

*Sample Proposal researched, written and presented by **Gordon Gus***

FOO.COM Media Agency

Mobile media solution and more for direct-to-consumer strategy

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Presented to:

FOO.COM Media Agency

Created and Submitted by:

Gordon "Gus" Gustafson
Manager, Technical Sales
MYCO.COM Inc.
100 Main Street
Pleasantville, CA 92228
858.342.1763 (USA)

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FOO.COM Agency

Dear Jon Smith,

FOO.COM Agency has always leveraged new technologies that serve to promote its critical asset—talented entertainers. Technical advancements in the last few years have brought unsurpassed innovations in ways to promote this talent directly to the consumer, and by the consumer. MYCO.COM can provide the new media platform and expertise. Our PROPRIETARY mobile solution will empower music artists to build a one-to-one relationship with their fans, anywhere, anytime. Mobile devices enable artists to promote their brand and sell their content directly to consumers without traditional constraints and costs. MYCO.COM can help FOO.COM provide artists a direct channel to their audience worldwide through mobile devices and more. MYCO.COM is the only proven platform big enough and flexible enough to handle FOO.COM's valued assets and new marketing initiatives. Read on, or better yet, call me to find out why.

Success,

Gordon Gus

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The Situation: New Expectations

FOO.COM has a long history of using new technologies to promote talented artists. Whether it was pushing stage actors to film, or musicians to records and CDs, they are experts in bringing promoting talent to the masses. Today the masses expect much more—more availability, more personalization and more involvement in their choices. Traditional methods of promotion and distribution are no longer adequate, as the public has increasingly looked to new ways of discovering, choosing, and consuming content. No where has this been more evident than in the music industry. In response, FOO.COM wishes to offer its musical clients a means of connecting directly to the masses through mobile devices anywhere, anytime.

In the Beginning...

Historically in the music industry, record labels were absolutely necessary for the success of any artist. By definition, a record label is a brand or trademark associated with the marketing of sound recordings and music videos. A record label is also a company that manages such brands and trademarks; coordinates the production, manufacture, distribution, promotion, and enforcement of copyright protection of sound recordings and music videos; conducts A&R (artist and repertoire) and maintains contracts with recording artists and their managers. The “Big Four” label record companies, Universal Music Group, Sony BMG Music Entertainment, EMI Group, and Warner Music Group, hold over 75% of the market share (\$25 billion market).

Changing demands

Record labels are losing their value. Due to technological advancements in audio production, telecommunications, and marketing tools, many tasks once controlled by the record labels are being done by artists and their closer support teams. This not only gives them more control over their music and branding, but a closer relationship to their fans. Many artists are choosing to do just this. Artists such as Dolly Parton, Aimee Mann, Beck, Ani DiFranco and Prince have successfully complemented and even replaced the roles once owned by the record labels. The proliferation of the Internet and mobile devices has created more independent channels such a “Netlabels” and “Open source labels”. Clearly, we are seeing a power shift toward those closest to content creation.

Fight of flight

This trend has strained relationships between record labels and interests of the artists. Traditional promotion and distribution channels are increasingly seen as slow, inadequate, and outdated at best—oppressive and unfair at worst. More and more artists feel disconnected from their fans and have begun to look for better ways to control their works and brand.—with or without the help of traditional services. Content is still king, and those closest to its creators are its stewards. Companies that do not leverage technology to strengthen the bond between artists and their fans will eventually lose both.

Scrambling for a response

From a business perspective, the record labels response will be to methodically adopt these technologies too. Leveraging their existing contracts, they will become technical vendors themselves, *slowly* replacing obsolete methods with via new media services and syndication. For this to work, record labels will attempt to lock as many artists into longer and more constraining contractual obligations, as they buy time to make transition without cannibalizing existing relationships and revenue streams. However, many artists won’t wait.

