

## Users of Media Assets

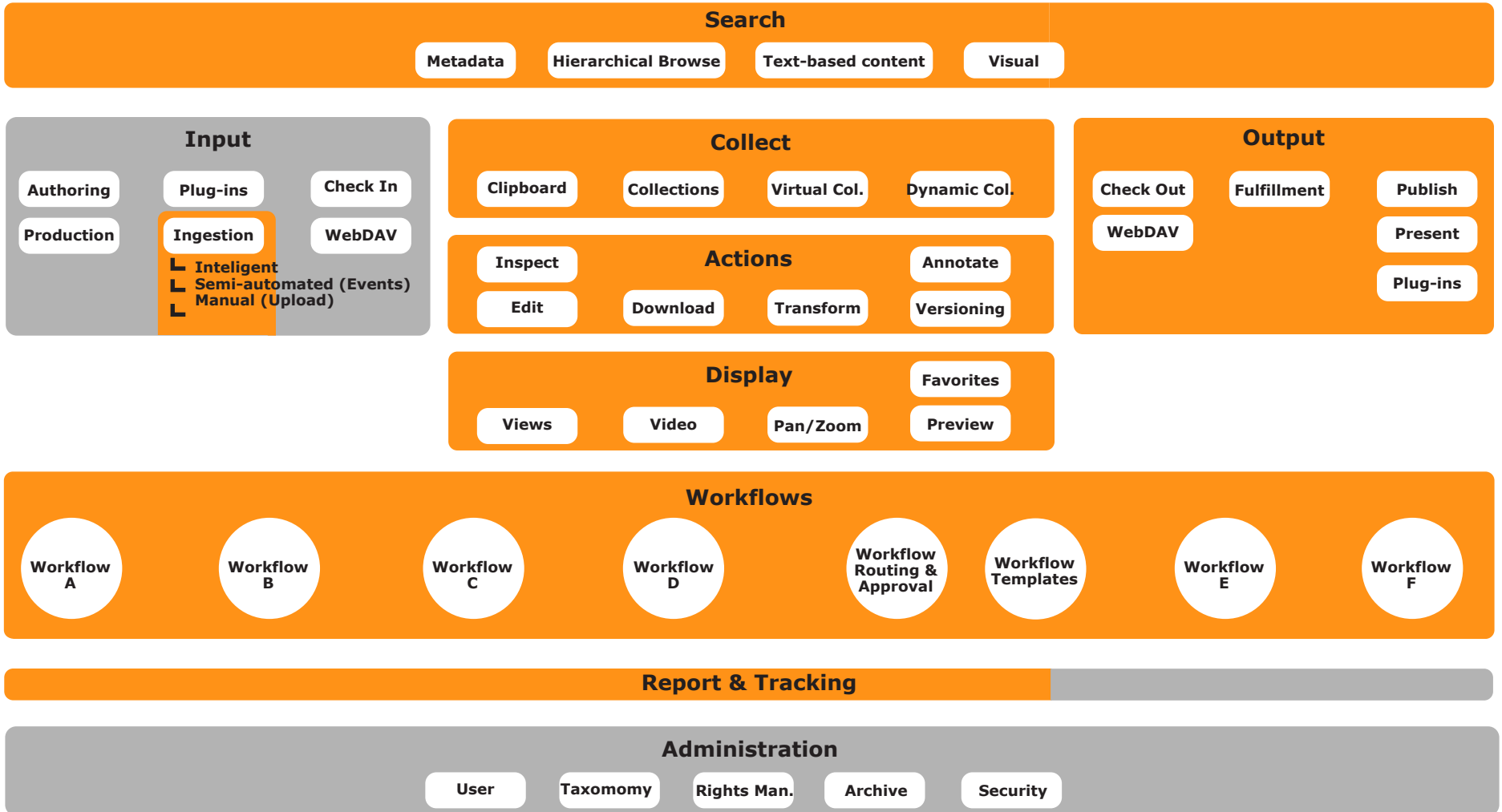
=8.4%

Individual, workgroup, or organization that earns less than 50% of their income producing content/digital media, but uses media to drive sales, markets, business and/or process improvements, and/or value enhancements for customers and shareholders. \*

Management  
 Chief / Officer(s)  
 Vice President(s)  
 Executive (sales)  
 Director(s)  
 Manager(s)

General Creative  
 Marcom & Training

Channel Partners (external)  
 Marketing Partners (external)



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