

BiBnet.com is the online marketplace. Just as distributors bring their products to NATPE and MIP to sell, they list their programs on BiBnet.com. And just as program buyers walk the floors looking to make acquisitions for their stations, they visit BiBnet.com to research, browse, and shop the shows to fill their schedules.

For each of the markets, distributors build their booths, generate their promotion materials, and prepare their screening tapes. Now, that selling opportunity can be duplicated on BiBnet.com.

It's called a Cyber Booth. It's your space on BiBnet.com to sell your products with all of the marketing materials, photographs, clips, promo reels, one-sheets, etc., that you bring to a show.

## ● Elements of Your Booth

### Your Library

- Once in your booth, a buyer will be able to search and browse your library with the same functionality as on BiBnet.com.
- All the data for your text listings will be driven from our robust database.
- When a buyer is searching on BiBnet.com, every one of your program listings will contain a link to your booth to constantly drive traffic to you.

### Your Marketing Materials

- We will encode all of your text, photos, and video images in order to create a complete media kit for each program.
- Photographs, one-sheets, press kits, and video clips will be a part of every program listing. Rather than just a text listing, you'll be able to provide the buyer with a complete multimedia presentation, just as you do in your tradeshow booth.

### Client Servicing

- Digital Assets Management and Delivery-- We will digitize all the marketing and collateral materials that you provide to clients when they license programs.
  - Scripts
  - Synopses

- Music Cue Sheets
- Broadcast-Quality Radio and TV Spots
- Press Kits
- High Resolution Images
- These materials will then be housed in your cyberbooth, in the client servicing area.
- We will also provide all your materials to you on CD-ROM.
- When a buyer licenses your show, you will provide them with the password and URL so they can take delivery of the materials right online.

### Other

- Press Room — Post press releases, media kits, and news articles.
- Career Center — Post job listings and career opportunities within your company.
- Alert Services — Enable buyers to opt-in to receive special e-mail notices directly from you about new programs, shows you'll be attending, or information on your company.
- Custom Traffic Reports — Each month you will receive a detailed report indicating who visited your site and what they were looking for. This will provide your sales force with great leads!



## ● Benefits—the 3 C's

### Content

- BiBnet.com is the largest, most comprehensive database of programming in the world. It is larger than our nearest competitor by a factor of 10.

### Community

- Through a partnership deal, every one of NATPE's 4,000 members is also a member of BiBnet.com.
- We've invited 7,000 program buyers to join BiBnet.com free of charge. Our goal is to have 100% of the buyers from 100% of the TV stations registered with and using BiBnet.com.
- We have one business—bringing buyers and sellers of programming together in a comprehensive, targeted, online marketplace.
- There is no other place where you can have your booth open for business 365 days a year, 24 hours a day.

### Commerce

- BiBnet.com delivers the buyers' community to your doorstep and enables you to market and sell to them directly within your own booth.
- Buyers on BiBnet.com will be able to contact you directly via e-mail about a program they're interested in, thereby expediting the sometimes lengthy and cumbersome process of phone calls, faxes, and FedEx packages.
- Custom traffic reports will tell you exactly who visited your booth and what they looked at, generating leads for your sales staff.

### Other

- You will get your own URL—[www.BiBnet.com/your\\_company](http://www.BiBnet.com/your_company)—to promote all of your marketing pieces to your clients. By entering your unique URL, buyers will be able to get directly to your site and bypass BiBnet.com.
- Compilation, management, and maintenance of your program library.
- All of your marketing materials will be encoded and stored on BiBnet.com and on CD-ROM at your office.

