

Miro Content Distribution Program

Miro: A Premium Online TV Experience

Miro — an integrated set of tools for watching online video — is pushing the cutting edge of online media technology and interface design while growing rapidly among early adopters and taste-makers. One million people use Miro each month to subscribe to and watch their favorite online TV shows.

Miro Content Promotion: Reach Your Audience

The Miro Content Promotion program will provide content producers extra exposure to the Miro audience in exchange for contributing to the 501c3 non-profit organization that makes Miro. We are launching this program both to generate revenue that will help us improve our products and to give media producers a proactive way to boost their presence on the Miro platform.

This document outlines the details of traffic, demographics, placement and price for the Miro Content Promotion program. This program will provide participants extensive exposure to Miro's audience of one million savvy and influential early adopters. Participants will also receive positive branding as a “Miro Supporter” within the Miro content guide.

Given Miro's unique positioning within the world of internet technology, its strong growth, and loyal userbase, Miro Sponsorship represents an exceptional opportunity to mark your brand as both in touch with the future of the internet and aligned with what is good for it.

Miro's Audience

Miro's audience has great diversity within it, but the larger trends can be summarized as follows:

- 1 million monthly users
- 60% Male
- Well educated
- Techies

The following pages provide a detailed look at Miro's traffic, demographics, and the features of the content distribution program.



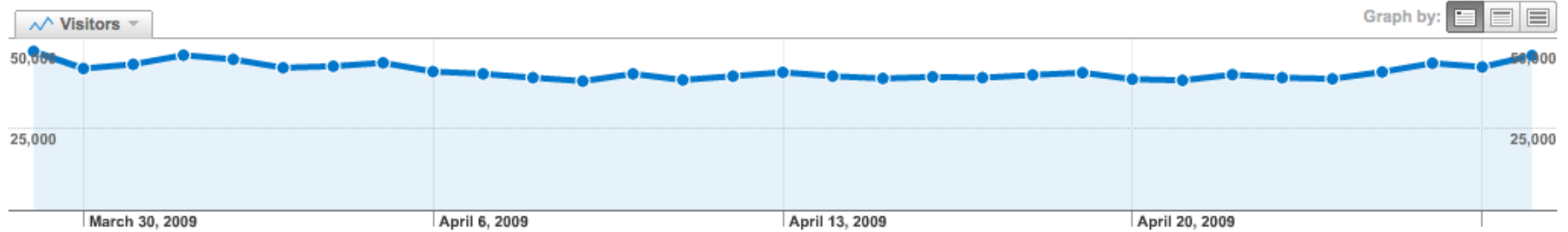


Traffic: 1 Million Regular Users

Miro has approximately one million users per month. The screenshot below, from Google Analytics, provides some detail regarding traffic at MiroGuide.com.

Visitors Overview

Mar 29, 2009 - Apr 28, 2009



998,222 people visited this site

1,574,592 Visits

998,222 Absolute Unique Visitors

3,663,635 Pageviews

Visitor Segmentation

Visitors Profile: languages, network locations, user defined

Browser Profile: browsers, operating systems, browser and operating systems, screen colors, screen resolutions, java support, Flash

Demographics: Gender, Age, Ethnicity

The following demographics were gathered using tools from Quantcast.com

Data as of Apr 10, 2009



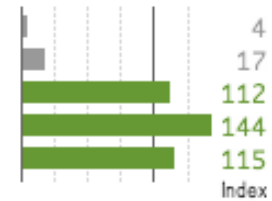
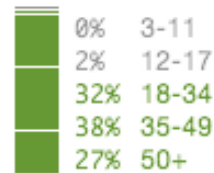
Male



Embed



Middle Aged

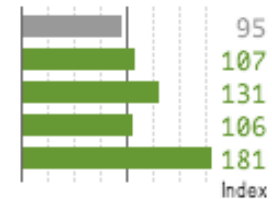
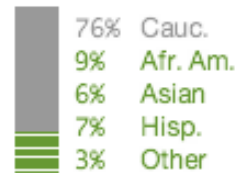


