

PRESS RELEASE

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MediaDepot© offers revolutionary online video services

MediaDepot© launch

At the end of March 2007, Sander Huijssen and Mirko Cocco from the companies eTurn Internet Services and Mirko Cocco PR&Concepts (both based in The Netherlands) will launch MediaDepot©, the perfect solution for companies and broadcasters to develop, manage and utilize their own media platform.

Portals and communities which are developed with MediaDepot© can for instance be compared to Revver, YouTube and Blip.

Users can create their own profile, upload media, add comments and rate media. For both user generated and editorial content, MediaDepot© offers all possibilities and functionalities using a friendly interface.

Media generated by MediaDepot can easily be integrated using different server side API's, so there is no need to copy/paste embed tags into your website.

Media will appear on your website automatically.

Conversion to the desired format

One of the most important features of MediaDepot© is the automated conversion of uploaded media to the format(s) and quality required for the platform.

MediaDepot© supports Flash 7, Flash 8, 3GP, MPEG2, MPEG4, H264 (for iPod) and DV-Video as video output formats.

BNN

Dutch based broadcast organisation BNN is the first user of MediaDepot©. MediaDepot will debut April 2007 in Hilversum (The Netherlands) as specific service of BNN.

Three variants

MediaDepot© will be available as three variants: MD-BASIC, MD-CORPORATE and MD-ENTERPRISE. The premium option which can be incorporated in each variant ensures optimal performance by connecting to an international content delivery network (CDN).

Some of the possibilities

MD-BASIC is hosted on MediaDepot© servers and primarily targets editorial content (audio, video and images) on one website.

The content can be accompanied with tailor made tags (metadata) but the community features are limited to rating and comments.

Development of the community website can be done by eTurn, but can also be done by the clients themselves.

The (optional) premium option takes care of connecting to the CDN.

MD-CORPORATE is hosted on the client's dedicated servers.

This variant allows management of multiple websites.

The community features of MD-CORPORATE are extended to user registration, rating and comments. Uploaded media can optionally be accommodated with an embedded station ID.

The (optional) premium option takes care of connecting to the CDN.

MD-ENTERPRISE is hosted on the client's dedicated servers. This variant also allows management of multiple websites. MD-ENTERPRISE also has the same community features as MD-CORPORATE but can be extended with client specific requests.

MD-ENTERPRISE offers the possibility to incorporate commercial expressions such as commercials before, during and after videos.

MD-ENTERPRISE offers clients the possibility to become reseller of MD-CORPORATE licences, however, they will be hosted on the clients own servers.

The (optional) premium option takes care of connecting to the CDN.

More information on MediaDepot© can be found on the website,

<http://www.mediadepot.nl/?l=engels>.

MediaDepot© is a product of eTurn (www.eturn.nl) and Mirko Cocco PR&Concepts (www.mirkococco.com).

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FOR EDITORS ONLY

For more information and more extended specifications please contact:

Sander Huijssen, eTurn Internet Services

sander@eturn.nl

+31(6) 53977607

or

Mirko Cocco, Mirko Cocco PR&Concepts

create@mirkococco.com

+31(6) 21524377