Conclusion: New technology, new opportunities

Artists now have a unique, low risk opportunity to take more control over their music, branding, distribution and public relations. As record labels struggle to adjust to the new demands of artists and consumers, they will look to their closest business partners, their agents, to help them. This can mean complementing existing services rendered by their record companies, or even replacing those services altogether.

FOO.COM has an opportunity to distinguish itself as the full service agency for the new millennium. It can provide their clients with new options including direct to consumer sales and marketing, and more. As direct consultants to the artists, it is vitally important that FOO.COM supply the artists and their fans with options. MYCO.COM wants to help by being its technical solution for mobile and beyond.

Why mobile? Why now?

The goal here is to create a viral, interactive contest and marketing that maintain brand awareness and effectively extend the experience beyond just listening to music. Here are just some of the benefits:

- Direct Control
- Immediate delivery
- Interactive and entertaining
- High response and recall rate
- 24 x 7 access
- Track-able results
- Stronger brand
- Higher customer loyalty
- Higher retention
- Cost effective
- Drives sales
- Higher margin
- Expand into broadband and IPTV

More options

Providing more options to both artists and fans alike is a recipe for more loyalty and revenue. Artists want the freedom to promote their works and brand, and fans want the ability to share and even contribute to this process. (*Wired* 2006) New generations of music fans increasingly identify with their favorite artists and will show loyalty as long as they feel their needs are being met. Fans not only expect to listen to their favorite artists anytime and anywhere, but increasingly expect these artists to listen to them. Clearly, artists and fans need direct channel to each other. The explosion of mobile devices and applications now makes this possible.

More mobile...Please!

U.S. mobile penetration now exceeds the similar penetration metrics for home Internet, cable, and computers. With wireless penetration reaching over 70 percent in most major metro areas, wireless devices have become a ubiquitous communications tool and a channel for anyone. Mobile allows brands to track campaign success, so-called brand interactivity. By including a mobile “call to action” in a given campaign (broadcast, print, outdoor, etc.), marketers can more accurately track response rates for specific campaigns or channels, thereby leveraging affinity advertising.

More marketing

The time is right to get engaged in mobile marketing and distribution. The industry has experienced near-hockey-stick vertical growth. In the U.S. alone, text campaigns (SMS) have experienced approximately **200 percent growth** in adoption in the last year. No other marketing medium, not the Internet, out of home, or print, has experienced this level of adoption. According to Forrester Research, mobile marketing adoption rates continue to increase, with 43 percent of U.S. marketers using, piloting, or expecting to pilot mobile marketing in the next 12 months.

More buzz

As of February 2006, SMS is still the most popular form of the Mobile Marketing. Worldwide roughly 700 billion text messages will be sent in 2006 versus 40 billion in the United States. Statistics show that approximately 60 percent of teens and young adults send text messages on a regular basis. This music-hungry demographic is constantly texting each other and looking for cool applications and games they can access on their mobile devices.

For example, a recent marketing campaign by Virgin Music featured an "instant win" game, called M-Instant Win, and included a channel for participants to send in their details and preferences to form part of a new fan club. The rules of the instant win game were simple: fans text-messaged in a keyword for their favorite band (either "BLUE" or "ATOMIC"), and sent it to a dedicated short code (premium rate SMS). The campaign was a success and showed the importance of allowing fans to define their own evolving needs.

More communities

Due to increasing popularity of social networking tools, such as YouTube.com and MySpace.com, we believe the killer applications will be those that merge lifestyle applications and services with consumer experience. Ideally, this will be a world in which it's difficult to separate lifestyle from brand.

More direct

This evolution of direct-to-consumer sales and marketing will make use of the latest digital mobile and broadband technologies. A mobile platform will enable FOO.COM tap into the burgeoning popularity of text messaging, cell-surfing and content downloads offer these consumers' new and ever-inventive ways to interact with their favorite artists, whether it is through wireless contests, unique merchandise or even concert-live text promotions.

More platforms - A converging world...