Embed



Other Ethnicities

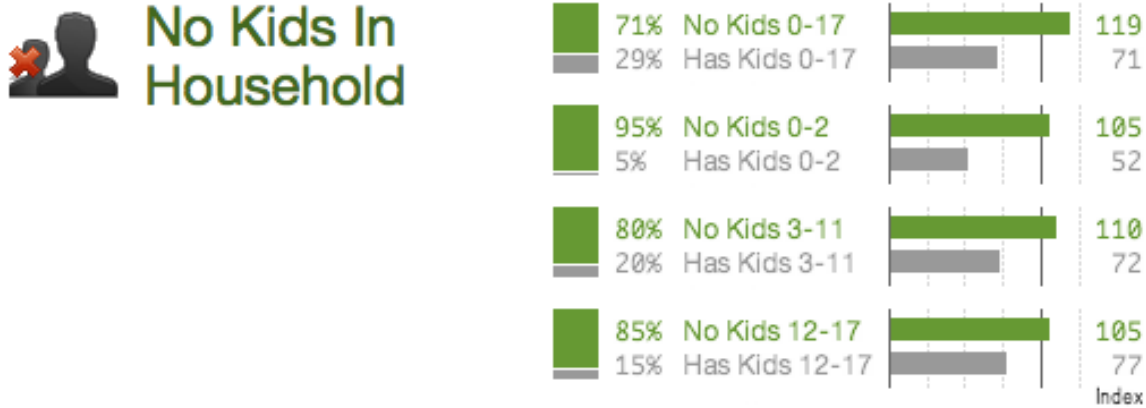
There are more visitors of other ethnicities here than average.



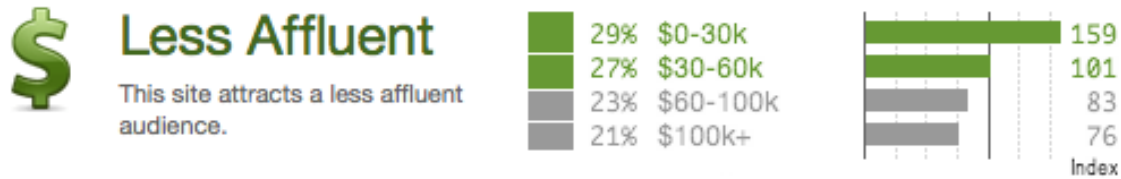
Embed

Demographics: Children, Income, Education

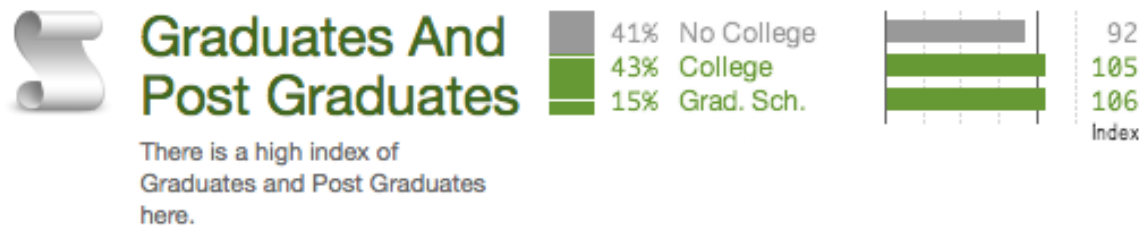
The following demographics were gathered using analytics tools from Quantcast.com



Children in Household | [Embed](#)



Household Income | [Embed](#)



