

EXHIBIT 29

Re: Aurora experience

Subject: Re: Aurora experience

From: Daniel Doman <dan@direct-revenue.com>

Date: Mon, 6 Jun 2005 16:08:10 -0400

To: Josh Engroff <jengroff@direct-revenue.com>

CC: Daniel Doman <ddoman@direct-revenue.com>, Joshua Abram <josh@direct-revenue.com>, Rodney Hook <rod@direct-revenue.com>, Andrew Pancer <andrew@direct-revenue.com>, Alan Murray <alan@direct-revenue.com>, Gisella Walter <gisella@sohodigital.net>, 'Daniel Kaufman' <daniel@direct-revenue.com>, Daniel Kaufman <dan@dkcp.net>, Wayne Chavez <wayne@sohodigital.net>

we should probably get in the habit of including our new CEO in these discussions

.)

On Jun 6, 2005, at 3:56 PM, Josh Engroff wrote:

I think we all agree that we are popping too much. There are actually several settings that control how often we pop, which differ by inventory type (TGT is once per minute, FME every 4 minutes, and RON every 25). I assume Dan is referring to the TGT timer below.

So that we can be scientific about this, I've requested a frequency distribution from BI showing the number of pops per user (e.g. 25% of users see exactly one pop, 12% see 2 pops, 4% see 22 pops). The average pops per user per day is around 6 (according to the daily revenue report), but that average # obscures the fact that some users are seeing as many as 30. The freq. dist. will show us what % of our user base is getting slammed.

Josh

Begin forwarded message:

From: "wayne CHAVEZ" <wayne@sohodigital.net>

Date: June 6, 2005 3:12:51 PM EDT

To: <jengroff@direct-revenue.com>

Subject: FW: Aurora experience

FYI

wayne CHAVEZ
wayne@sohodigital.net
646.230.8966

From: Daniel Doman [mailto:dan@direct-revenue.com]

Sent: Monday, June 06, 2005 3:11 PM

To: Kelley Ryan

Cc: rod@direct-revenue.com; 'Joshua Abram'; 'Daniel Kaufman'; 'Alan Murray'; 'Gisella Walter'; 'wayne CHAVEZ'

Subject: Re: Aurora experience

I agree with you 100%. I have always believed that we are hammering users too often. The temptation is to get as many impression opportunities as we can but this is a very short term goal that offsets a longer term effect of really negative user experience and now advertiser reluctance to participate in this kind of negative user experience.

There are several timers in place for us to work with. We really are hammering at users right now. There are two key settings - how often the client checks in and how much lapse between ads the server waits before serving another. Right now the client checks in every 45 seconds and the server won't serve an ad more often than every 30 seconds. These two values overlap to produce something that aggregates those two to a slightly longer effective value. Statistical gobbledygook.

I have asked Rod to back off the server setting to 2 minutes while leaving the check-in rate at 45 seconds. This will give us the contextual (FME) visibility we need while backing off on the abuse to the user. We should see a drop in very low CPM inventory and some reduction in overall inventory. We should have a sense of what this will do by the end of the day.

My own preference is to manage this with a long term view rather than a short term inventory.

We are walking these changes through right now.

- dan -

On Jun 6, 2005, at 2:24 PM, Kelley Ryan wrote:

Dan and Rod,

I just thought I would share with you the experience of one of the Soho CM's and Gisella regarding Aurora and Ceres. It seems that they are seeing technical problems and high frequency caps that are giving some of the advertiser clients pause in using the DR platform. I don't know if this is typical or atypical, but given that it potentially puts ad revenues at risk I thought it important to elevate the concern to your levels.

Thanks,
Kelley

Kelley Ryan
President
Compass Rose Management, LLC
917-848-8483
kryan99@earthlink.net

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

From: Gisella Walter [<mailto:gisella@sohodigital.net>]
Sent: Monday, June 06, 2005 3:38 PM
To: 'Kelley Ryan'
Subject: FW: Aurora experience

Kelley,

As a follow up to our conversation last week, where I mentioned that we are abusing the hell out of our users...

I installed Ceres ad client on my machine, and the program literally disabled my computer from functioning in a normal manner. Programs like excel ceased to work, until I uninstalled it.

Judit has aurora on her machine.

I asked her to specifically count how many ads she saw in a day, and what kinds of troubles she ran into, as she had mentioned that it was pretty poor user experience over all.

What she encountered I suspect isn't atypical, but rather the norm. I hear from clients all the time of users complaining to they are having the same issues.

