

The Breadcrumbs Platform can give your Networks a significant advantage over other media because it provides advertisers the ability to lead your viewers into an efficient sales process online. Data Reporting of viewer behaviors and consumer response at each step in the sales process enables brand marketers to optimize their communications and enhance their R.O.I. using your Networks. This makes your Networks a more valuable and necessary part of their media planning.

Breadcrumbs is the profitable solution to a significant unmet advertiser need: to better measure and enhance ROI from television campaigns.

How It Works:

- Advertisers put a call to action in the television spot inviting viewers to respond online; either on their brand Web site or on your Network's Web site, for more information (an online "payoff").
- On the Network Web site, viewers can link to a Breadcrumb log of your playback to easily find the Breadcrumb for the Commercial.
- On the Brand site, consumers can link to a Breadcrumb log that makes it extremely easy to find the program they were watching when they saw their ad.
- Clicking a Breadcrumb serves a "Breadbox" specific to the spot's Ad-ID or program episode.

Key Benefits:

Breadcrumbs uniquely benefits your networks, your audience and your advertisers, including:

- It's easy for viewers to respond to televised content: programs, commercials and promos are quickly reference-able on your Web site when they want more.
- A more effective way for advertisers to connect and interact with your viewers, and enhance the results from your networks. Enhancing their ROI from your networks can support a lift in CPMs.
- Breadboxes lead interested consumers through the advertiser's online "Sales Funnel".

- Breadboxes are unique to each Ad-ID. Real-time Breadbox reporting enables testing and improvement of marketing steps that lead to closing after TV exposure; enhancing advertiser ROI.
- Breadboxes are easy for viewers to find on your Network Web sites for any spot or program episode. Your Web sites link viewers to a Breadcrumb log for your televised content; a timeline that displays a Breadcrumb for every commercial and every program segment.
- Breadboxes are easy for consumers to find on the Brand Web site in a daily timeline of Breadcrumbs for every program in which one of their commercials aired.

Something in it for me:

Viewers understand that commercials are part of the bargain for free programming but that doesn't mean they have to watch. The bathroom was the first ad-skipping technology.

"Must See TV", has "something in it for me". By integrating the promise of an online "payoff" to motivate further action online, viewers will have more incentive to watch commercials, reluctant to miss something they may have wanted. Free TV begets more free.

Something in it for everyone:

- Viewers get a crackerjack prize in the commercial that may be of value so they won't want to miss it.
- Clients get a free Breadcrumb to convey the online payoff and efficiently connect with a consumer.
- Networks get an unlimited supply of Breadcrumbs for their content, adding value to everything they air.

Data Reporting: viewer habits and consumer behaviors

The Breadcrumb is a doorway between offline and online which a viewer passes through to become a customer. Well targeted payoffs are efficient incentives to motivate a response. Viewer response generates valuable consumer behavior that can be tracked from TV exposure, all the way to sales response. Reporting of Viewer Habits and Consumer behaviors allows efficient targeting and optimization of marketing communications.

SELLING process

1. Prospects

Most Consumers Learn About Products from Television .¹

Television: 57.2%;
Magazines: 17.0%; Newspapers: 12.6%;
Internet: 9.8%; Radio: 3.4%.

Consumers prefer the Web when they want to learn more.²



¹ Source: TVB, Nielsen Media Research

² Source: DoubleClick Touchpoints II 2004

(Call To Action)

The commercial motivates viewers to respond online with the promise of a "payoff".



2a. Rapport

Consumers prefer the Web sites of trusted Brands.

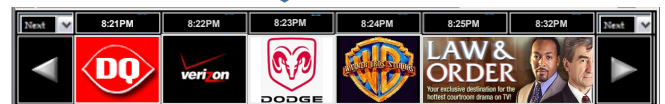
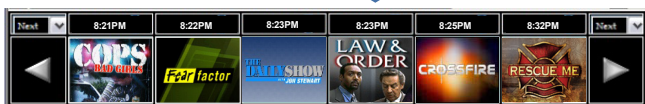
2b. Rapport

Branded Networks are able to drive loyal audience interaction online.

Brand Web site
Link to:

Network Web site
Link to:

Or



3a. Qualify

A Breadcrumb log of the Brand's campaign displays a timeline of all the programs in which spots have aired. A Viewer who clicks on a Breadcrumb has watched a :30 spot and wants more.

