



1002

Draft



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## OVERVIEW

The screenshot displays the Star Trek Online website interface. At the top, a banner reads "A GOOD DAY" with a character's face. Below it is a large 3D rendering of a virtual bar named "Quarks" with a curved bar and patrons. To the right of the bar is a navigation menu with links like "MISSIONS", "PLACES", "CHARACTER", etc. Below the bar is a chat window showing a conversation between players: "VerCan\_3 attem Zhighry : At least finish your sundae first.", "VerCan\_3 attem Minuet : Please to you, Captain Bob", "VerCan\_3 attem CaptainBob : maybe will see ya at the next con.", "VerCan\_3 attem Cmdr.Gency : HAH-HAH-HAH-HA", "vc\_Sawm Cmdr.Sato : very funny", "VerCan\_3 attem Minuet : "hisses and hugs", and "VerCan\_3 attem CaptainBob : I thanks Minuet Zhighry". To the right of the chat is a "Member Profile" for "Cmdr. Sato", showing a "Member since" date of June 26, 2002, and a "Last Active" date of August 4, 2002. The bottom of the page features a "REGISTER TODAY" button and a "Star Trek Online" logo.

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# OVERVIEW

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## The Official 3D Virtual *Star Trek* Convention August 2-4, 2002

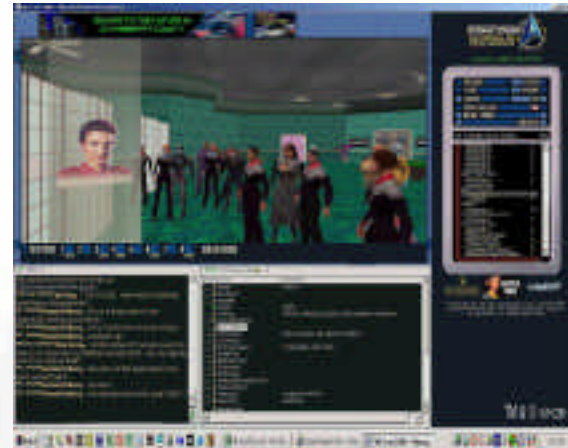
- Twelve Licensee Co-Marketing Partners
- Marketing reach of over 2,400,000 consumers
- Worldwide press coverage
- Average Time Spent - 0h 40m 07s
- Average during Convention - 4h 32m 13s
- Website Visits - 1,409,640
- Countries Reached - 95

### Locales

Pre-show Lobby Chats  
Grand Ballroom  
Star Trek mall  
Activision Game Room  
Quark's Bar  
Officer's Lounge  
Captain's Lounge  
Ambassador's Lounge  
Green Room

### Activities

Pre-show Lobby Chats  
Sixty Star Trek Avatars  
Celebrity Chats  
"Live" Celebrity Streaming Video  
Remote Questions  
Trivia Contests  
Daily Treasure Hunts  
Staged interaction by performers  
Trading Room



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# THE REACH

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Reach		Frequency	Impressions		Hits		Visits Unique Hosts		Actual Sign-up	Purchase	Reach Conversion	Spent	per Person
PR												\$0	0
Sweepstakes and Giveaways												\$750	\$0.41
Tier One	E-mails			Extrapolated from Discount Code Usage								\$150	
650,000	ST ST Related	2	1,300,000	29.63%			385,209	0.61%	2,366	0.98%	84	0.013%	\$0.00
500,000	CT	3	1,500,000	9.68%			145,151	0.61%	891	0.37%	32	0.006%	\$0.00
Tier Two	Banners, Bugs, Pop-ups												
On-line													
650,000	ST ST Related	3	1,950,000	32.35%			630,849	0.61%	3,874	1.60%	138	0.021%	\$1,800
200,000	ATT.NET & ATTB	6	1,200,000	7.91%			94,906	0.61%	583	0.24%	21	0.010%	\$0.00
Print													
218,000	Mags, Handouts, CC Bills	2	436,000	30.73%			133,986	0.61%	823	0.34%	29	0.013%	\$8,400
Street													
20,000	Webmasters, Press	3	60,000	27.91%			16,748	0.61%	103	0.04%	4	0.018%	\$150
Tier Three													
250,000	3 sec. crawls on TNN (no documentation)	28	7,000,000	0.04%			2,791	0.61%	17	0.01%	1	0.000%	\$5,000
2,488,000		7	13,446,000	50.72%	6,819,305	10.48%	1,409,640	0.61%	8,657	3.57%	309	0.012%	\$16,250

