

Q U O T E S



Alan Sokol
INTERMEDIA PARTNERS

"In a multicast environment you have to bring into line 100% of your ad revenue, which means that you must have ratings and that you have to invest large sums in marketing and programming. We have yet to see a formula that generates a good return on investment."



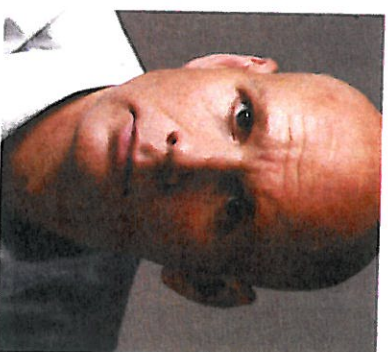
Damaris Valero
ANIMUS ENTERTAINMENT GROUP

"This year we must complete at least eight or nine Branded Entertainment projects, because we have opened important doors –with Nissan, Sprint, JCPenney, The Home Depot. In this area, we already have the quality, the reliability and the products to prove that we've done it right."



Fernando Madeira
TERRA

"In Latin America, iPhone users navigate three times as much as regular mobile users and they seek mainly to attend sports and news. We are going to offer this audience the opportunity to access Terra TV's successful content through their mobile screens."



Laurens Drillich
ENDEMOL USA LATINO

"Usually, the program is generated by the channel, but with Branded Entertainment it's the opposite. It's the new world in media: fewer people are watching commercials, so advertisers must capture the audience's attention from within the program."