



Build your media web site interest, traffic, and revenue

CELL-IT HOSTED MEDIA

60 seconds to the internet!

Listener Generated Cell Phone VIDEO!



- Instant, On-Going Audience Interactivity
- Total Audience Involvement
- Competitive Edge
- Complete hosting, no server burden
- ❖ 1 hour set up time from the guided interview

Listener Generated Video

- Add Listener Generated Video in one-afternoon
- Your audience becomes a community
- Cell phone cameras, web cams, and camcorders
- Listeners can appear on your web site in 6o-seconds
- Videos and pictures make your audience a star
- Local Ad positions 100% revenue
- National Revenue share after \$500/month



Flash 9 Video Player with Social Tools Email, Link, Embed, Report, Help, Expand

Traffic Patterns

Station Home Page with Graphic and NAV bar identification



Welcome/legal Terms Page Local Ad/Video Opportunity



Increase Average Page Views by 50%



Welcome Page

- Reinforce Terms of Use
 - ADMIN selectable "Message Copy"
- Local "intermedia" ad
 - Large Position Ad
 - Or, SWF Video
- 100% View 1X per visitor-day



Gallery Page

- Your logo hyperlinked back to your site
- Custom Text for on page marketing
- Auto generated Tag Cloud
- National Advertising and Revenue Share
- ADMIN Controlled Footer
- Audience Controls
 - Search on Title, Keywords
 - Sort
 - Popularity, Age, Ranking
 - Select and view



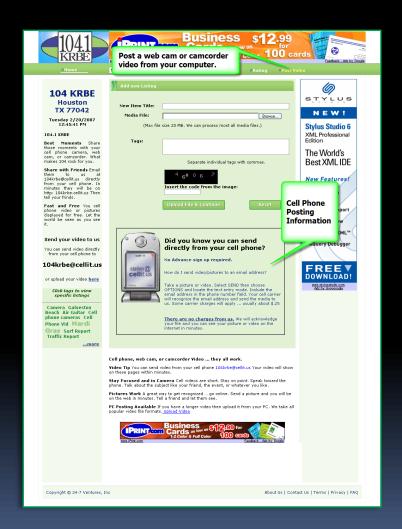
Flash Video

- Flash Player
- Social Tools
 - Comment
 - Tag It
 - Rate It
 - Tell-a-Friend
 - Flag / Report
 - Share codes
- Thumbnail Preview Bar
- Comment Panel
- Tag Cloud



PC Posting Page

- Post video or digital pictures from files on their computer, web cams, or camcorder video.
- Each video or picture has its own title and tags.
- Posting instructions for direct from cell phone
- Short Code Support underdevelopment



Local Ad Positions - 100% \$\$

Home Page Link with Local Sponsor ID



Optional 336 x 280 pixel ad position Or SWF video presentation. Viewed 1X per day 100% visitors.



Local Video Sponsor 468 x 60 Banner



National Ad Positions

National Ad positions (green) revenue share 50% - 50%

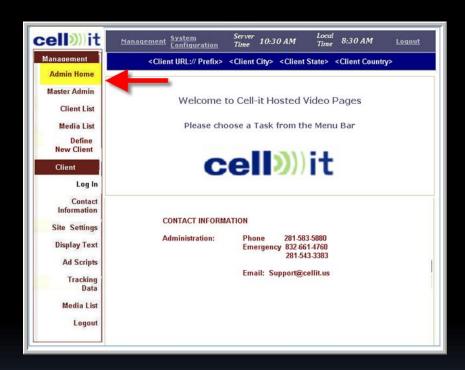




ADMIN Control Panel

Private Admin Control

- your policies
- your logos, watermarks
- your text display
- your video activation from your own private ADMIN pages.



Current Public Data

- 50% traffic gains
- Page views to 4.2 up from 2.3 before video

Current Clients

www.104krbe.com

www.975tkt.com

www.rock103.com

www.blufftontoday.com

www.zinagarrison.org



SOURCE: (4/13/2007)
http://alexa.com/data/details/traffic_details?url=104krbe.com

Promotion Schedule

- Home Page Identification
 - Graphic with Sponsor ID
 - NAV Bare identification
 - Video Branding in All Activities
- Promotion Spots
 - 3x Day
 - Announcer Chatter
- Sponsor Programs
 - Contests
 - Activities



Starter Video Ideas ...

For the Program Director

- Traffic Videos. Weather Videos, "Here comes the storm."
- Station Special Events Sports, , Rodeo Cook Off
- Concerts, Sports High School; Leagues; Professional
- Office

 Best/worst cubicle
- Contests, Best . . .
- Gaming experiences, scores

For the Sales Manager

- Remotes, Retail Openings
- Auto Dealerships Most Unusual Trade, My New Car Purchase, My Dealer Experience
- Furniture Retailers Ugliest couch contest, oldest mattress, my kitchen
- Beer/Soft Drink Distributor Best Party Scene
- Home Supply Store Best Kitchen Remodel
- Restaurant Reviews Café; coffee shop; bakery; bar-b-que
- Movie Reviews
- Treasure Hunt Video Captures

What does it take?

- Visit the demo site http://whfm.cellit.us
- Email <u>Support@cellit.us</u> to arrange a 30minute phone conference
- Your own hosted video pages will be available and fully functional in 1-hour
- Unique administration log on and password
- Fully configured video email, email management, and spam controls
- Completely hosted and managed media pages without any burden on your website
- Add a Video Graphic and NAV item to your web site homepage linking your audience to your hosted media pages
- After 30-days pay the annual license fee of \$10/thousand listeners and continue



The technical details ...