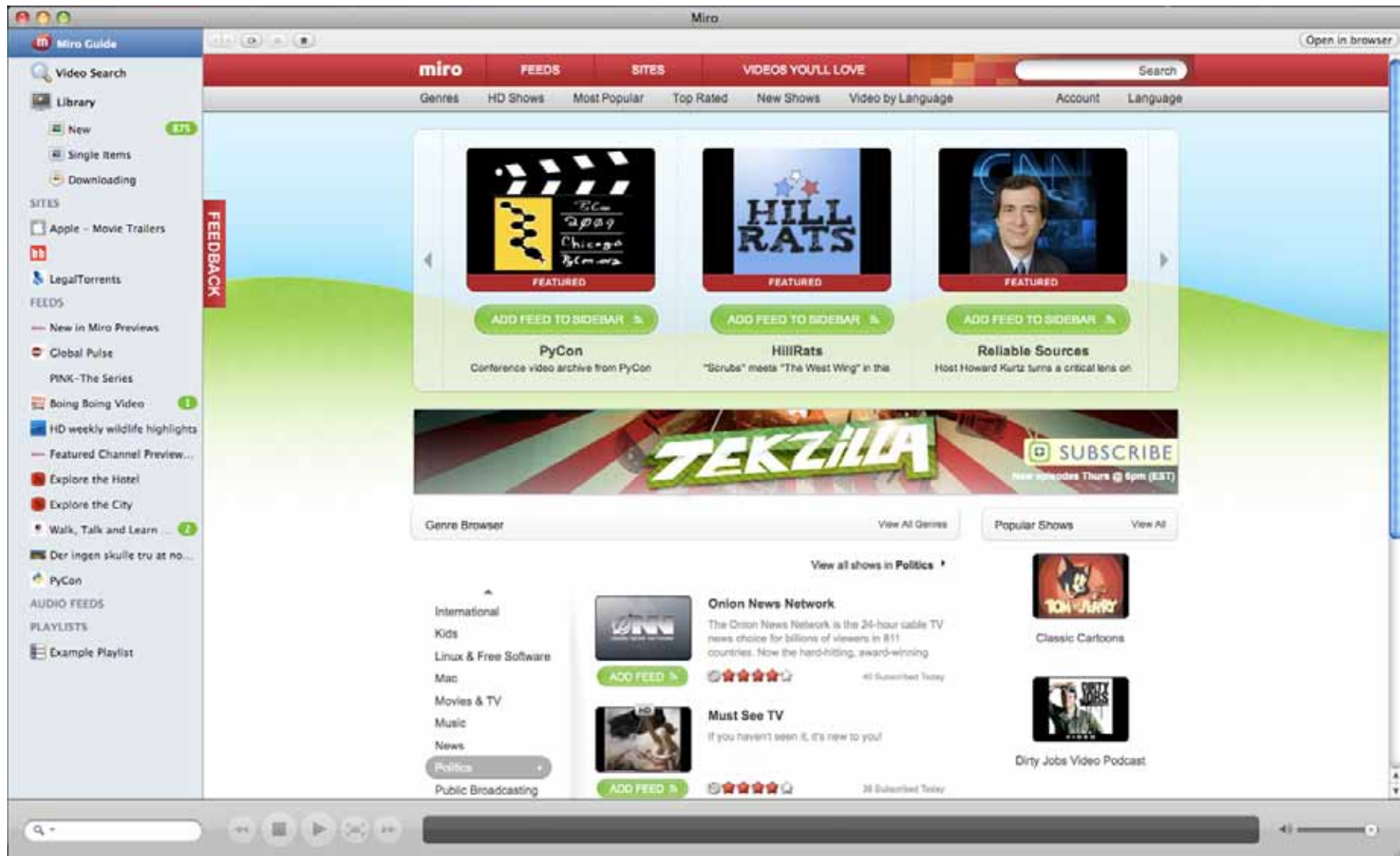
Demographics: Technology Influencers

The following information was drawn from a survey of Miro users conducted with CrowdScience.com

- Other people ask me for advice on technology: 91.30%
- Other people ask me for names and specs: 65.22%
- I follow technology news: 84.31%
- I set technical requirements: 46.81%
- I evaluate technical performance/compatibility: 44.68%
- I set IT strategy and direction: 40.43%
- I choose vendors: 29.79%
- I decide and allocate budget: 27.66%
- I evaluate suitability for business needs: 27.66%
- I authorize purchases: 25.53%
- I make final purchasing decisions / approve purchasing decisions: 26.09%
- I have significant input into making purchasing decisions: 23.91%
- I have some input into making purchasing decisions: 17.39%

