

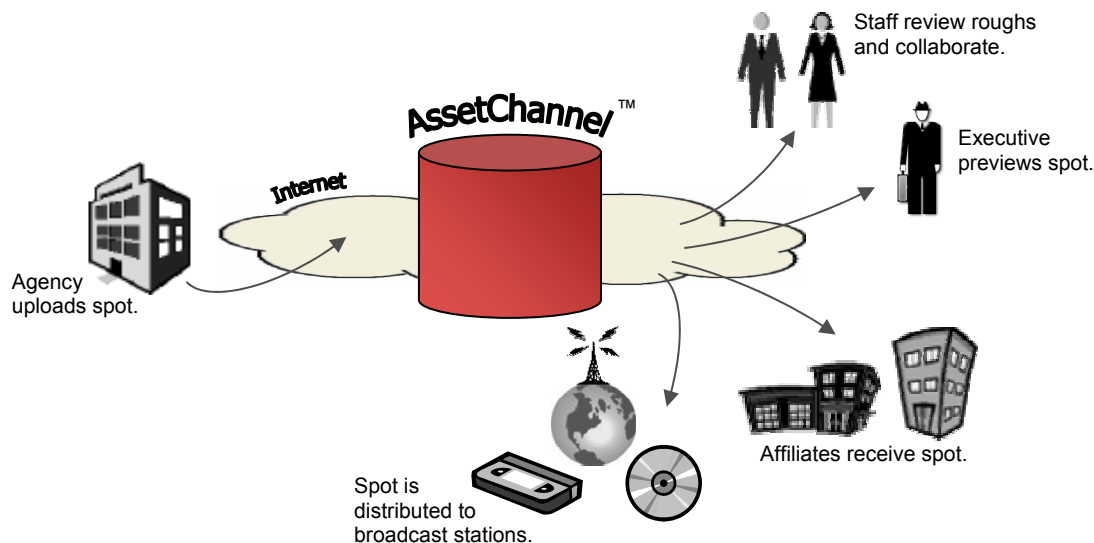
AssetChannel

All Your Media in One Secure Place

Digital Asset Management

Every time you traffic a spot through FastChannel's TrafficChannel network, the spot is added automatically to your own private online ad library. You can share spots and media elements from your FastChannel AssetChannel library with associates in remote offices, affiliates, partners, dealers or retail groups anywhere in the world. The spot is available when and where you need it.

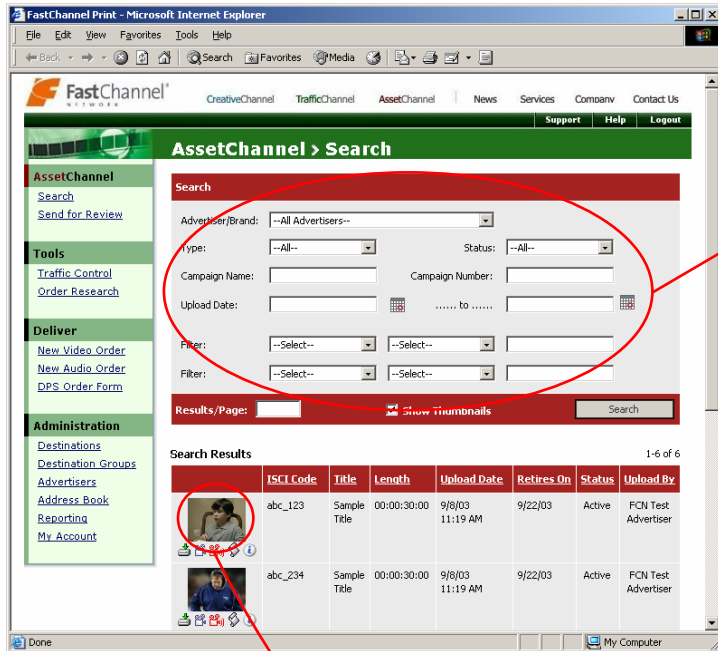
AssetChannel improves your organization's workflow by providing immediate access to creative content for all your staff, clients, and distribution outlets, wherever they may be.



AssetChannel Benefits

- Build company-wide awareness of past, current, and available campaigns.
- Increase collaboration by providing easy access to assets throughout your organization.
- Quickly communicate concepts to regional and international offices, without expensive duplication and shipping costs.
- Enable producers and regional affiliates to easily retrieve ads for client presentations through anywhere, anytime access.
- Send spots from any desktop to broadcast stations with immediate delivery.
- Set asset retirement dates, which determine how long spots can be viewed and downloaded.
- Proactively share campaign information with client executives.