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# STATISTICS

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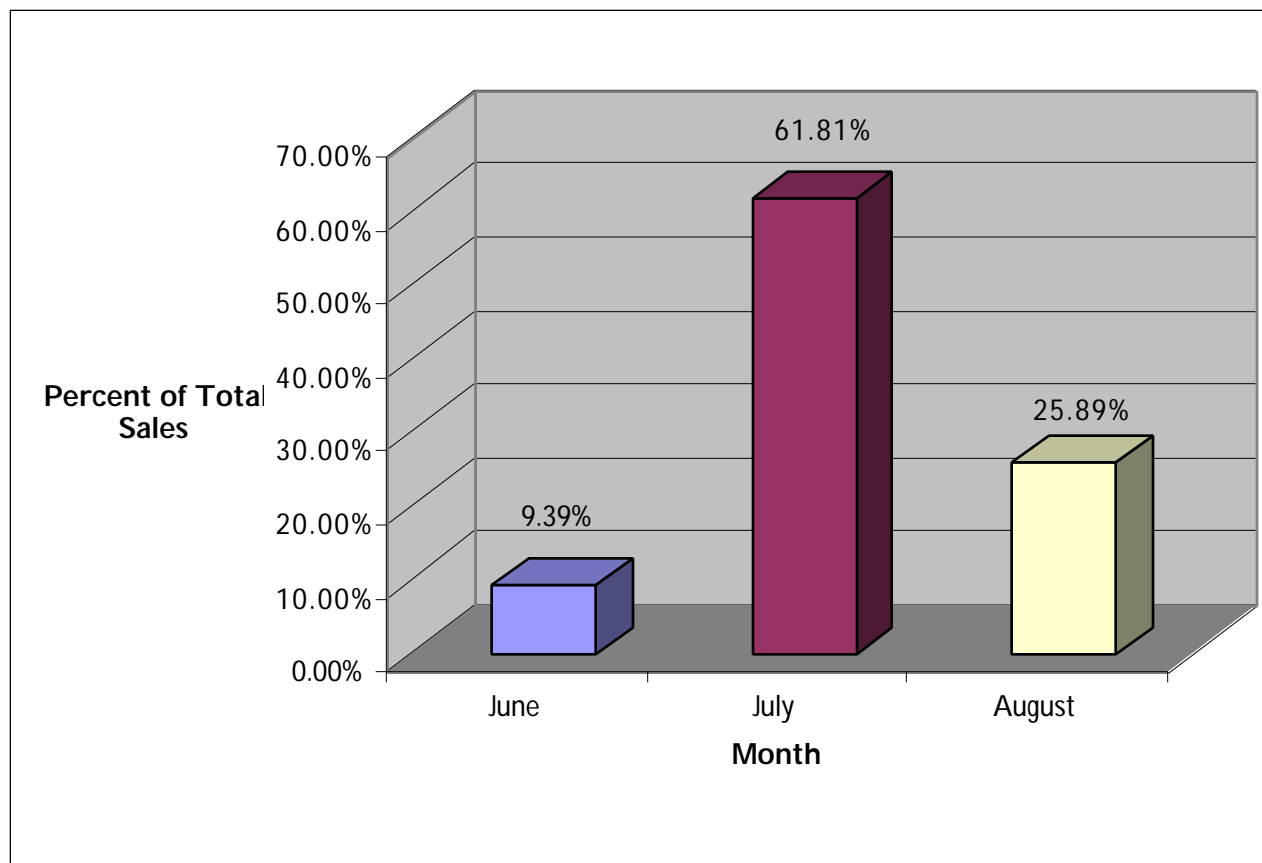
## Marketing - May 15 through August 4

Click-through	10.48%
Sign-up	0.61%
Sell-through	3.57%
Hits	6,819,305
Website Visits	1,409,640
RL Exposure	15,000

# STATISTICS

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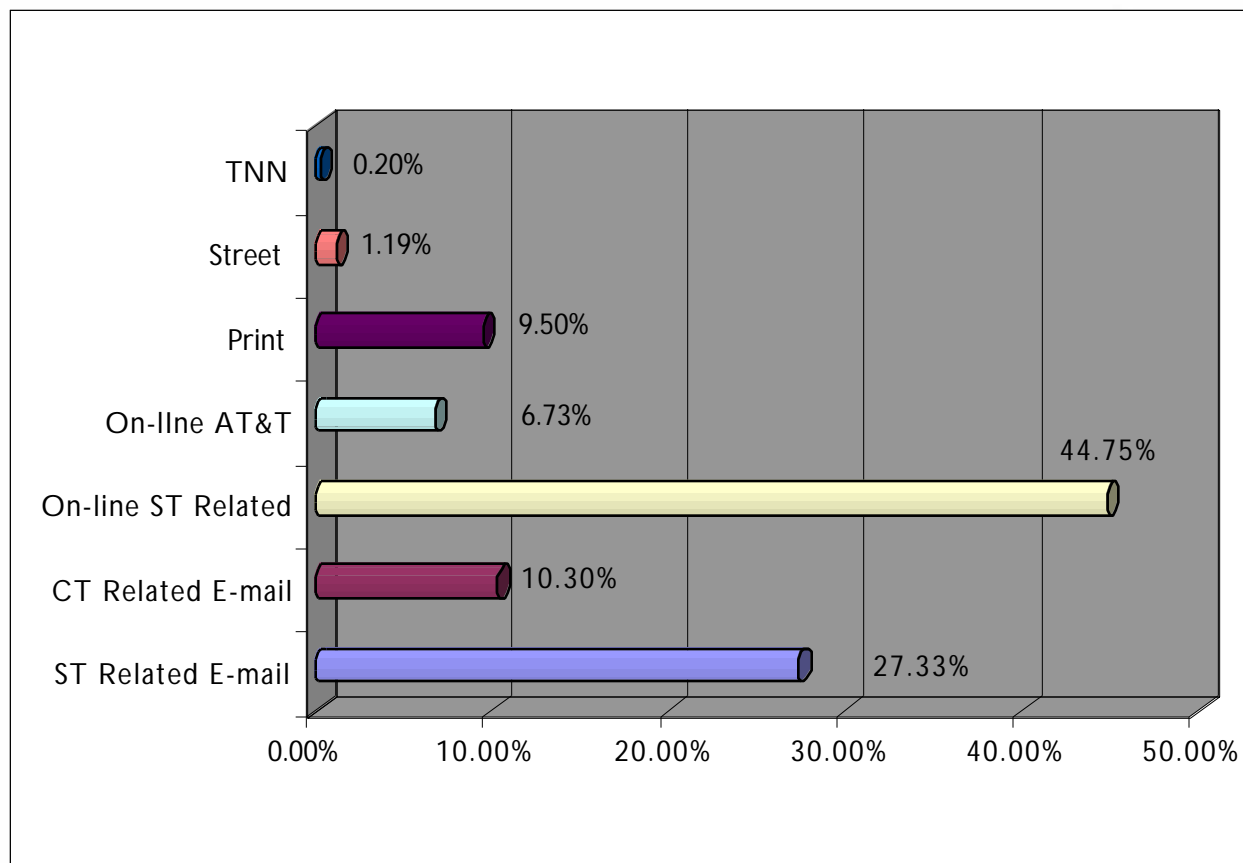
## Buy Pattern



