

**Music
CHOICE®**

Your Music. Your Choice.™

TRAPT

PROMOTION SUMMARY

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Trapt Album & Tour Promotion Summary

Summary

Music Choice, the pioneer in music programming in over 26 Million digital cable households, utilized numerous assets including Music Choice On-Demand, our Broadband website, low speed website and our National Audio Service to heighten consumer awareness and stimulate sales for the release of *Someone In Control*. In addition, we utilized these assets to increase exposure for their tour with Aphasia & Blindside from September through November. We were pleased to take part in such a successful promotion where the album came in as the #1 Hard Rock Album after one week and the tour sold exceptionally well. Overall, we felt that we were able to accomplish the goals that we set out to achieve.

- I. National Audio Service
- II. Music Choice On-Demand
- III. Online

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Trapt Promotion Summary

I. National Audio Service – Album Promotion

One on screen ad panel pre-promoting the release of *Someone In Control* was featured on the Music Choice Rock, Alternative and Hit List channels between 9/6/05 and 9/13/05. Another “in stores now” ad panel was also featured on the Rock channel from 9/16/05 through 9/30/05. These ads were scheduled to run 4 times per hour and whenever a Trapt song was played on either channel. A total of 1,367 on screen ads were featured during that time period. Below you will find examples of each:

Example of On Screen Ad Panel



Example of On Screen Ad Panel



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Trapt Promotion Summary

I. National Audio Service – Album Promotion

The Trapt *Someone In Control* album premiere show ran on the Music Choice Rock channel from 9/6/05 through 9/13/05. This show was also supported with tour dates, ticket purchasing information, artist facts and various band related news. Ad panels pre-promoting the album premiere show also ran on the Rock Channel between 8/31/05 - 9/13/05. The set of tune in ads, which consisted of the album premiere ad, album promotion and tour promotion ads, were shown 4 times per hour and when any song from the band was played. A total of 395 tune in ads were shown between that time, while show banners were predominately featured throughout the entire album premiere show. Below are examples of the on screen images and show ads looked like:

On Screen
Ad Panel



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ROCK

THIS IS THE TRAPT **SOMEONE IN CONTROL**
Album Premiere

www.trapt.com

ARTIST FACT
Trapt are influenced by bands such as Metallica, Korn and Soundgarden

Artist : Trapt
Song : Stand Up
Album : Someone In Control

TRAPT

Content Header
& Artist Information



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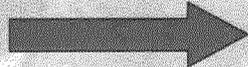
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Trapt Promotion Summary

I. National Audio Service – Tour Promotion

One on screen ad panel promoting the tour with Aphasia and Blindsight, was featured on the Music Choice Rock, Alternative and Hit List channels between 8/31/05 and 12/13/05. On screen support for the tour also consisted of a tour content header featuring tour dates, ticket purchasing information, artist facts and various band related news, all related to the tour. A total of 15,271 on screen tour ads were shown between those dates.

On Screen
Ad Panel



Music CHOICE

ROCK

ON TOUR
11/8 Lubbock, TX
11/9 Albuquerque, MN
11/11 Tempe, AZ
11/12 Hollywood, CA

TRAPT
LIVE IN CONCERT
W/ SPECIAL GUESTS
For dates visit www.trapptour.com

Artist : Trapt
Song : Stand Up
Album : Someone In Control

TRAPT

Tour Content
Header & Dates



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TRAPT

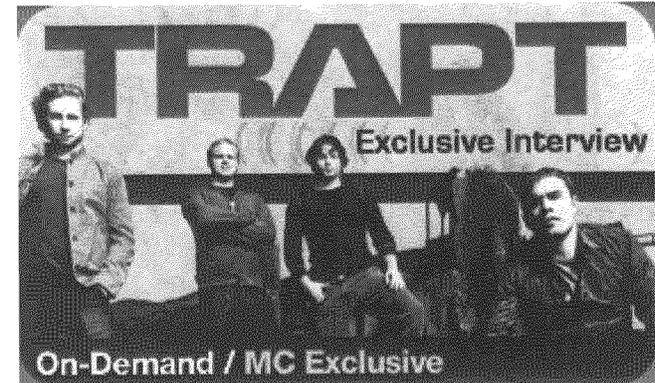
Trapt Promotion Summary

II. Music Choice On-Demand – Album Promotion

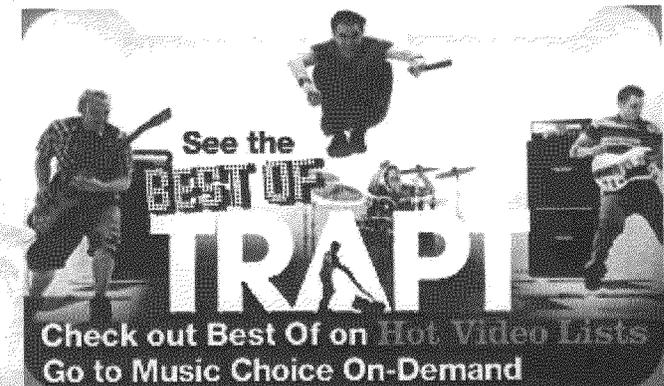
The MC Exclusive program titled Trapt: In Control, was available on our Video On-Demand service throughout the months of November and December 2005. Within those two months, the show generated 38,653 requests. One :15 second commercial spot was also created to promote this exclusive content. This spot was attached to videos from bands such as Aphasia, Avenged Sevenfold and 30 Seconds To Mars. In total, this spot was viewed 762,688 times.

