

EXHIBIT 46

Andrew Romatz

From: Rob Ross [rob@direct-revenue.com]

Sent: Thursday, May 05, 2005 9:32 AM

To: 'Joshua Abram'

Subject: notes for today's meeting

JA:

As per usual, please look these over and let me know if/when it's good to print.

Thanks,
RR

7/15/2005

**DR046425
CONFIDENTIAL**

Sr. Staff Meeting
Thursday, May 5th

Human Resources:

- Hiring Update

TECH:

Distribution:

- Review Checkin Trend, broken down by US vs. Intl with focus on Aurora as % of base
- Review the new checkin trend with focus on efficacy of converting wide-open desktops
- Summary of Distributors
- Summary of other distribution opportunities, including the new Banner Distribution through WISE installers
- Demo of new ABI site with Mattias

Dark Arts:

- Ad-client: some technical fixes, better tracking and higher monetization
- Poller: in QA, increases stealth, watches and recovers ad-client
- Launcher releases: fixes to coordinate with changes in Poller and Ad-client
- ThinStaller: technical fixes and increased stealth
- MyPCTuneUp: technical fixes and more complete removal
- Buddy window: sliding feature in QA
- **Future Development**
 - New launcher to be brought on line.
 - Specific initiatives to protect installations from automated detection, identification and removal.

Project Management:

- Ad Client Rollout progress
- MyPCTuneup
- Redesign of ABI downloads

QA/Ops :

- QA Releases
- IT/OPS

Business Intelligence:

- Publisher Portal update
- Download Server Reporting update
- Quicksand Reporting Update

Summary:

- Recap distribution projects
- Tech summary

MONETIZATION:

Josh E.

- Account and revenue update

Mattias:

- Update on Overture 404 discussion
- New business: Iwatchnow (Joshua - let me know if you suggest this one to be left out)
- Revenue Update: Top Moxie
- Revenue Update: 404

SOHO DIGITAL:

- Update