Mobile is just the beginning. What is critical is the ability to grow to *any* channel to reach an audience. Today's consumers increasingly expect to get content anywhere, anytime, and in *any means available*. They want to discover, research, experience and buy content from any device including mobile phones, personal computers and Internet TV (IPTV). Consumers, especially younger generation, increasingly see content as independent of technology. To them, technology should always help, not hinder their demands.

To meet such growing demands, it is critical artists provide a strong brand and experience across the three main media channels.

- Mobile
- Broadband (PC)
- Internet TV (IPTV)

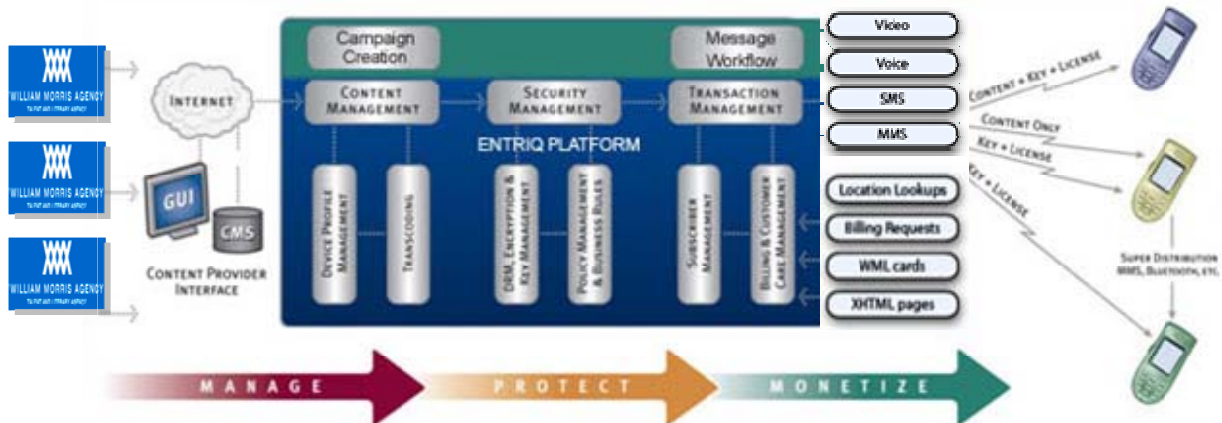
Consumers demand convergence—a cohesive, symbiotic experience between the three channels. The goal is to create a stronger bridge between the talent and the public by providing an interactive and immersive experience that compliments their digital lifestyles. Today more than ever, this means having a brand-unifying presence on mobile, broadband and Internet TV.

We have the solution...

MYCO.COM's PROPRIETARY mobile solution will provide FOO.COM a means of connecting artists directly to the world via mobile technology. It will provide them with the ability to create a stronger, more personal relationship between its top music clients and their increasingly fragmented and alienated fan base. With MYCO.COM's mobile services and expertise, FOO.COM can strengthen its identity as a market leader in the use of new media and technology to both discover and promote top musical artists in today's demanding interactive market.

With PROPRIETARY Mobile Platform you can:

- Provide artists with a branded mobile presence
- Promote and sell audios and videos through mobile devices
- Offer ring tones, wallpapers, images, and games
- Create and manage mobile advertising campaigns
- Promote brand loyalty through user voting, alerts, community tools
- Avoid phone compatibility issues
- Integrate with carrier billing systems or your own
- Protect content from piracy
- Create sophisticated discount and promotions
- Deliver on demand mobile content
- Capture usage metrics and analytics
- Expand into other broadband and IPTV easily
- Create sponsorship around content
- Insert mobile Ads



Many platforms, ONE solution

PROPRIETARY is a cross-platform solution. It allows providers to manage all their content across mobile, broadband, and IPTV devices--under a single roof. Our unified content management system will allow FOO.COM to promote artists on today's popular platforms:

- Mobile
- Broadband (PC)
- Internet TV (IPTV)

Our mobile solution is built upon MYCO.COM's cross-platform service, making expansion into the PC and IPTV quick and simple. All content can now be managed with a single set of tools on a single service. What platforms you choose beyond mobile is up to you.

