

From: Dan Gehred
Sent: Wednesday, February 13, 2002 4:46 PM
To: David Seno; Jennifer Balsch (PARSONS); James Root
Subject: RE: MovieFix.com - final stages of WM format work

David,

We have given them a pretty good deal to start using WM, so they should be receptive to some of Jen's ideas below. You should probably check out their site so you know what sort of content they have.

They also recently upgraded from a 10MBps max rate internet connection which they were maxing out to a 100MBps connection, but you should probably alert them to the amount of traffic we may drive to them.

-Dan

-----Original Message-----

From: David Seno
Sent: Wednesday, February 13, 2002 4:19 PM
To: Jennifer Balsch (PARSONS); Dan Gehred; James Root
Subject: RE: MovieFix.com - final stages of WM format work

I will give Robert a call. Is there anything I should know before I call?

-----Original Message-----

From: Jennifer Balsch (PARSONS)
Sent: Wednesday, February 13, 2002 4:07 PM
To: Dan Gehred; James Root
Cc: David Seno
Subject: RE: MovieFix.com - final stages of WM format work

David Seno can work with them on opp's for WM.com

Jen Balsch
Digital Media Division
Microsoft Corp.
v: 425-936-6588
f: 425-936-7329

-----Original Message-----

From: Dan Gehred
Sent: Wednesday, February 13, 2002 3:38 PM
To: Jennifer Balsch (PARSONS); James Root
Subject: RE: MovieFix.com - final stages of WM format work

James,

Do you want me to talk to them about these issues or will you handle?

Jen - I don't think anyone has worked out a promo for them on WM.com - how/who should handle? Also, they are really a small shop - two people - and their president handles all the PR.

Here is his contact info:

12/2/2003

Plaintiff's Exhibit
8407
Comes V. Microsoft

DEPOSITION EXHIBIT
12
Root

MS-CC-Bu 000000324215

Robert Moskovits
MovieFix.com
323.839.6260 Main
323.356.0649 Cell
323.839.6472 Fax
robert@moviefix.com

-Dan

---Original Message---

From: Jennifer Balsch (PARSONS)
Sent: Wednesday, February 13, 2002 2:33 PM
To: Dan Gehred; James Root
Subject: RE: MovieFix.com - final stages of WM format work

I have a few questions first, then we can figure out how to promote this.
What percent of their content will be in WM vs Real?
On the pages we point to we'd like to have all WM content, no blatant adult content, no Real content. If they offer a choice of players would like WM as default. Do you think we can get all this?
Has anyone worked out a promo for them on WM.com? What cool WM content will they have?
Who are the PR contacts?

Jen Balsch
Digital Media Division
Microsoft Corp.
v: 425-836-6566
f: 425-836-7329

---Original Message---

From: Dan Gehred
Sent: Wednesday, February 13, 2002 1:29 PM
To: Jennifer Balsch (PARSONS); James Root
Subject: MovieFix.com - final stages of WM format work

Jen,

We are getting close to launching WM content on MovieFix.com. I'm helping them through some issues, but I think we are on track to go live in the first week of March.

What are the next steps for doing some marketing and press releases with them?

Also, will we need to do anything about their R rated content that they put on the homepage?

Thanks,
-Dan

12/2/2003

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