

Message

From: Greg Smith [gsmith@movenetworks.com]
Sent: 5/25/2007 12:07:09 AM
To: Dave Ericson [dericson@movenetworks.com]; John W. Edwards [john@movenetworks.com]; Loren Larsen [llarsen@movenetworks.com]
CC: Robert Bryson [rbryson@movenetworks.com]
Subject: RE: Project A

Bob has one worked up. I saw it Tuesday night.

From: dericson [mailto:dericson@movenetworks.com]
Sent: Wednesday, May 23, 2007 5:43 PM
To: 'John Edwards'; 'Loren Larsen'
Cc: 'Robert Bryson'; 'Greg Smith'
Subject: RE: Project A

I've been waiting on the correct rates/pricing schedule. I don't have the correct rate schedule for the traffic. We can create the invoice, but I need to know what rates should be applied against the traffic volumes.

::: : : : : : : : : :
David Ericson
VP Operations | Move Networks, Inc.

phone 801-216-8822 cell 801-360-8865 fax 801-756-5806

www.movenetworks.com

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From: John Edwards [mailto:jedwards@movenetworks.com]
Sent: Wednesday, May 23, 2007 3:22 PM
To: 'Loren Larsen'
Cc: dericson@movenetworks.com; 'Robert Bryson'; 'Greg Smith'
Subject: RE: Project A

Loren, thanks. I know that you and Dave are zeroed in on ABC. I was promoting the fact that the CEO of the company views the support of myABC as our highest priority. I wanted to make sure the customer (Skarpi) knew that the company will do whatever it takes. You guys demonstrate that to him every day so this is window dressing for the most part.

All,

I had a great conversation with Doug Parrish today [REDACTED] He doesn't believe Disney is going to be too surprised or shocked. I have been sharing with Doug and Skarpi our traffic volumes. Doug and Skarpi have privately talked about [REDACTED] Doug shared with me the internal feelings about this business and I can talk off line about these issues.

We also talked about ESPN. Doug and I are going to present to a group on June 1st as part of his leaving Disney and heading to Move. This will be his last day in California and I want to leverage his access to establish increase rapport at high levels. I talked to him about ESPN and he outlined a strategy for getting them closed. Bob, if you and I can talk

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today about his input and then set it up that would be wonderful. Doug feels that if we do not get traction in the next 30 days there will be no fall football on Move.

Dave,

Let's get the invoice to ABC sent immediately for March and April. Now is the time to send it. Please prepare and have for my review ASAP. Prior to sending to me, make sure Bob is aware of the figures and charges. BTW, if there is ever again a hold on sending the invoice for any reason, I should be alerted immediately. As soon as I get the CFO on board he or she can track this item. Right now I need to know. After you and Bob have come to agreement, I will take a look prior to Veronica sending. We need to get this in their hands right away. When can this be done? What is holding it up, if anything? I am assuming it is in part the topic that Bob and I are going to review today around pricing. Are there other items I am not aware of?

John

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John Edwards

President & CEO | **Move Networks, Inc.**
phone: 801-238-0866 fax: 866-669-5053
www.movenetworks.com

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From: Loren Larsen [mailto:llarsen@movenetworks.com]
Sent: Wednesday, May 23, 2007 2:51 PM
To: John Edwards
Cc: dericson@movenetworks.com; 'Robert Bryson'; 'Greg Smith'
Subject: Re: Project A

John,

My team is working on this as top priority. We currently have a machine in the building that has the problem (our new employee in operations) so we are debugging the no video issue here locally. I'm communicating with Giuseppe along with operations to get more details. We'll do everything possible to resolve the issues.

Loren

On May 23, 2007, at 2:44 PM, John Edwards wrote:

Your call. I want to make sure that we are (1) fully understanding the issues and (2) demonstrating our commitment. It might be as a result of #2 that we move on site, even if #1 wasn't necessarily supported more effectively. However, at the end of the day what I want is successful cure of issues and problems such that ABC is happy.