What you get...

PROPRIETARY Mobile Service Platform

This solution will enable FOO.COM to create a stronger, undiluted brand for its musical artists by providing the following services.

MYCO.COM's Mobile Solution is a complete automated end-to-end system designed to deliver rich multimedia content to mobile subscribers. The system provides all of the functionality required for a compelling end-user experience that supports any wireless carrier worldwide.

The system provides user-friendly applications for navigation, selection of content, proper rendering for a subscriber's device, full Open Mobile Alliance (OMA) as well as Windows Media Digital Rights Management (DRM) protection, plus a variety of billing options, community based service (voting, competitions and SMS campaigns) and a mobile advertisement delivery platform.

The MYCO.COM Mobile Solution is a full featured ASP infrastructure enabling content owners to distribute and monetize their digital libraries. Master digital media asset files can be automatically uploaded into the content repository for publication and distribution to mobile and broadband subscribers, thereby leveraging cross platform distribution and marketing. This content ingestion and publication system is designed so that newly uploaded content can be instantly offered to wireless subscribers via the WAP storefront. The overall high-level functions of the MYCO.COM Mobile Solution include the following:

1. *Content capture and ingestion.*
 - Completely automated after one-time setup.
 - Ingestion of any existing digital media (video, audio, and image) assets. Also supports J2ME games/applications.
2. *UI Adaptation Services*
 - Dynamic presentation layer adaptation at run-time to ensure optimal page rendering for each device.
 - Search functionality to drive additional revenue
 - Real-time updates XML feeds
3. *Content Adaptation Services*
 - On-the-fly media asset transcoding ensures that the highest quality media asset is returned for each device
 - Quickly and easily transcodes from multiple broadband standard media formats (i.e., .wmv, .avi) to mobile specific formats (i.e., .3gp, .mp4).
 - Content transcoding to transform any content into the proper format for rendering on specific mobile devices (e.g., video format, aspect ratio, resolution, etc.).
 - Multiple algorithms to ensure that the highest resolution is used depending on the content type being returned.
 - Capable of dynamically transcoding video and audio content based on network conditions (2.5G/3G)
 - Multiple layers of CDN and local caching allow for optimized content delivery worldwide
4. *Content Protection*

- Full OMA DRM 1.0 capabilities (Forward Lock, Combined Delivery, Separate Delivery)
 - WM DRM10 support
 - Security policies are dynamically retrieved and applied during content download.
5. *Content Billing Solutions*
 - Integration with multiple Tier1 carriers worldwide.
 - Direct Carrier WAP billing
 - Premiums SMS (PSMS)
 - Credit Card
 - Paypal
 - Bango
 6. *Content Delivery and Syndication*
 - Localized content delivery/caching worldwide via multiple CDN's
 - Syndication of mobile pay media across multiple operators and multiple portals.
 - Live streaming, simulated live, and VOD.
 7. *Digital Storefront Integration*
 - Opens the door for Direct-to-Consumer (off-portal) mobile up sell opportunities.
 - Ability to participate in cross platform distribution, marketing and billing.
 8. *Subscriber activity and behavior recording*
 - Comprehensive statistics and reporting
 - Sales and revenue reports
 - Real-time and scheduled reports
 - Exportable data format (CSV) and web services
 9. *Community based services and full-service mobile marketing solutions*
 - Deploy, develop and deliver mobile messaging
 - Integrated Voting and Competition applications across Web, WAP and SMS.
 - Cross platform Alert messaging campaigns.
 - Internal and External alert triggering capabilities
 - Text-to-Screen capabilities available (outside scope of proposal)

The system provides a virtual portal supporting multiple wireless carriers and facilitating any content provider portal. In this way, content (media assets) can be syndicated across multiple wireless carriers. The type of content supported by the Mobile Solution includes all 3GPP media types (e.g., audio, video, images, etc.) as well as downloadable J2ME applications.

