

Advertising and Sponsorship on

iThentic

made for mobile

not everything. just the good stuff.



What is iThentic?

iThentic is an online and mobile video content company dedicated to bringing the best in independent production to the web and to wireless platforms. iThentic acquires, produces and distributes original, independently-produced short form video content. iThentic aims to be a tastemaker and a destination for viewers seeking the very best in video on the Internet and on mobile.

"I see a unique creative opportunity. This new digital world is a better world... Better because great content will now be available forever. Better because finding it will no longer depend on being in front of the TV or radio at exactly the right moment."

Mark Thompson, Director General of the BBC

Our Channels



We believe...

The exploding marketplace for online and wireless content demands new formats and ideas. The nimble production skills of independent producers - and the homegrown talent of inspired amateurs - are ideal for creating genuinely original content for the digital universe.

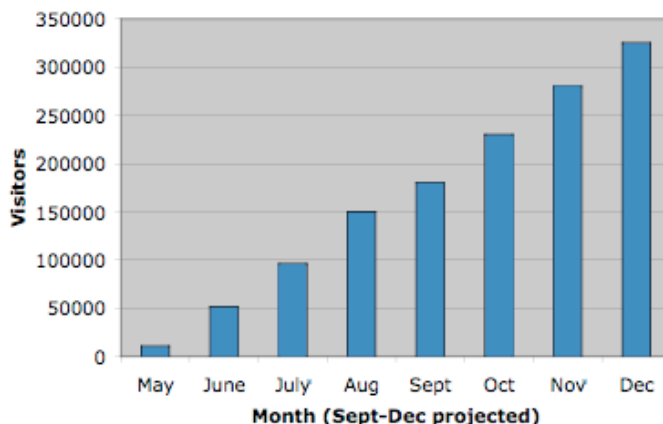
Not everything. Just the good stuff.

Our audience is interested in online video which has been organized and created by professionals. They are discerning and self-described experts of pop culture, independent music and film, and hot new content on the Internet. These are early adopters of new media content - a valuable target demographic for all advertisers.

Our traffic is building quickly.

iThentic is developing an audience. Our most active visitors spend 30 minutes on the site, sampling over 20 pages. Return visitors are increasing over 125% per month. Traffic growth is substantial. Since launching, iThentic has demonstrated steady gains in market share in an increasingly crowded space.

iThentic Traffic Growth



You can sponsor an entire iThentic channel for a month, quarter or year. Please contact us for the details.

"I am fascinated by the potential of mobile video devices... The possibilities for film-making are endless."

Gary Oldman, actor/filmmaker

What is the opportunity?

Most North American Internet households today are equipped with broadband connections which enable high speed transfer of data and video files. As a result, three out of every five Internet users watch online video today. With the rollout of high speed 3G mobile networks, 45 million consumers globally are already active mobile video users -- and the US, the world's largest English language market, is just getting started.

Mobile video customers*	2006	2010
US	7 million	24 million
Worldwide	45 million	500 million+

* US figures from research company, IDC (July, 2006); worldwide numbers from eMarketer (April, 2006).

What's different about iThentic?

Unlike other online video sites, iThentic's content is:



- **Filtered:** cuts through the clutter so we program "just the good stuff"
- **Cleared:** legal, with rights properly licensed, to protect business partners
- **Professional:** well-made, adhering to technical and creative standards
- **Original:** substantially "Made for Mobile" programming, not re-purposed
- **Mobile:** focused on shorter form, "bite-sized" content

How does iThentic work?

iThentic acquires, commissions and produces content that addresses the unique characteristics of online and mobile video. We then program the best videos into one of our 12 individually branded online channels and deliver selected videos to cellphones and other wireless devices. The iThentic mobile video service is currently available through Rogers Wireless and Telus Mobility in Canada, and in the US has launched via Cellfish to all US carriers and directly through the WAP site - www.cellfish.com.



"I think you're going to start seeing new talent emerging from this world and going to TV and film."

Jamie Patricof, President, The Daily Reel citing shorts online discovery Lisa Nova, now a regular on Mad TV.

"We're all aware how hugely significant this is going to become both culturally and financially in the next couple of years."

Les Moonves, CEO of CBS

"Mobile takes us back to our roots. Shame on us if we don't achieve creativity with wireless."

