

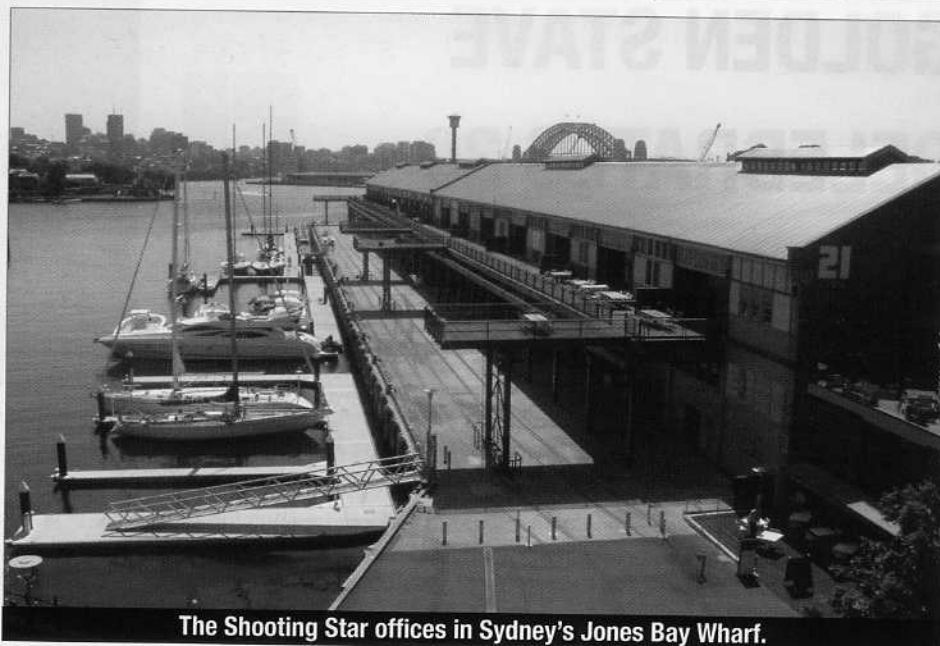
"Declan Gallagher has previously worked at FMR and more recently Warner in their digital department and has a massive knowledge on what is going on in that sphere. We understand the pressures they are under and the solutions they are looking for and they respect that. Stephen Green was a successful radio plugger for seven years and has an intimate and sometimes unhealthy knowledge of how radio uses music. From ratings, software, station structures and an understanding of where music fits into the mix through to basic relationships at the networks, we know that its a different industry with different needs. Along with Janelle, Kylie, Jessica, and the rest of the crew that keep D-STAR running, we have a team and a strategy that understands the industries that its bridging. Our biggest strength so far and the reason we've found it relatively easy to roll out also comes down to the system-- the software is fantastic and apart from a half a dozen stations with over-zealous firewalls which have been easily fixed, we've had absolutely no technical problems, which the media have really appreciated. Its rare that a technology like this doesn't encounter difficulties in some situations and its a testament to the product that we haven't had to deal with those issues."

What is the history of PLAY MPE?

"PLAY MPE is the most used delivery system in the US and is used in many territories around the world. The system has a patented watermarking technology that has seen it become the choice of most record companies and an interface that has made it the preferred supplier of music to networks like Clear Channel throughout the US. Its the biggest system of its type in the world and as the industry becomes more global, its the only solution that allows record companies from all over the world send to media wherever they are. US Christian labels have already been sending to Australian Christian radio and the adaptability to niches means labels can globalise their campaigns. The software has been developed by Destiny Media who are our US partners and we work closely with them to ensure the system continues to be developed with Australian needs in mind and with local tech support."

What is D-STAR?

"D-STAR is a business of The Shooting Star Picture Company. We have been one of the success stories in the Australian marketplace over the last ten years with a diverse range of film, video and 3D production, cinema advertising and a host of other services. We have a unique place in the market with a firm focus



The Shooting Star offices in Sydney's Jones Bay Wharf.

on the media and music industries which allows us to develop businesses and products that we know will be embraced by both sides. D-STAR is our delivery business which is focused solely on delivering a suite of products that record companies and media need to make their relationships more productive. We started with D-STAR Video which is now the industry standard in sending digital video content to broadcasters and have now launched PLAY MPE for audio. The third pillar to the business is D-STAR Spins, which launches in November and provides forensically accurate monitoring of airplay in markets around the country. The service will enable constant radio playlist monitoring for record companies to assess the effectiveness of their campaigns as well as being an invaluable programming tool for radio."

"We work very closely with the media to ensure that the products work for their needs."

What can we expect from the launch of D-STAR Spins?

"D-STAR Spins is going to lead the market in electronic media monitoring for the music and media industries. We have partnered with Fairfax Radio Syndication to create the best technology solution on the market, specifically designed to capture what is hot on the airwaves. We are here to monitor music, not ads, so our system will give data from every mainland capital city, plus some major regional areas. In addition to commercial radio D-STAR Spins will include data from Triple J and the major community radio sta-

tions around Australia. It will give robust data on all stations and will actually be the first time reliable data has been available on community radio. Clients will be able to compare airplay on different networks, see in almost-real time as rotations increase and decrease and really pin point what is and isn't working. For record companies it will be an invaluable tool for viewing campaign cut-through and for radio stations it will provide details of trends on other stations which can greatly aid programming decisions. We will also be monitoring free-to-air and pay TV channels to give a full picture on what's happening across both radio and TV in the one system interface. The system will work in tandem with PLAY MPE and D-STAR Video to enable record companies to send and track their releases with ease."

What other projects are in store for The Shooting Star Picture Company?

"D-STAR is a prime focus for us, however we've a number of other projects launching in the second half of 2008. Our partnership with TV1 continues and we're exploring other opportunities to work more closely with Foxtel. Shooting Star is also continuing to grow it's relationship with the music industry with TVC production, corporate communications, DVD design and authoring services and of course live concert and OB productions. Our ongoing relationship with music and entertainment companies will only strengthen with the launch of Cinema Live, which is a new initiative we are taking to market where we can shoot a live concert event, album launch or promotional tour and beam it live via satellite into hundreds of cinemas around the country. This innovative new product is set to make a huge impact on the live concert scene in this country. In short, we can only see a bright 2009 and onwards as we continue to embrace and be at the forefront of any technology that will make our and our clients lives easier."