Mobile Marketing Services

MYCO.COM also supports applications to help you and your clients generate revenue, build interactive relationships and increase awareness on a one-to-one basis with their customers through mobile communications. World class companies turn to MYCO.COM for cost-effective hosted (ASP) mobile marketing, m-commerce and CRM products and services. Our mobile applications give you the ability to design, deploy and manage highly personalized and interactive mobile campaigns that build and maintain customer relationships while maximizing the lifetime value of each customer.

The system supports an integrated messaging and CRM suite that allows you and your clients take control of the marketing, communication and monetization of their products in a way never seen before. You will have full access to the functions incorporated into the Anywhere™ product. A partial list of these features:

Campaigning Tools

- Pinpoint target marketing to anyone at anytime via the mobile channel, in depth data metrics relating to the marketing system, and quality CRM tools from an internet based system.
- Real time interaction with an audience (radio, arena, stadium, Internet, television—any audience) via the mobile channel from an Internet based system.
- All applications are fully complimentary and work seamlessly together to provide the most comprehensive mobile ticketing, CRM, and loyalty solutions available.
- Database opt-in and building, segmentation and targeting via internet or mobile phone.
- Message authoring and tracking plus campaign management tools.
- Short-code keyword controls and management
- Configurable text message “responders”
- Anytime interactive messaging such as mobile polling and contest capabilities
- Real time viewing, monitoring and sorting of mobile campaign interaction
- Text-to screen capabilities as “call-to-action” mechanism
- Triggered messaging events
- Advanced data collection, tracking and reporting mechanisms on users and their interaction behaviors.

Promotions

- Generate, distribute, redeem and track a unique (or generic) promotion code to the associated financial transaction
- Time constrained promotions – e.g. distribute in November for a special Christmas promotion (example: spend \$15 on broadband, get a free library movie) good for the month of December only
- Complex discounting
- Gift cards (prepaid on plastic cards) and Gift certificates (purchase and redemption)

Ad management

- Video and Audio Pre-rolls, Banners, Flash, Text
- Companion Ads, Video Pre-roll and Post-roll

- Direct purchase or through ads (with ads discounted)
- Ad delivered from CDN of your choice
- Single ad for all platforms (mobile, PC, IPTV)
- Advertisers bring premium content and relationships (i.e., Video Ad Network)
- DRM applied to ads

Syndication

- Syndication can be implemented in different ways, dependent on how the content is shared with the service provider:
- Co-branding features
- Dynamic skinning (based on parameters)
- Full RSS Feed support (Real Simple Syndication)

How it's done...

MYCO.COM's Solution is a complete automated and self-controlled end-to-end system designed to deliver rich multimedia content to mobile subscribers. The system provides all of the functionality required for a compelling end-user experience and supports both broadband and any wireless carrier worldwide.

The system provides user-friendly applications for navigation, selection of content, proper rendering for a subscriber's device, full Open Mobile Alliance (OMA) as well as Windows Media Digital Rights Management (DRM) protection, plus a variety of billing options and mechanisms. The MYCO.COM Mobile Solution is a content enabling infrastructure. Master digital media asset files can be automatically uploaded into the content management system for publication and distribution to mobile subscribers. This content ingestion and publication system is designed so that newly uploaded content can be instantly offered to subscribers via the application menus.

The system provides a virtual portal supporting multiple wireless carriers and facilitating any content provider portal. In this way, content can be syndicated across multiple wireless carriers. The type of content supported by the Mobile Solution includes all 3GPP media types (e.g., audio, video, images, etc.) as well as downloadable games.