3.b Qualify

A Breadcrumb log of the Network's broadcast displays a timeline of program segments and commercials. A Viewer who clicks on a Breadcrumb has watched a :30 spot and wants more.



4. Present

The viewer is served a Breadbox that is unique to the Ad-ID of the spot the viewer selected. A simple series of 4 tabs leads users to a close: 1) Excitement (rich media), to 2) Further Learn (Product information) to 3) Purchase Decision (Qualified Offers) to 4) Action (Find Store, Print Coupon, Free Quote, etc.). Content is easily customized to adapt to results from data reporting.

TV accountability

Television is under increasing pressure from advertisers and agencies to prove its contribution to the sales process and provide a yardstick for return on investment. The rise in choices has made each medias' contribution to the sale harder to evaluate. Without some accountability, marketers are "flying blind" and increasingly uncomfortable as ad rates continue to rise.

Brand flirtation with non-traditional media is fueled by their need to prove response

Breadcrumbs allows Television to prove its significant role in the sales process and enhance that role by leading consumers into efficient interaction with advertisers while tracking consumer response within the sales process.

Advertisers need an alternative to paid search

For television advertisers and viewers, there's a compelling need for an alternative to internet search. Advertisers need to find an effective method for directing traffic to the Brand Web pages that hold marketing communications meant as follow up materials for :30 second television commercials. Television campaigns are meant to initiate a marketing dialogue with consumers. TV spots are designed to draw viewers into a sales process. Internet search disrupts that process and hijacks your viewers, sending them to your advertisers' competitors.

Consumers prefer the Internet as their "next step".

Today, consumers prefer to inform themselves online before entering into dialogue with marketers. Which Web site they use is critical in determining where that conversation will begin and on its ultimate result. The majority of consumers use internet search for that critical first step in the dialogue.¹ When consumers use search, Brand awareness created by television exposure is quickly reduced to mere category awareness within a Search Engine Results Page (SERP). This page is a product that Google, Yahoo and MSN use to produce revenues by auctioning off each interested consumer. As the majority of Brand Awareness is generated by television campaigns,² the sales response from that awareness is diminished as search companies interject themselves between you and your viewers.

In a little over three years the paid search market has grown to \$3 billion a year and is forecast to continue growing over the next five years to \$7 billion.

Television's answer to paid search

Breadcrumbs is a powerful enhancement to television media that leads viewers into a marketing dialogue with TV advertisers. Breadcrumbing your Network means that if they saw it on TV, they can easily find it on your Network Web site or the Brand Web site, any time they want it. Breadcrumbs enhances the value of your network because viewers will connect only with your advertisers, avoiding the interlopers consumers are exposed to with search. Viewers will find the experience better than search because, with less effort, they'll get the very specific follow-up information the ad moved them to look for.

Accountability enhances value

The improved ability to lead any interested consumers within your cume into their sales process will help lift sales results. Tracking consumer response makes it possible to dynamically learn, adapt and react - just like a smart salesperson - during the run of the campaign. Breadcrumbs will allow marketers to optimize creative executions and audience targeting within an interactive, post-television selling experience. This connection is so simple, complete, relevant, and timely that the Web is transformed into a remarkably sophisticated, TV driven, selling medium.

Breadcrumbs data can make your network more effective for marketers, an even more necessary part of their media plans and help justify higher rates.

¹ DoubleClick Touchpoints II Survey March, 2004
² TVB, Nielsen Media Research Custom Survey 2003

NEED FOR A standard

There is still no viable platform that allows television viewers to easily take-up where a TV commercial leaves off. Serving a consumer's need to learn more and possibly make a purchase decision is an obvious good. The chief obstacle has been the lack of a common standard, available to the entire television audience.

Key Benefits of a Breadcrumbs Standard:

- Easier for viewers to connect with marketers if there is only one way to do it. User confidence and familiarity promotes usage.
- More efficient for marketers to connect with qualified consumers. Consolidates response from highly fragmented television audiences into a single sales funnel. The work required for creating, targeting and delivering presentation materials to one audience can serve the whole campaign.
- More efficient for networks that don't have to develop their own system and then try to sell against other networks' systems to agencies and advertisers that will find a single system more efficient.
- Makes data reporting of consumer behaviors possible across highly fragmented audiences. The population is random and census based (cume). Measurement of actual behaviors and preferences is possible, from television exposure, all the way through the sales funnel.
- Efficient consumer segmentation will be possible. Individual, anonymous, viewer histories of response allow highly relevant profiling and segmentation of consumers.
- Efficient targeting of customized communications based on consumer segmentations is possible.
- "Test marketing" of advertising and marketing communications is possible across the campaign. Test, measure, learn, adjust in real time to continually optimize response and ultimately sales results.