- 1. We provide hosted video pages for media related website.
- 2. We will host, operate, and maintain video web services including:
 - a. A searchable, sort able, selectable <u>Video Gallery Page</u> that displays video thumbnail pictures, title, and date/time of listener generated media with a continuously updated Tag Cloud of publically added tags.
 - b. A <u>Flash video player page</u> capable of playing listener generated video and displaying digital pictures. The page will also include a thumbnail display of the video as well as visitor tools to tag, rate, comment, tell-a-friend, flag, and share tools for hyperlinks or embedding the video/pictures.
 - c. A <u>Posting page</u> for visitors to upload video/pictures from their personal computers. The maximum file size is 20 MB or approximately 5-minutes of video play time.
 - d. <u>Administrative Pages</u> secured by password access to manage each station's public text display areas, station logo, radio station home page link, video flag setting, video delete settings, contact information, video email accounts, and advertising banner scripts.
- 3. We operate video processing servers in a secure and reliable manner to accept listener sent or posted media. We process the listener video from more than one-hundred different formats to the required Flash files necessary to display on the <u>Flash Player Page</u>. The files will be processed automatically 24hours/day and 7 days a week. Media will be posted to the individual station Video Gallery Page within minutes. (Our current capacity can process 75,000 cell phone videos per work day and additional capacity will be added as necessary.) We will provide a station identified video email account, maintain video email functionality, and conduct the necessary SPAM controls for this email account. Misdirected email will be forwarded to the host webmaster.
- 4. We operate the hosted video pages with contextually relevant web advertising. The advertising is supplied by Google AdSense and other ad services.

Demo Site: http://whfm.cellit.us 4/24/2007

Technical details continued ...

- 5. We share the advertising revenue back to you. This Revenue share can be in ad positions, promotion program support, or revenue sharing. Specific details depend on your local program support and the level of video administration.
- 6. There is an annual licensing fee of \$10/thousand cume monthly audience. This fee covers the initial set up, configuration, and start up operations of the hosted video services as well as the continuous development of new features and functionality. The license fee is due 30-days after start up.
- 7. There are no other costs, licensing fees, or operating expenses in the standard set up and operation of the Cell-it hosted video services. You may elect customization and program modifications at your additional cost. Any such costs must be agreed to in advance and in writing.
- 8. We reserve the right to make modifications to the hosted video services necessary for reliable and continuous operation. We will notify you of any such changes but such notification is not necessary before we might be required to make such changes.
- 9. Your agree to actively promote the use of consumer generated video/picture services with:
 - A. A minimum of one graphic and hyperlink on each individual station web site home page.
 - B. Certain on-air mentions, contests, and other programs selected by you at your total discretion.
- 10. This agreement maybe cancelled by either party with 30-days notice. License fees are non-refundable.
- 11. You can be active within one-hour of our free consultation interview. Email Support@cellit.us to arrange an appointment. We will discuss your needs, recommend the initial configuration, and automatically configure your hosted pages / email support. Your hosted web pages will be available within the hour. The licensing fee is due within 30-days. You may cancel any time in the first 30-days. Final terms subject to the consultation interview.

About Us

Cell-it

Cellit Hosted Media Services is located in Houston, Texas. We provide managed user-generated video tools for media websites.

Our servers are located in Allentown, PA in a secure building with redundant electrical power and triple redundant fiber connections to the internet. The servers are managed 24-7.

The principle managers are Steven C. Poley and Randall G. Peterson. Both Mr. Poley and Mr. Peterson and considerable management and marketing backgrounds with major corporations.

Mr. Rick Miles and Ms. Stephanie Donovan represent Cell-it to media companies that want to increase their non-traditional revenue from cross platform marketing.

Contact Us

Schedule your "Start Up Interview" the first 10-days are on us.

Steve Poley

Cell-it Hosted Media Services

W: 281-583-5880/C: 832-661-4760

E: Steve@cellit.us

Randy Peterson

Cell-it Hosted Media Services

W: 281-579-9774/ C:281-543-3383

E: Randy@cellit.us

FAQ

1. What about legal issues?

- A. We suggest you post automatically and allow the community to flag/report issues. Flagging can be set to automatically suspend reported video in 1, 2, 3 or more notifications. The threshold is ADMIN selectable. Immediate posting builds audience participation. Ask your legal support about automatic posting provisions under the 1998 Digital Millennium Copyright Act. (DMCA)
- B. You can also configure your hosted pages so videos are only activated on positive ADMIN review.
- C. You can choose one method and change to the other.

2. Video Monitoring Services Available

- A. We can monitor new media and comment postings 24/7 and delete objectionable or obscene materials. We can also manage the DMCA compliance for you. This service requires a different revenue / advertising program split.
- 3. I don't have a budget line for this.
 - A. We can deduct the licensing fee from revenue sharing. Higher rates apply.

FAQ continued

4. Commitment?

A. Initial 30-day trial. 90-day on-going relationship but you control the home page links and NAV bar identification. Your audience's participation and the program's effectiveness stops when your activity stops.

5. Is it really that quick to get started?

A. Yes. A 30-minute interview and you are active within the hour. It will take longer to design a video graphic and add NAV bar identification.

6. References?

A. Yes. Visit our Cell-it Blog at http://cellit.wordpress.com