

## THE WALL STREET JOURNAL.

### Video:Online

*More Web sites embrace freewheeling live shows*

Another site, ManiaTV, offers 16 live programs, including "Spread Entertainment," a weekly talk show that began this summer. The host is Dave Navarro, the guitarist who has played in Jane's Addiction and Red Hot Chili Peppers. It airs live on Thursdays at 8 p.m. EST. Mr. Navarro says he was attracted to doing a live show on the Internet because he feels that without broadcasting regulations, "we allow our guests to present themselves the way they truly are." – Robert J. Hughes, November 24, 2007

## BusinessWeek

### Web Video: Move Over, Amateurs

Another site, ManiaTV, recently canceled its user-generated channels altogether (BusinessWeek.com, 10/22/07). The 3,000 user-generated channels simply didn't pull in enough viewers, ManiaTV CEO Peter Hoskins says. Roughly 80% of people were watching the professional content produced by celebrities such as musician Dave Navarro and comedian Tom Green. "What we found out is, we don't need the classical user-generated talent when we have the Hollywood talent that wants to work with us," Hoskins says. – Catherine Holahan, November 20, 2007

## San Francisco Chronicle

NORTHERN CALIFORNIA'S LARGEST NEWSPAPER

### Who needs reality TV? Web sites turning shows' viewers into stars.

ManiaTV leads other online video sites, such as No Good TV ( [www.ngtv.com](http://www.ngtv.com)) and Funny or Die ( [www.funnyordie.com](http://www.funnyordie.com)), not just because it makes good on its promise of original, interactive entertainment, but also because it has a decent revenue stream: Blue-chip advertisers such as Honda and Wrigley are interested in ManiaTV's 5 million 18- to 34-year-olds in search of the latest fashion trends, hip musicians and cool gadgets. – Chris Cadelago, November 5, 2007

## The McGraw-Hill Companies BusinessWeek

### ManiaTV Cancels User-Generated Content

*Citing a lack of demand for user-created clips, the online video site is abandoning amateur content in favor of professional shows*

ManiaTV learned its lesson. This week, the site is relaunching itself, sans 3,000 channels of user-created content. Instead, ManiaTV will focus exclusively on original, professional programming. The new site will feature myriad ManiaTV-produced shows, including Dave Navarro's weekly interview show, Spread Entertainment, and programs by Hollywood partners such as Nielsen's Billboard magazine. – Catherine Holahan



## **ManiaTV Moves Ahead With New CEO**

DENVER — Before ManiaTV.com first launched, founding CEO Drew Massey bought a 1960s school bus from a junkyard to hold the online music channel's production equipment. Three years later, ManiaTV is charging ahead with former Chief Operating Officer Peter Hoskins promoted to the driver's seat of the online entertainment company. The Denver-based company is adding a studio in Los Angeles and is working to sign more Hollywood celebrities for shows. A new website design launches this fall, and user-generated video is taking a back seat to original programming, favored by advertisers who have their products wrapped in to ManiaTV programs. — Catherine Tsai, September, 2007

## **The New York Times**

### **Tom Green Works at Home (You Can Watch)**

ManiaTV.com, a Denver-based broadband company, helped him do exactly that. ManiaTV made a deal with Mr. Green to build a television studio inside his home, installing more than \$100,000 worth of equipment and providing him a broadband distribution network and sponsors. Archived shows are available for viewing or download on iTunes or elsewhere on the Web. — Joe Rhodes, August 19, 2007

## **Forbes**

### **Dave Navarro to Host Online ManiaTV Show**

Dave Navarro has signed with Denver-based ManiaTV to do a show on the Internet. The weekly hour-long "Spread Entertainment" will debut May 17 from the Dragonfly nightclub in Hollywood, Calif. "It's like a looser version of 'Donahue' in a nightclub," where the studio audience can get up for a drink or a smoke during the show, Navarro said Tuesday. — Catherine Tsai, Associated Press, April 25, 2007



### **ManiaTV Goes Extra Mile for Jeep and Indie Folk Artist**

Using music to promote a car is nothing new, and neither is a band/auto brand cross-promotion. A new twist on those standbys on live original Web TV site ManiaTV will put the car -- Jeep Patriot -- and the musician -- pop folk artist Coles Whalen -- in the spotlight. Starting yesterday, footage of the dulcet-voiced songwriter en route in the SUV to Austin's South by Southwest indie music extravaganza are being shown during ManiaTV's daily productions, "The Daily Independent," a show featuring lesser-known music, and "Ten80," an action sports show. – Kate Kaye, March 6, 2007

## **The New York Times**

### **E-COMMERCE REPORT; New Hot Properties: YouTube Celebrities**

Drew Massey, the chief executive of ManiaTV, a video site based in Denver on which users create channels with homemade clips and professionally produced content, acknowledged that the site has recruited YouTube contributors with pledges to feature them on ManiaTV's home page. – Bob Tedeschi, February 26, 2007



### **Video Sharing: Thinning the Pack**

As pressure increases to remove copyrighted content, more companies may begin producing their own proprietary shows that can drive traffic and attract advertisers. Heavy and ManiaTV each broadcast shows that are financed and produced in-house in addition to allowing users to create channels and share video. In that way, they are less like user-generated destinations and more like traditional television studios that happen to be online. ManiaTV, for example, has live streaming shows featuring television personalities such as comedian Tom Green and former Jane's Addiction guitarist Dave Navarro. The site sells a variety of branded advertising and expects to be profitable by 2008, if not the end of 2007, says ManiaTV CEO Drew Massey. – Catherine Holahan, February 1, 2007

## **The New York Times**

### **Venture Firm Shares a YouTube Jackpot**

"It's good to hope," said Peter Clemente, chief marketing officer of ManiaTV, a Denver company that produces live video programming for the Internet. ManiaTV is backed by Benchmark Capital, Intel Capital and Centennial Partners. – Miguel Helft and Matt Richtel, October 10, 2006