A collection of Trapt's best videos were grouped together as a Hot Videos List from 9/4/05 through 9/18/05. This collection of videos generated 45,986 orders.

Example of MC Exclusive On Screen Ad



Example of Best of Video List On Screen Ad



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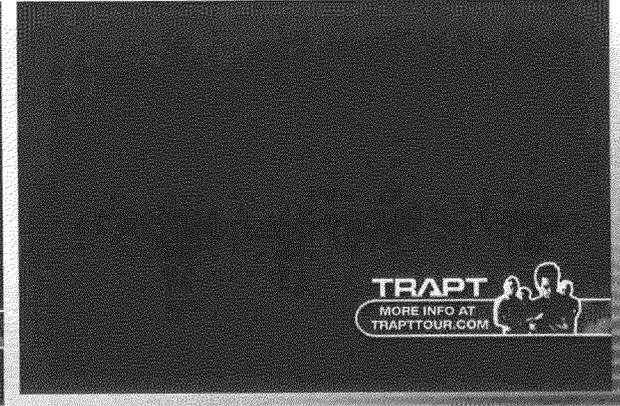
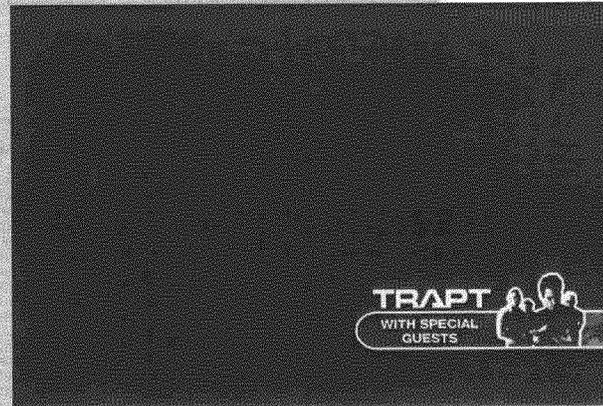
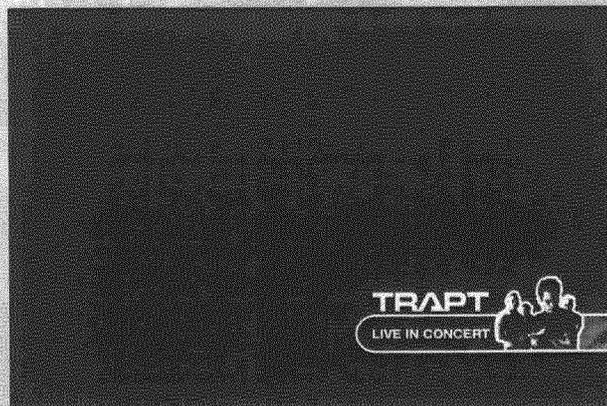
Trapt Album & Tour Promotion Summary

II. Music Choice On-Demand – Tour Promotion

One :15 second label created commercial spot aired to promote Trapt on tour with Aphasia and Blindside. This spot was attached to all of the Trapt, Aphasia and Blindside videos featured On-Demand. In addition, a graphic overlay was also created and placed on all of the Trapt videos containing ticket purchasing information for the tour. This spot was viewed 834,901 times. Please find all of the request information from each of the videos below.

<u>Artist</u>	<u>Video</u>	<u>Requests</u>
Trapt	Headstrong	233,062
Trapt	Stand Up	227,267
Trapt	Echo	122,351
Trapt	Still Frame	76,361
Trapt	Stories	56,503

Example of Graphic Overlay on Videos:



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Trapt Promotion Summary

II. Music Choice On-Demand – Tour promotion

We also supported the tour through our local ad inserter. This feature is available in all homes that carry our Video On-Demand service and allows us to target a show within a particular market. Each ad that was created featured the specific date, city, venue and ticket purchasing information.

Local ads were created for the following markets: Albuquerque, NM, Baltimore, MD, Boston and Worcester, MA, Chicago, IL, Cleveland, OH, Denver CO, Detroit, MI, Ft. Wayne, IN, Los Angeles, CA, Myrtle Beach, SC, Philadelphia, PA, Santa Cruz, CA, Seattle and Spokane WA, and Washington, D.C.

Below are examples of the tour ads that were created:



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Trapt Album & Tour Promotion Summary

III. Online – Album & Tour Promotion

The MC Exclusive special Trapt: In Control was also available on our Music Choice for Cable High Speed internet site, currently available in 8 million homes.

The :15 sec commercial spot promoting this exclusive show, was also attached to numerous rock music videos and Music Choice related programming.

The Trapt tour with Aphasia and Blindside was also featured as a daily Music Choice news segment in October.

