



Web-Based Information Management: Viewer Experience Quotient (VEQ)[™]

Similar to the Perceptual Map, VEQ is a relative measure developed by Ride5 to help investors understand the Clipblox value proposition and does not imply websites being compared for this purpose are not successful or do not provide high levels of user satisfaction.

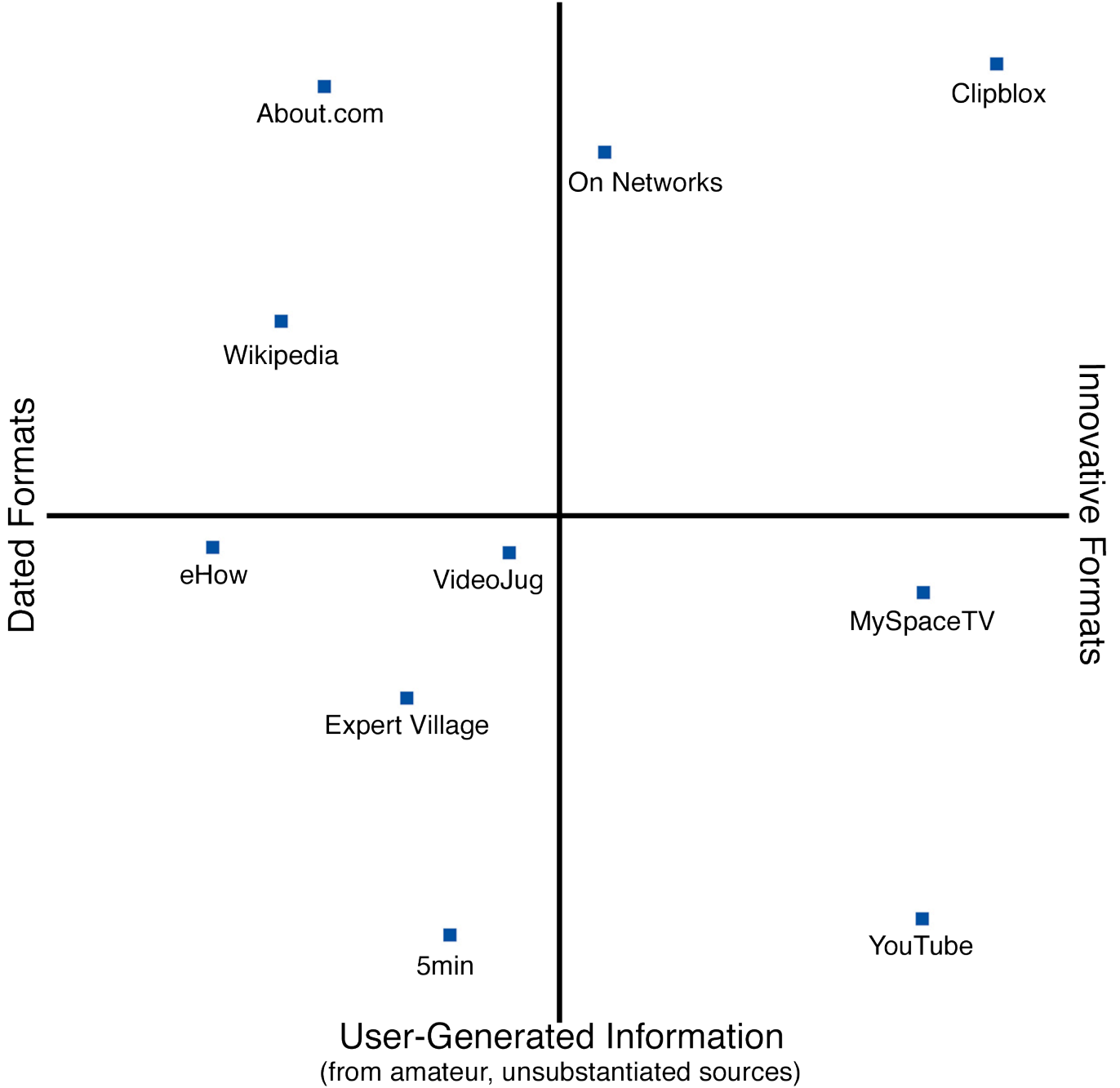
Besides positioning Clipblox as a competitive product we are also aiming to build a unique Web experience and trusted brand for Clipblox users. Ride5 developed a metric specific to the user experience within addressable market of web-based information management called the **Viewer Experience Quotient (VEQ)**.

VEQ measures clipblox.com and other online video sites at a more holistic level than the Perceptual map that positions Clipblox within two critical dimensions of capturing online video viewers-- quality content and format. Beyond these two dimensions, there are additional website features that differentiate brands in terms of the user experience and its correlating value. VEQ contains three components that directly impact the user experience:

- **Product positioning:**
 - **Quality Assured Content:** Factual information from reliable sources, experts, etc.—such that users take the information seriously and apply as needed relative to the their real life situation
 - **Cutting Edge Formats:** To maintain steady growth of new and repeat users, website style and formats require a high level of creativity and visually exciting effects
- **Website user features:** includes active user community and participation
 - **Community Features:** Includes user groups that share similar interest and concerns providing incremental value beyond content consumption and differentiation from competitors
 - **User Participation Capability:** Enabling users to contribute beyond community aspects can be highly empowering and create a sense of brand ownership; websites that provide this capability provide higher value than those that don't
- **Website branding:**
 - **Complex Solutions:** Websites that contain solutions and answers to complex issues are still significant differentiators from a user experience perspective
 - **Trusted brand:** Establishing an emotional connection with users to increase a websites value as a brand; this is achieved by listening to your audience and responding in specific ways important to them

	Quality Assured Content	Cutting Edge Formats	Community Features	User Participation Capability	Solutions to Complex Issues	User Trusted Brand	Total
Clipblox	√	√	√	√	√	√	6
OnNetworks	√	√	-	-	√	-	3
About.com	√	-	-	-	√	√	3
Wikipedia	√	-	-	-	√	√	3
VideoJug	√	-	-	√	√	-	3
Expert Village	√	-	-	√	√	-	3
MySpace	-	√	√	√	-	-	3
YouTube	-	√	-	√	-	-	2

Professional Information
(from reliable, expert sources)



Dated Formats

Innovative Formats

About.com

Wikipedia

eHow

Expert Village

5min

VideoJug

On Networks

MySpaceTV

YouTube

Clipblox