MYCO.COM provides a virtual portal supporting multiple wireless carriers that facilitates content provider portals. Content (i.e., media assets) can be syndicated across multiple wireless carriers. The type of content supported by the Mobile Solution includes all 3GPP media types (e.g., audio, video, images, etc.) although the primary focus is the support of video content.

The service is offered as a full end-to-end solution, although MYCO.COM also supports those customers that wish to use their own presentation or content delivery capabilities (e.g., other service providers or wireless carriers), content management capabilities (e.g., sophisticated content providers) or billing capabilities. In essence, the service can also be operated as a broker service providing security, billing, payment and customer care functions to customers.

The Mobile Solution is based upon the architecture, functionality and features developed for MYCO.COM's broadband Internet service, including the Media Authorization Network (MAN) and the Content Protection Service (CPS). However, for wireless distribution channels, several additional functions are required:

- A content management system (CMS) is employed to support an end-to-end service for both content providers and carriers.
- A device profile management system (primarily based on the UAP (protocol) is employed to support content delivery based on the characteristics of all mobile device types.
- A transcoding system is employed to transform any content into the format required for proper rendering on any mobile device.
- A device presentation environment is employed to support wireless application protocol (WAP) applications, downloadable applications (i.e., J2ME), and the ability to properly present menus and content to the mobile subscriber.

- The Media Authorization Network (MAN) functions are employed to provide license and policy management (security), subscriber authentication (i.e., registration), subscriber authorization for payment, and billing management.
- Content Protection Service (CPS) is a system that provides a method for encrypting, registering and publishing media content in an automated fashion. The CPS automates the entire process of protecting content and associating appropriate business logic to that content.
- Connectivity to wireless carriers' networks. This connectivity may consist of a variety of mobile messaging and mobile data delivery protocols such as short message service (SMS), wireless application protocol (WAP) and multimedia message service (MMS).

Why get it from us...

Simply put, MYCO.COM provides a robust end-to-end solution that is secure, reliable, cost-effective, extendable and easy to use.

- Secure
 - Patented access control mechanism
 - DRM security
 - Fraud Prevention
- Reliable
 - Global network
 - ISP-grade service level
 - 24x7 monitoring
- Cost-effective
 - ASP allows shared cost to maintain system
 - Predictable investment
 - Avoid multiple vendors
- Extendable
 - Single platform for mobile, broadband and IPTV
 - White label service
 - Customizable templates, robust API
- Easy-to-use
 - Graphical interfaces
 - Drag and drop content and metadata publishing
 - Integrates with existing workflows
- Quickly Implemented
 - Pluggable architecture
 - 90 days or less to launch
 - Professional services staff

Tale of the tape - FEATURES

Digital Rights Management (DRM)

- Open Mobile Alliance DRM v1 (forward lock, combined delivery, and separate delivery).
- Number of plays allowed.
- Expiration in n -days.
- Expiration on specified date.
- Best effort DRM (i.e., apply highest level of DRM supported by the user's device).
- OMA DRM Superdistribution.
- Deliver license for super distributed content to destination device.
- Deliver new transcoded content and license for super distributed content to destination devices that are different from the source device.
- Microsoft DRM v10.

Content Distribution Platforms

- Video streaming (live and simulated live) with hint tracking.
- Audio streaming (live and simulated live) with hint tracking.
- Video on demand.
- Audio on demand (e.g., music, ring tones, etc.).
- Images (e.g., wallpapers, screensavers)
- J2ME applications (e.g., games)

Application Types

- Complete “white label” mobile storefront creation.
- On-portal with carrier, WAP-based.
- Off-portal direct-to-consumer WAP-based.
- Off-portal direct-to-consumer online Web-based.

Content Management

- Content ingestion.
- Secure file transfer protocol (SFTP).
- Comprehensive XML-based metadata ingestion API.
- Drag-n-drop.
- RSS feed for textual content updates (e.g., live news feeds).
- Media RSS feed for rich content updates (e.g., images).