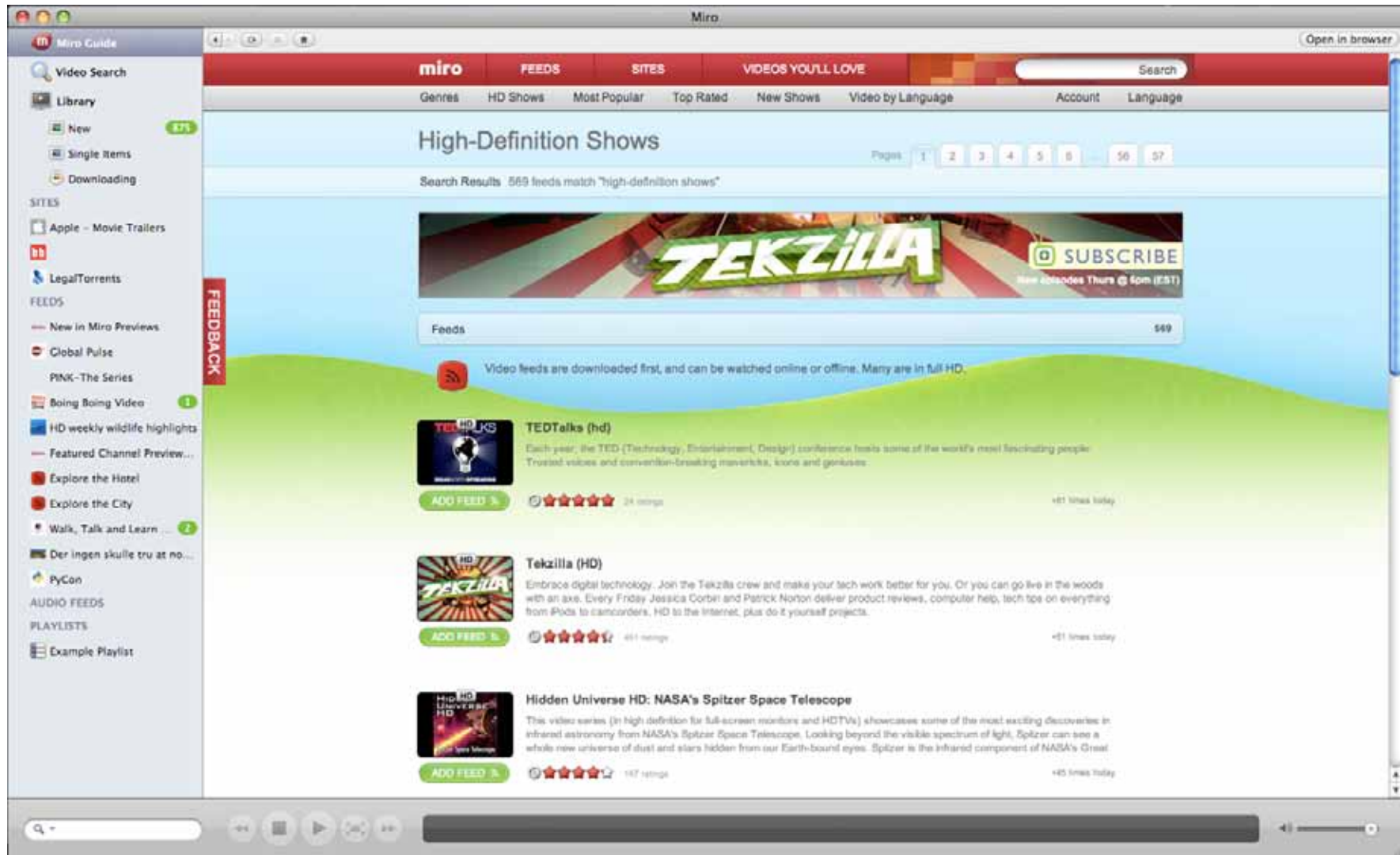
Home Page Placement

The following screenshot demonstrates prominent home page placement for a show participating in Miro's content promotion program.



