

= You Know What You Did =

" You Know What You Did " is the first episode of the third season of The Hills . It originally aired on MTV on August 13 , 2007 . In the episode , Lauren Conrad ends her friendship with former housemate Heidi Montag after suspecting that she and her boyfriend Spencer Pratt fabricated rumors of a sex tape involving herself and her ex @-@ boyfriend Jason Wahler . The ensuing feud between the women becomes a central focus of the series , and is carried through each subsequent season in which Conrad appears .

" You Know What You Did " was produced by Tony DiSanto , Adam DiVello , Liz Gateley , Sara Mast , Andrew Perry , Jason Sands , Robyn Schnieders , Sean Travis , Michael " Spike " Van Briesen , and Rick Van Meter . The episode was met with generally favorable reviews from critics , who felt that the changed dynamic between Conrad and Montag was entertaining for television . It was additionally notable for Conrad 's delivery of the titular line " You know what you did ! " when speaking to Montag , which has since been recognized as an iconic moment from the series .

According to Nielsen ratings , " You Know What You Did " was watched by 3 @.@ 6 million viewers in its original airing . The episode was released on DVD on July 19 , 2008 , packaged with the third season set .

= = Plot = =

The third season of The Hills begins with Whitney Port becoming Lauren 's boss , after being promoted within Teen Vogue . On their first day returning to work , Lauren informs Whitney of false speculation regarding a sex tape involving herself and her ex @-@ boyfriend Jason Wahler . Lauren comments that she has not spoken with Heidi since she moved into an apartment with Spencer , and the women become suspicious of her possible involvement with the rumors . Meanwhile , Heidi and Spencer are planning their housewarming party ; Spencer plans on inviting several of his friends , while Heidi was only planning on inviting Lauren , Whitney , and Audrina Patridge . Visiting Audrina at Epic Records unannounced , she delivers invitations for Audrina and Lauren . Audrina accepts the invitations , although later tells her co @-@ worker that she believes that Heidi and Spencer were speaking badly of Lauren and were responsible for spreading the sex tape rumors .

Lauren and Whitney decline their invitations to the housewarming party , and instead plan an impromptu outing at the club Les Deux . Meanwhile , during the housewarming party , Jenn Bunney makes a brief appearance at the apartment , although Heidi is disappointed after realizing that Lauren will not be attending . Unaware that they will run into Heidi and Spencer , Lauren and Audrina attend a birthday party for their friend Frankie Delgado the following day . As Lauren leaves for the bathroom after Heidi gives her a letter , Heidi tells Audrina that she is unsure of the reason for the tension between them . Audrina finds Lauren in the bathroom and they read the letter together , which details Heidi 's interest in rekindling their friendship . Angered that Heidi will not acknowledge the sex tape rumors , Lauren decides to exit the club .

At the recommendation of Spencer , Heidi confronts Lauren before she is able to leave the club . Lauren and Audrina get into an argument with Heidi and Spencer outside of Les Deux , where Lauren delivers the now @-@ famous quote " You know what you did ! " , elaborating that " You started a sick little rumor about me ! You 're a sad , pathetic person . " The following morning , Heidi explains to her co @-@ worker Elodie Otto that she was unaware of said speculation , and still wants to reconcile with Lauren . Meanwhile , Lauren tells Whitney that she is saddened by the idea of losing her friend , although admits that she has benefited from their separation .

= = Production = =

" You Know What You Did " was produced by Tony DiSanto , Adam DiVello , Liz Gateley , Sara Mast , Andrew Perry , Jason Sands , Robyn Schnieders , Sean Travis , Michael " Spike " Van Briesen , and Rick Van Meter . Rumors of a sex tape involving Conrad and Wahler , in addition to stories alleging that she invaded his house to retrieve it , surfaced in April 2007 . Conrad adamantly

denied both reports , commenting that " if I ever tried to get something back from Jason , it was probably just photo albums and stuff " and the producers " videotape my life five days out of the week . I don 't need additional footage , you know ? "

The president of entertainment for MTV , Brian Graden , commented that the series benefits from the media coverage it receives in between seasons , which he described as a " six @-@ month commercial for the show that doesn 't give away the narrative in full . " He elaborated that MTV wants " viewers to watch Lauren and the girls as the characters we know instead of in a show about being the stars of The Hills " ; the sex tape rumors were consequently presented like a personal conflict between the women , and was intentionally not addressed as a highly publicized controversy .

The ensuing feud between Conrad and Montag received extensive media attention since its beginning ; Conrad was doubtful of the possibility of a reconciliation , noting that " I can see us getting to not hating each other but I don 't think we would ever go back to being best friends . " When addressing speculation that the conflict was fabricated for television , Conrad stated that " I wouldn 't fight for the camera . If anything I would try not to . " In a separate interview , she revealed that she almost quit the program before the season began , stating " it wasn 't so much about the filming , but I didn 't want to do a show with the other people on it " , which was assumed to be alluding to Montag and Pratt .

= = Release and reception = =

" You Know What You Did " was met with generally favorable reviews from critics , who felt that the changed dynamic between Conrad and Montag was entertaining for television . Writing for Entertainment Weekly , Jennifer Armstrong provided a favorable review ; she opined that the conflict between Conrad and Montag made for the " most mature season ever " and offered a disclaimer that the term " maturity " was " being relative here , of course . " A writer for The Hollywood Gossip stated that the episode " didn 't disappoint " , and felt that the storyline clearly categorized Patridge and Port as being part of " Team Lauren " and Pratt as being part of " Team Heidi " in the " epic war " .

Virginia Heffernan from The New York Times felt that the deterioration of Conrad and Montag 's friendship was " more convincing than Friends and just about any other comedy about female relationships because ? as anyone who has ever been a young woman knows ? undying friendships die . " Writing for Los Angeles Times , Denise Martin was complimentary of the fact that the conflict was " unsullied " despite the extensive media coverage it received before the season began , and added that it was " better than anything you 'd get on All My Children . " Furthermore , Conrad 's delivery of the titular line " You know what you did ! " when speaking to Montag has been recognized as an iconic moment from the series ; the staff from Us Weekly ranked the scene as the most memorable event from the program when recapping highlights from its six seasons in July 2010 .

In its original broadcast in the United States on August 13 , 2007 , " You Know What You Did " was watched by 3 @.@ 6 million viewers . Consequently , it became the series ' most @-@ viewed episode at the time of its first airing ; as August 2007 , the episode was the network 's highest @-@ rated broadcast that year . It was surpassed by " Paris Changes Everything " , which served as the premiere for the second half of the season , on March 17 , 2008 ; it attracted 4 @.@ 8 million viewers in its original airing . In the United States , the third season was released as a four @-@ disc DVD set on July 19 , 2008 .