# STATISTICS

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## Discount Code Usage

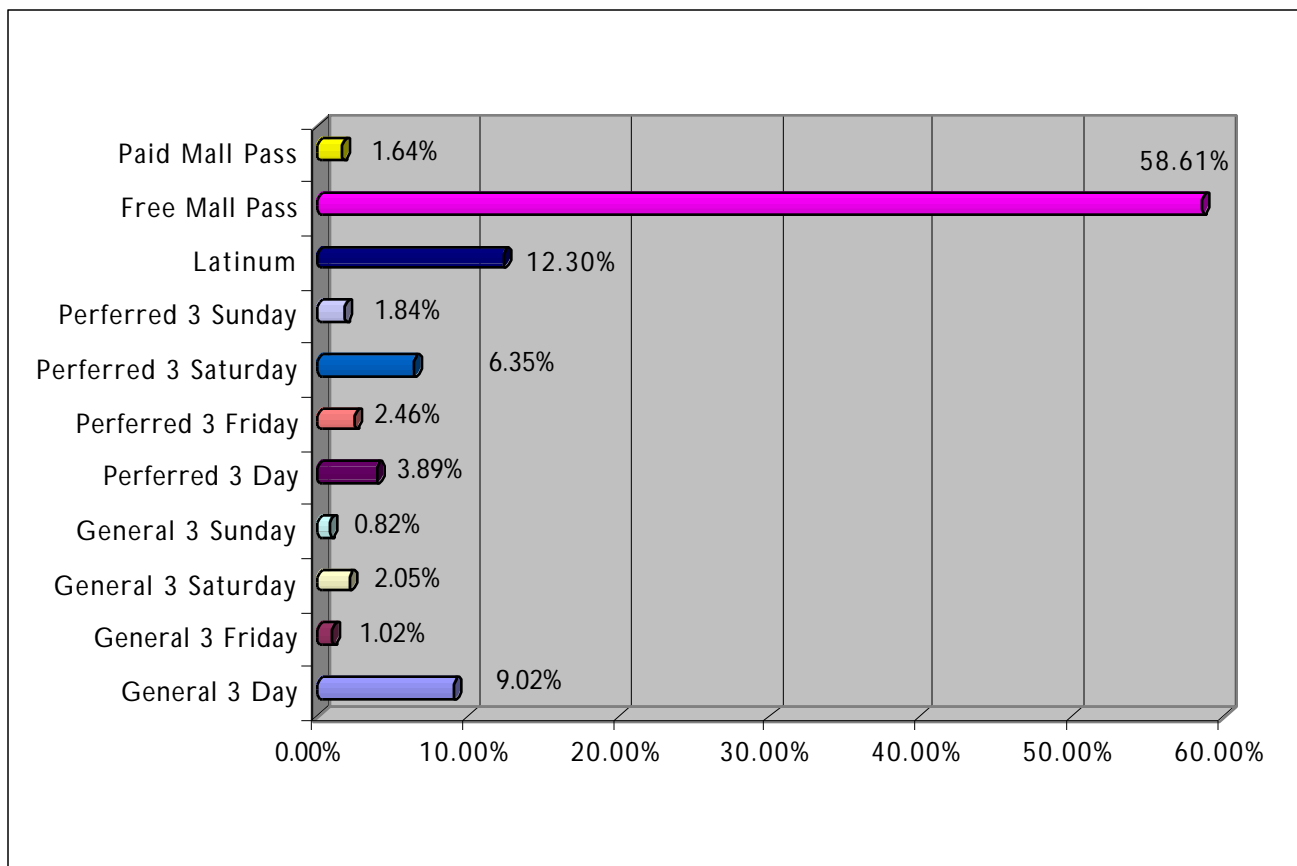




# STATISTICS

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## Pass Use

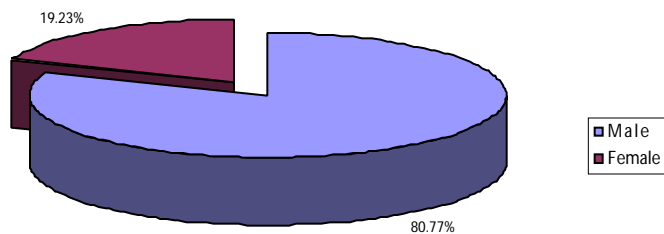