Van Toffler, President of MTV Networks

To learn more, visit www.iThentic.com or contact noam@ithentic.com

Advertising Rates on iThentic.com

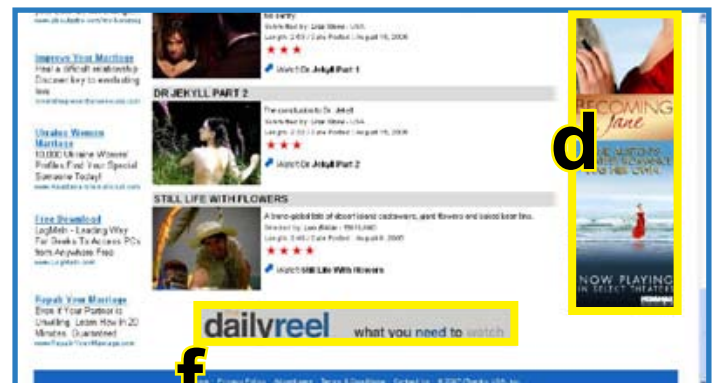
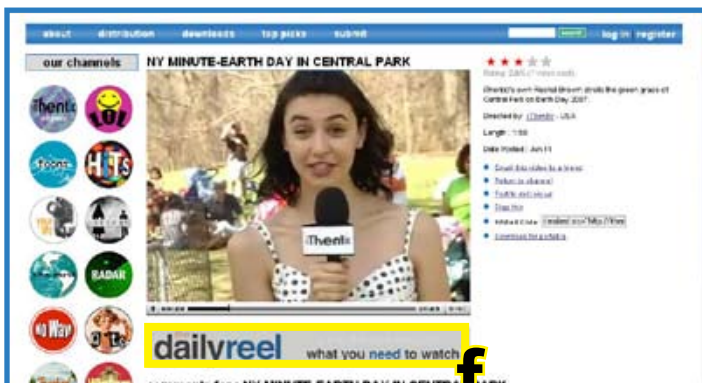
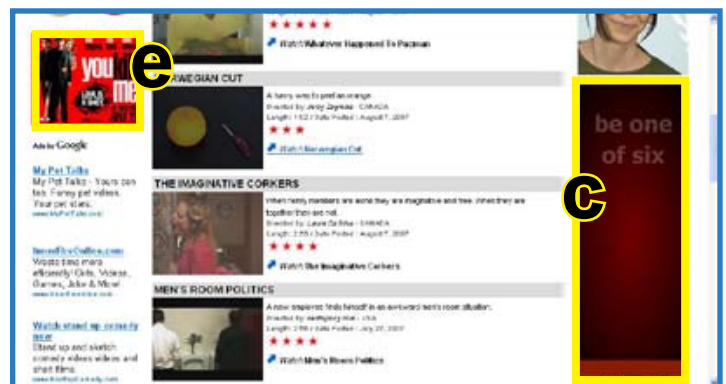
We've created an affordable, effective way to share your message with discerning consumers. By advertising on iThentic, your brand is associated with premium content and a first-rate, high-quality viewing experience.

Static and Animated Ads: (all amounts in U.S. dollars)

	Size	Location	Pages	Static	Animated (gif, swf)
a	Leaderboard (728 x 90)	top center	All	\$850	\$1000
b	Skyscraper 1 (160 x 600)	right of page	Home/channel pages	\$800	\$950
c	Skyscraper 2 (160 x 600)	right of page (below 1)	Channel pages only	\$750	\$900
d	Skyscraper 3 (160 x 600)	right of page (below 2)	Home/channel pages	\$750	\$900
e	Channel Button (160 x 160)	left side below channels	All	\$650	\$800
f	Small Banner (468 x 60)	below video list/player	All	\$700	\$850

(monthly rates)

To place an ad, please contact Jocelyn@ithentic.com, 646.723.4502



You can also sponsor our original, made-for-mobile series.

iThentic has an industry-leading slate of programming in production and in development:



GLOBAL MOBILE: iThentic and ITVS International have teamed to commission 8 short mobisodes -- from award-winning filmmakers around the planet -- focused on one theme -- FOOD. The series will launch in October 2007.



GREEN MINUTES: iThentic has partnered with ASCAP for this series showcasing musicians committed to touring 'Green.' With several minute-long episodes already completed, featuring Moby, ?uestlove, Grace Potter and others, iThentic plans to produce a series of 20-25 GREEN MINUTES over the next year.



HOT OR NOT?: Another series from iThentic's in-house production team, HOT OR NOT? is a light entertainment magazine hosted by reporter Rachel Brown, who takes a look at fashion trends -- mostly on the streets of New York City.



DOPPELGANGER: Parents kidnapped by aliens? That's how Kyle sees it -- and that's why he's on the run. DOPPELGANGER is a science fiction comedy series in the tradition of SLITHER, created by writer/director Sean Carley (MTV's UNDRRESSED, CHARLIE JADE, DEGRASSI: NEXT GENERATION.)



STOP BLAMING CANADA: Remember that Oscar-nominated song -- Blame Canada! -- from the South Park movie? STOP BLAMING CANADA, a 26 x 2-minute series, rebukes, retorts and repels a raft of false accusations.



THIS IS MY LIFE: This daily series of 2-minute video clips presents the lives of ordinary North Americans told in their own words. It's a contest in storytelling which invites everyday people to tell their life stories, their origins and their beliefs. It's BIOGRAPHY on fast-forward-- but told by real people in their own words.

GIRLS WITH GUITARS: As its name suggests, this series profiles girls who rock. These women can really play, and they bring a unique perspective to a genre generally associated with men.

iThentic

We can craft a customized sponsorship to match our series with your own marketing plans. Please contact iThentic CEO Catherine Tait (Catherine@ithentic.com) to begin a conversation.