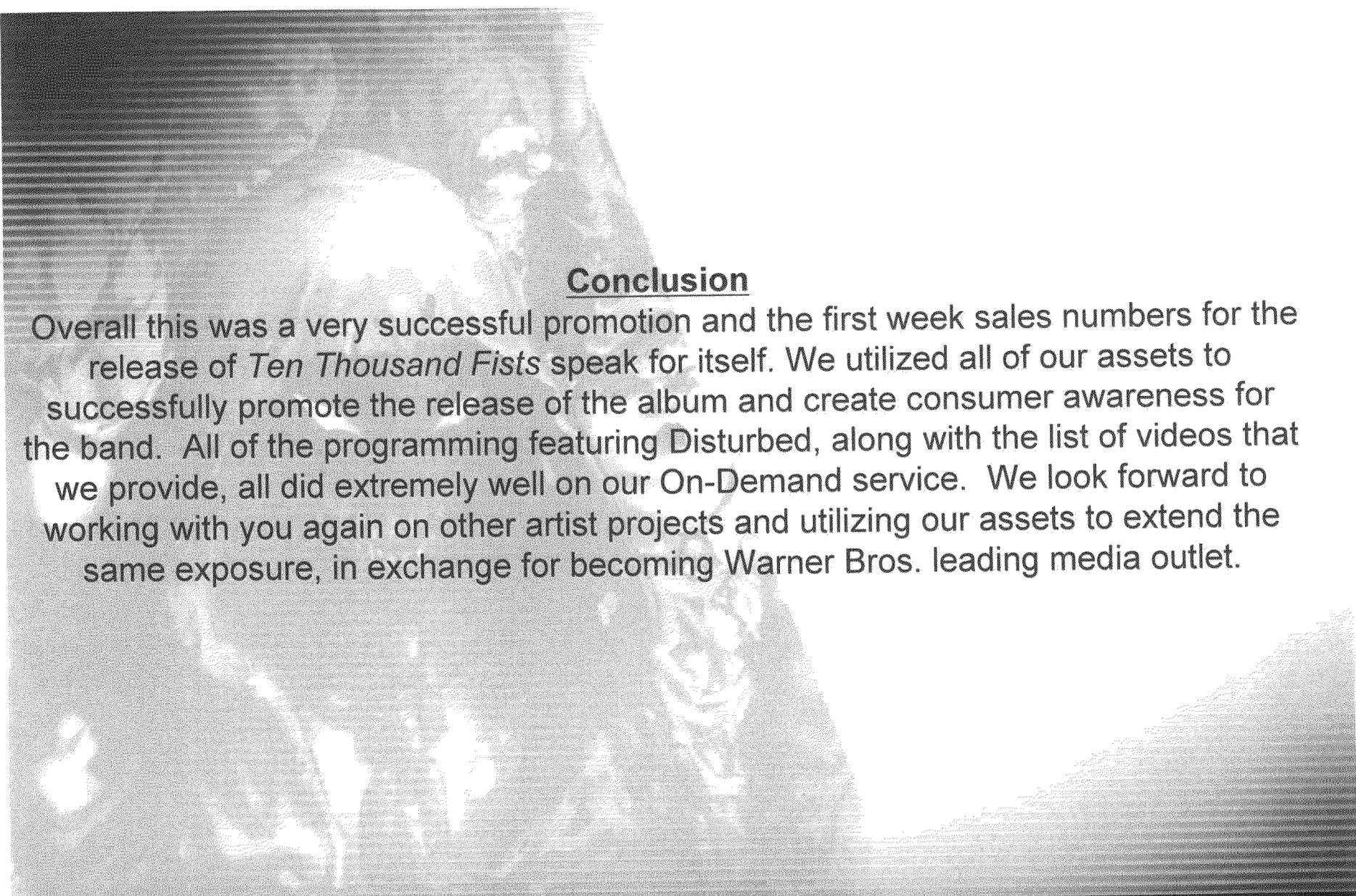
### Record Sales

With our album premiere show running one week prior to the release of *Ten Thousand Fists*, Soundscan's market analysis showed that there was an extremely positive impact on album sales during the first week. Disturbed's album amazingly entered the charts with the #1 record in the country on 9/25/05. Sales of the album were also very strong during the first two weeks in October when our Rock Show premiered.

<u>Dates</u>	<u>Music Choice Show</u>	<u>Soundscan</u>
9/13 - 9/20	Album Premiere Show	X
9/25/05	X	<b>238,528 (#1)</b>
10/2/05	Rock Show	92,335
10/9/05	Rock Show	65,461
10/16/05	Rock Show/Hot Video List	51,063
10/23/05	Rock Show/Hot Video List	40,635
10/30/05	Rock Show/Hot Video List	33,422
11/6/05	Rock Show	31,482

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### Conclusion

Overall this was a very successful promotion and the first week sales numbers for the release of *Ten Thousand Fists* speak for itself. We utilized all of our assets to successfully promote the release of the album and create consumer awareness for the band. All of the programming featuring Disturbed, along with the list of videos that we provide, all did extremely well on our On-Demand service. We look forward to working with you again on other artist projects and utilizing our assets to extend the same exposure, in exchange for becoming Warner Bros. leading media outlet.

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