

Web Radio/TV?!

**Yesterday it was Radio... Now it's Web 2.0!
And Tomorrow riss 2.0?!**

You aim to target your specific demographics in an innovative and impressive manner.
We'll help you achieve it.

InLiMedia is a digital Service-Provider

Targeting the international market, we support companies by means of future orientated and cross medial campaigns.

We design and implement ideas and services for you within the digital market.

Presentation Content

1. Advertisement/marketing of the AWC Media Product range in conjunction with a number of large scale Radio stations.
2. Riss 2.0-Realtime Interactive Streaming Services
3. Creation of radio and TV streams for large online providers, media partner and brands.
4. Running and marketing various successful Publishers via Prestream
5. Prestream set up on Antenne Bavaria
6. Product quote proposal

1. Advertising Marketing

1. Advertisement Marketing

- We offer you the communication range of our media stream product range including the players of our AWC media network.
- permanently integrated advertisement structures within the player
- Enhancing communication intensity by integrating audio-/video/flashclips by means of media streaming
- Targeted approach to positioning within market (approx. 8 Million ad-impressions- per month)
- Partner contingencies potentially locatable to result in an expansion of contingencies

1. Advertising Marketing

The following Stations are exclusively or in part marketed by InLiMedia:

- **AllAboutMarketing.com**
- **Antenne Bayern**
- **Antenne West**
- **Big.fm**



1. Advertising Marketing

The following Stations are exclusively or in part marketed by InLiMedia:

- **doppelklicker.de**
- **laut.fm**
- **Popkommcast.com**
- **Surfmusik.de**
- **WOM.fm**



1. Advertising Marketing

Market overview extract

104,6 RTL

89,0 RTL

AllAboutMarketing.com

Antenne 1

Antenne Bayern

Antenne Düsseldorf

Antenne Mecklenburg-
Vorpommern

Antenne Niederrhein

Antenne Niedersachsen

Antenne Sachsen-Anhalt

Antenne Thüringen

Antenne West

BB-Radio

Berliner Runfunk 94,1

Big.fm

Das Hitradio

Delta Radio

Die neue 107,7

doppelklicker.de

Energy Berlin Energy

Energy Bremen

Energy Hamburg

Energy München

Energy Nürnberg

Energy Sachsen (NRJ)

Energy Stuttgart

FFH

Gong FM

Harmony.fm

Hitradio RTL Sachsen

Kiss FM

Landeswelle Thüringen

laut.fm

Lokalradio Mettmann

Motor

Oldie 95

Ostseewelle

Planet Radio

Popkommcast.com

r.sa

R.SH

Radio 90.1

Radio Hamburg

Radio Köln

Radio Nora

Radio PSR

Radio RSG

Radio SAW

Radio Salü

Radio Top 40

Radio Wuppertal

Radio-Digital 1

RPR1

Regenbogen Web

Rockantenne

Rockland Digital

RS 2

RTL Radio

Sunshine Live

Surfmusik.de

Welle Niederrhein

WOM.fm

1. Advertising Marketing

e. g. AllAboutMarketing.com

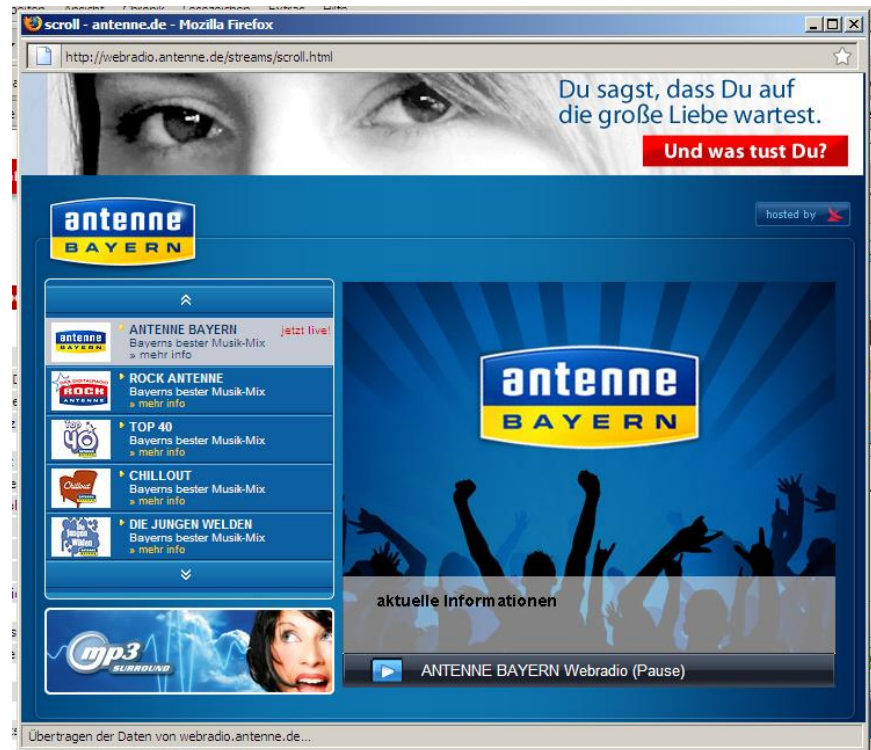
Design and player are
Individually selectable and
adaptable to meet client demand.



