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Comments by Guillermo Kopp
Chairman, GUAU Corporation



PLUGGED IN – FOLLOW UP THOUGHTS

1. ***Engaged Customers:*** *Text content, bundled with multimedia ads, should spark consumer interaction. Aggregation, localization, interactive tools, and specialization will enhance the customer experience.*

→ **Comment:** We believe that similar to silent movies, plain text has lost its steam. Consumers want to have a say, and deserve a choice of media and interaction style. Customers will be most engaged when interacting with live content that enables online participation and collaborative creativity.

2. ***Multiplatform:*** *Consumers want simple ways to get content on any device, anywhere, anytime. Their increased preference for multimedia calls for a cultural shift away from single platform delivery.*

→ **Comment:** We see the strategic opportunity to bundle content within a broader 360 degree multiplatform experience. Interactive multimedia will allow customers to browse and buy products and services from any device. Media companies must connect content with brands and consumer items.

3. ***Pricing:*** *New media is improving consumer convenience, but must respect the intellectual property of the content. Multiple opportunities will emerge to monetize a blended mix of advertising and content.*

→ **Comment:** We find that massive channels, e.g. a few billions of mobile devices, will open new markets and customer touchpoints. Different media interactions (such as read, view, watch, shop) should blend free and micropayment pricing level content so it is widely perceived to be affordable.

4. ***Syndicated Business:*** *Companies should open their minds to the needs and preferences of emerging segments. Driven by a flood of new artists and publishers, new ways of consuming content will arise.*

→ **Comment:** Companies must understand evolving demographics and find creative ways to serve them. Partnerships between distributors and producers of content will open multi-company gateways, and aggregate media mash-ups. Winners will provide high-quality information that customers need to have.

5. ***A Need for Speed:*** *The customer experience is shifting towards multimedia interactions. People may no longer rely on passive Internet text browsing as their primary interaction preference.*

→ **Comment:** We envision a constructive interplay between rich multimedia content, device capabilities, and broadband delivery. Wireless connectivity, increased network speed, and bandwidth capacity will benefit content providers by loosening up cable and other captive distribution models.