

EXHIBIT

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Lana

# Instant Video Technologies Inc.

## Marketing Plan

July 1999 – December 1999

### MARKETING STRATEGY

IVT will create awareness for Burstware in the marketplace, and will brand it as the enterprise-class solution for high-quality video and audio delivery over networks.

### OBJECTIVES

In order to achieve brand awareness, IVT will need to implement an integrated marketing and media plan that reaches IVT's key target markets and decision-makers within those markets. IVT's media strategy should achieve two main objectives:

#### Brand Awareness

IVT's long-term goal is to be the leading provider of enterprise-class video and audio delivery software. A media campaign should position IVT in that light. This needs to target high-level technology decision-makers as well as senior-level network administrators and systems architects who recognize Burstware as the clear solution to the problems they have encountered with real-time streaming technology.

The brand awareness campaign should get the Burstware name into the public eye, but also needs to clearly explain the how and why Burstware is the clear solution to their video delivery issues. We now have a clear idea of which Burstware features stand out in potential customers' minds. This knowledge can be used to position Burstware in an advertising campaign.

#### Specific Industry Applications and Benefits

IVT targets many different industries and market segments. Each may have different reasons for utilizing video over their networks, and may have different factors influencing their decision to purchase Burstware. A targeted campaign to each of the specific market segments would allow us to deliver a tailored and influential message to the decision-makers in those industries. Specific industries and applications include:

- Corporate
- Financial
- Healthcare
- Education/Distance Learning
- Telcos
- Entertainment/Broadcasting/Advertising
- MVARs/System Integrators
- Government

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Plaintiff's Exhibit

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## TIMELINE

This short-term media plan addresses IVT's media strategy for the second half of the 3<sup>rd</sup> quarter and 4<sup>th</sup> quarter of 1999. It will focus on branding, awareness and generation of partnerships. We will also formulate a long-term media plan that will include marketing programs that address the specific needs and concerns of the vertical markets identified by IVT. A long-term media plan will be in place by October 1999. Media buying for the short-term plan will need to begin at the beginning of July in order to meet September ad placement deadlines.

## AVAILABLE MEDIA

### Print Publications

There are numerous publications available that reach IVT's target audience and vertical markets. This short-term plan incorporates primarily the High-tech/IT/Computer Industry. Within those publications we are seeking to reach senior level executives as well as mid-level implementers of IT and network strategies. The mix of publications will include those that are solutions oriented, those that report on emerging technology and trends, as well as those that address the business side of the high-tech industry. We will also target publications aimed at MVARs and Resellers, in keeping with IVT's 1999 strategy of forming partnerships and strategic alliances.

In the appropriate print publications, we will take advantage of:

- Advertisements
- Inserts

### Radio

IVT ran a number of 15-second radio spots on NPR beginning February 1999. Additional spots will be purchased for September through December 1999.

### Billboards

IVT launched a billboard campaign in April 1999 with one billboard on Highway 101 in San Francisco. A second billboard went up on Bayshore Freeway, north of Ralston Ave, at the end of June. Additional billboard space may be purchased once an analysis of the first two efforts has been completed.

### Online Banners

Online banners are a good way to generate web-site traffic. There are a number of appropriate sights where Banners could be advertised online. Many of the print publications that IVT is targeting also have online publications. There are also general internet and/or streaming related sights that should be tested.

### Direct Mail

IVT's target markets are well defined and could be reached through targeted, personalized messages. This program should be used to generate leads or web site hits. Initial plans include using existing collateral to target the entertainment industry. Package would include a letter directing respondents to the web site and/or appropriate sales representative.

Additional campaigns would utilize specially developed materials to generate leads and/or web hits.

