

YOUR NAME : _____ COMPANY NAME : _____

BUSINESS CARD JOB TITLE : _____

YOUR JOB RESPONSIBILITY (IES) - PLEASE CIRCLE THE APPROPRIATE FUNCTION(S):

- ACQUISITION MANAGER
- ADULT PROGRAMMING MANAGER
- ADULT PROGRAMMING ACQUISITION
- ADVERTISING SALES MANAGER
- ANIMAL DOCS ACQUISITION
- ARCHIVAL FOOTAGE ACQUISITION
- BRAND MANAGER
- CHILDREN PROGRAMMING MANAGER
- DIGITAL TECHNOLOGY ACQUISITION
- EDUCATIONAL PROGRAMMING MANAGER
- EDUCATIONAL PROGRAMMING ACQUISITION
- FILM & TV MOVIES PROGRAMMING MGR
- FILMS & TV MOVIES ACQUISITION
- HISTORICAL DOCS ACQUISITION
- INTERNATIONAL COPRODUCTIONS MGR
- INFOMERCIALS ACQUISITION MANAGER
- INTERACTIVE TV & ONLINE SERVICES MGR
- MARKETING MANAGER
- NEWS PROGRAMMING MANAGER
- NEW BUSINESS MANAGER
- NEW TECHNOLOGY MANAGER
- PROGRAMMING MANAGER
- RELIGIOUS PROGRAMMING MANAGER
- RESEARCH MANAGER
- SPORTS PROGRAMMING ACQUISITION
- SPORTS PROGRAMMING MANAGER
- SPECIAL EVENTS PROGRAMMING MANAGER
- SPONSORING MANAGER
- SPECIAL EVENTS PROGRAMMING MANAGER
- SPECIAL EVENTS ACQUISITION
- SUBSCRIBERS MANAGEMENT
- TV FORMATS PRODUCTION COORDINATOR
- TV FORMATS PROGRAMMING MANAGER
- THEMATIC CHANNELS ACQUISITION
- OTHER: _____

ADDRESS : _____

CITY & POSTAL CODE : _____ COUNTRY: _____

DIRECT TEL : _____ DIRECT FAX : _____ MOBILE : _____

EMAIL ADDRESS : _____ WEB SITE : _____

YOUR COMPANY ACTIVITY(IES) - PLEASE CIRCLE THE APPROPRIATE DESCRIPTION (S):

- ANIMATION
- ARCHIVAL DISTRIBUTION
- ARCHIVAL RESTORATION
- ASSOCIATIVE SUPPORT
- AUDIENCE RESEARCH & TRACKING
- BROADCASTING / INTERNATIONAL
- BROADCASTING / NATIONAL
- BROADCASTING / REGIONAL
- BROADCASTING EQUIPMENT
- BUSINESS SERVICES
- CABLE DISTRIBUTION
- CHILDREN PROGRAMMING
- COMMERCIALS PRODUCTION
- CONSULTANCY
- CREATIVE SERVICES
- DATABASE MANAGEMENT SYSTEMS
- DECODERS / ENCODERS
- DIGITAL CONTENT
- DIGITAL DELIVERY OF CONTENT / SERVICES
- DIGITAL PLATFORM ENGINEERING
- DIGITAL TECHNOLOGY
- DIGITAL VIDEO RECORDING
- DIRECT MARKETING
- DIRECT SALES
- DOCUMENTARY PRODUCTION
- DUBBING / SUBTITLING
- E-COMMERCE
- EDITORIAL & GRAPHIC ENHANCEMENTS
- EDUCATIONAL PROGRAMMING
- EXECUTIVE PRODUCTION
- FILM DISTRIBUTION
- FILM PRODUCTION
- GOVERNMENTAL SUPPORT
- HISTORICAL PROGRAMMING
- HOME VIDEO / DVD DISTRIBUTION
- HUMAN RESOURCES
- INDEPENDENT PRODUCTION
- INVESTMENTS
- ISP & BROADBAND
- INTERACTIVE TV GAMES
- INTERACTIVE TV PROGRAMMING
- INTERACTIVE TV SERVICES
- INTERACTIVE TV TECHNOLOGY
- MARKET RESEARCH
- MEDIA PLANNING
- MERCHANDISING & LICENSING
- MMDS DISTRIBUTION
- NEWS ORGANIZATION
- NON PROFIT ORGANIZATION
- ONLINE MARKETING
- PAY-TV SERVICE
- POST-PRODUCTION SERVICES
- PRODUCT PLACEMENT
- PRODUCTION SERVICES
- PROFESSIONAL TRAINING
- PUBLIC & PRESS RELATIONS
- PUBLISHING
- RADIO SHOWS PRODUCTION
- RELIGIOUS PROGRAMMING
- RESELLER
- SATELLITE/CABLE EQUIPMENT
- SATELLITE DISTRIBUTION
- SET TOP BOXES
- SOFTWARE DEVELOPMENT
- SPORTS PROGRAMMING
- SUBSCRIBERS RELATIONS
- SYSTEMS INTEGRATORS
- TALENT AGENCY
- TELE SHOPPING
- TELECOMMUNICATIONS
- TELEMARKETING
- TELEVISION EQUIPMENT
- TELEVISION STUDIO EQUIPMENT
- TERRESTRIAL DISTRIBUTION
- THEMATIC CHANNEL
- TRADE SHOW MANAGEMENT
- TV BASED INTERNET & EMAIL SERVICES
- TV CHANNEL DISTRIBUTION
- TV FORMAT LICENSING
- VIDEO ON DEMAND
- VIDEO STREAMING
- VIRTUAL ADVERTISING
- WEB SITE MANAGEMENT