TV is powerful but disconnected

Television has little to offer in the way of direct connection between a commercial and a purchase. This makes it difficult for marketers to gauge television contribution to sales results. The smoke and mirrors of focus group interpretations and polling data are poor substitutes for measurement of actual consumer behaviors. Such behavior is hard to measure because there are no direct pathways from television into the sales process in which consumers can be measured.

The Push for Accountability

Ad agencies are under pressure from their clients to make television more accountable, because while TV is perceived to be the most effective media for brand marketing, the rates continue to rise even as audience levels drop due to fragmentation. Brands would like their perception of value to be reinforced by some measure for return on investment. The lack of accountability creates resistance to rates and many marketers are now making good on their threats to move TV dollars into other media.

Ad-supported television needs to be supported

Consumers only skip ads when they don't perceive them to be of personal value. Ever noticed a viewer quiet the others in the room or turn up the volume on a commercial? They perceived something of value. The ability to act on that value to get more information provides more value.

Commercials geared around an online "payoff", something a viewer might value, provides a new reason to watch, to pay attention, for fear of missing something of value. Serving viewers' self-interest is a powerful way to support the ad model and drive increased response. Otherwise, they might think they're best served by skipping the commercials.

Window of Opportunity can slam shut

It will best serve all of us, Networks, Agencies, Brands and Viewers to take the initiative and fill this need now. The opportunity will only last as long as it takes for the vacuum in the market to draw in a solution that may be powerfully disruptive and mean a loss of revenue, clients and value.

Breadcrumbs is the ideal standard

- Breadcrumbs is supremely easy for viewers to use.
- Breadcrumbs is available through the Internet so it's accessible to the entire audience.

Breadcrumbs not only provides measurement of consumer responses, behaviors and media usage to give clients a measure of ROI, but the tools and platform with which marketers can continuously test, learn and adjust to consumers in order to constantly optimize marketing communications and improve results.

INTEGRATION revenue

Network Web sites bear a burden of high expectations and costs within integrated media companies. Breadcrumbs creates new sources of revenue for the Network by more naturally integrating the Web site as a hub for serving additional value to viewers, after viewing.

The site is available to the network's entire cume, and though viewers may watch the network almost daily, their return visits to the Web site are infrequent. Viewers have a compelling reason to tune-in most evenings for the next episode of a favorite show but less reason to routinely log on to the Web site. Breadcrumbs offers more reasons by linking viewer interest in televised content to the promise of easily finding more.

Key Benefits:

- Increased visits to the Network Web site will have a positive impact on Web site advertising sales.
- ON-AIR programming attracts and holds viewers; it's what they value most about the network. Now your Web site can comprehensively extend the value of what they value most to increase viewer interaction with the network through the Web site.

Enhance Revenue:

- Enhanced Program Merchandising
- Increase sale of Program Sponsorships with Breadboxes.
- Increase Product Placement with Breadboxes

Commercial Data is the Key

Each Network holds a key to advertisers monitoring their media exposures, serving the correct Breadbox and ultimately tracking consumer behaviors to the correct Breadboxes. This key is simply a set of data about each commercial aired from your network playback system(s).

- Ad-ID or ISCI number
- Day and time

This information will need to be sent to Breadcrumbs from your playback system, in real time, through Web services. There will be a modest one-time expense to write a small program to do this automatically for all commercials. If an advertiser is using the Breadcrumbs platform to enhance their commercials, it is reasonable to ask the ad agency to pay for this information from the network.

Program Breadboxes

Networks can create general Breadboxes for Programs or specific Breadboxes for each episode. As the Breadbox is

designed to be a sales funnel, they provide an ideal environment for program merchandising.