Example of MC Exclusive Broadband Banner

The screenshot shows the Music Choice website interface. At the top, the logo "Music CHOICE Your Music. Your Choice.™" is displayed on the left, and "Welcome" with "Edit My Info" and "Sign Out" buttons are on the right. Below the header is a navigation menu with categories: MUSIC CHOICE TODAY, VIDEOS, MY MUSIC CHOICE, MC EXCLUSIVE, MY CREATIONS, LISTEN TO MUSIC CHOICE, TOP 10 CHARTS, and GET MUSIC. The main content area features a large video player for a Trapt performance, with a "WATCH" button in the bottom right corner. Below the video player are several smaller video thumbnails: "New Order", "Taking Back Sunday", "Music Choice NEWS", and "Dierks Bentley". At the bottom of the page, there is a prominent banner for "TRAPT Exclusive Interview" with a "Select MC Exclusive" button. Navigation links for "ADVERTISE WITH US", "FOR BUSINESS", "FAQs", and "MORE MUSIC CHOICE" are also visible.

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Trapt Album & Tour Promotion Summary III. Online – Album & Tour Promotion

The following banners all rotated along the bottom of our broadband Homepage, promoting the album, album premiere show, MC Exclusive and tour. The album Promotion banner also hot linked directly to Trapt's website.

Example of Album Promotion Broadband banner



Example of Album Promotion Broadband banner



Example of Tour Promotion Broadband banner



Example of Album Premiere Show Broadband banner



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Trapt Album & Tour Promotion Summary

III. Online – Album & Tour Promotion

The Trapt tour with Aphasias and Blindside was also supported with a web blurb on our low speed internet site:

www.musicchoice.com/rock &
www.musicchoice.com/alternative

The Web blurb consisted of a Music Choice on screen banner, featuring the tour image, tour dates, guest band info, ticket purchasing information and link to the official site for tickets:
www.trapptour.com

Music Choice - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Back Forward Stop Home Search Favorites Media Print Mail

Address <http://www.musicchoice.com/channels/alternative.asp> Go Links

Google Trapt Search 916 blocked Check AutoLink AutoFill Options Trapt

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Welcome To Music Choice

Music Channels On Demand High-Speed Mobile Concerts Buy Music Show Schedules FAQs

Alternative

Features

Coheed and Cambria returns with *Good Apollo, I'm Burning Star IV, Volume 1* and Music Choice brings you the new video for "The Suffering" On Demand. Starting December 12th Comcast digital cable customers can watch the brand new Coheed and Cambria video as part of Music Choice On Demand by selecting the Videos button on Music Choice Alternative. And make sure to pick up *Good Apollo, I'm Burning Star IV, Volume 1*, out now on Columbia Records.

TRAPT will head out on tour this fall in support of their new album, *Someone in Control*, due Sept. 13th. Be sure to catch **Trapt** live on their Music Choice tour when they come to your town! Visit www.trapt.com for more info.

No additives, no preservatives, no fillers! **Fresh Crops** is the MC Exclusive show highlighting the best breaking artists on the scene! This month see **Trey Songz** and **James Blunt**. [Click here](#) for show times.

Hear trend-setting tracks from the artists that are redefining the modern

What you see on TV

Music CHOICE
YOU ARE LISTENING TO MUSIC CHOICE

alternative.

Song: Girls Not Grey
Album: Sing the Sorrow
Artist: AFI

ARTIST FACT
AFI temporarily split when its members left to attend separate colleges

Last week's top 10

1. MATISYAHU "KING WITHOUT A CROWN" (OR MUSIC)
2. THE WHITE STRIPES "THE DENIAL TWIST" (THIRD MANVZ)
3. LIVING THINGS "BOM BOM BOM" (JIVE)
4. NINE INCH NAILS "EVERY DAY IS EXACTLY THE SAME" (NOTHING/INTERSCOPE)
5. COHEED AND CAMBRIA "THE SUFFERING" (EQUAL VISION/COLUMBIA)
6. AFI "RABBITS ARE ROAD KILL ON ROUTE 37" (INTERSCOPE/MYSPACE.COM)
7. HAWTHORNE HEIGHTS "NIKI FM" (VICTORY)
8. THE STROKES "JUICEDOX" (RCA RECORDS)
9. YELLOWCARD "LIGHTS AND SOUNDS" (CAPITOL)
10. WEEZER "PERFECT SITUATION" (Geffen)

Internet

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Record Sales

Soundscan's market analysis shows that during the promotion window, there was positive impact on the album sales of *Someone In Control* on 9/13/05. The album was the #1 Hard Rock Album after it's first week out.

<u>Week Ending</u>	<u>Soundscan</u>
9/18/05	61,080
9/25/05	28,255
10/2/05	17,065
10/9/05	13,335
10/16/05	10,809
10/23/05	9,153
10/30/05	7,868
11/06/05	7,293
11/13/05	6,084
11/20/05	5,555
11/27/05	6,368
12/4/05	5,557
12/11/05	6,669

Conclusion

We look forward for the opportunity to work with Warner Bros. Records and Trapt again on more promotions in the near future, so that we can utilize all of our assets to extend the same exposure. Please feel free to contact us with any questions or concerns regarding this summary. Thank you.

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