THESE **2 DISCOP** EVENTS WILL BE TAKING PLACE AT THE **HYATT HOTEL** IN **BUDAPEST**

- | | | |
|--|------------|---|
| 1. <u>DISCOP PROGRAM SHOWCASE</u> | 27-29 JUNE | TV Content, Thematic Channel & Film distribution market |
| 2. <u>DISCOP NEW TECH TV</u> | 28-29 JUNE | An exhibition of Interactive TV & digital technologies |

YOU CAN CHOOSE ANYONE OF THESE **BUYERS** PARTICIPATING PACKAGES

- DISCOP PROGRAM SHOWCASE 2002 + DISCOP NEW TECH TV 2002 @ \$75
 DISCOP NEW TECH TV 2002 @ \$50

TOTAL \$ _____

AN INVOICE WILL BE FAXED AND MAILED TO YOU UPON RECEIPT OF YOUR CONTRACT

- I WILL PAY BY CREDIT CARD AND I WOULD LIKE TO RECEIVE THE CREDIT PAYMENT FORM BY FAX
 I WILL PAY BY WIRE TRANSFER AND \$5 WILL BE ADDED TO THE TOTAL AMOUNT FOR BANK TRANSFER CHARGES
 I WILL PAY ON SITE AND \$25 WILL BE ADDED TO THE TOTAL AMOUNT FOR ADMINISTRATIVE CHARGES

ALL **BUYERS** PARTICIPATING PACKAGES INCLUDE

- ONE MARKET ACCREDITATION FOR CHOSEN DISCOP EVENT(S)
- INVITATION TO ALL NETWORKING AND SOCIAL FUNCTIONS
- INVITATION TO ALL CONFERENCES AND WORKSHOPS
- COMPANY BUSINESS PROFILE PUBLISHED ON LINE AND IN THE BUYERS AND SELLERS DISCOP MANUAL
- ASSISTANCE OF OUR STAFF IN ARRANGING AND CONFIRMING APPOINTMENTS WITH SELLERS
- ASSISTANCE IN GETTING VISAS AND INVITATION LETTERS
- INDIVIDUAL MAIL BOXES
- FREE INTERNET ACCESS

DO YOU WISH TO RECEIVE INFORMATION ABOUT HOTELS IN BUDAPEST ? YES - NO

DATE :

YOUR SIGNATURE :

YOUR COMPANY STAMP :

COMPANY BUSINESS PROFILE

1. IF YOU ARE A BROADCASTER PLEASE ANSWER THE FOLLOWING QUESTIONS :

- NUMBER OF VIEWERS : _____ MARKET SHARE : _____ % OF THE TOTAL NATIONAL AUDIENCE
- BROADCASTING TIME : _____ HOURS PER DAY COST OF 30 SECOND PRIME TIME ADVERTISING SPOT: US\$ _____
- IN BUSINESS SINCE _____ NUMBER OF EMPLOYEES : _____ DO YOU PROVIDE INTERACTIVE SERVICES ? YES - NO
- YEARLY PROGRAMMING ACQUISITION BUDGET : () \$0 -\$100,000 () \$100,000 -\$500,000 () Over \$500,000
- YEARLY COMMISSIONED PROGRAMS PRODUCTION BUDGET : US\$ _____
- ARE YOU INVOLVED IN PROGRAM COPRODUCTIONS ? YES - NO YEARLY COPRODUCTIONS BUDGET : US\$ _____
- FOREIGN VS. LOCAL PROGRAMMING : _____% FOREIGN PROGRAMMING _____% LOCAL PROGRAMMING
- ARE YOU INVOLVED IN BARTERING DEALS ? YES - NO IF YES, WHAT VOLUME PER YEAR ? US\$ _____
- FAVORITE MEANS FOR PROGRAMMING TRANSLATION: () SUBTITLING () VOICE OVER () DUBBING

