**Potential LivePiks Acquisition Prospects**

The following is a list of parties I feel would be potentially interested in owning or licencing the LivePiks patents. Some of these parties may be partially or totally infringing now. Others, due to their current and future business, should be interested at some point.

My comments in the Notes column are my opinions based mostly on observation and predictions of these businesses.

Not sure how dated some of this information might be without more study.

Conspicuously launching without the two biggest operators in the Internet video market, a group of 17 MVPDs, programmers and technology vendors have formed a new industry trade group, the Streaming Video Alliance.

The group, which was partly organized by Frost & Sullivan analyst Dan Rayburn, includes leading pay-TV operators Comcast ([NASDAQ: CMCSA](http://links.mkt1985.com/ctt?kn=212&ms=MTE0MTUyNzkS1&r=MzI5NDgzMDI5NTAS1&b=0&j=MzgzNjc1NzI4S0&mt=1&rt=0)), Charter Communications ([NASDAQ: CHTR](http://links.mkt1985.com/ctt?kn=172&ms=MTE0MTUyNzkS1&r=MzI5NDgzMDI5NTAS1&b=0&j=MzgzNjc1NzI4S0&mt=1&rt=0)) and Liberty Global, as well as a who's who of other video industry heavyweights: Alcatel-Lucent, Cisco, Viacom, Epix, Fox Networks Group, Korea Telecom, Level 3 Communications, Limelight Networks, Major League Baseball Advanced Media, Qwilt, Telecom Italia, Telstra, Ustream, Wowza Media Systems and Yahoo!.

Netflix ([NASDAQ: NFLX](http://links.mkt1985.com/ctt?kn=91&ms=MTE0MTUyNzkS1&r=MzI5NDgzMDI5NTAS1&b=0&j=MzgzNjc1NzI4S0&mt=1&rt=0)) and Google ([NASDAQ: GOOG](http://links.mkt1985.com/ctt?kn=66&ms=MTE0MTUyNzkS1&r=MzI5NDgzMDI5NTAS1&b=0&j=MzgzNjc1NzI4S0&mt=1&rt=0)), which together consume up to half of all Internet traffic with their video streams, are not in the group of 17.

The Streaming Video Alliance, a statement introducing the org says, "will facilitate the creation of architecture, standards and best practices that will scale the infrastructure for online video and improve efficiency for all providers in the ecosystem while preserving a high quality experience for consumers."

The group will focus on three areas: open architecture, quality of experience and interoperability. Rayburn told Variety that the group is not a standards body. It will meet twice a year as a whole, with individual committees meeting more regularly to create proposals for technical specifications. These proposals will, in turn, be submitted to relevant standards bodies.