The screenshot displays the AllAboutMarketingWebcast interface. At the top, there is a navigation bar with the AllAboutMarketing logo and a search bar. Below this, a banner for 'NEW SEASON FALL08' is visible. The main content area features a video player showing a panel discussion. To the right of the video player, there are controls for 'Unique Stream' and 'Partner Stream'. Below the video player, there is a section for 'Themen' (Topics) with a list of topics and a 'Random' button. Further down, there is a section for 'Entertainment' with a list of categories and a 'Random' button. At the bottom, there is a section for 'Interaktiver Stream' (Interactive Stream) with a text box and a 'START' button. The interface is designed to be user-friendly and adaptable to client needs.

1. Advertising Marketing

e. g. Antenne Bavaria



1. Advertising Marketing

e.g. Big.fm



The screenshot displays the Big.fm website. At the top, there is a navigation bar with links to 'Playstation 2', '1 Gb MP3-Player', 'Last-Minute', and a 'Mein eBay' button next to the eBay logo. The main header features the 'bigFM' logo and a large image of headphones. Below this, the text 'Die härteste Musik-Jury der Welt' is visible. The central part of the page shows a music player interface with the text 'Jetzt onAir', 'Interpret', and 'Titel'. A sidebar on the right contains an advertisement for Alice internet service, featuring a woman running and the text 'Schon ab 14,90* € / Monat', 'Jetzt informieren', and 'www.alice.de'. The InLiMedia logo is visible in the bottom left corner of the website screenshot.

1. Advertising Marketing

e.g. Popkommcast.com



The screenshot shows the Popkommcast website interface. At the top, the logo "popKOMMCAST" is displayed with the tagline "Get What You Want". Below the logo is a row of various smiley and emoticon icons. A banner below the icons reads "Über 1.000 Smileys & Emoticons, kostenlos" and "HIER KLIKEN!". The main content area is divided into sections: "Default Stream" (showing a video of a DJ), "Unique Stream", "Partner Stream", and "On Demand". To the right, there are sections for "Video Webcast", "Radio Webcast", "Default Stream", and "Recommendations". The "Recommendations" section includes an advertisement for "INSTANT SOUP" and a notice about the "Popkomm.fm & .tv Webcast" event. At the bottom, there are logos for "Our Partner" (laut.fm, wom.fm, internet4you, AUDIANTIS, COREMEDIA, INSTANT SOUP) and the InLiMedia logo with the text "Als Ihr Digital Service Provider richten wir uns auf die Felder Online-Marketing sowie". The footer contains links for "IMPRINT", "HELP", and "PORTAL", and the copyright notice "© InLiMedia GmbH 2008".

1. Advertising Marketing

e.g. WOM.fm

Commissioned by WOM Media Network,
we've been running the online radio station
WOM.fm since October 1st 2006 .

The screenshot displays the WOM.fm website interface. At the top, the WOM.fm logo is on the left, and a banner on the right states "Mehr als 6 Millionen Songs. Jede Woche Neues und Exklusives." with a "Bei iTunes downloaden" button. Below the banner, a music player shows the track "Killing me softly [Live]" by Fugees from the album "Greatest Hits". To the right of the player, there's a section titled "Eben lief: Fugees - Killing me softly [Live]" with a "Jetzt läuft: WOM.FM - Jingle" and "Gleich läuft: Alphaville - Big in Japan". A navigation bar includes links for "News", "WOM Magazin", "WOM Spezial", "Reviews", and "Games". Below the navigation bar, the "News" section features an article about "The B52's - Die Party geht weiter" with a photo of the band. To the right, there's a "Hörer Charts Voting" section with radio buttons for "In die Hörer Charts", "ganz nett", and "nicht mein Fall". Below that, a section titled "The Hoosiers auf Tour" lists tour dates and locations. At the bottom, there's a "WOM.fm Help" section with a question mark icon. The footer includes "powered by: InLiMedia", "Copyright 2007 by InLiMedia GmbH", and "www.wom.de www.wom-magazin.de".

