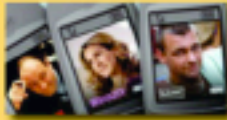


CampusTrends™

from STUDENT MONITOR®

We're Keeping An Eye On...



HBO Goes Wireless with Cingular: We first reported back in September that HBO and Cingular were discussing a deal. We can now confirm a deal is done. HBO will offer clips from series, specials and sports programming on a new, on-demand streaming video service scheduled for launch early in 2006 for Cingular Wireless customers with broadband handsets. HBO will also produce extensive mobile content for the new service. Cingular is the number two wireless service provider among students with a 23% share of the market behind Verizon Wireless with a 32% share while HBO is among one of the Top 3 cable networks behind only MTV and ESPN.

MTV + Microsoft = Urge: This month, MTV and Microsoft announced a partnership to develop an online music service that will compete with category leader iTunes. The service will be called Urge and will be integrated into the next version of Microsoft Windows Media Players and offer 2 million tracks for sale. Urge will also offer online radio. Pricing for the service due to launch sometime in Q1 2006 has not yet been released, but the companies did make one thing clear—the service will not be compatible with Mac computers or iPods.

New Fox Youth Film Unit: Fox Filmed Entertainment recently announced it was starting a new division to create films and other forms of entertainments for teenagers and college aged students. The new division (currently nameless) will acquire and produce up to eight films a year and have its own production and marketing staff, not unlike any other major studio extension. However, when it comes to distribution, the new Fox unit will focus on distribution via cell phones, on the Internet and other entertainment-related devices in addition to theatres. The [Myspace.com](http://myspace.com) acquisition will certainly provide a potent platform to market these new youth and college focused films (nearly a third of all students visited Myspace.com at least once during the Fall semester).

Almost Famous Part 2: When aspiring student journalists return to campus from the holiday break, a casting call just might await them. Rolling Stone signed a deal with MTV for a new reality show which includes the offer of an internship to a select group of student journalists who then compete to become... you guessed it, a contract writer for Rolling Stone.

A New Look At College Campuses: If the traditional campus tour no longer offers prospective students an insider's view of what life is really like on campus, a new series of DVDs from [The U](http://TheU.com) just might. A set of five DVDs features 50 college and universities nationwide offering prospective students a unique look at student life from classroom technology to the party scene. Advertisers have the opportunity to integrate messaging within the sharply targeted content.