



Mochila: The Media Marketplace

Buy and sell high-quality content, a la carte and on-demand.

Introducing Mochila

The first global media marketplace that facilitates commercial content syndication in an easy peer-to-peer fashion.

Mochila provides editors and publishers from all media outlets with instant access to a vast inventory of high quality, relevant content from leading magazines, newspapers and websites.

By partnering with trusted brands, Mochila has created a secure online media marketplace that lets editors and publishers quickly search and buy the highest-quality feature content a la carte and on-demand.

How Mochila Works

1. Store Content in Mochila

A seller creates and stores content in the Mochila Marketplace. Editors can be both buyers and sellers of content.

2. Set the Rules

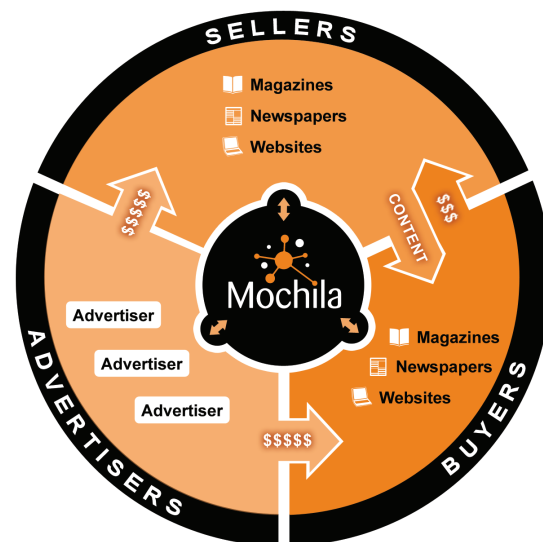
The seller prices the item, chooses licensing rules and lists any embargoes, exclusions or other desired restrictions. These rules can be customized down to the individual asset level.

3. Search Mochila

A buyer logs into Mochila.com and can search for content in different ways including by keyword, brand and date range.

4. Review Content

The buyer finds the desired content and reviews the material (text, photo, etc.), price and licensing terms.



Mochila ...

- Transforms content into a monetized asset.
- Simplifies complex licensing rules.
- Provides a unique internet system that makes acquiring content as easy as purchasing a book online.
- Features a team of proven software and media veterans and a distinguished board of advisors.

5. Purchase Content

The buyer then purchases and quickly receives the content through a series of clicks.

6. Download and Publish Content

The content can be instantly downloaded onto any publishing system.

7. Receive Revenue

The seller receives an unprecedented share of revenue from the syndication transaction.



Mochila Within the Larger Marketplace

Online Content is Selling

Last year approximately 16.8 billion words and 1.8 billion photos and graphics were sold over wire services such as the Associated Press, Bloomberg, and Reuters.

Combine those numbers with audio and video sales and global spending was just under \$2 billion for syndicated news content last year. This number is expected to grow to \$3 billion by 2008.

In addition, niche publications will soon spend nearly \$3 billion on outsourced content. Niche content is predicted to surpass general syndicated content by 2012.

The explosion of blogs, websites, and online newsletters promises to increase the market even further.

Licensing Can Be Difficult and Complex

The complexity of licensing has always made content syndication difficult and presents content owners with barriers to re-monetizing content.

Licensing is a manual process usually involving legal and licensing departments working to create individual contracts dealing with issues such as price, time, geographic embargoes, competitor exclusions, and a host of additional licensing rules.

Content syndication remains a largely subscription-based business, the cost of which is prohibitive to entire market segments of potential content buyers.

Through the recent advent of high-speed internet access and XML-based technologies, Mochila has now made licensing and distribution easy and affordable.

Mochila's Next Generation Technology

Patent-Pending Technology

Mochila has essentially developed an "aircraft engine" for licensing. Mochila is based on next-generation, high-performance XML processing technology.

This patent-pending technology was developed in part by the same team who helped develop the open standards of XML and XSLT, widely used by many publishers and enterprises today.

Simplifying Content Management

This highly scalable JAVA-based platform allows for archiving and indexing of content, association of complex meta data, inclusion of digital rights management and licensing rules, source and content ranking, micro transaction and ad server capabilities.

Mochila can instantly match buyers, sellers and advertiser preferences, allowing members to safely buy and sell their content to each other for the first time at the atomic asset level.

The People at Mochila

A World-Class Executive Team

Led by a world-class executive team, Mochila has received venture capital and media funding from Mission Ventures, The Greenspun Corporation and Jerry Colonna. Mochila is a new and unique solution for an inefficient marketplace with unmet needs.

Syndication just took on a whole new shape. Buy. Sell. Earn. www.mochila.com