# STATISTICS

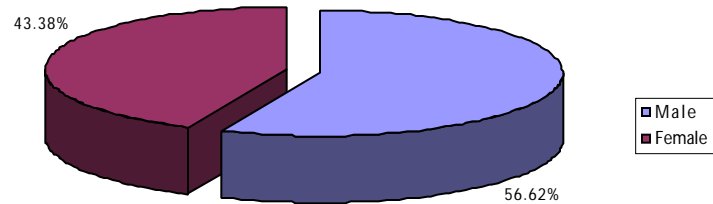
LN 112

## Sex

Sign-ups



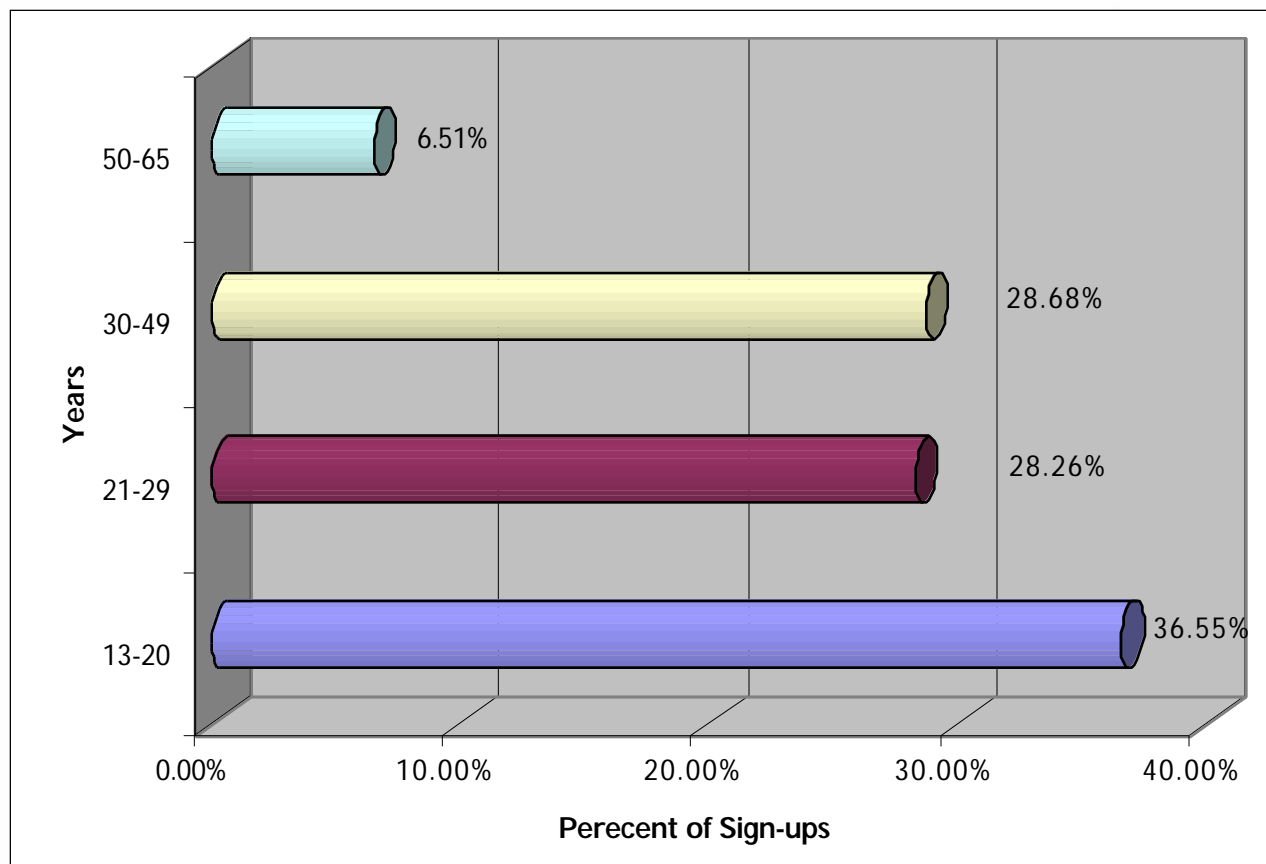
Purchases



# STATISTICS

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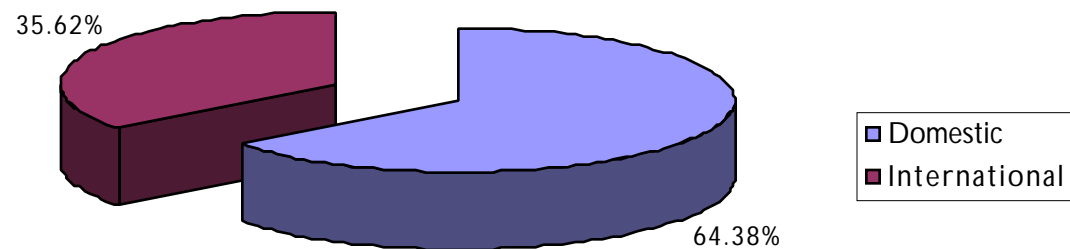
## Age