## RECOMMENDATIONS

### Print

High Tech Business

- Information Week – News and Analysis of IT products and technology  
Streaming Issue (full size ad or insert)
- Network World – Information for managing enterprise networks, multiple platforms
- Upside – Covers industries converging around technology, examines effects of changes in technology
- PC Magazine – Solutions oriented, large paid circulation  
Streaming Issue (full size ad or insert)
- Red Herring – Strategic Business Decision makers, business oriented
- The Industry Standard – Senior executives, news and analysis of the Internet economy

**NVAR/Reseller**

- Computer Reseller News – Product trends and industry news for VARs, Integrators, VADS, and distributors
- SmartReseller - Covers reselling from a business angle, maps new trends  
Streaming Issue (full size ad or insert)

**Telco**

- Telephony
- Internet Telephony

**Application Specific**

- Post
- Call Center Solutions

**Radio**

- NPR, 12x weekly spots incl. Morning and evening rush hour spots.

**Online Banners/Sponsorship**

- Streaming Media World – Streaming Media Site of Internet.com
- RedHerring.com – Business & Investment info.
- Broadband-Guide.com (directory listing & Ads)
- Wired.com
- networkcomputing.com
- ZDnet

**Direct Mail**

- 5,000 entertainment industry executives, with letter and existing collateral, postage, list
- 10,000 test of selected target markets, creative design, postage, lists

1. What marketing commitments for this year have been made or are targeted? (e.g. trade shows, magazine commitments, online biz dev deals, etc.)

*Trade shows: ISPCon Spring (w/SGI), Streaming Media East, Multimedia Com, Streaming Media Europe, Internet World Fall, ISPCon Fall, Streaming Media West, and other with partners*

*Advertisements: Fortune, Wired, Network World, DV Web Video, Broadcasting & Cable*

*Sponsorships: Streaming Media East, Cannes Film festival*

2. What budget has been allocated for advertising for the balance of the year? - Already broken out for online versus offline?  
- Do you have a specific budget for the U2 event. (It may be preferable to create and propose a zero-based budget for this event, and have that come out of the overall advertising budget)  
- Cash flow, timing, scheduling issues with regard to the availability of advertising dollars

*Overall Advertising Budget from May 00-01 (not including U2 budget): \$4,600,000*

*Offline vs On Line: undecided*

*U2 Budget: George*

*Cash Flow: George*

3. Have you already done any online advertising? If so, what seems to have worked? What didn't work? Hypotheses?

*Our on-line advertising has been very limited. We have only begun advertising on one site (streamingmediaeworld.com), we have a banner in May for Streaming Media.Com and we have no data yet.*

4. Address the following objectives (prioritize, edit the list, etc.):

- Awareness among the investment community (#2)
- Awareness among 'internet thought leaders' (#3)
- Create awareness among customer prospects -- open the door for your sales team (#1)
- Generate site traffic (#4)

5. Define and prioritize prospective customer target audiences:

- Type of company, size, location. Who are your top 10 prospects? Top 25?  
*ISP, ASP, Entertainment, ".Com"s with entertainment focus, Corporates, Companies concerned with content quality*
- Disney types, AOL's, MTV types, Porn, Fortune 50 that are technology adopters*
- Companies who provide Video or audio content over the Internet that are aware of the limitations associated with current technology. This is but not limited to Entertainment,*

*Training, Distance learning and advertising.*

- Who within the company needs to understand or be aware of Burstware?  
(CEO, CFO, CTO, IT?)

*Biz Dev, Marketing, IT Managers, Web Managers*

- Are you targeting internet service companies? (The companies that create the sites for the content companies)

Yes

6. Who is currently using Burstware? To whom is the difference noticeable?

What do they have to say about it?

*"com's", ASP's, Content people, ISP*

7. Have you allocated any money for consumer research? Are you open to that?

Yes, We have allocated money and we are both receptive and in need.

8. What is planned for the U2 event? - Live event

- Promotional items

- Describe the concept of the event website; what will people who respond to the advertising see?

*George*

9. In a sentence, what is the most compelling feature or benefit of Burstware?

1. *TV-quality video over the Internet*

2. *More users with less hardware*

3. *Best Video Delivery Bandwidth Manager. (Efficient use of costly resource.)*

4. *Best Viewing experience over current technology.*

10. Who is your competition (perceived and actual)?

- What differentiates Burst from the competition?

