IMRO-MCPSI - Broadcast and Online Licensing

Please return for attention of: Andrew Walsh

General Entertainment On-Demand (GEOD) Information Supply Form

All details supplied on this form will be treated as CONFIDENTIAL

General Information

Name of Licensee

Registered Company number (provide the licensee's status if not registered e.g. Sole Trader, Partnership)

Address

Contact name

Phone number

Fax number

Email address

Date of launch of service

Date of termination of service (if service is due to cease during 2008)

Service Information

Please outline the nature of service

(e.g. video on demand service, IPTV, podcast, audio visual download service)

Please tell us about your business model

(e.g. is content made available to consumers free of charge, on a subscription basis, ad-revenue supported, paid per use, or in any other way including combinations of the above?)

If subscription, what is your estimated number of subscribers by the end of 2008?

Estimated revenue from the service, and on what basis (e.g. how much per download or per month etc.)

Please describe the content that will be made available (e.g. sports, comedy, feature files, TV programmes)

Will the consumer be able to retain any downloads permanently, or is all content either streamed or set to time out after a certain period? (download-to-own or temporary/rental)

	Streaming / rental Where the consumer does not keep a download permanently (e.g. streaming or temporary download which 'times out' within 30 days)	**Download to Own** Where the consumer keeps a download permanently (e.g. electronic sell-through or unrestricted download)
How many pieces of content do you expect to be viewed in 2008, or how many total hours of viewing do you expect?		
Average duration of a piece of content		
Price points (if applicable)		
Average music duration as percentage of whole duration of content		
For how much of this music have you secured a 'buy out' for all mechanical rights for on-demand usage?		
Where are you sourcing your content - is it acquired/pre-existing, or are you creating new material		

Please supply any relevant further information (such as list of content or programming, business plan, usage projections etc.) that may assist us in understanding the type and scale of service you are proposing