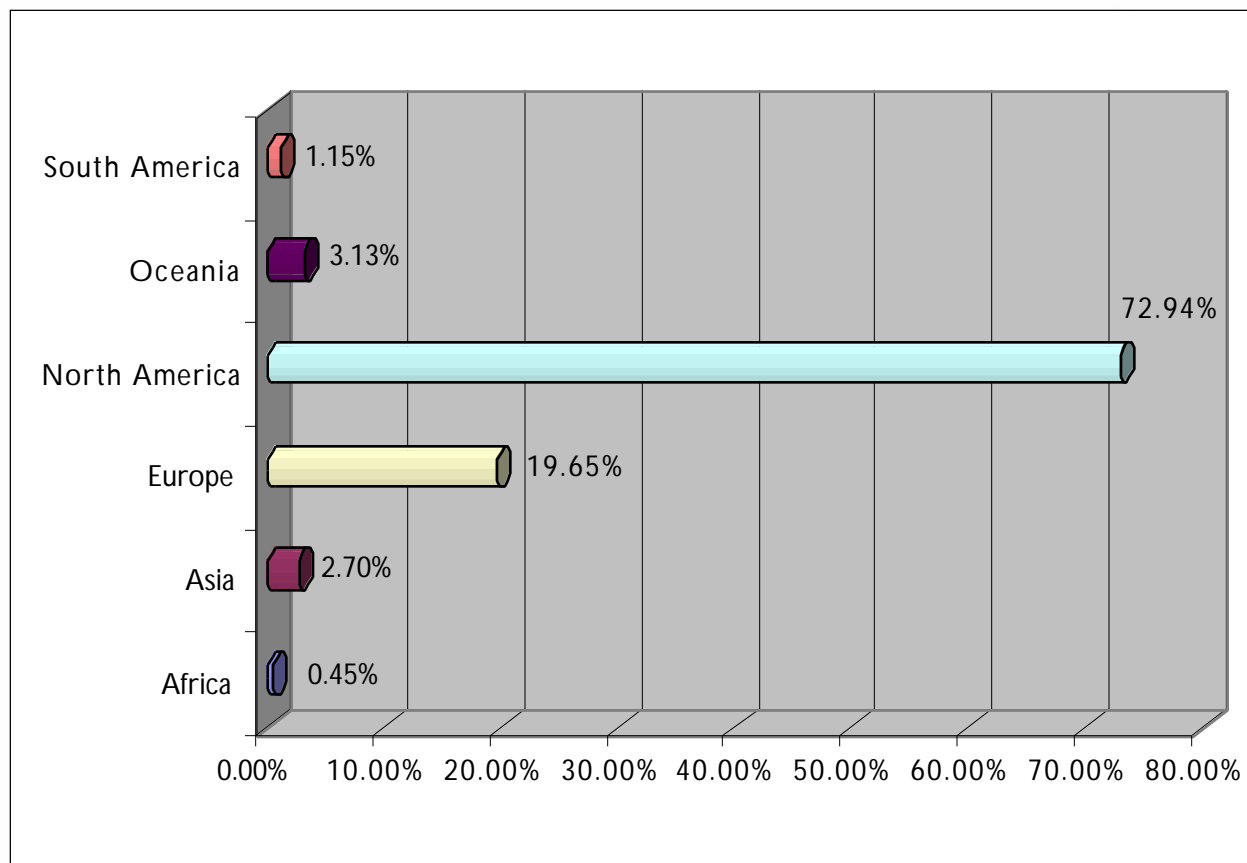
# STATISTICS

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## Worldwide



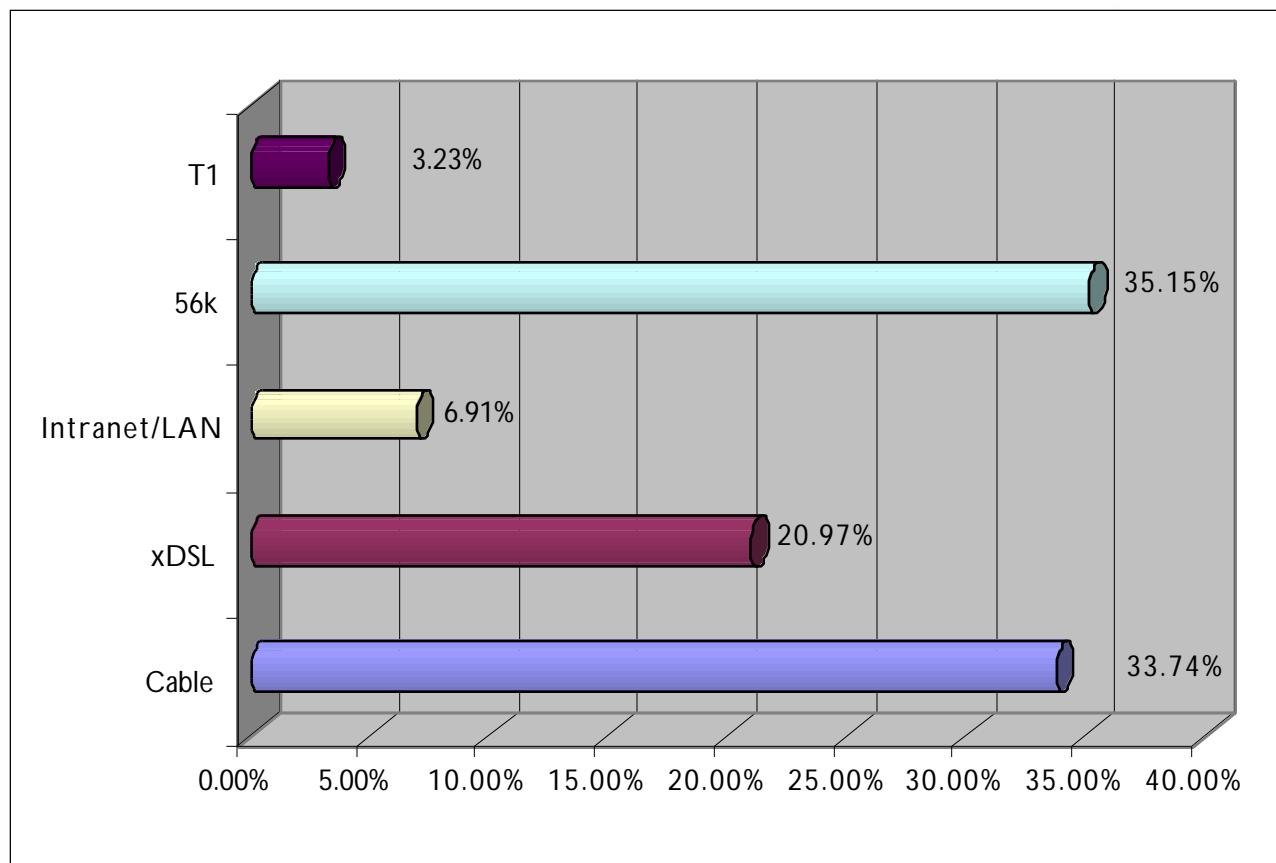
