

The best of both worlds!

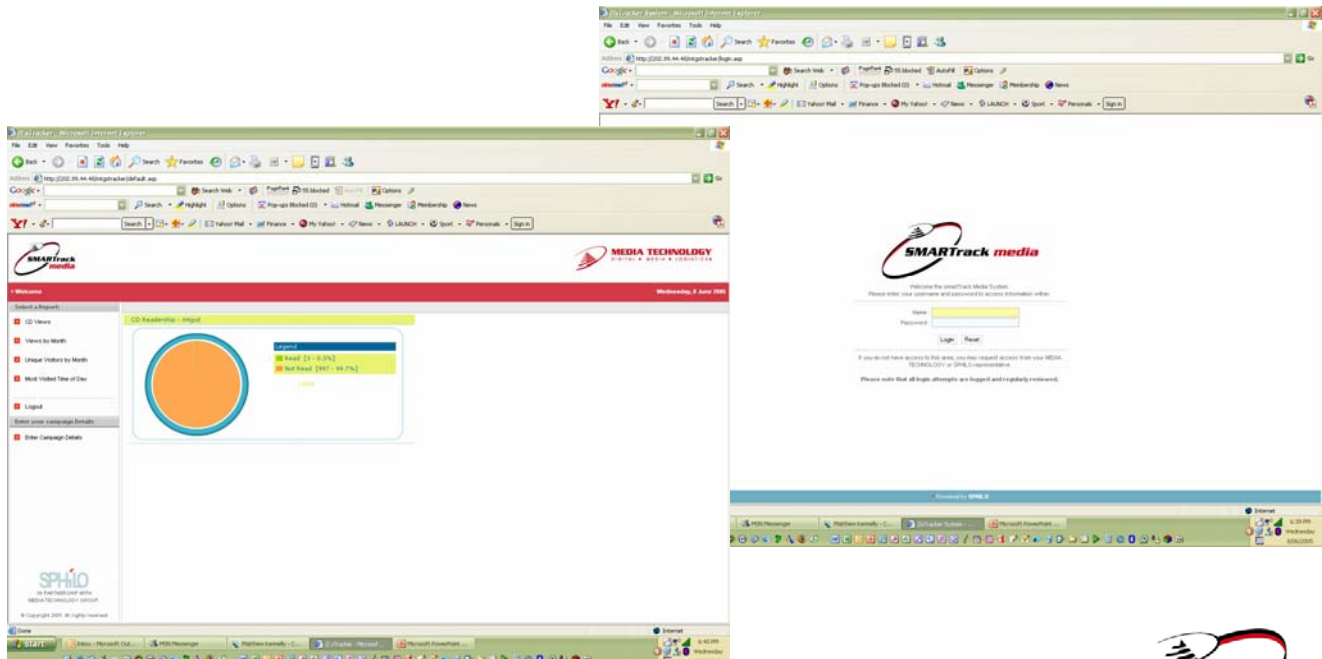


is Direct Mail that combines print and discs so you can track what your customers do (and think) about your offer.

SMARTRACK MEDIA: How CDs and DVDs are increasing sales and showing marketers where responses come from (and why).

SMARTrack Media™ Frequently Asked Questions

Version One – Dated 24th June 2005



Technical:

- Question:** How does the CD, DVD or other Digital Media 'track' viewing habits?
Answer: Before producing the CD or DVDs, Media Technology will 'tag' certain points within the master disc based on your requirements, which will be collected once your client/partner/customer views the disc and connects to the internet.
- Question:** Do I have to wait to create a 'Master' before adding SMARTrack Media™?
Answer: No you don't. If you are developing your content using either 'FLASH' or 'DIRECTOR' software packages, we are able to add 'tagging' points in conjunction with your development house or in-house designers via the internet. We are then able to test the tracking points during on-going development, thus reducing testing time.
- Question:** Since I have already created & produced my 'Master' CD/DVD, is it too late to add SMARTrack Media™ to my communication message?
Answer: No, even though the Master has been created, once you have discussed what part of your content and interface you would like tracked with your Account Manager, Media Technology can add the 'tagging' points to your content and create a new Master.
- Question:** How long does this take to apply SMARTrack Media™?
Answer: Should we need to create a new 'Master', Media Technology would need three-days to create the tagging points, fully test the tracking on your branded 24-hour web based system and then return the master for production.
- Question:** How difficult is it to add the SMARTrack Media™ tracking module to my website and our technical department may not have the necessary expertise?
Answer: SMARTrack Media™ is not added to your existing website tracking system. The system was designed to run independently and can be accessed twenty-four hours per day via your own branded web page using your own 'USER' name and 'PASSWORD'. This access can be through any internet browser. E.g. Microsoft Explorer
- Question:** Once the 'disc' is loaded into my customers computer, how long does it take before I can start to track the results through my branded web page portal?
Answer: As long as your customer's PC is connected to the internet, the reporting system will be updated almost immediately. By refreshing your 'Internet' browser page once you have logged into your reporting system, you will be able to see changes based on the number of discs being viewed also instantly.
- Question:** What if my audience is not connected to the 'Internet' while viewing the CD/DVD?
Answer: If your customer is not connected at the time of viewing, the 'disc' will prompt the person to connect to the internet so the reporting system can be updated. If they choose not to connect, no details about the viewing habits of the 'disc' will be stored on their computer for future downloading.

Question: What if they are not connected but I would like them to?

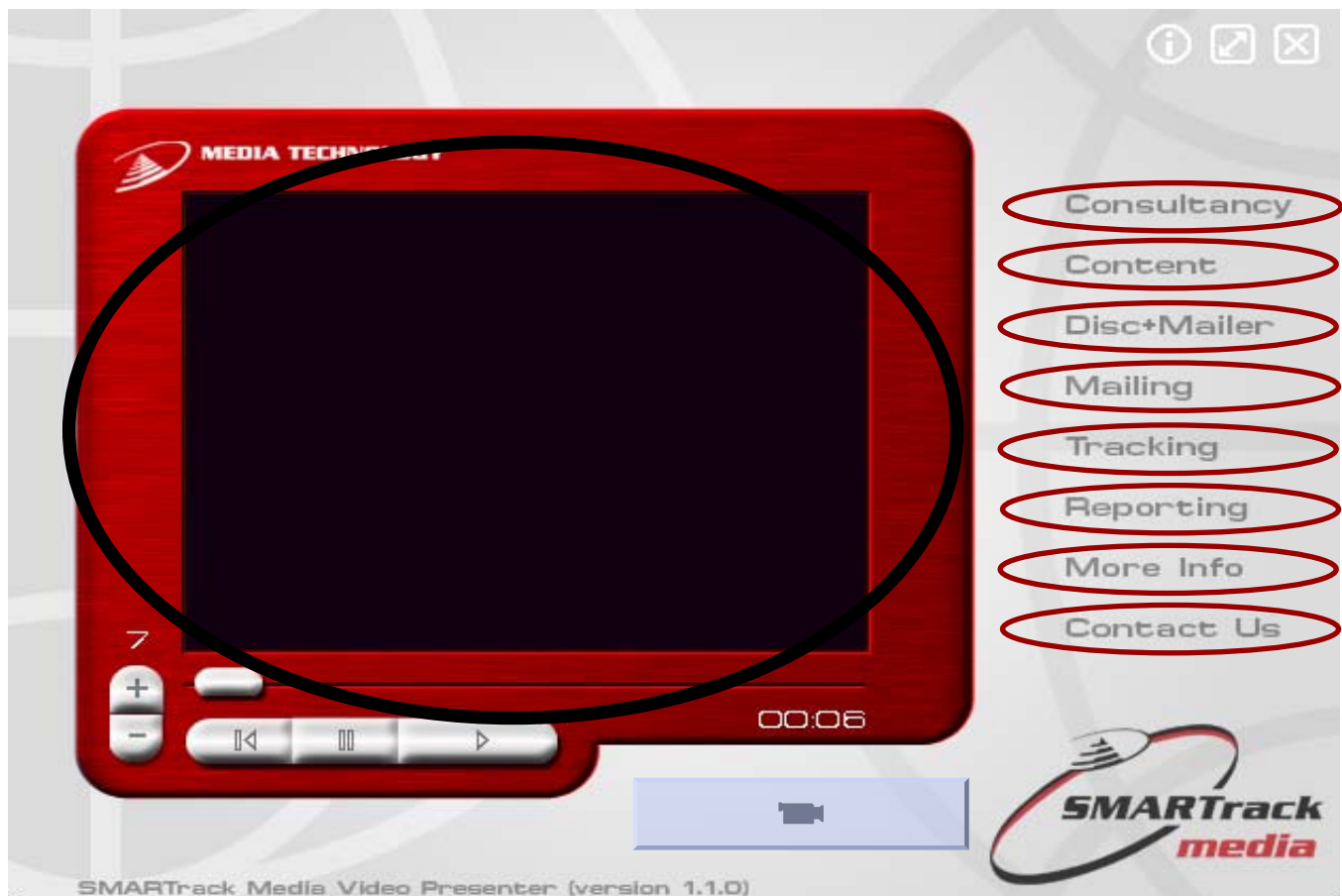
Answer: From our experience, we suggest that you inform your audience that you are carrying out 'Marketing Research' and wish to learn more about what they liked or didn't like as the case may be about your communication message or offer. Should you wish to gain additional information about your customers, we suggest that you place some form or incentive or offer on the disc to entice them in giving more data.