- Instant dynamic population of application menu items.
- Instant dynamic placement of application menu items.
- Content publishing and un-publish
- Timed content release windows.
- Timed content expiration.
- Content archiving.
- Embedded link capability (i.e., customer site as a portal to external links and content)
- Integration of broadband (Digital Store) and mobile products to distribute mobile content via the Digital Store online product
- Worldwide local caching of content for increased performance

Billing

- Premium SMS (PSMS: mobile-originated and mobile-terminated).
- Credits for PSMS refunds.
- Link-based charging (via WAP gateways).
- Credit and debit card.
- Direct carrier billing for on-portal and off-portal (off-portal via Bango) via carrier billing system integration (on a per-carrier basis).
- Pay-per-download.
- Pay-per-stream.
- Subscriptions.
- Bundling.
- Multiple international currency support.
- International tax support — tax rates and calculation methods are updated monthly.
- Premium SMS refunds (provided by partners today).

Transcoding

- Open Mobile Alliance (OMA) Standard Transcoding Interface (STI) v1.
- Dynamic transcoding based on device specifications.
- Dynamic adaptive transcoding based on network conditions (i.e., ability to dynamically adjust video frame-rate for 2.5G or 3G network users).
- Automatic pre-transcoding on content ingestion for enhanced performance.
- Watermarking of video and image content.

Tracking and Reporting

- Support full Reports functionality.
- By content type.

- By content provider.
- By subscriber.
- By payment type
- By carrier.
- Custom reporting capabilities.

Application Presentation and Mobile Browser Support

- WAP v1.2.
- WAP v2.0.
- WML v1.1.
- WML v1.3.
- WML (Openwave).
- XHTML Basic.
- XHTML Basic MIB v2.0 and v2.1
- XHTML Basic Netfront.
- XHTML Mobile Version 1.0.
- XHTML Mobile Version 1.0 (Openwave).
- Full HTML.
- MML Basic.
- CHTML v2.0.
- CHTML v3.0.
- CHTML v3.2
- CHTML v4.0.
- PML v1.11 (Vodafone).
- Dynamic WAP page creation and adaptation per device capabilities.

Content Delivery Support

- Short message service (SMS).
- Multimedia message service (MMS).
- HTTP downloads.
- OMA downloads.
- RTP/RTSP streaming.

SMS Campaign Management

- Basic voting application recording.
- Basic competition application support.

MYCO.COM: Leader in New Media

MYCO.COM provides comprehensive, industry-leading solutions that pay-media companies in the broadcast, cable, satellite, broadband, and wireless markets use to protect and monetize their digital media assets, and increase their share of consumer media spend.

MYCO.COM has the experience, technology, and infrastructure to provide FOO.COM with a superior level of content management, content security, event scalability and overall system flexibility in a cost-effective, efficient and timely manner. By using the MYCO.COM Solution, FOO.COM will gain unprecedented access to customer data and media usage statistics through an entirely branded experience. The MYCO.COM network will enable FOO.COM to completely and fully control all aspects of its online services.

The combination of MYCO.COM's flexible platform and marketing tools results in the most flexible and manageable solution that allows FOO.COM to substantially grow its online service and provide the foundation for new product features and more compelling services.

MYCO.COM has been a successful provider of Pay Media infrastructure solutions and services for more than a decade. Over this period, the company has successfully expanded its focus from traditional broadcast technology to digital cable to satellite and now broadband and wireless.

MYCO.COM is a privately owned company based in Pleasantville, CA and a wholly-owned subsidiary of PUBLIC COMPANY – a multinational media group with its principal operations in pay-television, Internet subscriber platforms, print media, book publishing, private education, and technology markets and generates over \$2 billion in annual revenues.

MYCO.COM, as part of the Naspers group of companies, has a global presence, financial resources, and is committed to the long-term success of our customers.

MYCO.COM enables leading brands to succeed in monetizing their high-value media online.



Some of our current customers