Re: Aurora experience

Case in point:

One of the monster media buyers had basically the same experience with aurora and started asking questions. He was home surfing, so wasn't on his machine for the 8 hour window that Judit was.

Anyway I think we need to address this soon...

-G

From: Judit Major [mailto:jmajor@sohodigital.net]

Sent: Friday, June 03, 2005 5:58 PM

To: 'Gisella Walter'

Subject: Aurora experience

I got at least 30 ads today from Aurora (see my cookie history below), sometimes back to back within a minute. ~~The majority of was RON traffic. My computer crashed 4 times and I noticed that after I turn it back on I get a~~ lot of ads in the first 20 minutes than the delivery speed slows down (The worst was the beginning of the day , I got 12 ads in the first hour today).

Thanks,

Judit

time: Fri Jun 03 17:47:44 EDT 2005

event: imp

campaign: 10981, IM-US Air CPC 2005-06-02

creative: 51812, IM-US Air CPC 2005-06-02 720x300 slider

section: 67842, FM-Travel_Air 01

psection: 9378, FM-Travel_Air

cpc: 0.42, cpm:0.0

campaign weight: 1000, creative weight:10

time: Fri Jun 03 17:44:31 EDT 2005

event: imp

campaign: 2920, YD-Useful Follow Me Campaigns 2004-05-05

creative: 47281, YD-WS PocketPC HR3 TGTshopHiFi 2005-05-03

section: 135048, a1.interclick.com

psection: 6455, Shopping_Computers/HiFi/Technology

cpc: 0.0, cpm:2.0

campaign weight: 20, creative weight:1000

time: Fri Jun 03 17:39:24 EDT 2005

event: imp

campaign: 10034, CPA-1800Flowers-Shopping-General-WC-1-YF-1

creative: 47417, CPA-1800Flowers-Shopping-General-WC-1

section: 135048, a1.interclick.com

psection: 6455, Shopping_Computers/HiFi/Technology

cpc: 0.0, cpm:2.0

campaign weight: 100, creative weight:10

time: Fri Jun 03 17:38:33 EDT 2005

event: imp
campaign: 6381, MGCPV:Shopping_Computers/HiFi/Technology_120904
creative: 41897, MGCPV:Shopping_Computers/HiFi/Technology_030405 test
section: 135048, al.interclick.com
psection: 6455, Shopping_Computers/HiFi/Technology
cpc: 0.0, cpm:6.37
campaign weight: 1000, creative weight:10

time: Fri Jun 03 17:37:48 EDT 2005

event: imp
campaign: 10981, IM-US Air CPC 2005-06-02
creative: 51812, IM-US Air CPC 2005-06-02 720x300 slider
section: 67842, FM-Travel_Air 01
psection: 9378, FM-Travel_Air
cpc: 0.42, cpm:0.0
campaign weight: 1000, creative weight:10

time: Fri Jun 03 13:52:35 EDT 2005

event: imp
campaign: 10852, IM-Expedia CPV 2005-06-01
creative: 50688, Copy Copy IM-Expedia CPV 2005-04-01 flight
section: 35468, www.BookingBuddy.com
psection: 6455, Travel_Air
cpc: 0.0, cpm:20.0
campaign weight: 4000, creative weight:10

time: Fri Jun 03 13:42:26 EDT 2005

event: imp
campaign: 10994, IM-Priceline CPV 2005-06-03
creative: 51796, Copy IM-Priceline Air CPV 2005-05-01
section: 132355, www.mytravelbug.org
psection: 6455, Travel_Air
cpc: 0.0, cpm:30.0
campaign weight: 6000, creative weight:100

time: Fri Jun 03 13:40:09 EDT 2005

event: imp
campaign: 6144, IM-ProFlowers CPC 2004-11-23
creative: 51703, IM-ProFlowers CPC 2005-06-02 [Dads and Grads 600 x 400]
section: 60899, www.cafepress.com
psection: 6455, Shopping_Gifts
cpc: 0.3, cpm:0.0
campaign weight: 2500, creative weight:10

time: Fri Jun 03 13:37:04 EDT 2005

event: imp
campaign: 5586, IM-Right Media FME-tech Campaign 2004-10-25
creative: 45366, IM-Right Media FME-tech Campaign 2005-04-13
section: 53203, FM URLs-Shopping_Computers 01
psection: 9378, FM-Shopping_Computers/HiFi/Technology
cpc: 0.0, cpm:4.04
campaign weight: 10000, creative weight:10