Question: What if I need to produce a presentation or report and I can't get access to the web based reporting portal?

Answer: In your first instant, call your account manager who will ascertain the issue before suggesting any possible support.

Question: How can I see an example of SMARTrack Media™ working in action?

Answer: When viewing Media Technology's SMARTrack Media™ presentation, there are a number of sections on our CD & DVD that are being tracked. When discussing SMARTrack Media™ with your account manager, they will be able to illustrate which sections on our interface are 'tagged' and how this data is collected through our own web branded portal.



Sales, Marketing and Reporting:

Question: Do I need to have my own content already prepared for a communication campaign?

Answer: The simple answer is NO! Media Technology has a team of highly skilled content partners who can assist with content design.

Question: Can I use existing collateral and content provided by my own web designer, ad agency etc even if I used material for two or three different campaigns?

Answer: OF COURSE! We recommend that if you haven't used disc communication before, then you should utilise as much material as possible or as is available. After all, your in-house marketing department or agency knows your business better than we do!

Question: Can parts of my website be featured on my disc content?

Answer: YES, in fact, we would be worried if they weren't! Having parts of your website featured on your Direct Mail CD allows for consistency of message and gives your customers/members/partners the option to 'click' through to your website and become more interactive with your company. Like many other 'direct mail' or 'communication' campaigns, you are still able to ascertain through a number of proven methods how many customers responded to your message

Question: What advantages do I receive by adding SMARTrack Media™ to my communication or direct mail campaign?

Answer: Like many other 'direct mail' or 'communication' campaigns, you are still able to ascertain through a number of proven methods how many customers responded to your message using CDs, DVDs or memory sticks. However, unlike more traditional methods, it is very difficult to find out what part of your message they didn't see and the reasons to why they may not have responded. SMARTrack Media™ enables you to track what part of the content was viewed or not viewed and enables you to make some assumption to the reasons why. Please refer to the SMARTrack Media™ disc presentation for more detail and full explanation.

Question: Can I run multiple campaigns at the same time?

Answer: Yes, you can run two or more campaigns at the same time. A new 'tracking' package would apply to your revised campaign and a new 'USER' name and 'PASSWORD' would be set up. Pricing would be \$3,500+GST, however please discuss your requirements with your Account Manager.

Question: But how can we be sure our audience will play the CD or DVD we send them?

