From: Daniel Kaufman [daniel@direct-revenue.com]
Sent: Tuesday, August 16, 2005 9:06 PM
To: JP Malan, jeengoff@direct-revenue.com, amurray@direct-revenue.com, mdg@direct-
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Subject: [Fwd: FW: DR bonanza advertising]

Had a difficult call with teks today.

Part of the trouble is that they have been living with our adclient for a while and
feeling first-hand the user experience - both number of ads and "quality" of our ads.

They are most concerned about some of our ads that they claim (probably
correctly) are purposefully confusing to the user. Attached is their own adserver policy
which restricts that kind of advertising as well as a couple of our offending ads.

My main takeaway from the chat today with teks is that another constituency that might
require us to improve the user experience are the most desirable download partners. It's
another reason to quickly take relatively drastic action such as cutting all ads that have
an ECPM of less than 5.

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