

BBDO

NEW YORK

Stuart Gray
Senior Vice President
Media Resource Director

June 25, 2000

Mr. Bill Harvey
CEO & President
Next Century Media, Inc.
P.O.Box 1173
Woodstock, NY 12498

Dear Bill,

We want you to know that BBDO is very supportive of your efforts, via CableClik, to develop a large sample, low cost software-meter measurement system for TV through the set top box.

We recognize that current methodology for local television, particularly the small samples and the reliance on diaries, is inadequate for measuring today's fragmented broadcast and cable landscape.

We would be glad to provide input as you move forward in this endeavor.

Best regards,





June 9, 2000

Mr. Bill Harvey
Next Century Media
11 North Chestnut
New Paltz, NY 12561

Dear Bill:

If the new "Interactive TV" systems are to become media worthy of the consideration of large national advertisers, they must have appropriate audience measurement.

"Appropriate measurement" means, that which is done by a disinterested party, which allows for a comparison of alternative advertising vehicles to determine which will deliver the most potential prospects at the least cost. It also means having the analytical flexibility to do more sophisticated "price/value" comparisons among alternative vehicles. Without this, these vehicles will be fringe media, considered only for small advertising investments.

We at MediaVest appreciate your insight in recognizing this and applaud your efforts at launching the "Interactive Index" for measuring Interactive TV. We encourage cable operators, MSO's, et al to help you in your efforts.

We look forward to reports of your progress and we will be glad to participate in discussions of what our research needs will be for the medium in the future.

Best regards,

A handwritten signature in black ink, appearing to read "Bruce Goerlich". The signature is stylized with a large, sweeping loop at the end.

Bruce Goerlich
Global Director of Accountability
Office of Insights and Accountability



40 WEST 23RD STREET, NEW YORK, NEW YORK 10010-5201 PHONE 212-727-5450 FAX 212-727-5459

MICHAEL D. DREXLER

CHAIRMAN

June 7, 2000

Mr. Bill Harvey
CEO & President
Next Century Media, Inc.
7 Innis Avenue
New Paltz, NY 12561

Dear Bill:

TN Media is most interested in Next Century Media's proposal to develop a standardized measurement/research system for CableClik. We believe that your plan to utilize proven methodologies for measurement up the stepladder from exposure to ROI will be essential to the successful deployment of this new medium. We hold in high regard the collective expertise of your group to allow you to accomplish this goal. We also appreciate your ancillary plan to compile and standardize secondary data from all interactive systems including those falling outside your standard.

This is our expression of interest in participating in that two-tier system as a subscriber to the information. We support your plan to open up ownership of the system to the industry and are giving serious consideration to participation in that regard as well. We will gladly talk to any system providers about NCM's plans and abilities. Beyond that, we would be happy to help you in any way to bring the industry together behind this pivotal need.

Cordially,

Michael Drexler

MD:ns

August 21, 1995

Mr. Bill Harvey
President
NEXT CENTURY MEDIA
P.O. Box 1173
Woodstock, NY 12498

Dear Bill,

To follow-up our recent meetings, Director of Media Research Fred Sattler and I value the ongoing relationship with Next Century Media, and back your efforts to develop standards for measuring and reporting the performance of emerging media. It is absolutely vital that advertisers and agencies get complete, accurate, audited data for online services, The Internet and Interactive Television in order to facilitate future marketing decisions.

Your pioneering efforts in the development of systems and software to collect, certify and aggregate data are laudatory, and should be accepted by the media, content providers, marketers and agencies. The acceptance of the CASIE guidelines by the ANA, 4A's and ARF and major advertisers is testimony to the quality and validity of your work.

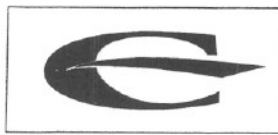
The Interactive Information Index is an excellent system because of your talent, experience, open approach and willingness to accept input. Those who have had the good fortune to work with you know that you listen well, and have a sense of participation and ownership in your activities. Do not hesitate to use Chiat/Day as a reference. Let us know what more we can do together to get a quality standard established.

Warmest regards,



Richard B. Hackenberg
Account Director, Interactive Advertising

cc: S. Lippman, M. Salzman, F. Sattler, M. Shaffer



Campbell-Ewald Advertising

30400 Van Dyke
Warren, Michigan 48093
(810) 558-6554

July 14, 1995

Mr. Bill Harvey
CEO & President
Next Century Media, Inc.
P.O. Box 1173
Woodstock, New York 12498

Dear Bill,

I wanted to let you know of our support in your new endeavor -- Information Index. There is a clear need for service that will provide the basic media building block statistical data on exposure opportunities and transactions for Interactive Media. It is clear that you have "found a need and are setting forth to fill it."

My associates and I look forward to providing our input and seeing the results of your endeavors.