John

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John Edwards

President & CEO | **Move Networks, Inc.**
phone: 801-238-0866 fax: 866-669-5053
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From: dericson [<mailto:dericson@movenetworks.com>]
Sent: Wednesday, May 23, 2007 12:33 PM
To: 'John Edwards'; 'Hedinsson, Skarpi'; 'Robert Bryson'; 'John Edwards'; 'Greg Smith'
Cc: llarsen@movenetworks.com
Subject: RE: Project A
Importance: High

We are receiving all the emails. Our support team is going through the tickets. I'm not sure that being on site will help (but we are willing to do so). We are categorizing the issues and trying to troubleshoot and replicate the behaviors. We need to be able to contact some of the customers so we can work through the issues they are having. Skarpi, can we contact customers with your team's assistance? It is my understanding that we hadn't been given the green light to contact ABC customers directly.

—Dave

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David Ericson

VP Operations | **Move Networks, Inc.**

phone 801-216-8822 cell 801-360-8865 fax 801-756-5806

www.movenetworks.com

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From: John Edwards [<mailto:jedwards@movenetworks.com>]
Sent: Wednesday, May 23, 2007 12:08 PM
To: 'Hedinsson, Skarpi'; 'Robert Bryson'; 'John Edwards'; 'Greg Smith'
Cc: dericson@movenetworks.com; llarsen@movenetworks.com
Subject: RE: Project A

Loren and Dave, let's get a team on these install problems. On site if needed. We need to characterize immediately and assist in bring down to rational levels.

Skarpi, I just made this Dave and Loren's highest priority. We will put people on site or in the queue in any way we can to work through all issues.

John

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John Edwards
President & CEO | Move Networks, Inc.
phone: 801-238-0866 fax: 866-669-5053
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From: Hedinsson, Skarpi [<mailto:Skarpi.Hedinsson@dig.com>]
Sent: Wednesday, May 23, 2007 10:51 AM
To: John Edwards; Robert Bryson; John Edwards; Greg Smith
Subject: Re: Project A

Excellent, please let me know how it goes with Jeff so I can signal back to Albert.

The new numbers are fantastic. Get ready for Thursday and Friday because LOST has a two hour season finally!

As you know I'm very happy to be off Flash. Removing Flash does come with some amount of grief from the users as they flock to install the client. We're getting a steady stream of feedback about installation problems that I'd like help analyzing. Should I pull Tosh into those discussions?

Best regards,

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Skarpi

PS. I like "software settop box" can I quote you on that?

On 5/23/07 1:07 AM, "John Edwards" <jedwards@movenetworks.com> wrote:

Skarpi,

Just to be clear – Greg and I will be meeting with Jeff **tomorrow at 12:30 MT**. I apologize that it took me a couple of days to get this meeting set. Our purpose is to introduce the Move Technology and explore ways for join cooperation. If there are specific things you would like us to know about, I could talk with you right before the call or you could join the call.

I want to personally thank you and ABC for the trust you demonstrated when you took Flash off the site. I knew it was coming and am delighted with our joint progress. Together we are achieving and sustaining some very high and historic unique viewer statistics. The total Gbps rate has achieved sustain periods of as high as 30 Gbps. During the past twenty four hour period, our systems has been adding at a rate of over 500,000 new unique Ids per 24-hour period. The rolling 30 day average is such that we are predicting over 40 million unique ids by year end. With projects like Microsoft and Apple, we could be eclipsing 100 million unique viewers/client installs by year end! I think of this as a "software settop box" on each client. You are assisting us in creating a very powerful end-to-end system that will generate measurement and monetization rates never before achieved.

Thank you for the business and confidence. This stuff is truly amazing.

John

: : : : : : : : : :
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President & CEO | **Move Networks, Inc.**
phone: 801-238-0866 fax: 866-669-5053
www.movenetworks.com <<http://www.movenetworks.com/>>

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From: Hedinsson, Skarpi [<mailto:Skarpi.Hedinsson@dig.com>]
Sent: Tuesday, May 08, 2007 4:50 PM
To: Robert Bryson; John Edwards
Subject: Project A

John, Bob

Albert and I just had a call with Apple [REDACTED]

Apple is interested in setting up a meeting with Move Networks to learn more and start investigating what it would take to deploy the client on the device. I will be sending out

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the introduction email shortly.

IMO you guys could really help Apple make the device a better streaming platform. [REDACTED]

[REDACTED] Right now they have the capability of "streaming" (progressive download to the rest of us) a H.264 FairPlay asset out of a HTTP 1.1 caches. They don't have any provision for play listing, rich playback control, client side ad insertion, etc, etc.

Exciting stuff...

Skarpi