## Continents



# STATISTICS

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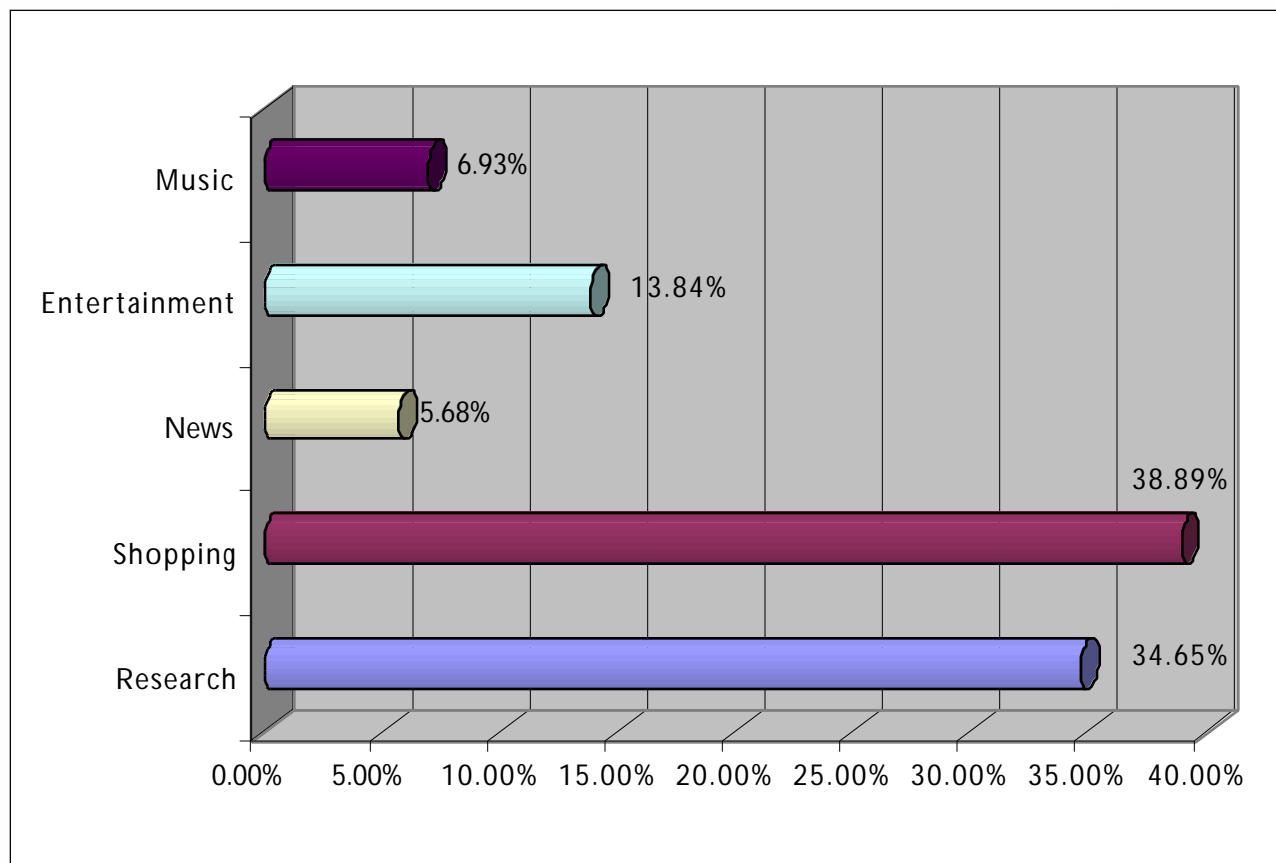
## Internet Connection