List Page Placement

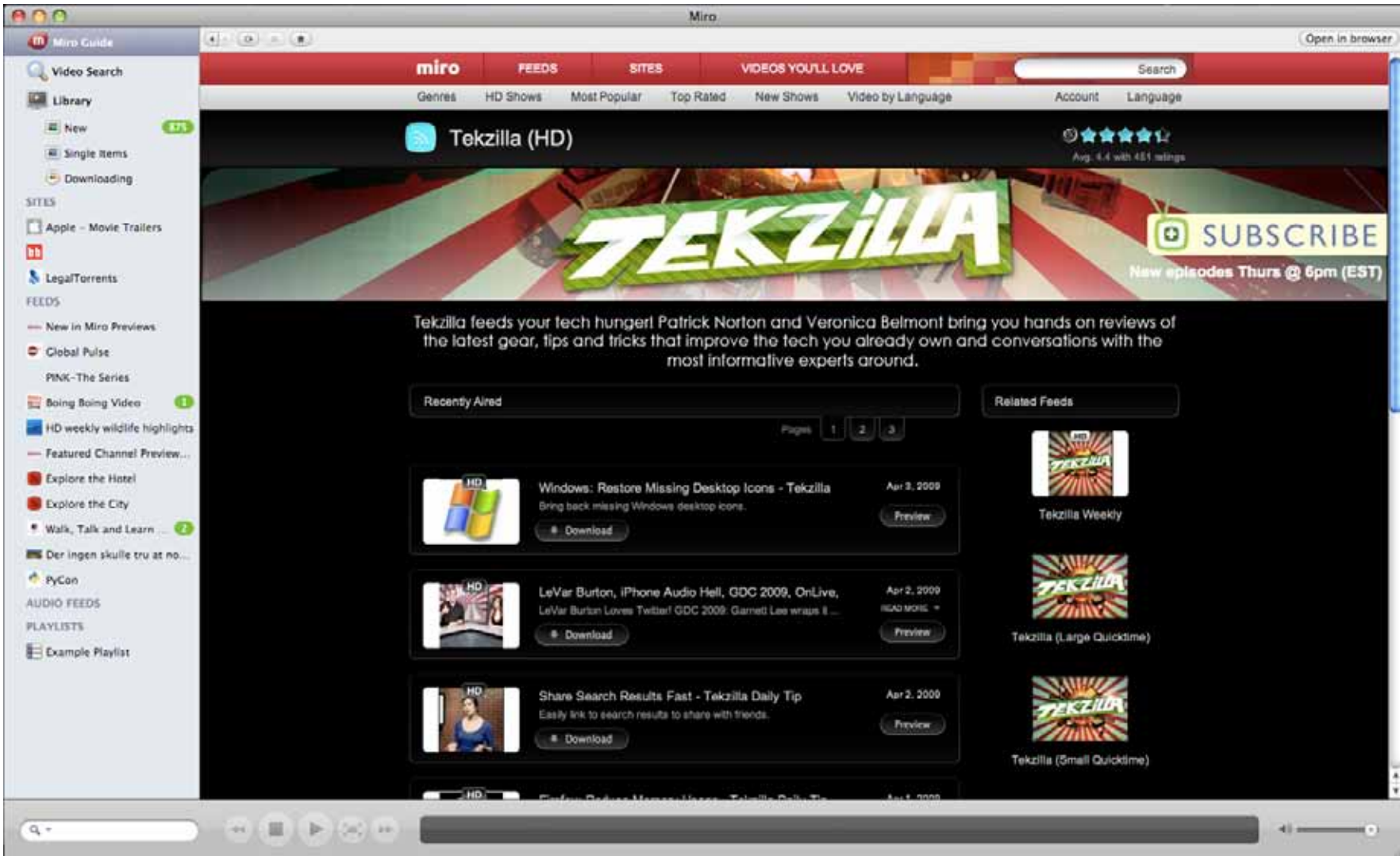
The following screenshot demonstrates placement on an inner page of MiroGuide.com