1. Advertising Marketing

Demographics

- Listeners of the entire radio and tv landscape covered by private radiostations in Germany.
(detailed reference: www.reichweiten.de & www.daserste.de/service/studie.asp ,
www.agof.de/die_internet_facts.353.html (AGOF)

Mediadata

- More than 8million Ad-Impressions per month (precise Mediadata upon request)
- additional contingencies stemming from partner networks possible

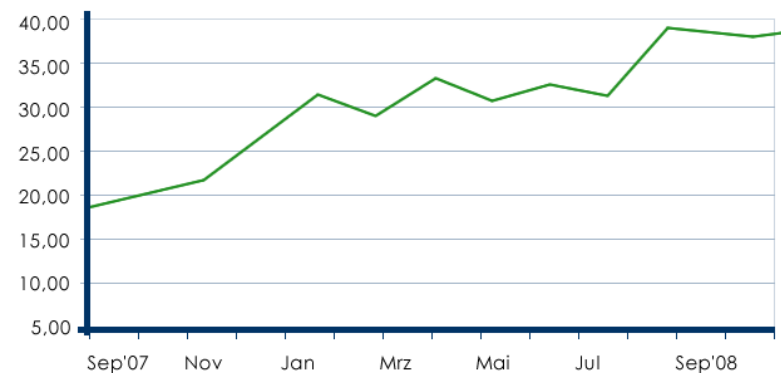
1. Advertising Marketing

- **55%** (2007: 45%) of all online users call up videos and view live or time relayed TV programming on the internet.
- **35%** (2007:37%) use audiofiles such as musicfiles, podcasts, and radioshows online.
- **70%** (2007: 59%) of all online users have access to a dsl/broadband connection.

More details:

<http://www.daserste.de/service/studie.asp#download1>

Online-Nutzung (Pagel Impressions in Mrd.)



Quelle: IVW 2008

1. Advertising Marketing

⑪ Abruf von Videodateien im Internet 2005 bis 2008

zumindest gelegentlich, in %

	2005	2006	2007	2008
Video (netto) gesamt	25	28	45	55
davon:				
Videoportale	–	–	34	51
Fernsehsendungen/ Videos zeitversetzt	9	10	10	14
Live fernsehen im Internet	7	7	8	12
Videopodcasts	–	3	4	7

Basis: Onlinenutzer ab 14 Jahren in Deutschland (2008: n=1186; 2007: n=1142; 2006: n=1084; 2005: n=1075).

Quelle: ARD/ZDF-Onlinestudien 2005–2008.

⑭ Entwicklung der Radionutzung über das Internet 1999 bis 2008

zumindest gelegentlich

	1999	2002	2005	2006	2007	2008
Onlinenutzer gesamt						
in Mio	11,2	28,3	37,5	38,6	40,8	42,7
Radio über das Internet gehört in %	15	19	17	24	21	23
Radio über das Internet gehört in Mio	1,68	5,38	6,37	9,26	8,57	9,9

Basis: Onlinenutzer ab 14 Jahren in Deutschland (2008: n=1186, 2007: n=1142, 2006: n=1084, 2005: n=1075, 2002: n=1011, 1999: n=1002).

Quelle: ARD/ZDF-Onlinestudien 1999, 2002 und 2005–2008.

1. Advertising Marketing

Format and prices of communication items within our media stream product range.

Preistabelle für unsere Werbeformen

Stand 01.10.2008

Standardwerbeformen	Preis	Format
Banner	20 €	468x60
PopUp	54 €	max. 200x300
PopUnder	40 €	max. 800x600
Streaming Pop-Up (Unicast Interstitial)	85 €	max. 550x480
Sticky Ad	45 €	100x140
Audio-Stream	25 €	max. 15 Sek.
Audio-Instream	25 €	max. 30 Sek.
Expanding Banner	45 €	
Rectangle	40 €	300x250
Interstitial	100 €	max. 15 Sek.
Kombination aus Content-Ad mit Audio-Stream / Video Stream (meistgebuchte Werbeform bei InLiMedia)	60 €	max. 15 Sek.

2. riss 2.0

Realtime Interactive Streaming Services



2. riss 2.0

Realtime Interactive Streaming Services



Worldwide Innovation:

Our riss2.0 technologie allows personalized audio- and videostreaming in realtime.