# STATISTICS

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## Internet Use

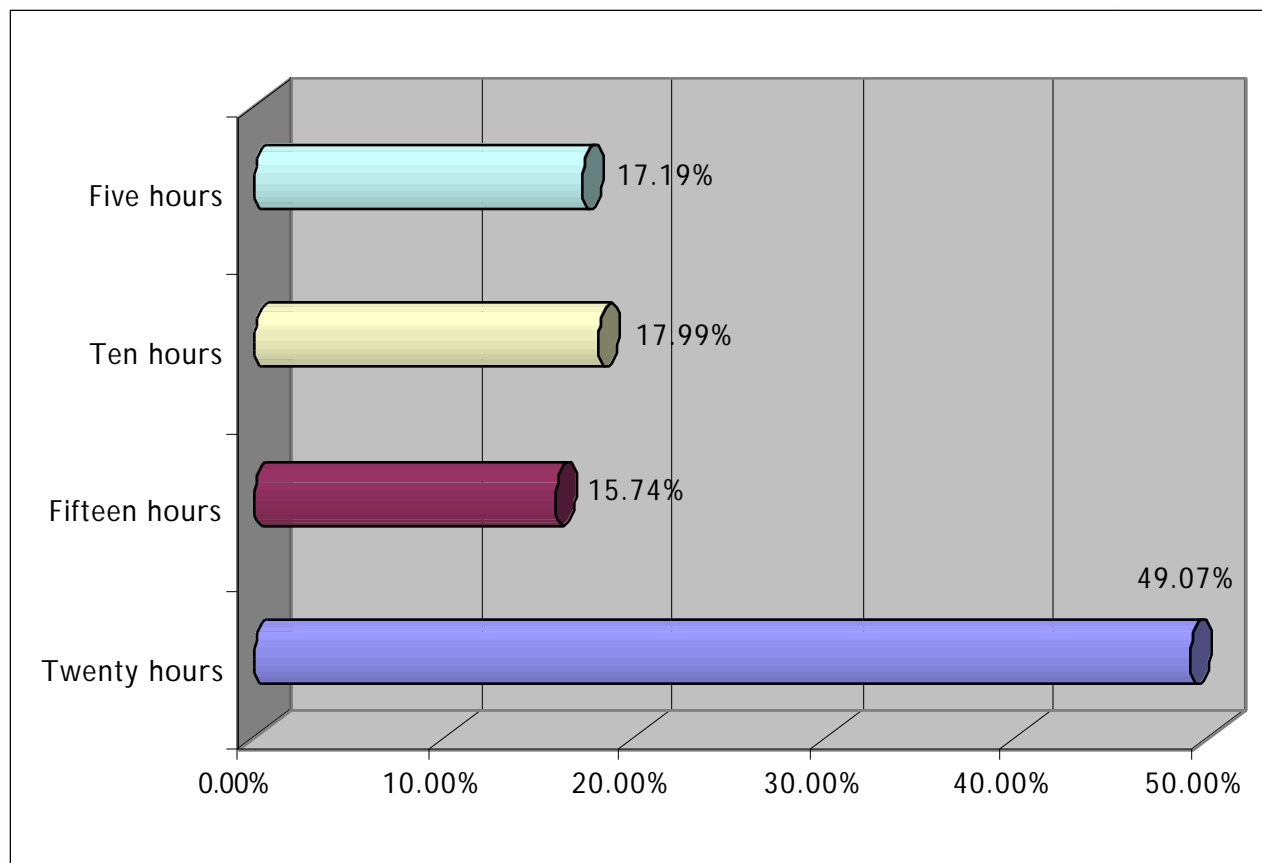




# STATISTICS

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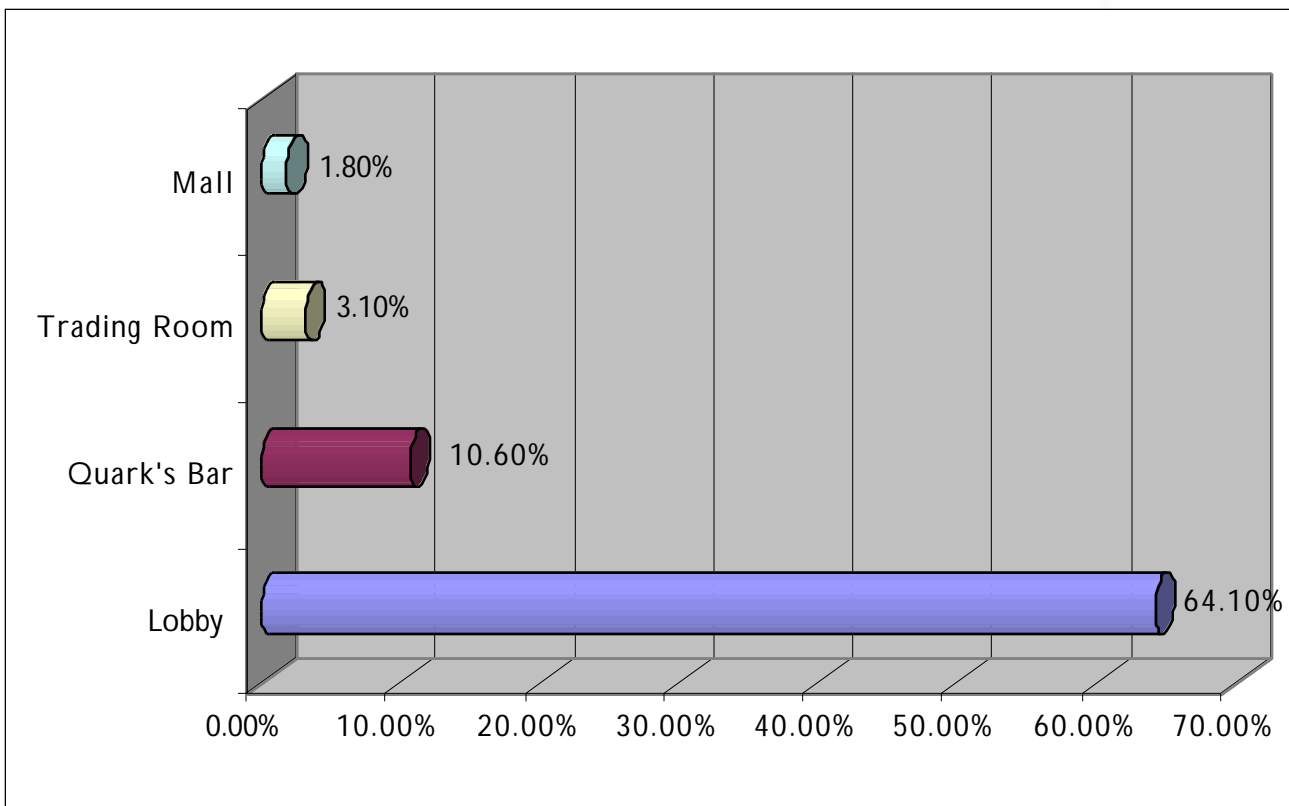
## Internet Time, hours per week



# STATISTICS

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## Activities



# TESTIMONIALS

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## Testimonials

Shannon Nutt of Pittsburgh, PA said "I have to admit, I had my doubts about being able to pull off something like this, but surprisingly I encountered few technical problems, got to meet a lot of great people, and it was so nice to get to see some of the convention live, since they never have them in my area anymore."

Christine Monnier Naperville, IL This was my first convention (virtual or real) and I had no real expectations. I was there just to watch the video events and attend the chats. What I got was a life-changing experience."

D. David of New City, said "I...felt that I was part of a revolution in cyberculture. ."

The Star Trek experience reached around the globe with Paolo Jalbuena of The Philippines saying, "We hope you guys can make this a more frequent service. Vir-Con has allowed us to reach out from across the Pacific."

Russ Haslage, President of the International Federation of Trekkers said, "As a fan who attended the convention online, I wanted to praise each and every one of you. On behalf of the entire 'Federation', I salute you all for your work to make the event so wonderful."

And the most important response came from Eugene Roddenberry, son of *Star Trek* creator Gene Roddenberry who said, "Vir-Con is the future of *Star Trek* and it enables the very core of my father's dream."

## NEXT STEPS

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### Next

- Distribute Press and Do Interviews
- Distribute Co-Marketing Partner Reporting
- Complete Business Model Validation
- Develop rollout plans with VCP and Creation
  - Four per year for two years, then two per year
- Secure Funding
  - Targets:
    - Angel
    - Strategic Corporation Investments with synergistic products
- Develop Club Vir-Con and Virtual Autographs
- Develop Year Three (2004) Product Offering

# CONTACT

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