

# EXHIBIT 34

ed: FYI - frequency and pain

**Subject:** Fwd: FYI - frequency and pain  
**From:** Daniel Doman <dan@direct-revenue.com>  
**Date:** Thu, 16 Jun 2005 16:42:36 -0400  
**To:** Alan Murray <alan@direct-revenue.com>  
**CC:** Jean-Philippe Maheu <jpmaheu@direct-revenue.com>

FYI

Begin forwarded message:

**From:** "Douglas Kee" <doug@direct-revenue.com>  
**Date:** June 16, 2005 3:24:51 PM EDT  
**To:** "Daniel Doman" <dan@direct-revenue.com>, "Raffi Minassian" <raffi@direct-revenue.com>  
**Subject:** FYI - frequency

There seems to be a continuing problem with balancing revenue vs. annoying partners and users.

Mia says it's difficult to sign up new distributors partly because they see a screenful of popups after 10 minutes and tell us that's not what they want. I'm sure that the same reason also quickly pisses users off shortly after we are installed.

Rod experimented with changing the minimum ad time from 45 seconds to 2 minutes but he said our revenue dropped significantly because we were not only showing fewer ads but showing lower CPM creatives. He changed the minimum ad time back to 45 seconds and disabled a bulk/low CPM advertiser that he says was eating up impressions.

**From:** "Douglas Kee" <doug@direct-revenue.com>  
**Date:** June 9, 2005 12:00:51 PM EDT  
**To:** "Badrun Khan" <badrun@direct-revenue.com>, "Bill Stanton" <bstanton@sohodigital.net>, "Cathy Salazar" <csalazar@sohodigital.net>, "Charles Holt" <choit@direct-revenue.com>, "Deprena Baxter" <deprena@sohodigital.net>, "Ellen Chang" <echang@sohodigital.net>, "Emily Todtman" <etodtman@direct-revenue.com>, "Gideon Lin" <glin@direct-revenue.com>, "Gina Lee" <glee@sohodigital.net>, "Gisella Walter" <gwalter@direct-revenue.com>, "Icida McClean" <imcclean@sohodigital.net>, "Irene Simbolon" <isimbolon@sohodigital.net>, "James Brooks" <jbrooks@sohodigital.net>, "Georgea Beck" <jbeck@direct-revenue.com>, "Jesse Stein" <jstein@sohodigital.net>, "Joe Szumaski" <jszumaski@sohodigital.net>, "John Yang" <jyang@sohodigital.net>, "Josefina Domingo" <jdomingo@sohodigital.net>, "Judit Major" <jmajor@sohodigital.net>, "Jui Jape" <jjape@sohodigital.net>, "Julianne Bretzfield" <jbretzfield@direct-revenue.com>, "Kathy Trinidad" <kathy@direct-revenue.com>, "Laura koby" <lkoby@sohodigital.net>, "Leah Chang" <lchang@sohodigital.net>, "Leigh Ann Dillon" <ldillon@sohodigital.net>, "Mary O'Reilly" <mary@direct-revenue.com>, "Megan Carney" <mcarney@sohodigital.net>, "Michael Yormark" <myormark@sohodigital.net>, "Michelle Kaminer" <mkaminer@sohodigital.net>, "Michelle Soria" <msoria@direct-revenue.com>, "Oj Paranone" <oparanone@sohodigital.net>, "Paul Nute" <pnute@sohodigital.net>, "Penny Keller" <pkeller@sohodigital.net>, "Philip Wu" <pwu@sohodigital.net>, "Rick Bartow" <rbartow@sohodigital.net>, "Rob Tariche" <rtariche@sohodigital.net>, "Ross Catto" <rcatto@sohodigital.net>, "Sandra Andreis" <sandra@direct-revenue.com>, "Sara Muller-Ravett" <smuller@sohodigital.net>, "Scott Kurttila" <skurttila@sohodigital.net>, "Selin Karaosmanoglu" <skaraosmanoglu@sohodigital.net>, "Stanley Holder" <sholder@direct-revenue.com>, "Stephen Krikelis" <stephen@direct-revenue.com>, "Tamara Watkins" <twatkins@sohodigital.net>, "Tim Ebers" <tebers@sohodigital.net>, "Wayne Chavez" <wchavez@sohodigital.net>  
**Cc:** "Rodney Hook" <rod@direct-revenue.com>, "Daniel Doman" <dan@direct-revenue.com>, "Raffi Minassian" <raffi@direct-revenue.com>, "QA" <qa@direct-revenue.com>  
**Subject:** RE: Aurora/Ceres issues

FYI

The minimum ad time has been changed back to 45 seconds from 2 minutes. However, one of the high impression, lower CPM ads has also been disabled so that we should show fewer ads per hour.

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

From: Douglas Kee [<mailto:doug@direct-revenue.com>]

Sent: Tuesday, June 07, 2005 8:06 PM

To: [CHOP]

Subject: Aurora/Ceres issues

Hello.

There have been a few reports from SohoDigital and/or clients regarding technical issues and high frequency of popup ads with our software. If you encounter situations where you believe our ad client is crashing applications or otherwise misbehaving, please let me know immediately so we can investigate.

Our system is currently configured to do the following:

The minimum time between (targeted) ads is 2 minutes.

The minimum time between followme ads is 4 minutes.

The minimum time between RON ads is 30 minutes (but may happen more frequently if campaigns are set up to circumvent this logic).

We normally serve up to 6 ads/hr but may show up to 10 ads/hr if the CPM > \$6.

We limit ourselves to no more than 30 ads/day.

Ads are frontloaded meaning we will try to deliver more inventory at the beginning of the each hour.

Doug

QA Manager

[doug@direct-revenue.com](mailto:doug@direct-revenue.com)

646-442-6335

Yahoo: domokun1031

AIM: dlk4