What implications does that have for you?

2. riss 2.0 - Realtime Interactive Streaming Services

riss 2.0 offers to date unforeseen possibilities in advertising marketing:

- riss 2.0 allows an immediate streaming of contents, which are generated simultaneously.
- riss 2.0 provides server-sided text-to-speech in optimised quality without loadingtimes, as the text is streamed by riss 2.0 during the conversion into speech.
- riss 2.0 permits personalised as well as regionalised Advertising.
- Audio-Preview makes it possible to lodge banners or contents with audible preview functions.

2. riss 2.0

Realtime Interactive Streaming Services

AND THE BEST THING ABOUT IT IS:

riss 2.0 streams are not block able but clickable !

To convince yourself of the advantages of riss 2.0 please feel free to visit the following link:

http://audiantistest.com/demos/multilingual_video_demo_adv/index.html

3. Creation of radio streams as well as WebTV stations

Intended for large-scale media partners and brands



awc 
automatic web cast

3. AWC – Creation of webstreams

We create your own web radio and your very own web-TV-station

➤ **Fm-/TV-Domain**

Within the domains www.yourbrand.fm or www.yourbrand.tv we've integrated a streaming player, which upon demand, makes your Medialworld audible and visible.

➤ **Streaming – everything flows!**

Streaming is, according to Wikipedia, defined as received and played back audio- and videodata originating from a computernetwork.

Reading was a thing of the past, Streaming is the future...

...and it begins with us!

3. AWC – Creation of webstreams

High range of coverage for national and internationally operative companies.

Reach your customers worldwide, at home, at work as well as mobile.

Interactive delivery of streamed content in a cost efficient manner. By creating a common pool of all business users, i.e the MetadataStore-abbreviated MDS, we've created a base to provide and exchange digital contents internationally.

3. AWC – Creation of webstreams

For the implementation of our webstream product we provide:

Consultancy

Implementation and Handling

Conceptdevelopment

Marketing

Commerce with digital content

With market leaders laut.fm and furthermore our most recent project allaboutmarketing.com for the online-marketing-Düsseldorf (the biggest European digital exhibition) and popkommcast.com we've proven what a successful interactive online streaming can look like.

We have huge amounts of experience at our disposal, arrange all rights and thus ensure all around support is given.

3. AWC – Creation of webstreams

Your Advantages

- Forging links with the customer; A strong brand receives its own sound
Custom-made programming of excellent quality
- Enhancement of emotional expression, because hearing and seeing feels better
- Extended communication with the client
Not purely reading, but hearing and also viewing
A custom-made 24/7 Program for your customer
- Communication in a new dimension
- Additional revenue through Advertising marketing and
furthermore otherwise little costs due to automatisisation

4. Prestream set up at Antenne Bavaria



Also successful on the net: www.antenne.de



- **The radio website with the largest coverage in Germany for the last 6 years**
 - multimedial information-, service- and entertainment platform
 - one of the most successful and most frequented special interest sites
- Live streams:
 - ANTENNE BAYERN
 - ROCK ANTENNE
 - Chillout
 - Die jungen Wilden
 - TOP 40
 - Oldies but Goldies
 - Partyschlager

Why advertise at www.antenne.de?



✓ Offers an attractive targetgroup:

- young (ø 30-49 years old)
- active and mobile people
- well educated
- working professionals
- high net domestic income (3000,- € plus)

Why advertise at www.antenne.de?



✓ Has 160.000 Hits a day on all streams :

- 100.000 ANTENNE BAVARIA
- 50.000 ROCK ANTENNE Live Stream
- 10.000 other Musicstreams at www.antenne.de

Why advertise at www.antenne.de?



Compilation of advertising advantages:

- high Level of acceptance by user
- exceptional demographics
- approx. 160000 hits a day on all streams

5. Product Quote Proposal

Medium Rectangle and Prestream

Audio or Video clip up to 15 seconds airing before the actual Live stream.

In the case of an audio clip request: Medium Rectangle (250x300) inclusive

Total Cost: 60,- €

Contact and Booking

Are you interested in a booking or do you require more information?
For either a precise quotation or any further requests please contact us!



InLiMedia GmbH

Max-Brauer-Allee 186
22765 Hamburg >> Germany
Fon: +49 (0) 40 / 401 900-0
Fax: +49 (0) 40 / 306 988 349
Mail: office@inlimedia.com
www.inlimedia.com