Cordially,

Bernie Guggenheim
Senior Vice President
Director, Media Information Services

BG:acd
H:\WPDATA\95LTRS\HARVEY.WPD

Young & Rubicam New York

285 Madison Avenue
New York, New York 10017-6486
Tel. (212) 210-4408

Fran Kennish
Senior Vice President
Media Research Director

June 27, 1995

Mr. Bill Harvey
Next Century Media
11 North Chestnut
New Paltz, NY 12561

Dear Bill,

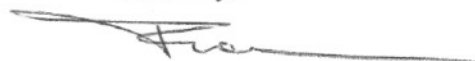
Thank you for coming out and sharing your vision and development plan with us. We applaud your efforts in furthering the knowledge of interactive media and capturing users dynamic and usage level. We are pleased to see Next Century Media pursuing this route and launching the Interactive Information Index.

Young & Rubicam strongly believes that the advancement of understanding interactive media will accelerate tremendously, if the industry, as a whole, embraces the need for an independent and objective measurement service.

We have always supported, and will continue to support, the importance of a third party research measurement. Whether with traditional media or new and emerging media, we believe that having a consistent, universal, and unbiased platform for audience measurement and research is a key factor in allowing advertisers, agency and media providers to assess the value of a vehicle, and conduct legitimate cross-vehicle performance evaluations.

We fully support your efforts in that direction and look forward to hear of your progress and explore opportunities of working together.

Cordially,



Fran Kennish

McCANN-ERICKSON WORLDWIDE

750 Third Avenue, New York, NY 10017
Phone 212-984-8456, Fax 212-984-2084
INTERNET: icarlin@mccann.attmail.com

Ira S. Carlin

Executive Vice President
Worldwide Media Director

June 8, 1995

Mr. Bill Harvey
Next Century Media
11 North Chestnut Street
New Paltz, New York 12561

Dear Bill;

We at McCann-Erickson believe strongly in the value of independent third party control of audience measurement and research. It's a principle that applies no less to "interactive" media as it does to "traditional" communication channels.

We congratulate you and Next Century Media for taking the lead in proposing I Cubed. Using proven methodologies to evaluate "exposure onwards to ROI" can only help nurture the growth of new technology based communication channels based on reasoned and cost effective deployment of advertiser investments.

We are committed to work with you and our other Agency and Client colleagues to further the development of I Cubed as a major research resource for the new age. We look forward to discussing with you those areas within which we can find a mutually satisfactory way of "joining forces".

With best regards,



IC/df

Ogilvy & Mather

Worldwide Plaza

309 West 49th Street • New York, New York • 10019-7399
Telephone: (212) 237-4000 • Telex: 237266, 620554 • Facsimile: (212) 237-5123

LAWRENCE R. COLE
Executive Vice President
U.S. Media Director

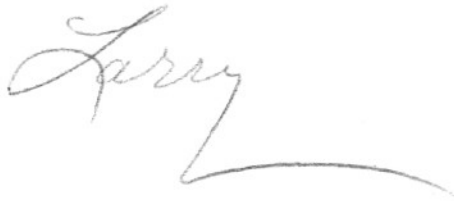
May 31, 1995

Dear Bill:

Ogilvy & Mather has been in the forefront of interactive media development long before it became fashionable. The lack of audience or usage information has always been a terribly frustrating issue. There is a critical need to get a grip on measurements, and we are very interested in your efforts to establish standards through which this new resource will be assessed.

We support the formation of a non-aligned third party measurement source and are impressed with the initiatives and thoughtfulness of Next Century Media. I ask that you keep us informed of your continuing efforts and look forward to working with you to advance our understanding of interactive media.

Cordially,

A handwritten signature in cursive script, appearing to read "Larry", followed by a long horizontal flourish.

LRC:gt

Mr. Bill Harvey
CEO/President
NEXT CENTURY MEDIA, INC.
P.O. Box 1173
Woodstock, New York 12498

Grey Advertising Inc.
777 Third Avenue
New York, NY 10017-1399
212 546-2000
Facsimile 212 546-1495

May 26, 1995

Mr. Bill Harvey
Next Century Media
11 North Chestnut
New Paltz, NY 12561

Dear Bill:

If the new "Interactive TV" systems are to become media worthy of the consideration of large national advertisers, they must have appropriate audience measurement.

"Appropriate measurement" means, that which is done by a disinterested party, which allows for a comparison of alternative advertising vehicles to determine which will deliver the most potential prospects at the least cost. It also means having the analytical flexibility to do more sophisticated "price/value" comparisons among alternative vehicles. Without this, these vehicles will be fringe media, considered only for small advertising investments.

We at Grey appreciate your insight in recognizing this and applaud your efforts at launching the "Interactive Index" for measuring Interactive TV.

We look forward to reports of your progress and we will be glad to participate in discussions of what our research needs will be for the medium in the future.