**Potential LivePiks Acquisition Prospects**

**Entertainment**

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| **Company/Entity** | **Category** | **Need** | **Notes** |
| **Entertainment** |  |  |  |
| Anschutz (AEG) |  |  |  |
| AmEx |  |  | American Express is deepening its ties to music … a partnership with Apple’s iTunes … “Streaming is important to us” … AmEx has also hosted “Unstaged, a live online concert experience. |
| BMG |  |  |  |
| Disney  (Disney Interactive Media Group)  (Disney Mobile) |  |  |  |
| Eventful (.com) |  |  |  |
| iHeartMedia (Clear Channel) |  |  |  |
| IMG |  |  |  |
| Live Nation |  |  |  |
| Madison Square Garden |  |  |  |
| MTV (Palladia) |  |  |  |
| MTV (Unplugged) |  |  |  |
| Napster |  |  |  |
| Qello |  |  |  |
| Scripps Networks |  |  |  |
| Sony  (Sony Music Entertainment)  (Sony Entertainment Network) |  |  | * Sony “Bandsintown(.com)” is the largest concert discovery app in the world … another app that is very close. * Sony Playstation Live Event Viewer |
| Time Warner Entertainment |  |  |  |
| Universal Music Group |  |  |  |
| Warner Music Group |  |  |  |
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| **Broadcast Industry** |  |  |  |
| A&E Networks  (Social Media & Fan Engagement) |  |  |  |
| ABC |  |  |  |
| AXS TV |  |  | “ leading TV network dedicated to broadcasting live music events”. “AXS TV Concerts brings you more LIVE concerts to TV than other music network”. Associations with AEG and CBS. |
| BBC One |  |  |  |
| CBS  CBS Interactive  CBS Connect |  |  |  |
| Charter Communications |  |  |  |
| Clear Channel Communications |  |  |  |
| Coc Communications |  |  |  |
| FOX/FOX Sports |  |  |  |
| NBC (Universal) |  |  |  |
| Pandora |  |  |  |
| Turner Broadcasting |  |  |  |
| Time Warner |  |  |  |
| DirecTV (101® Network) |  |  | The 101® Network hosts concerts and live events. Could be close to using LivePiks … if not already planning. |
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| **Consumer and Online Products/Services** |  |  |  |
| Apple |  |  |  |
| AOL |  |  |  |
| Google |  |  |  |
| Microsoft  (xBox Live) |  |  | Hosting live entertainment and sports on xBox. |
| Yahoo  (Yahoo Live) |  |  |  |
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| **Mobile Carrier / Social Networks** |  |  |  |
| AT&T |  |  |  |
| Comcast  (Comcast Media Center) |  |  | Leading provider of content distribution solutions. |
| Facebook |  |  |  |
| Imagine Communications |  |  |  |
| Sprint/Boost/Virgin |  |  |  |
| Twitter |  |  |  |
| Viacom  Viacom (Entertainment & Media) |  |  |  |
| Google |  |  |  |
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| **Content Manager/Distribution** |  |  |  |
| Amazon |  |  |  |
| Apple |  |  |  |
| NetFlix |  |  |  |
| Rhapsody |  |  | Rhapsody offers an integrated and immersive digital music experience accessible to consumers via their computer, portable music device and soon their mobile phone. Rhapsody is the exclusive digital music service for RealNetworks®, Inc. and for MTV Networks'. |
| Vevo |  |  |  |
| You Tube |  |  |  |
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| **Mobile/Broadcast Technology** |  |  |  |
| Avid Technologies |  |  |  |
| Ericsson (Sony) |  |  |  |
| Motorola (Google) |  |  |  |
| Nokia |  |  |  |
| Qualcomm |  |  |  |
| Roku |  |  |  |
| Samsung |  |  |  |
| Skype |  |  | Skype and Live Nation have introduced the “Ones To Watch” with Skype, an interactive platform where fans will have direct access to bands performing at Live Nation’s House of Blues venues. |
| Sony |  |  |  |
| T-mobile |  |  |  |
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| **Event Management / Recording Industry** |  |  |  |
| Abbey Road Studio’s .. close |  |  |  |
| Aderra |  |  |  |
| BG Recordings |  |  |  |
| Concert Technology |  |  |  |
| ConcertLive(.com) … Close |  |  |  |
| Cvent (Cvent.com) |  |  |  |
| Delivery Agent(.com) |  |  | Delivery Agent plans to offer clients fans the ability to make event related purchases directly from live tweets, music videos and live streamed concerts, as well more sophisticated online and mobile storefronts. |
| DiscLive … Likely Infringing |  |  |  |
| ePrize/HelloWorld |  |  |  |
| Eventbase(.com) |  |  |  |
| LiveStream |  |  |  |
| [Red Bull Media House](http://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=2&cad=rja&uact=8&ved=0CCQQFjAB&url=http%3A%2F%2Fwww.redbullmediahouse.com%2Fproducts%2Fmobile%2Fapps.html&ei=y1NeVI-nDoKZoQSJzoGACQ&usg=AFQjCNFiMiclH-G6Edhy-xRekUhEni5VMQ) |  |  |  |
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| **Event App Development** |  |  |  |
| Crown Compass |  |  |  |
| EventBrite (.com) |  |  |  |
| InCroud |  |  |  |
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| **Media Management** |  |  |  |
| Liberty Media |  |  |  |
| Millennial Media |  |  |  |
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| **Sports/Sports TV** |  |  |  |
| Cisco Systems (Sports & Entertainment Solutions Group -SESG) |  |  |  |
| CNN (Digital Studios) |  |  |  |
| ESPN |  |  |  |
| Fox Sports |  |  |  |
| HBO Sports |  |  |  |
| National Leagues |  |  |  |
| NBA Entertainment |  |  |  |
| NBC Sports |  |  |  |
| NFL  Mobile (nfl.com/ mobile)  NFL Digital Media |  |  |  |
| OneWorld Sports |  |  |  |
| Showtime Sports |  |  |  |
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