Program Sponsor Breadboxes

Networks can offer advertisers much more integrated program sponsorships with episode specific Breadboxes. The Breadbox serves as a dynamic selling channel driven by the episode's content. For instance, when a sponsor's products and services are featured within a program, the Breadbox can expand the selling context for each product beyond the time limits of the program. As the products were placed within the context of the episode, in the Breadbox, the episode's context is integrated into the brand's Breadbox. The network creates a fuller and deeper sponsorship opportunity while the brand enjoys a much better sales context associated with the program. The program is the critical emotional driver and context for an online sales funnel which allows viewers to find what they want so that brands can engage with consumers who watched and want to know more.

Product Placement Breadboxes

As more advertisers look for ways to capitalize on product placements, these Breadboxes provide a way to go beyond simple product association. The Breadbox is a dynamic selling channel, initiated by the placement and integrated into the Program Breadbox.

Breadcrumbs raises profile of the Web site

As more advertisers build in their Call to Action (CTA) to the network Web site, the number of visits to the Web site will increase. The network will also benefit by adding an appropriate CTA to program segments and promos.

Breadcrumbs sits lightly on the Web site

Breadcrumbs requires you add a simple Breadcrumbs menu link on your Web pages. The on-screen Call To Action directs viewers to your Web site to "follow the Breadcrumbs" so the link should be easy to find. Clicking the link will launch a separate window displaying the Breadcrumb log for the network.

The log is a graphical timeline that displays a Breadcrumb for each segment of televised program content. The Log is a navigational tool connecting desire from on-air content to its matching extended content online. As this information is typically located deep within the network site as well as deep within various other Web sites (like the brands') the log makes it all easily accessible to viewers.

PARTNER requirements

Key Agency Requirements:

- Agency will create a unique 6-digit Breadcrumb ID for each Brand account. This ID will be permanent to the Brand account.
- Agency will add the Breadcrumb ID to the AD-ID, using a separator, on all media time orders.
- Agency will add a call to action in the commercial inviting viewers to respond online to a) the Brand Web site or b) the Network Web site.
- Annual Brand license agreement.

Key Network Requirements:

- From Time Orders, Network will enter the Breadcrumb ID + Ad-ID into traffic orders in the usual field for the Ad-ID.
- Network will create a unique 6-digit Breadcrumb ID for each Promo type. This ID will be permanent to the Promo type. Network will include the Breadcrumb ID for each promo along with the promo file data.
- Network will send in real time, for each network playback event, certain data to Breadcrumbs Web services (see data to send, below).
- Networks will promote Breadcrumbs response with a call to action on Program segments and Promos.
- A navigational link to Breadcrumbs on you Web site pages.
- Annual Network license agreement.

Breadcrumbs uses back-end network playback data.

The Breadcrumb log is created using various pieces of information that are currently included in your existing systems used for playback of program content. It will be necessary to write a program for your systems that will send the necessary data to Breadcrumbs through Web services, in real time.

Data to send for commercials:

- Ad-ID or ISCI number
- Day and time

Data to send for programs:

- Program name (correct spelling)
- Episode name (correct spelling)
- Day and time

Commercial Breadboxes

Agency will use Breadcrumbs' Breadbox Web Tools to assist in the creation of custom Breadboxes for each Ad-ID in each campaign. Breadboxes can be customized to specific Networks, Programs, Geographic Regions or Markets.

Agency may elect to engage Breadcrumbs' consulting services to integrate the Breadbox tools automatically with the agencies "back-end" data systems and client digital assets so that Breadboxes may be more automatically generated.

Networks will treat their promotional announcements as commercials and use the Breadboxes for their network promos as the agencies will for their clients' commercials.

