

# MILLENNIUM III™

*Putting The Power Where It Belongs*

- THE POWER TO SAVE - THE POWER TO SHARE - THE POWER TO TRANSCEND - THE POWER TO PUBLISH -



- THE POWER TO LIBERATE - THE POWER TO HOLD - THE POWER TO ENHANCE - THE POWER TO ANALYZE -

- THE POWER TO INFLUENCE - THE POWER TO PERFORM - THE POWER TO CHANGE - THE POWER TO ENJOY -

# MILLENNIUM III

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responsive way to interact, and by combining traditional Hollywood film techniques with emerging communications, computer and telecommunications technology, is the strategy and approach by the organization for the ISBN CPM-Hub. MIII, INC promotes the unique marriage of specialized engineering, with film making and interactive media, along with new ways to manage and distribute the new media quickly, efficiently and cost effectively.

For example, a European actor working on a venue site in that country has the opportunity to work with a director from New York, while the director could be working with musicians from Los Angeles, to a group of editors residing in Seattle that together will create a movie or other commercial work of which they would share an equitable percentage of the overall rights. They share the returns and residual rights to any venture with the Millennium Foundation for the Arts and The Millennium Paratheatrix. These artists have direct communications access through the CPM-Hub. This provides artists and their peers with a cultural and socially based global electronic data interchange to work through, as opposed to the limitations of today's production deals in the traditional commercial environment. These will gain wide market share to market the artists content productions being demanded today by the ever expanding cable outlets and will generate a great deal of revenue for all involved.

MIII, INC. will therefore be involved in the back end of delivering markets, competing with regional major service providers, such as Ticketmaster. Techniques such as Multicasting using Mbone technology with an integrated studio network makes this approach possible. This phase competes with the national service providers, who will inevitably lose market share.

For example, Paratheatrix competes voraciously with the existing Ticketmaster business, offering access to alternative services, events and diverse products at a competitive price. This is a business unit that may eventually displace current dominant service providers, due to increased price vs. performance ratios that are linked to the wide availability of alternative production content that will be prolific. (Please refer to MIII, INC. Corporate Roll Out. Pg. \_\_\_ and the simple CHART below regarding Multicasting.)

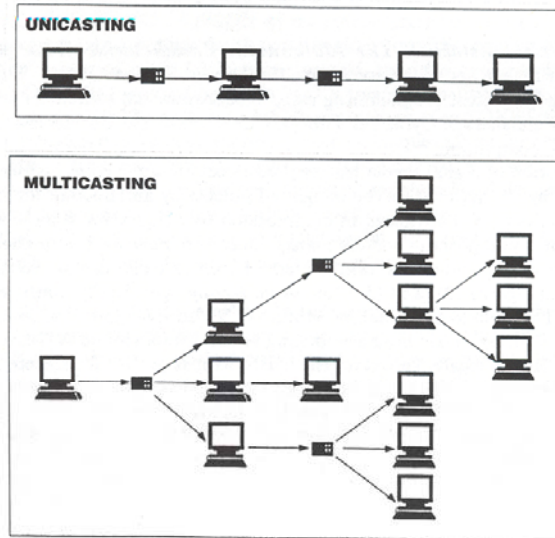


Chart 4. Unicasting vs. Multicasting

*Video On Demand (VOD) for the long term.* The TV set will be the primary terminal for future broadband switched and networked interactive media services such as APPV and ultimately VoD services. Though the TV set currently is not the platform for accessing packaged services as the computer is today, its use as an access terminal for networked advanced video services will be a long term success, to the point of diluting the demand for packaged interactive media.

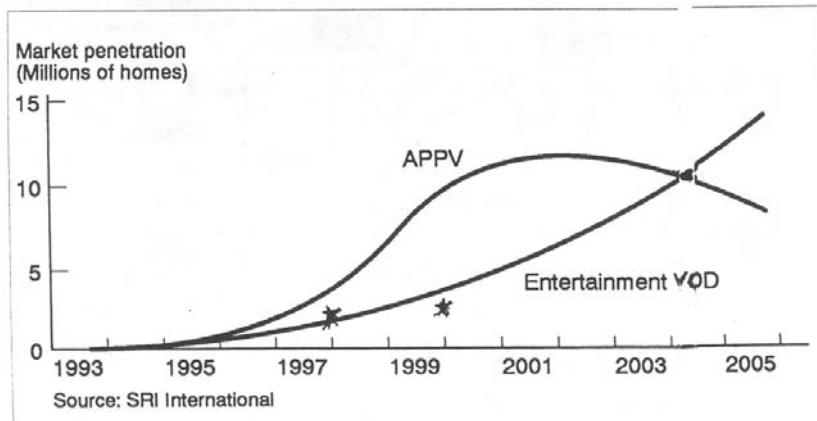


Chart 5. U.S. Advanced Pay-Per-View and Video-On-Demand Markets.