time: Fri Jun 03 13:32:50 EDT 2005
event: imp
campaign: 8397, CPA-Zip-PhotoIpdvsRCALyraJukebox-KW-Games-Lotteries-AZ-1-KK
creative: 41329, CPA-Zip-PhotoIpdvsRCALyraJukebox-KW-Games-Lotteries-AZ-1
section: 113716, www.ipodlounge.com
psection: 6455, Shopping_Computers/HiFi/Technology
cpc: 0.0, cpm:2.0
campaign weight: 5000, creative weight:10

time: Fri Jun 03 13:06:14 EDT 2005
event: imp
campaign: 10095, IM-Software Online CPM 2005-05-06
creative: 47619, IM-Software Online 2005-05-06-[2]
section: 11782, FM URLs-Finance-General 01
psection: 9378, FM-Finance_General
cpc: 0.0, cpm:3.75
campaign weight: 10000, creative weight:10

time: Fri Jun 03 11:48:36 EDT 2005
event: imp
campaign: 9028, CPA-BlockBuster-KW-Entertainment-Music-AZ-1-YF-1-KK
creative: 46131, CPA-BlockBuster-KW-Entertainment-Music-YF-1
section: 58758, www.blockbuster.com/acctmgmt/
psection: 6455, Entertainment_Movies
cpc: 0.0, cpm:15.0
campaign weight: 50000000, creative weight:10

time: Fri Jun 03 11:47:20 EDT 2005
event: imp
campaign: 9027, CPA-BlockBusterT-URLs-AZ-1-YF-1-KK
creative: 45642, CPA-BlockBuster-URLs-YF-1
section: 58758, www.blockbuster.com/acctmgmt/
psection: 6455, Entertainment_Movies
cpc: 0.0, cpm:30.0
campaign weight: 50000000, creative weight:10

time: Fri Jun 03 11:31:58 EDT 2005

event: imp
campaign: 5744, IM-Premier Centennial Classic CPC 2004-11-12
creative: 29785, Copy Copy IM-Premier Centennial Classic 2004-06-21 [2]
section: 507, www.citibank.com
psection: 6455, Finance_General
cpc: 0.35, cpm:0.0
campaign weight: 400, creative weight:40

time: Fri Jun 03 11:23:25 EDT 2005
event: imp
campaign: 7152, CPA-VIPAdvantageVC-FM-Finance-Credit-Card-AZ-1
creative: 36465, CPA-VIPAdvantageVC-FM-Finance-Credit-Card-AZ-1.Creat.DP
section: 53147, FM URLs-Finance_Credit.Cards 01
psection: 9378, FM-Finance_Credit.Cards
cpc: 0.0, cpm:4.0
campaign weight: 9000, creative weight:10

time: Fri Jun 03 11:19:53 EDT 2005
event: imp
campaign: 10316, CPA-Zip-SonyLapTop-RON-USE-3
creative: 48599, CPA-Zip-SonyLapTop-RON-USE-3
section: 132346, CPVMarket_Passback_US_RON
psection: 5422, - TOP 50 Portals (RON)
cpc: 0.0, cpm:2.5
campaign weight: 500, creative weight:10

time: Fri Jun 03 11:19:06 EDT 2005
event: imp
campaign: 10851, IM-Expedia CPC 2005-06-01
creative: 50675, Copy IM-Expedia CPC 2005-05-01 728x90
section: 67842, FM-Travel_Air 01
psection: 9378, FM-Travel_Air
cpc: 0.35, cpm:0.0
campaign weight: 350, creative weight:10

time: Fri Jun 03 10:38:56 EDT 2005
event: imp
campaign: 10220, CPA-CheapTickets-MultiBuckets-EMM-1
creative: 51371, CPA-CheapTickets-Travel-Air-EMM-1-CREAT-2
section: 35468, www.BookingBuddy.com
psection: 6455, Travel_Air
cpc: 0.0, cpm:6.0
campaign weight: 19000, creative weight:10

time: Fri Jun 03 10:29:08 EDT 2005

event: imp
campaign: 9820, CPA-CheapTickets-MultiBuckets-EMM-2
creative: 46161, CPA-CheapTickets-TravelAir-EMM-2
section: 35468, www.BookingBuddy.com
psection: 6455, Travel_Air
cpc: 0.0, cpm:10.0
campaign weight: 25000, creative weight:10