2. IF YOU ARE A PAY-TV SERVICES OPERATOR PLEASE ANSWER THE FOLLOWING QUESTIONS :

- NUMBER OF SUBSCRIBERS : _____ MARKET SHARE : _____% OF THE TOTAL NATIONAL PAY-TV SERVICES AUDIENCE
- DISTRIBUTION SYSTEM(S): () CABLE () SATELLITE () TERRESTRIAL () MMDS () DIGITAL () ANALOGUE
- NUMBER OF CHANNELS AVAILABLE IN THE BASIC PACKAGE ? _____ IN THE PREMIUM PACKAGE ? _____
- MONTHLY SUBSCRIPTION FEE FOR THE BASIC PACKAGE ? US\$ _____ FOR THE PREMIUM PACKAGE ? US\$ _____
- HAVE YOU REACHED MAXIMUM CHANNEL CARRIAGE CAPACITY? YES - NO DO YOU PROVIDE INTERACTIVE SERVICES ? YES - NO
- COST OF 30 SECOND PRIME TIME ADVERTISING SPOT: US\$ _____ IN BUSINESS SINCE _____ NUMBER OF EMPLOYEES _____
- YEARLY CHANNEL LICENCING BUDGET : () \$0 -\$100,000 () \$100,000 -\$500,000 () Over \$500,000
- YEARLY COMMISSIONED PROGRAMS PRODUCTION BUDGET : US\$ _____
- IS YOUR COMPANY INVOLVED IN PROGRAM COPRODUCTIONS ? YES - NO YEARLY COPRODUCTIONS BUDGET : US\$ _____
- FOREIGN VS. LOCAL PROGRAMMING : _____% FOREIGN PROGRAMMING _____% LOCAL PROGRAMMING

3. PLEASE ANSWER THESE QUESTIONS IF YOU WILL BE LOOKING FOR TELEVISION CONTENT

I AM INTERESTED BY () FINISHED PROGRAMS () TV FORMATS () THEMATIC CABLE CHANNELS () CO-PRODUCTION OPPORTUNITIES

I WILL BE SPECIFICALLY INTERESTED IN :

- | | | |
|---------------------------------|------------------------------|----------------------------------|
| () ADULT PROGRAMMING | () GAME & QUIZ SHOWS | () SPORTS PROGRAMMING |
| () BUSINESS NEWS | () GENERAL NEWS | () TALK SHOWS & POPULAR DEBATES |
| () CHILDREN PROGRAMMING | () HISTORICAL DOCUMENTARIES | () TELE SHOPPING |
| () CONCEPT MAGAZINES | () LIFESTYLE | () TELENOVELLAS |
| () EDUCATIONAL PROGRAMMING | () MUSICAL PROGRAMMING | () VIDEO GAMES |
| () EXTREME CONTEST/PERFORMANCE | () REALITY SHOWS | () WEATHER NEWS |
| () FAMILY ENTERTAINMENT | () RELIGIOUS PROGRAMMING | () WILDLIFE DOCUMENTARIES |
| () FILMS | () SCIENTIFIC PROGRAMMING | |

4. PLEASE ANSWER THESE QUESTIONS IF YOU WILL BE LOOKING FOR NEW TECHNOLOGY TV SOLUTIONS

I AM INTERESTED IN () DIGITAL PAY-TV CONTENT / SERVICES () INTERACTIVE PAY-TV CONTENT / SERVICES

I WILL BE SPECIFICALLY INTERESTED IN :

- | | | |
|--------------------------------|--|-----------------------------------|
| () SET-TOP BOXES | () SUBSCRIBERS MANAGEMENT SYSTEMS | () BROADBAND DELIVERY SYSTEMS |
| () VIDEO ON DEMAND | () TELECOMMUNICATIONS PLATFORMS | () PAYMENT SYSTEMS |
| () DIGITAL VIDEO RECORDING | () CABLE DIGITAL DELIVERY SYSTEMS | () COMMERCE PLATFORMS |
| () INTERACTIVE TV PROGRAMMING | () SATELLITE DIGITAL DELIVERY SYSTEMS | () GRAPHIC ENHANCEMENT SYSTEMS |
| () MULTIPLEXING SOLUTIONS | () MMDS DIGITAL DELIVERY SYSTEMS | () EDITORIAL ENHANCEMENT SYSTEMS |
| () CONDITIONAL ACCESS SYSTEMS | () TERRESTRIAL DIGITAL DELIVERY SYSTEMS | |

YOUR CONTACT FOR MORE INQUIRIES - ELVIRA KARIMOVA / T + 33 1 46 39 55 39 - elvira@discop.com

5. PLEASE ANSWER THESE QUESTIONS IF YOU WILL BE LOOKING FOR MARKETING AND BRANDING SOLUTIONS

I AM INTERESTED IN () GENERATING ADDITIONAL REVENUES () GENERATING MORE AUDIENCE () GENERATING MORE SUBSCRIBERS

I WILL BE SPECIFICALLY INTERESTED IN :

- | | |
|-------------------------|--|
| () VIRTUAL ADVERTISING | () NETWORK PACKAGING |
| () PRODUCT PLACEMENT | () ON AIR PROMOTIONS |
| () SPONSORS MANAGEMENT | () SOUND DESIGN |
| () BRANDING STRATEGIES | () MEDIA SALES |
| () IDENTITY PROFILING | () AUDIENCE / SUBSCRIBERS RESEARCH |
| () INTERNET STRATEGIES | () AUDIENCE / SUBSCRIBERS PROMOTIONAL CAMPAIGNS |