Miro Content Distribution Program

Branded Show Page

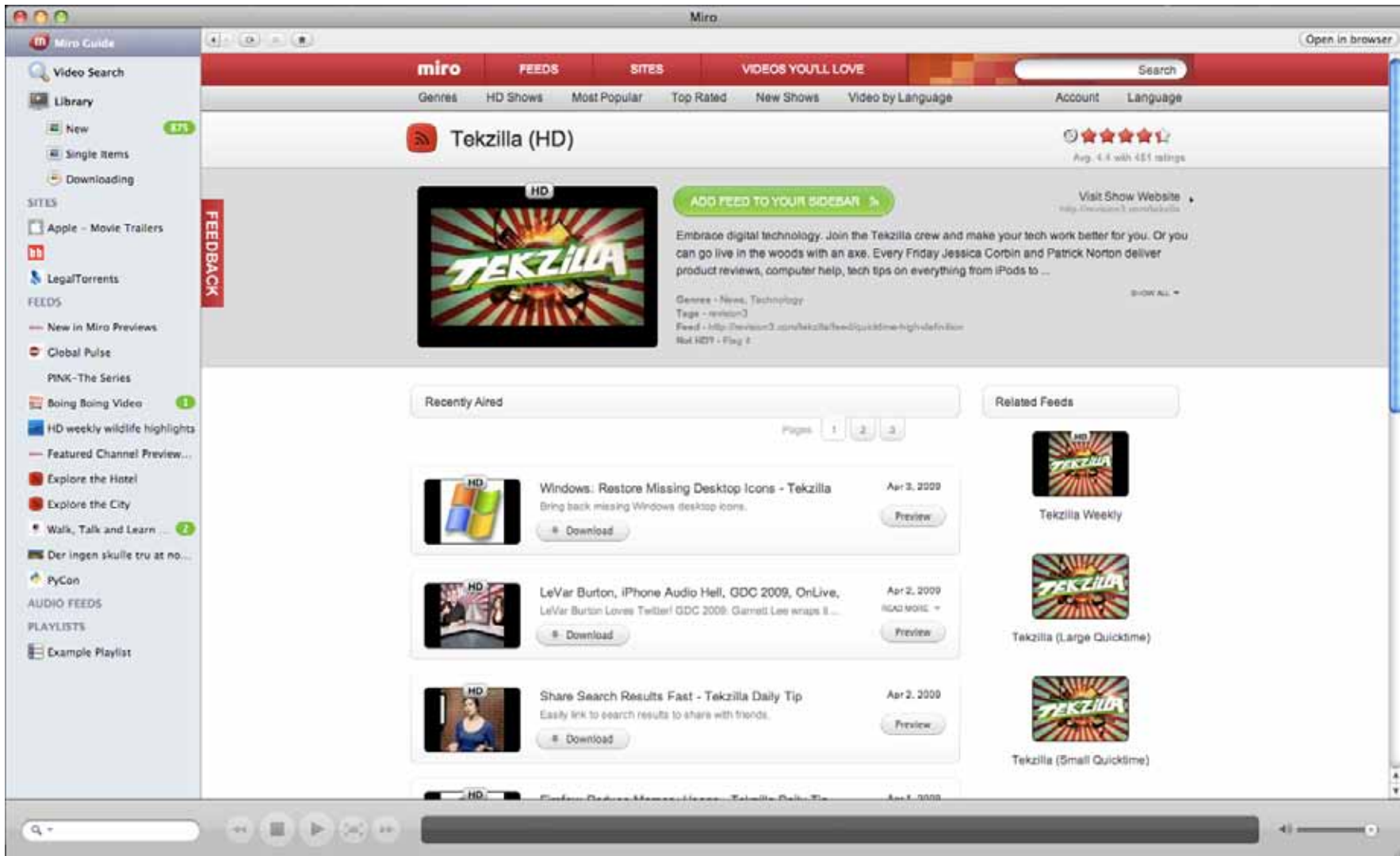
The following screenshot demonstrates a branded show page, part of the Platinum, Gold and Silver packages. These packages give the content owner control over the CSS of their show page within the Miro Guide.