time: Fri Jun 03 10:25:47 EDT 2005
event: imp
campaign: 10837, CPA-Audible-URLs-DIR-2
creative: 50597, CPA-Audible-URLs-DIR-2
section: 35468, www.BookingBuddy.com
psection: 6455, Travel_Air
cpc: 0.0, cpm:5.0
campaign weight: 10000, creative weight:10

time: Fri Jun 03 10:15:20 EDT 2005
event: imp
campaign: 8350, CPA-USAPlatinumCard-Finance-Credit-Card-AZ-1
creative: 41226, CPA-USAPlatinumCard-Finance-Credit-Card-AZ-1-Creat-
section: 14221, www.accountonline.com
psection: 6455, Finance_Credit.Cards
cpc: 0.0, cpm:4.0
campaign weight: 5000, creative weight:10

time: Fri Jun 03 10:09:01 EDT 2005
event: imp
campaign: 8654, IM-Azoogle Credit Test CPV 2005-03-10
creative: 42438, IM-Azoogle Credit Test CPV 2005-03-10 Citi Card a
section: 53147, FM URLs-Finance_Credit.Cards 01
psection: 9378, FM-Finance_Credit.Cards
cpc: 0.0, cpm:15.0
campaign weight: 6500, creative weight:10

time: Fri Jun 03 10:07:06 EDT 2005
event: imp
campaign: 6997, INSP:Cobr.Contextual.Pops.on.KW-Jan.05
creative: 35893, INSP:Cobr.Contextual.Pops.on.KW-Jan.05-Creative
section: 35875, BROAD-car
psection: 8140, KW-Finance_Loans_Auto
cpc: 0.0, cpm:3.5
campaign weight: 10000, creative weight:10

time: Fri Jun 03 10:06:18 EDT 2005

event: imp
campaign: 8873, CPA-ZipFree\$250VISAGiftCard-KW-Shopping-Free-AZ-1-KK
creative: 42957, CPA-ZipFree\$250VISAGiftCard-KW-Shopping-Free-AZ-1
section: 63027, www.creditcardguide.com
psection: 6455, Finance_Credit.Cards
cpc: 0.0, cpm:2.0
campaign weight: 5000, creative weight:10

time: Fri Jun 03 10:04:25 EDT 2005
event: imp
campaign: 10877, INSP:Finance_General-'credit+cards'
creative: 50919, INSP:Finance_General-'credit+cards'
section: 14408, www.chaseonline.chase.com
psection: 6455, Finance_General
cpc: 1.5, cpm:0.0
campaign weight: 25, creative weight:100

time: Fri Jun 03 10:01:36 EDT 2005
event: imp
campaign: 5590, IM-Right Media FME-finance general Campaign 2004-10-25
creative: 45360, IM-Right Media FME-finance general Campaign 2005-04-13
section: 11782, FM URLs-Finance-General 01
psection: 9378, FM-Finance_General
cpc: 0.0, cpm:2.58
campaign weight: 125, creative weight:10

time: Fri Jun 03 10:00:31 EDT 2005
event: imp
campaign: 9183, SDI - Casino-On-Net 888 US Finance-Gen 2005-03-25
creative: 43753, SDI - Casino-On-Net 888 US Finance-Gen 2005-01-13 #1
section: 504, www.chase.com
psection: 6455, Finance_General
cpc: 0.0, cpm:4.0
campaign weight: 1000, creative weight:10

time: Fri Jun 03 09:48:06 EDT 2005
event: imp
campaign: 10316, CPA-Zip-SonyLapTop-RON-USE-3
creative: 48599, CPA-Zip-SonyLapTop-RON-USE-3
section: 132346, CPVMarket_Passback_US_RON
psection: 5422, - TOP 50 Portals (RON)
cpc: 0.0, cpm:2.5
campaign weight: 500, creative weight:10

time: Fri Jun 03 09:47:06 EDT 2005

Re: Aurora experience

event: imp
campaign: 5587, IM-Right Media FME-mail Campaign 2004-10-25
creative: 45362, IM-Right Media FME-mail Campaign 2005-04-13
section: 6412, mail.yahoo.com
psection: 6455, Misc_Mail
cpc: 0.0, cpm:3.67
campaign weight: 5000, creative weight:10

-
No virus found in this incoming message.
Checked by AVG Anti-Virus.
Version: 7.0.323 / Virus Database: 267.6.2 - Release Date: 6/4/2005

-
No virus found in this outgoing message.
Checked by AVG Anti-Virus.
Version: 7.0.323 / Virus Database: 267.6.2 - Release Date: 6/4/2005

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