*Microsoft, RealNetworks, Cisco, InfoValue. However they all use streaming technology and could be customers*

11. Describe a typical sales process

*Lead from marketing, networking to find decision maker, prove technology concept to IT, and sell product to Marketing/Biz Dev - 3/8 month sales process*

12. In a sentence, who do you want to see your advertising, and what do you want them to do?

(Please consider this for both the U2 event advertising, as well as a Burst campaign for the balance of the year)

*Content delivery decision makers who are responsible for quality of content delivery and*

*consumers that will pressure providers into better content technologies.  
We would like decision makers (customers) / influencers to see ad and call to action should  
be to contact us or go to web site*

13. The corporate identity has been discussed. If it is decided that this will be changed, will it be done before the U2 event (June 8)?  
*No, but we are willing to evolve by then and rewire entire identity post June. We just changed our company name to burst.com two months ago. If decided, a sudden change would require careful attention and management. If required, a phased in process might be more prudent.*

14. What are your specific collateral requirements, and when are the pieces required?

*We have just completed a new folder, company 3-fold, product 2-fold, technology overview, and application sheets.*

*We may need new technology overview*

*We need solutions sheet*

*We need hosting services sheet*

*We are also looking into packaging of product and may need assistance. Lastly, we are looking into having a 3<sup>rd</sup> party to develop a ROI paper for us. New layout/packaging/title may be necessary.*

## CREATIVE BRIEF

10/25/00

Client: **Burst** and **Stern**  
Prepared by: **Butler, Shine**

### Background:

Burst offers technology (Burstware) that enables efficient and high quality delivery of multimedia content over broadband networks. To play this content through a users computer, Burst enhances existing media players such as RealPlayer and Microsoft Windows Media Player to become "Burst-Enabled". BSS will create a brief animation that will precede playback every time multimedia is played through a Burst-enabled player (much like the THX tag that plays before a THX-enhanced movie, or the Realplayer jingle plays when the application is first opened).

**Why are we creating the animation?** To more effectively brand Burstware technology and tie the Burst name into the high quality media delivery it provides.

### What do people currently feel about the brand?

Burst has done very little advertising, so consumers may not be aware of Burstware technology. Frequent internet users are probably familiar with Real Player and Windows Media Player. These players are modified to act as the platform to deliver "Bursted" content. Burst might build upon that brand recognition in its fulfillment of Burst-enabled players.

### What do we want people to feel about the brand?

Burst offers the highest quality playback of multimedia over a broadband connection.

### Who is it we're talking to?

Consumers who use the broadband web to view multimedia content.

### What do we know about them?

They are internet savvy and always looking for a technology that will bring them closer to a television or theater like experience in terms of video quality.

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## CREATIVE BRIEF

### What should the animation say?

Powered by Burst

### Why can we say that?

Burstware uses patented technology that exploits availability of bandwidth and stores information on a p.c.'s buffer, allowing seamless playback of multimedia.

### What is the voice of the brand?

Technologically superior, new, exciting, memorable, playful, fun.

### Additional considerations:

- Animation should run 3-7 seconds
- Video or Non-video stream mode is acceptable dependent on cost.
- Film animation should be of high quality, like the content it precedes.
- Burst "meteor" should be incorporated in at least one concept
- Animation should incorporate a "sound signature" (much like the "Intel Inside" sound bite).
- Examples: eveo.com, Columbia-Tristar pictures, THX, Intel



#### MEDIA PLAN COMMENTS

1. Full ad for Info week / Streaming Issue and Smart Reseller
2. How about inserts into the Streaming issues?
3. Are prices listed for PC Mag for front/back?
4. Why those sites for banners? How can we be assured that it would be on front page?
5. Have you looked at B2B portals?
6. Affinity Sites (AT&T, Cable, B2B groups/organizations)
7. Check with Fran regarding SmartReseller or Computer Reseller News