Answer: Ah, the sixty-four million-dollar question! With so much material being sent out these days, the advantage of disc+mailer communication is that the perceived value is about \$30, so there is a greater desire to see what is on the disc than say, viewing traditional direct mail material. Your Media Technology account manager will be able to offer some tips on how to make sure the CD is put into your customers PC drive.

Question: What is the price for SMARTrack Media™ and what comes with the package?

Answer: When you confirm your order for SMARTrack Media™ and based on the 'tagging' points you require for your campaign, you receive the following features & benefits:

- Up to 10 tagging points on your CD or DVD content
- The set-up of your own 'branded' website with 24-hour access
- Full testing of your CD/DVD on SMARTrack Media™ to ensure the 'tagging' points are being recorded correctly
- Three-months website access with password and user access (Additional tracking access is available and please discuss the pricing with your account manager)
- Training and assistance of the reporting system
- Ability to amend the number of CD/DVD's in your campaign throughout the three months

.....For the price of \$3,500+ GST.....

Question: When purchasing SMARTrack Media™, what reports come as standard?

Answer: Once activated, the following reports are able to be accessed

- CD/DVD views e.g. CDs read and not read
- Number of 'Page' views per month (& consolidated over 3 months)
- Number of 'Page' views per day
- Number of 'Page' views per hour
- Rolling 'counter' based on your tracking points e.g. Section 1, Section 2, etc, etc
- Number of 'Unique' users per day, per month (& consolidate over 3 months)
- Most 'Visited' time of the day
- Ability to change the number of CDs or DVD's in your campaign e.g. once trial period is complete, main mail out may begin...

See your Account Manager who can demonstrate the reporting system in more detail.

Question: Ok, I understand what reports are standard, can I make any other assumptions apart from the 'standard' reporting?

Answer: Yes, based on the number of CD, DVD or other media views, versus the number of unique users and page views, you will be able to make some assumptions to how often your content was viewed in the same organisation.

Question: Am I able to request additional tracking reports or information about my audience once the campaign has begun?

Answer: While additional SMARTrack Media™ reports are being developed, at this time, no other 'tracking' reports are available. Due to the protection of our customer's data privacy rights, no data relating to your target audience can be collected. e.g. IP address, name

Question: I understand what I can track, how do I get more detail about my customers?
Answer: While SMARTrack Media™ tracks your audiences viewing habits, it does not collect any information about them personally. If you wish to gain additional information for data collection and future mail-outs, Media Technology can offer consultancy on the type of offer you may need or incentive to persuade your audience into registering their details. e.g. name, address, phone, email using incentives such as competitions, giveaways, discounts, memberships, etc....

Question: If I do choose to seek additional information about my customers, what do I do?
Answer: Media Technology can arrange to have a web registration page set up which would be linked from your CD or DVD. Once your customer is redirected to this web page, they can register their details in a 'easy-to-use' entry system, which is then converted to a 'EXCEL' spreadsheet which we would supply back to your organisation. Prices for this service can be discussed on a case-by-case basis.

Question: I've never used CD/DVDs to communication or attract new customers in past, should I be using more traditional methods like 'brochures' instead of taking the risk by trying something new?

Answer: Certainly not, based on four-million disc+mailers having been supplied into the Australasian marketplace during 2004, it is highly likely that Media Technology has supplied the sector or one similar to the one you involved in. See your local Media Technology account manager for more detail.

Australia: 1300 550 587

www.mediatechnology.com.au

New Zealand: 0800 423 766

www.mediatechnology.co.nz

Question: Is there any limit on the number of CDs or DVDs required, should I decide to apply SMARTrack Media™ to my direct mail or communication campaign?

Answer: No, there isn't any limit, however we suggest that as part of the initial consultation with your Media Technology Account Manager, you highlight what you are trying to achieve from your campaign. During this consultation meeting, you will be able to ascertain if SMARTrack Media™ is relevant to your business based on the number of discs ordered.

Question: What happens if my customer base is say, 10,000 customers but I only want to target 500 in my first mail out to ensure my message is well received?