The screenshot displays the Miro Guide interface for a branded show page titled "Tekzilla (HD)". The page features a navigation bar with "miro", "FEEDS", "SITES", and "VIDEOS YOU'LL LOVE". Below the navigation bar, there's a search bar and a "SUBSCRIBE" button. The main content area displays the "Tekzilla (HD)" logo and a description: "Tekzilla feeds your tech hunger! Patrick Norton and Veronica Belmont bring you hands on reviews of the latest gear, tips and tricks that improve the tech you already own and conversations with the most informative experts around." Below this, there are sections for "Recently Aired" and "Related Feeds". The "Recently Aired" section lists three items: "Windows: Restore Missing Desktop Icons - Tekzilla", "LeVar Burton, iPhone Audio Hell, GDC 2009, OnLive, LeVar Burton Loves Twitter! GDC 2009: Garret Lee wraps it...", and "Share Search Results Fast - Tekzilla Daily Tip". The "Related Feeds" section lists three items: "Tekzilla Weekly", "Tekzilla (Large Quicktime)", and "Tekzilla (Small Quicktime)".

Unbranded Show Page

The following screenshot shows a regular, unbranded show page within the Miro Guide, for comparison to the branded version on the previous page.



The screenshot displays the Miro Guide interface for the Tekzilla (HD) show page. The page features a navigation bar with tabs for 'miro', 'FEEDS', 'SITES', and 'VIDEOS YOU'LL LOVE'. Below the navigation bar, the show title 'Tekzilla (HD)' is prominently displayed, accompanied by a red 'HD' icon and a green 'ADD FEED TO YOUR SIDEBAR' button. The show's average rating is 4.4 with 451 ratings, and a 'Visit Show Website' link is provided. A brief description of the show is visible, along with its genre (News, Technology), tags, feed URL, and flag status.

The main content area is divided into two sections: 'Recently Aired' and 'Related Feeds'. The 'Recently Aired' section lists three episodes with their respective thumbnails, titles, and dates:

- Windows: Restore Missing Desktop Icons - Tekzilla** (Apr 3, 2009) - Includes a 'Download' button and a 'Preview' button.
- LeVar Burton, iPhone Audio Hell, GDC 2009, OnLive, LeVar Burton Loves Twitter! GDC 2009: Garrett Lee wraps it...** (Apr 2, 2009) - Includes a 'Download' button and a 'Preview' button.
- Share Search Results Fast - Tekzilla Daily Tip** (Apr 2, 2009) - Includes a 'Download' button and a 'Preview' button.

The 'Related Feeds' section on the right side of the page lists three related feeds, each with a thumbnail and a title:

- Tekzilla Weekly**
- Tekzilla (Large Quicktime)**
- Tekzilla (Small Quicktime)**

The left sidebar contains various navigation options, including 'Video Search', 'Library', 'New', 'Single Items', 'Downloading', 'SITES', 'FEEDS', and 'PLAYLISTS'. A 'FEEDBACK' button is also visible on the left side of the main content area.



Miro Content Distribution Program

Content Promotion Rates

Miro offers four tiers of content promotion, outlined below.

Platinum Package: 1 Month, \$5000

- Customized, branded Miro Player
- Ability to fully brand your show's page within www.MiroGuide.com
- Prominent Exposure on MiroGuide.com home page and the rest of the site
- At least 5,000 new subscriptions to your show

Gold Package: 1 Month, \$2000

- Ability to fully brand your show's page within www.MiroGuide.com
- Prominent Exposure on MiroGuide.com home page and the rest of the site
- At least 2000 new subscriptions to your show

Silver Package: 2 Weeks, \$1000

- Ability to fully brand your show's page within www.MiroGuide.com
- Prominent Exposure on all MiroGuide.com pages other than the home page
- At least 1000 new subscriptions to your show

Bronze Package: 2 Weeks, \$500

- Prominent Exposure on all MiroGuide.com pages other than the home page
- At least 500 new subscriptions to your show

Thanks!

We appreciate your taking the time to review our content distribution initiative.
To give feedback or express interest, please contact Michael Cloward at mcloward@pculture.org.