

webfact

## CONCEPT

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## OVERVIEW

The Essence	<p>Since 1998 webfact Concept operates as highly specialised software-development company and creative multimedia full-service provider in the European and worldwide markets with main emphasis in the TV-, entertainment - and music-industry.</p> <p>Ever since the company's start, webfact Concept concentrated on the development of innovative, spectacular multimedia applications. Today webfact Concept is able to provide full-service solutions from comprehensive web 2.0 and community webpages to online-video implementation, banner-campaigns and other ad-placement approaches.</p>
Milestone Endemol	<p>The turning point in the history of the company was the start of the cooperation with the tv-producer John de Mol. For more then 3 years, Webfact Concept's main task was to set-up all Endemol TV-formats in the multimedia-spectrum. Webfact Concept was especially responsible for the financing of all Endemol formats.</p>
TV-Formats	<p>One amongst many success-stories were the production of the biggest SMS-TV-Format in German TV-History, the production of the award winning Endemol webpage, and the production of the worldwide biggest Java Game Tournament in cooperation with germanys tv-station RTL2.</p>
Big Brother, Nur die Liebe zählt, Deal or no Deal	<p>By setting-up all multimedia-activities and revenue-streams from call-, sms- and other innovative-applications, webfact Concept contributed to the budgets of almost all formats such as Big Brother, Deal or no Deal, MTV Player Lounge, MTV StreetLife, "Nur die Liebe zählt" and many more.</p>
Endemol Multimedia Gremium	<p>After a 1,5 years cooperation, webfact Concept was chosen to lead and manage Endemol's international multimedia exchange expert-team and became a leading member of the Big Brother exchange-gremium.</p>
Talpa TV	<p>webfact continued its work with John de Mol by cooperating with Talpa, John de Mols former tv-production company. webfact developed innovative new multimedia-applications exclusively for Talpa and their european network especially in the areas "telenovela" and "reality-tv". webfact also covered general community-building activities.</p>
Continued cooperation with John de Mol	
Web2.0 Technologies	<p>Main production focus since the development of complex multimedia applications and Web2.0 projects. webfact Concept concentrated on the ongoing development of web2.0 technologies such as Friends-Import, Widgets and Web2.0 Apis.</p>
<b>Our Focus: Video-Technologies</b>	<p><b>webfact Concept today takes the lead on existing and upcoming web-trends and is an expert in multimedia marketing for entertainment formats and - companies by using the most advanced video- and entertainment-systems offering a complete portfolio of technologies enabling interactive and viral video content implementation.</b></p>
Entertainment Industry Solutions	<p>With these tools and expertise, webfact can target European and worldwide TV-, entertainment- and music-markets.</p>

## COMPANY HISTORY IN AN OVERVIEW

- 1998 » Company foundation and development of Kiss FM radio-station platform
- 1999 - 2001
- » Set-Up of internet-pages for Union Investment
  - » Development of Virtual Market Places for international exhibitions such as the worlds largest consumer electronics trade show (IFA), Grüne Woche, ITB or ILA
  - » Development of new payment-systems in Europe
  - » Development of first Mediaplayer prototype
- 2002 - 2004
- » Start of cooperation with John de Mol by producing the biggest sms-tv-format in German TV-history (Dating Day)
  - » Production of award winning Endemol webpage
  - » Further set-up of all major and important payment-systems in relation with the development of different technologies (TV workplace, customer relationship management software) for Endemol
  - » Set-Up of various innovative application for TV-formats for Deal or no Deal, MTV Player lounge, MTV StreetLife, "Nur die Liebe zählt", Big Brother Norway and Sweden as well as various Big Brother episodes in Germany
  - » Financing of all Endemol formats by setting-up all multimedia-activities and revenue-streams from call-, sms- and innovative-applications
- 2005
- » Production of the worldwide biggest Java Game Tournament
  - » webfact nominated in Endemol international multimedia exchange expert-team
  - » webfact becomes leading member of the Big Brother exchange-gremium
  - » Start of Universal Music cooperation concerning the Mediaplayer technology
  - » Start of cooperation with TVT Europe and other music labels
- 2006 - 2008
- » Production more then 250 Mediaplayers for Universal Music and TVT Records (over 1.25 m users), Bodog and Nuclear Blast
  - » Strong cooperation with all leading TV-stations in Germany such as Sat1 Talpa / John de Mol cooperation
  - » Development of Web2.0 webpages and communities
  - » Mediaplayer development v2.2
  - » Permanent development of web2.0 technologies such as Friends-Import and Web2.0 Apis
  - » Expertise in multimedia marketing of entertainment formats and companies
  - » **Focus on video-technologies for web-applications**

# TECHNOLOGY OVERVIEW

As a result of the market challenges especially out of the tv-industry, webfact developed a number of technologies that ensure a maximum of support and user-service. This technology package offers all multimedia requirements for any customer.

## VIDEO-TECHNOLOGIES

### **Video-Portal Solutions**

Grimme Award Winning Platform

### **Video-Engine**

Complete Video-Engine with multiple real-time editing and user-interaction features.

### **IPTV**

### **MediaPlayer**

Client-Application for the delivery of media-content with different components such as peer to peer, media library etc.

### **DRM**

### **HD Video**

## COMMUNITY-TOOLKIT

### **Tell me!**

Add-On for reality tv-formats

### **Picture Portal**

Community building picture portal with complex backend-technology

### **Viral Marketing**

### **Friends-Import**

### **Multiplayer Game-Platform**

Game for many users to play simultaneously

## BASICS

### **Content Management System**

for administration of complex webpages and web2.0

### **EZ Publish CMS / Framework**

Extension for enterprise content management

### **Events Management System**

### **Web2.0 Apis**

### **Payment Solutions**

All worldwide payment systems

### **E-Commerce-Solutions**

## MOBILE

### **SMS Delivery**

### **Java-Game Tournament**

### **MMS Soap**

### **Video Delivery**

### **Games**

### **Digital Diaries**

Mobile blog technology systems, content management, publication and complex payment