Answer: The full SMARTrack Media™ fee of \$3,500+GST would still apply, however the initial reporting would illustrate that only 500 discs were sent out. Once you were satisfied that your message has been well received, you are able to amend the reporting counter to show 10,000 discs.

Question: What if I have a number of questions about SMARTrack Media™ that I need to convey to my colleagues about the features & benefits of the system?

Answer: Media Technology has produced a range of materials for you and your company that fully explains the benefits and reasoning behind SMARTrack Media™. Should you require additional information that is not covered in the presentation, please visit the website at www.smartrackmedia.com or call your account manager for more detail.

Australia: 1300 550 587

www.mediatechnology.com.au

New Zealand: 0800 423 766

www.mediatechnology.co.nz

Question: Now that I've purchased SMARTrack Media™, discussed my tracking points and decided on when my campaign begins, what happens next?

Answer: Media Technology will engage with our joint development partner, SPHILO to ensure your 'disc' tracking campaign is actioned. Depending on how the 'disc' is to be tracked, Media Technology will handle this requirement or a representative from SPHILO will be in touch with your development or content house to arranging the 'tagging' points.

Should any issues arise from this initial conversation, your Media Technology Account Manager will be in touch to discuss the situation further.

Question: How can you be sure using SMARTrack Media™ can make me more sales?

Answer: No direct mail tool or communications program can offer a guarantee of increased sales. However, SMARTrack Media can allow you to accurately ascertain if your message is being read, if your campaign is reaching your target audience, if your target market is actually viewing the information, and how many people responded versus just viewed your offer/s.

Question: The presentation mentions that up to 82% of our audience will find a way to view the CD or DVD. Also, I have heard that a response rate for CD & DVD along with the perceived value of \$30 is about 6-8%. Where do these figures come from?

Answer: A recent report out of the US was commissioned by the 'International Recording Media Association' (IRMA) on how CDs and DVDs are perceived and used within communication and direct mail companies and their viewing habits.

Along with the IRMA report, the University of Melbourne (Australia) researched the perceived value of CDs and DVDs with consumers/businesses to find out their views when receiving this type of media. For more information refer to:

IRMA website: <http://www.recordingmedia.org/>

Security, Data Protection & Personal Privacy:

Question: Now that I've applied SMARTrack Media™ to my campaign, what implications does this have for our company in relation to the Data Protection Act?

Answer: SMARTrack Media™ was designed around ONLY collecting data and information about your customers viewing habits and interest points, which does not conflict with their personal privacy & protection rights.

Question: Do I have to inform my customers that I am 'tracking' their viewing patterns on my CD/DVD campaign?

Answer: While you are not required to disclose that you are tracking your customers for your or direct mail or communication campaign, we suggest that you decide on what level of awareness you wish to illustrate based on your company's message and 'disc' content.

As you are only collecting data related to the 'disc' and not the 'PC' user, your company is not conflicting with your audiences' privacy rights. Please see your Account Manager for further detail and suggestions on wording or other incentives you may add to your 'content' to ensure your audience responds with their personal details. E.g. competitions, incentives, etc.

Question: Our company may be the first type of business in our sector to use SMARTrack Media™ with the aim of learning more about our customers. What information is relayed to similar companies in our industry?

Answer: Media Technology's 'Service Level Agreement' with your company is to provide SMARTrack Media™ tracking for your specific campaign. Unless agreed with yourself or a representative from your organisation, any details related to your campaign and specific results will not be distributed to any other party not directly connected with Media Technology. e.g. case study, reference and referral

Question: Who has access to my reports during my campaign period?

Answer: Access can only be achieved through the 'USER' name and 'PASSWORD' being accepted on the website portal. Apart from the development team at Media Technology, no other party in the company will have access ensuring that your reporting results are restricted to your company.

Question: If my customers or potential audience have 'spyware' software installed on their PC, will this affect the ability for SMARTrack Media™ to track viewing data?

Answer: While 'spyware' is designed to pick up messages similar to the ones used for SMARTrack Media™, from initial testing, the majority of CDs played on machines with 'SPYWARE' installed did NOT block the viewing data from being sent back to your reporting system.