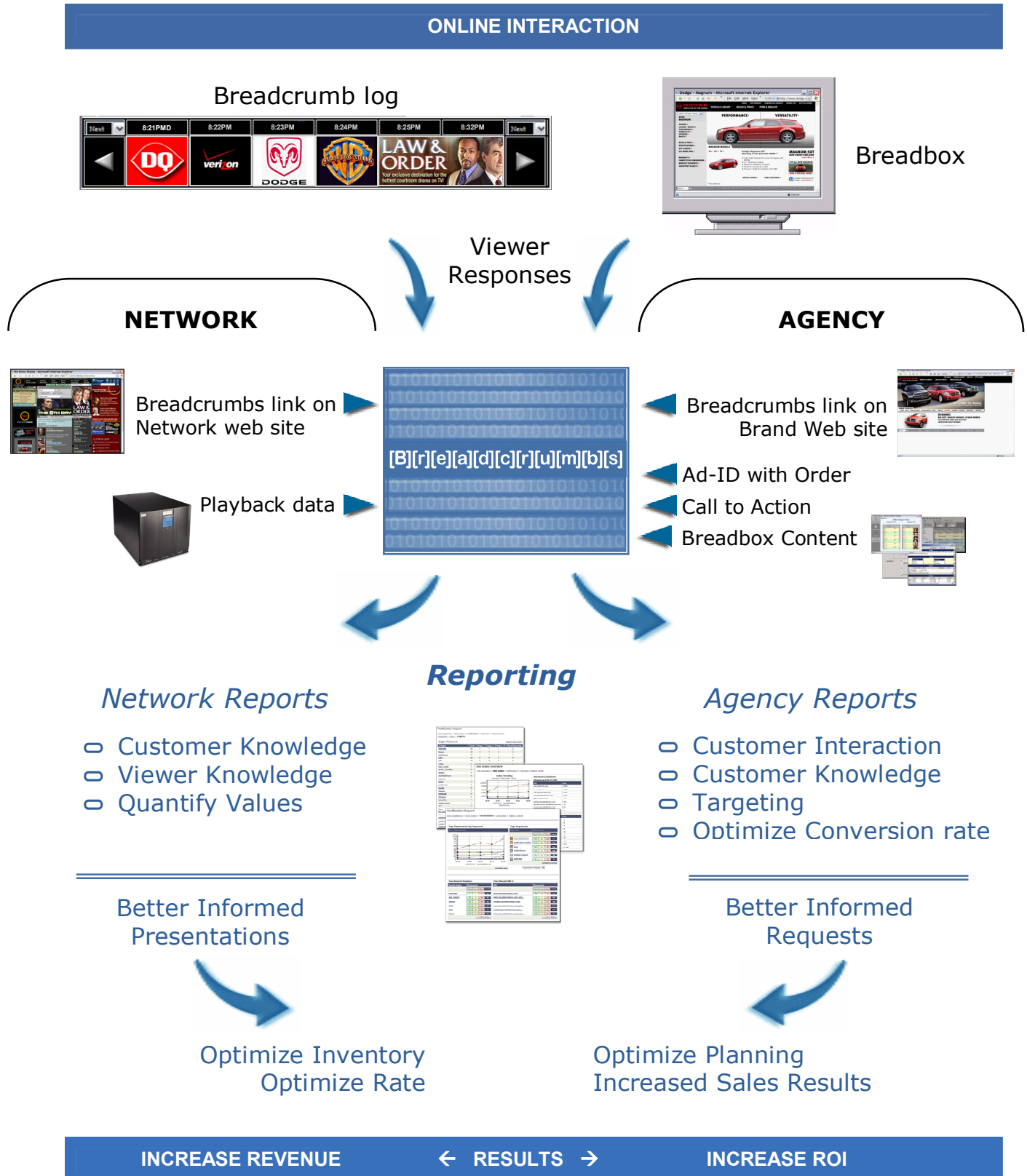
Program Episode Breadboxes

Network will use Breadcrumbs' Breadbox Web Tools to create custom Breadboxes for each Program episode.

Network may elect to engage Breadcrumbs consulting services to integrate the Breadbox tools automatically with the Network's "back-end" data systems and/or the studio's digital assets so that Breadboxes may be more automatically generated.

Network can customize the Program episode Breadbox for program sponsorships that enable sponsors to use the Breadbox as a selling channel to viewers. This would involve a customized sales product for the network to conceive and sell to advertisers.

