



## Dave Hood Entertainment-Viodi

### Independent Telco Promotional Offerings

#### Overview:

Looking for a unique way to promote your video and other telecommunication and entertainment services? Dave Hood Entertainment (DHE), a leading provider of wholesome children's home video, and Viodi LLC, the independent telcos' bridge to Hollywood, present a package of promotional offerings designed to differentiate the independent telco from their cable television and direct broadcast competitors.

These offerings are centered on the character "Dave", made popular in the Real Wheels, children's video series. Millions of people of all ages love the character Dave and his entertaining, wholesome and educational antics. This is a unique opportunity for a telco to jump-start the promotion of their new service offerings by leveraging the success of a producer who has sold over *six million videos*.

Central to these offerings is the idea of using the character Dave as the "spokesman" for the independent telco.

The offerings are segmented such that a telco can pick and choose those items that best fit its needs. Dave can effectively be the spokesman for a telco or can simply be used as to complete a telco's promotional offering.

Regardless of which approach is chosen, the telco can benefit in a number of ways, including:

- Unique promotional opportunities, unavailable to DBS or Cable competitors
- A well known character with a broad, wholesome appeal
- "Hollywood" talent at affordable "Heartland" pricing



PRELIMINARY SPECIFICATIONS – SUBJECT TO CHANGE WITHOUT NOTICE



## Offering:

The following table lists the promotional content that DHE and Viodi are planning for the independent telco market. These promotional opportunities build upon the good will created by the character Dave. By getting in on the ground floor, an independent telco has the chance to shape the exact specifications for these items.

Category		Description	Availability	'Budgetary Price
Part #	Item			
<b>Education</b>				
E001	Image Use	Right to use DHE-authorized images for Telco-created, print materials to be used exclusively for educational purposes. <sup>2</sup>	30 days A.R.O.	
E002	"911 Help"	A short video where "Dave" explains the importance and proper use of 911 in an entertaining and memorable way. Geared to kids 3 to 8, this video is intended as telco give-away to pre-schools and schools. Alternatively, it could be used as content for a telco's cable system or web site.	TBD	TBD
E003	"Get A Job"	A chapterized DVD that provides different career opportunities in telecommunications in a friendly and entertaining way. This offering targets youth aged 12 to 17 and is intended as a telco promotional give-away to youth groups, schools, etc.		
E004	"Remote Help"	An entertaining video where Dave shows adults the features of and how to use their remote control.		
<b>Advertising</b>				
A001	Image Use	Right to use DHE-authorized images for Telco-created, print materials to be used for advertising purposes.		
A002	Voiceovers	30 second and 60 second voiceovers (e.g. for music on-hold, radio, web use, etc.)	30 days A.R.O.	<sup>3</sup>
A003	Video Greeting	Greeting from Dave – a 60 second spot that mixes background footage of Dave along with a personalized message to a telco's subscribers, board of directors, city council members, etc.	30 days A.R.O.	

<sup>1</sup> Exact pricing will be provided after an agreement on the exact specifications for a particular item. These prices apply for telcos with up to 15,000 subscribers. See Viodi for pricing for telcos or entities with more than 15,000 subscribers. Some of the items may require a certain level of telco participation to receive the budgetary pricing quoted.

<sup>2</sup> These materials may only be used in the following applications; 1) employee training materials, 2) Preschool, K-12 or college educational materials.

<sup>3</sup> DHE-Viodi copy adds to cost.

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Category		Description	Availability	Budgetary Price
Part #	Item			
A004	VoIP Killer Campaign-TV	A series of 3, 30 second television spots used to reinforce why the independent telco is the best choice of when it comes to telecommunication providers. This features a voiceover by Dave Hood.		
A005	VoIP Killer Campaign-Web	A series of 3, 30 second web animations for a web version of the VoIP killer campaign. This features a voiceover by Dave Hood.		
A006	VoIP Killer Campaign-Print	Text copy and associated graphics for a print version of the VoIP Killer campaign. This is great material for a newsletter, newspaper ads or any other print media.		
<b>Events</b>				
E001	Dave's Big Toy Show	The kids know him, the parents love him. This is the independent telco's chance to show the community that they can bring "Hollywood-style" entertainment to the Heartland. This event is a great way to involve other organizations of the community and offers many opportunities to obtain a great deal of press.	TBD	
<b>Original Content</b>				
C001	A Day With Dave at the Telephone Company	Telcos have a unique opportunity to participate in the creation of video "A Day with Dave at the Telephone Company" This video will utilize the character, Dave, made popular in previous DHE productions, have a similar look and feel to other DHE productions. This is content that can be used as a promotional give-away, commercial deployments or incentive gifts. (preliminary specifications available upon request).	TBD	
C002	Safe Surfing with Dave	Follow the adventures of Dave as he teaches kids and parents alike how to surf the Internet in a safe and productive way. More than just surfing, this video will enlighten customers as to how the Internet works and why the independent telephone company is critical in the era of communications.	TBD	

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