

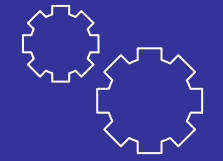


Media Entertainment Technology

CONNECTING YOUR SCREEN-BASED BUSINESS TO GLOBAL OPPORTUNITIES

Cameron Thomson Group is the pre-eminent provider of Out-sourced Business Development Solutions for the Media, Entertainment and Technology Sectors. We focus exclusively on Corporate Development, Sales and Marketing, Corporate Financing and Business Evolution strategies to help our clients grow their businesses. We bridge the gap between European and North American media, entertainment and technology markets by delivering best-of-breed

business models, technical solutions, applications and financial engineering tailored to our clients' individual needs in order to meet their desired goals. Drawing from our international network of seasoned industry leaders our team works closely with yours to identify your objectives, plan and execute a strategy and deliver results in this complex marketplace. With offices in **Toronto, London and Milan** we deliver our clients the **international** scope essential for success



NEW and EMERGING MARKETS

We help you identify the strengths in your business and leverage them to identify new markets for your product(s) or services in other geographies, verticals or complementary lines of activity. Our deal flow gives us insight and access to identify trends as they emerge



MEDIA DISTRIBUTION

Whether online, on-air, cable, satellite, broadband, VOD, IPTV, mobile, subscription-based or ad-supported, we have experience working with major corporations to maximize the revenue potential of our clients' screen-based distribution strategies. We work with channel operators, format producers and rights holders to deliver results .



CONCEPT to EXECUTION

When Cameron Thomson commits to a strategy, we see it through to its successful execution. We have the capabilities, experience and expertise to take your business ideas and make them real. From concept to development, financing, pre-production , production, sales and distribution. We provide the power to build businesses.

OUR EXPERTISE

- WEB TV AND BROADBAND
- MULTIPLATFORM DISTRIBUTION
- STUDIOS DEVELOPMENT
- ENTERTAINMENT TECHNOLOGY
- CHANNELS BUSINESS

WHAT WE DO

- CORPORATE DEVELOPMENT
- SALES & MARKETING
- CORPORATE FINANCE
- BUSINESS DEVELOPMENT

New revenue sources for your business

OUTSOURCED BUSINESS DEVELOPMENT

Before you make the investment in human resources, infrastructure, marketing and unnecessary overhead, Cameron Thomson will work closely with you to ease the way into new markets or territories. We are expert in the North American and European media, entertainment and technology markets and provide assistance for businesses to help them build relationships and assess the market potential of their offerings while managing their risk.

- Packaging and positioning your offering
- Developing sales funnel and securing deals
- Marketing and promoting your business

MEDIA DISTRIBUTION

Through our WirelesStudios division, Cameron Thomson represents some of the world's leading content properties for mobile and broadband distribution. We help channel operators take their specialty channels, HDTV, thematic channels, program formats or existing libraries, and position them or repackage them for new territories. We distribute and develop games and content for either paid download or ad-supported distribution.

ACCESS TO NEW MARKETS THROUGH CAMERON THOMSON GROUP'S NETWORKS, RELATIONSHIPS & GLOBAL INFRASTRUCTURE

CORPORATE DEVELOPMENT

We help you to understand both the risks and rewards associated with growing your business, by evaluating the potential of your offering. We assess the market, the growth potential of your business, mitigating factors,



untapped capabilities and required needs. We review and/or create a viable business plan for your growth taking into account any requirements for raising the necessary capital to support your objectives. If necessary we will undertake to position your offering to investors.

- Identify priorities in line with your corporate culture
- Identify synergies, under-utilized resources
- Create a differentiated offering
- Suggest a modified strategy, or new lines of business
- Map out a phased plan, with milestones and forecasts
- Prepare a business plan, which may include financing
- Project manage the process to a successful launch



CORPORATE DEVELOPMENT
SALES and MARKETING
CORPORATE FINANCE
BUSINESS DEVELOPMENT
PROJECT MANAGEMENT

Cameron Thomson Group provides companies in the media, entertainment and technology space the power to build businesses.

We find and identify new sources of revenue.

We develop and execute growth strategies for our clients.

We understand the global factors affecting all aspects of traditional, new, and emerging media on all distribution platforms.

By tapping into our best-of-breed relationships, business modeling, networks, technology solutions, and business acumen, we deliver the results you need to see before you enter a new market or reposition your company in an established one.

Reduce your risk, reduce your overhead, manage your business transition without affecting your core business, and get the expertise of global media business professionals who understand your needs.

broadband
multiplatform
wireless
studios development
entertainment technology
channels business
content production



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