

NEW VIDEO DIGITAL SERVICES
KEY DIGITAL PLATFORMS

DIGITAL PLATFORM	TYPE OF SERVICE	KEY FACTS	DEAL STRUCTURE	NEW VIDEO DISTRIBUTION FEE
Apple iTunes	Download-To-Own, Download-To-Rent	Territories include USA, Canada, United Kingdom, Australia, New Zealand	iTunes keeps 30% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Apple iTunes
Microsoft Xbox	Download-To-Rent	Customer pricing similar to iTunes; installed base of over 10 million	XBox keeps 30% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Xbox
Sony Playstation	Download-To-Own, Download-To-Rent	Customer pricing similar to iTunes; installed base of over 5 million	Sony keeps 30% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Sony
Amazon Unbox	Download-To-Own, Download-To-Rent	Customer pricing similar to iTunes; over 58 million visitors per month	Amazon keeps 35% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Amazon
Blockbuster	Download-To-Own, Download-To-Rent	Customer pricing similar to iTunes	Blockbuster keeps 50% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Blockbuster
CinemaNow	Download-To-Own, Download-To-Rent	Customer pricing similar to iTunes	CinemaNow keeps 50% of what they charge the customer	New Video keeps 15% of revenues remitted to us by CinemaNow
Vudu	Download-To-Own, Download-To-Rent	Customer pricing similar to iTunes; customers must first buy set-top box	Vudu keeps 50% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Vudu
Fancast	Download-To-Own, Download-To-Rent	Owned by Comcast	Fancast keeps 50% of what they charge the customer	New Video keeps 15% of revenues remitted to us by Fancast
Netflix Watch Instantly	Subscription Streaming	Over 6 million active users	Netflix pays a one-time license fee for unlimited use. Fees vary per title	New Video keeps 15% of revenues remitted to us by Netflix
Hulu	Ad-Supported Streaming	Over 88 million video views per month; co-owned by NBC and News Corp.	Hulu keeps 50% of the advertising revenues	New Video keeps 15% of revenues remitted to us by Hulu
YouTube	Ad-Supported Streaming	Major competitor of Hulu; Google-owned premium site	YouTube keeps 45% of the advertising revenues	New Video keeps 15% of revenues remitted to us by YouTube
TV.com	Ad-Supported Streaming	Major competitor of Hulu; CBS-owned	TV.com keeps 50% of the advertising revenues	New Video keeps 15% of revenues remitted to us by TV.com

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Snagfilms	Ad-Supported Streaming	Currently they only offer documentaries	Snagfilms keeps 50% of the advertising revenues	New Video keeps 15% of revenues remitted to us by Snagfilms
Sling	Ad-Supported Streaming	Competitor of Hulu; customers must first buy set-top box	Sling keeps 50% of the advertising revenues	New Video keeps 15% of revenues remitted to us by Sling
ZillionTV	Ad-Supported Streaming	Launching in 3Q'09	Currently in negotiation	New Video keeps 15% of revenues remitted to us by ZillionTV
Sezmi	Ad-Supported Streaming	Launching in 3Q'09	Currently in negotiation	New Video keeps 15% of revenues remitted to us by Sezmi