AssetChannel Features: Searching and Metadata

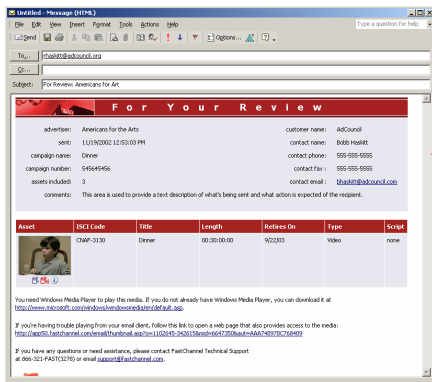
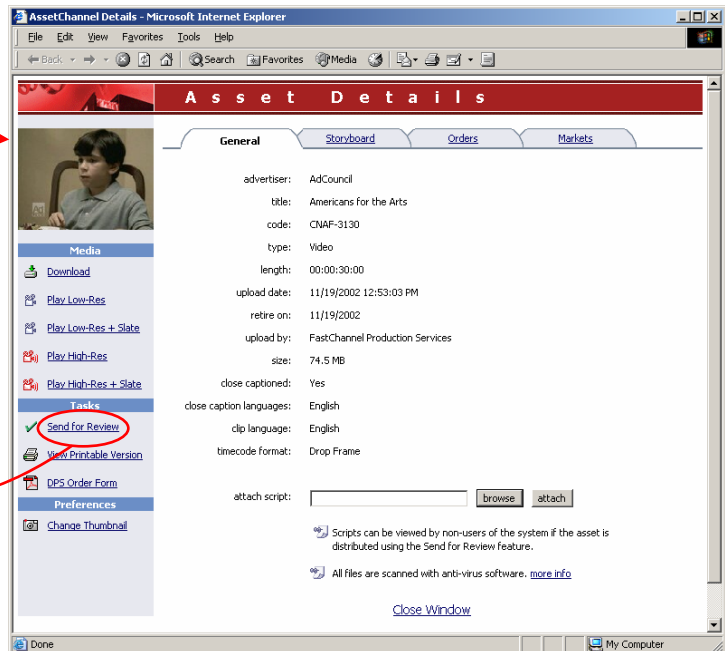


Because audio spots, video spots, scripts, order information and market information are stored in a single, secure repository, you can find what you need when you need it.

AssetChannel's **powerful search tools** allow you to find content quickly and precisely. You can search by advertiser, media type, campaign, ISCI code and other metadata.

When you click a thumbnail in the search results, a new window opens to show detailed information for that asset. The Asset Details window includes multiple tabs for general spot information, the storyboard, traffic orders and market information.

The General tab of the Asset Details window displays **vital metadata** about the asset. You also can attach the spot script to the asset. The script is converted to PDF format to ensure cross-platform compatibility.



From the Asset Details windows, you can send the spot to anyone for review via email. The recipient can review a high or low bandwidth version of the media, review the script and provide feedback immediately.

AssetChannel Features: Market Data

Market	State	Airdates
Bakersfield	CA	11/11/03-11/19/03, 12/14/03-12/19/03
Denver-Boulder	CO	11/11/03-11/19/03
Wilmington	DE	12/14/03-12/19/03
Boston	MA	11/11/03-11/19/03, 12/14/03-12/19/03
Atlantic City-Cape May	NJ	11/11/03-11/19/03, 12/14/03-12/19/03
Catskill	NY	11/11/03-11/19/03
Winnemucca	NV	12/14/03-12/19/03
Carnegie	PA	11/11/03-11/19/03, 12/14/03-12/19/03

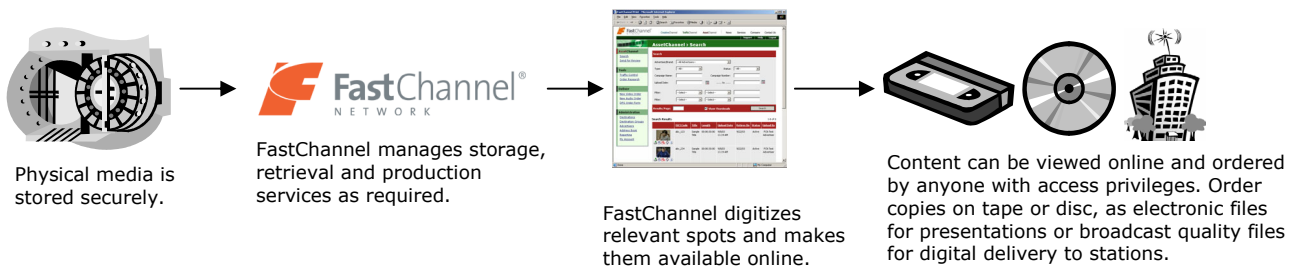
The Markets tab provides a snapshot view of where and when the spot has been trafficked for broadcast. You can see easily the spot's **regional and historical distribution** information at a glance.

You can sort the market data by market or by state.

Digitizing Physical Assets

FastChannel recognizes that a good percentage of your assets may be stored as physical elements, which is why we also provide Physical Asset Management services to protect your physical assets from loss, damage and deterioration. Whether you want to store dailies from a TV shoot, elements from editing or master reels, FastChannel gives you greater control and simplifies reuse through its single solution for media distribution and asset storage management.

When your physical assets are stored with FastChannel, they can be digitized at any time to take advantage of FastChannel's internet access and delivery. The FastChannel Asset Digitization process involves the following steps:



To learn more about how FastChannel can solve your Asset Management needs, contact FastChannel at 781.898.6500.