Best regards,



Helen Johnston
VP Director Media Research
Associate Media Director

Argentina
Australia
Austria
Belgium
Bolivia
Brazil
Canada
Chile
China
Colombia
Czech Republic
Denmark
Ecuador
Finland
France
Germany
Greece
Hong Kong
Hungary
India
Indonesia
Italy
Japan
Kuwait
Lebanon
Malaysia
Mexico
Morocco
Netherlands
New Zealand
Norway
Peru
Philippines
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Puerto Rico
Romania
Russia
Saudi Arabia
Singapore
Slovakia
South Africa
Spain
Sweden
Switzerland
Taiwan
Thailand
Turkey
United Arab Emirates
United Kingdom
United States
Uruguay
Venezuela
Vietnam

THE INTERPUBLIC GROUP OF COMPANIES, INC.

WORLDWIDE ADVERTISING AND MARKETING COMMUNICATIONS

1271 Avenue of the Americas, Rockefeller Center, New York, N.Y. 10020 Tel. (212) 399-8000 Fax: (212) 399-8130

ALLIED COMMUNICATIONS GROUP

RICHARD VILLANTE

President

212-399-8073

Fax: 212-399-8285

May 17, 1995

Mr. Bill Harvey
Next Century Media
11 North Chestnut Street
New Paltz, NY 12561

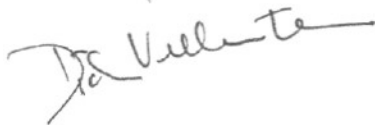
Dear Bill:

We are very interested in your proposal to develop a standardized measurement and research system for Interactive Media. With all the hype in this area, your timing could not be better.

Your plan to use proven methodologies and respected research companies will make the Interactive Index most attractive to advertisers and agencies.

We have asked the IPG agencies to give serious consideration to participating as a subscriber to the information.

Regards,

A handwritten signature in dark ink, appearing to read "R. Villante", with a long horizontal flourish extending to the right.

RV/jd

BJK&E Media Group

BJK&E Media Group
40 West 23rd Street
New York, New York 10010-54
212-727-5450
Fax: 212-727-5459

Michael D. Drexler
President

April 26, 1995

Mr. Bill Harvey
CEO & President
NEXT CENTURY MEDIA, INC.
11 North Chestnut Street
New Paltz, NY 12561

Dear Bill:

Bozell is most interested in Next Century Media's proposal to develop a standardized measurement/research system for Interactive Media. We believe that your plan to utilize proven methodologies for measurement up the stepladder from exposure to ROI will be essential to the successful deployment of this new medium. We hold in high regard the collective expertise of your group to allow you to accomplish this goal. We also appreciate your ancillary plan to compile and standardize secondary data from all interactive systems including those falling outside your standard.

This is our expression of interest in participating in that two-tier system as a subscriber to the information. We support your plan to open up ownership of the system to the industry and are giving serious consideration to participation in that regard as well. We will gladly talk to any system providers about NCM's plans and abilities. Beyond that, we would be happy to help you in any way to bring the industry together behind this pivotal need.

Cordially,



Michael Drexler

MD/lis

BBDO WORLDWIDE

Arnie Semsky
Executive Vice President
Media and Programming Services

April 24, 1995

Mr. Bill Harvey
Next Century Media
11 North Chestnut St.
New Paltz, NY 12561

Dear Bill,

Congratulations on launching the Interactive Index. We appreciate being one of the agencies and advertisers upon whose longterm thinking, as well as your own, you and your partners built this service. I know that you tapped a large proportion of the industry through the mailings done of your draft CASIE Guidelines by the ANA, 4A's and ARF.

We have been recommending that our clients avail themselves of NCM's consulting services, especially for the planning and coordination of Interactive test research and the analysis of results. We will now recommend that our clients give special consideration to the Interactive media which will be measured by the Interactive Index. We believe strongly that these Interactive Index-equipped media will provide the best measurements to answer the questions which are the advertiser's original purpose of testing.

Look forward to continuing our work together.

Best regards,



Arnie Semsky

AS:jw

HAL RINEY & PARTNERS
INCORPORATED

April 24, 1995

Mr. Len Matthews
Chairman
Next Century Media
Box 2036
Rancho Santa Fe, CA 92067

Dear Len:

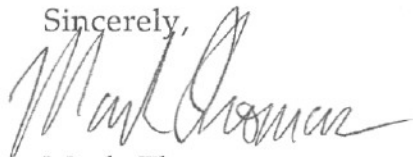
We, at Hal Riney & Partners were very interested to hear about your company's plans to develop a standardized research system for interactive media.

We are also pleased to see that our client, General Motors, has taken a leadership position by becoming the first customer for the Interactive Information Index (III) being developed by Next Century Media.

We believe that the principle of third party control of the audience research in interactive media is just as important as it has always been in measuring conventional media. No company, regardless of their corporate size or reputation can be allowed to grade their own papers.

We look forward to hearing more about III and how it can be applied to our accounts.

Sincerely,

A handwritten signature in dark ink, appearing to read "Mark Thomas", written in a cursive style.

Mark Thomas

ADVERTISING

735 Battery Street, San Francisco, California 94111, (415) 981-0950

NEW YORK SAN FRANCISCO CHICAGO