

Streaming Media pricing guide/worksheet

In order to better understand how your company prices its services and the (itemized) rates for different parts of the solution/services, please provide quotes in a spreadsheet or by completing the tables below for each scenario.

I. Video on demand

Company has 24 locations in US to which it must communicate. One is headquarters, 3 are corporate locations (total of 500 employees on the same Intranet). Five hundred other people are dispersed equally across 20 more customer, partner and reseller sites that must prove they've kept up on their government-regulated training. For this particular OSHA regulation, 3 video (100kbps)-rich 30-minute training on demand modules (w/slides) are required/month/person. There are ten 30-minute modules in 1<sup>st</sup> quarter, and 10 new modules will be added per quarter. All historical media must be maintained accessible.

All media must be digitized, encoded for streaming, indexed (for key word searches) and synchronized with slides (1 per minute) for viewing through a browser. Viewing, stops, starts and quiz scores need to be tracked in a secure database application that will be accessible to the customer's network administrator.

	Price
Set up or installation fee for network access/configuration per site or customer	
Any technical or user training costs per facility?	
Subscription cost per facility or site per month?	
What is minimum contract term?	
What is the cost of encoding services on a per clip and per original minute basis?	
What is the fee for indexing content (per clip?)?	
What is the fee for synchronizing with slides?	
What is the fee per MB or GB per month to the corporate customer for archive storage?	
How is this content delivery service billed?	
Is this billed per site per month? If so, how much and on what basis (per viewing)?	
Per company per month?	
Billed per contract plus over usage or billed based on actual usage/facility. Circle one.	Billed on contracted usage plus over Billed on actual usage/facility
Any other fees the customer should budget for?	
What are the break points for volume discounts?	

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II. Live Event Broadcast

The company will do one executive address each month from headquarters to 20,000 employees (12,000 in real time, 8,000 delayed 12 hours later) over its Intranet to 100 sites globally. The duration is 1 hr, the data rate is 300kbps, there will be synchronized slides to accompany the first 45 minutes (presentation) then there will be Q&A using chat window on screen, if available.

The headquarters has technology necessary for original content to be up-linked to a satellite for real time distribution and re-distribution.

	Price
Set up or installation fee for network access/configuration per site	
Any technical or user training costs per facility?	
Subscription cost per facility per month	
What is minimum contract term?	
How is this billed?	
Is this billed per site per month?	
Per company per month?	
Billed per contract plus over usage or billed based on actual usage/facility. Circle one.	Billed on contracted plus over Billed on actual usage/facility
Quote cost on an per end point basis for use under and over contracted	
What is the fee for synchronizing with slides?	
Any other fees the customer should budget for?	
What are the break points for volume discounts?	

Provide a similar breakdown for the components of the Phase 2 applications.