

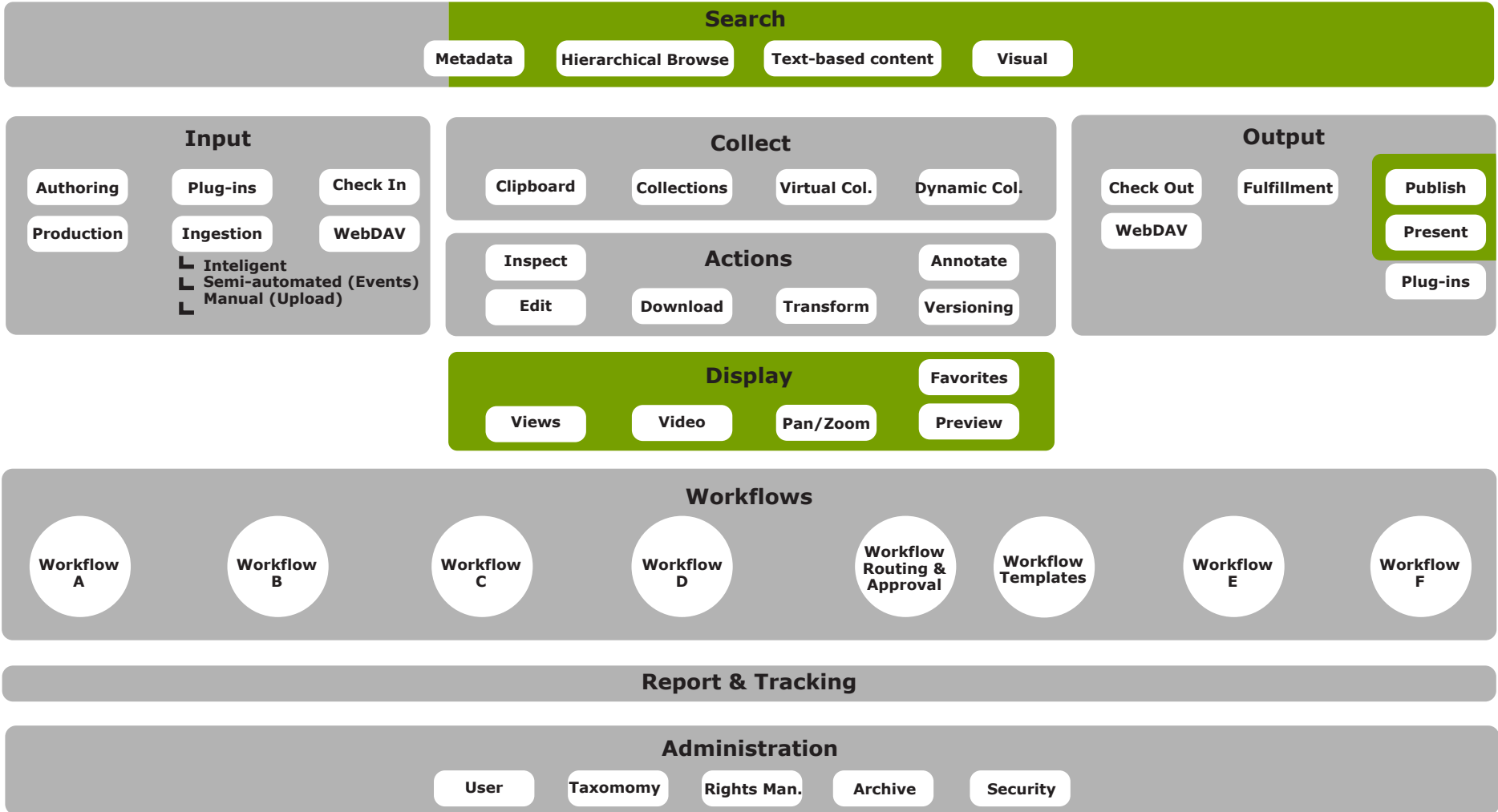
Consumers of Media Assets

=83.7%

Individual, workgroup, or organization that earns nothing from their use or production of media but uses media to influence buying and selling, and/or sources of supply to fulfill self-service satisfactions.*

All other Employees (internal)
Contractors (internal/external)
Customers & Prospects
Shareholders

WEBWARE
Dynamic
Access



* Source: Charles E. Caldwell, Vice President, GISTICS, Founder, NextQuarter LLC