CONTENT IN data out



DATA reports

Response Reports	Benefits	Agencies and Marketers	Networks and Stations
Breadcrumb log reports by Ad-ID Reports response to commercials (by Ad-ID) or groups of commercials (all Ad-IDs in a campaign) within a specific date range, by network(s), program(s), or market(s).	Gauge the ability of specific spots or campaigns to drive response	✓	✓
Breadcrumb log reports by Product Category Reports response to individual Product Categories, within a specific date range, by network(s), program(s), or market(s).	Compare Brand, Network or Program responses by Product Category.	✓ *	✓
Breadcrumb log reports by Network Reports response to Brands, Product Categories or Programs within a specific date range, by market(s) or dayparts.	Analyze Networks' response patterns.		✓
Breadcrumb log reports by Program Reports response to Brands or Product Categories within a specific date range, by market(s).	Analyze Programs' response patterns.		✓
Breadcrumb log Trend reports Track acceleration or deceleration of responses over the period of a campaign.	Analyze the effect of reach, frequency and adjustments to the campaign.	✓	✓
Breadcrumb log Latency Analysis reports Chart the intervals between the time-stamp of the Breadcrumb (air time of spot) and the time of day the Breadcrumb was selected (when user responded online).	Analyze the effects of time on responsiveness.	✓	✓
Media Usage reports Chart Viewing Habits over time by Networks, Programs or Commercials, Product Category. Chart Online Habits by time of day; Networks, Programs, Product Categories.	Learn viewing patterns and Online patterns from respondents	✓	✓
Breadcrumb Histories Census based, anonymous, user histories of Breadcrumbs used within a date range by Product Categories, Networks, Programs and Markets.	Target viewer/customer segments based on recency theory and customer value profiling.	✓	✓
Brand Reports	Benefits		
Breadbox reports Develop custom reporting abilities based on the needs of the brand. Tracks success and failure points in leading consumers through your sales process to close. Compare Closing ratios by consumer profiles, market, programs.	<i>Customize Breadboxes based on Markets, Programs, Networks or Breadcrumb Histories. Track response and optimize results.</i>	✓	
Breadbox Path reports Analyze all the paths taken through the Breadbox sales process and the number of traversals on each path.	Learn from consumers how to optimize the presentation.	✓	
Breadbox Trend reports Track results of changes to content by tabs, consumer profiles, markets and programs over time.	Measure effectiveness of changes over time.	✓	

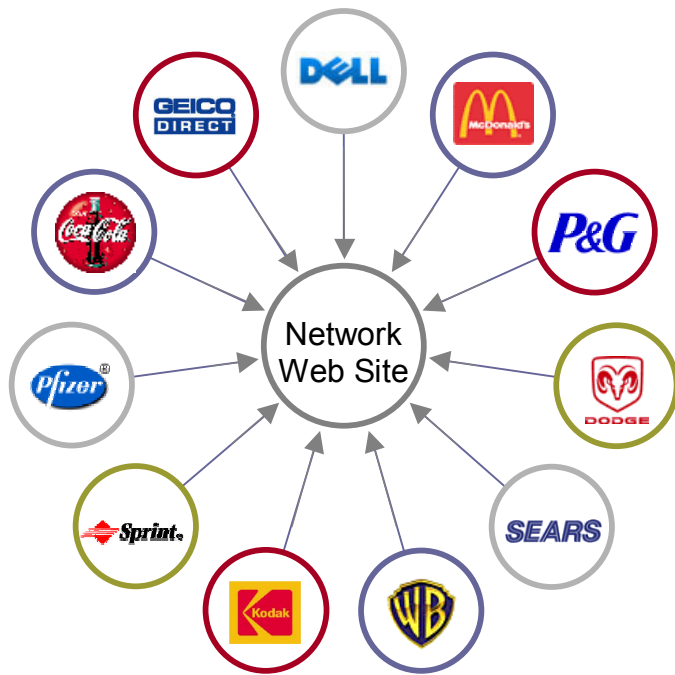
*Limited Reporting

CROSS-BRAND leverage

When the Call to Action is to the Network Web site

Media Brands help drive consumers to Advertisers:

- Highly Branded Cable networks already promote their Web sites.
- The one network URL is far easier to remember than the dozens and dozens of brand web site addresses.
- The Network Web site takes on a new value for audience as convenient reference point.
- Highly fragmented media buys can focus audience response to a single, specific selling channel.



When the Call to Action is to the Brand Web site

Brands connect consumers back to Networks for info:

- Well established Brands with simple or obvious Web site addresses may prefer their own site for the Call to Action.
- Brand customers can link back to the Network Web site when they investigate the commercial they watched.
- The Brand Web site now makes it easy for viewers they've successfully reached (want more info) by providing an easy link for ad-specific needs.



9-08-2004

The information contained in this document represents the current view of Breadcrumbs Inc. on the issues discussed as of the date of publication. Because Breadcrumbs must respond to changing market conditions, it should not be interpreted to be a commitment on the part of Breadcrumbs, and Breadcrumbs cannot guarantee the accuracy of any information presented after the date of publication.

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