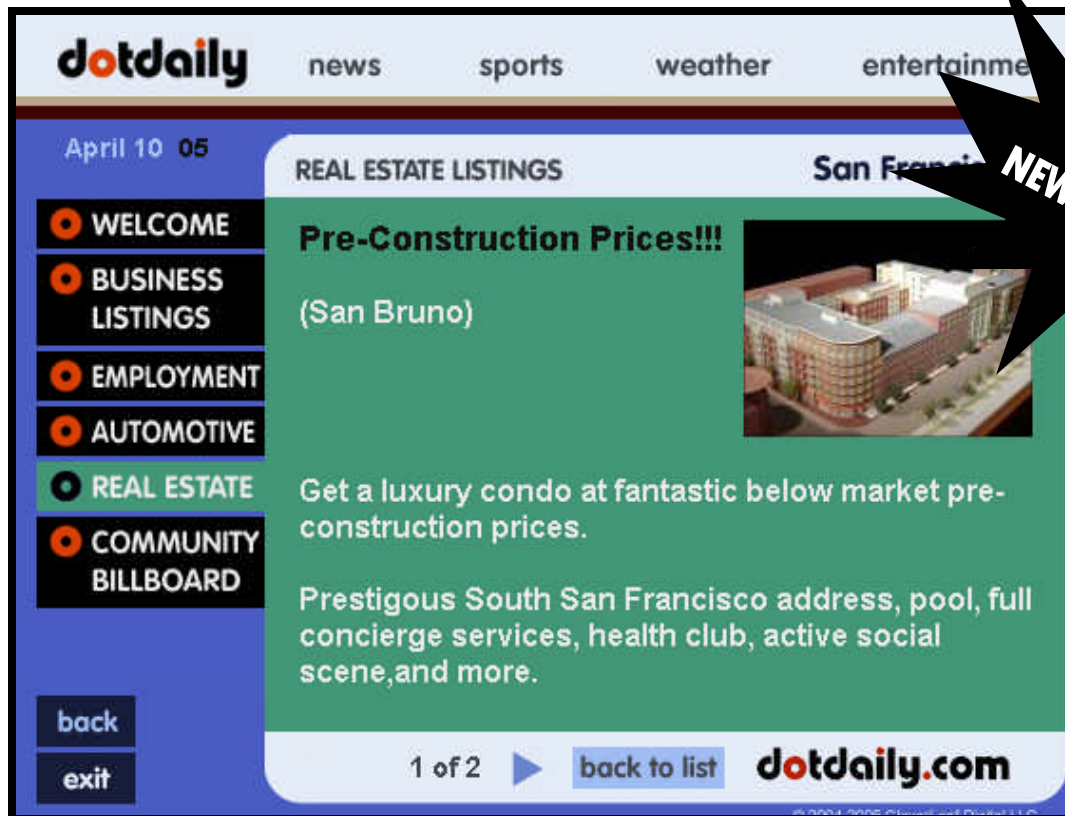


# MARKETPLACEdotdaily

MARKETPLACEdotdaily offers a rich revenue source by providing Classified Advertising, Business Listings — all self-published by the advertiser through an easy-to-use web interface. The fastest and easiest way to advertise on TV.



## User Interface

Available with or without Dotdaily branding, CloverLeaf Digital's easy-to-use compelling User Interface is designed specifically for remote control navigation on interactive television, and can be customized with the operator's logo. Includes live TV window if supported by the underling platform.

## The Fastest and Easiest Way to Advertise on TV

Placing an ad on DotDaily is easy – an advertiser just goes to an operator-branded website, chooses an ad package, write the ad, and pays with a credit card. The ad is then reviewed for decency, and published to the iTV interface.

## Technology

CloverLeaf Digital's proprietary iTV portal dynamic publishing system is based on a database-backed content management system residing on CloverLeaf's servers that seamlessly integrates data feeds from multiple content providers, and publishes to templates customized for the display characteristics of each User Interface.

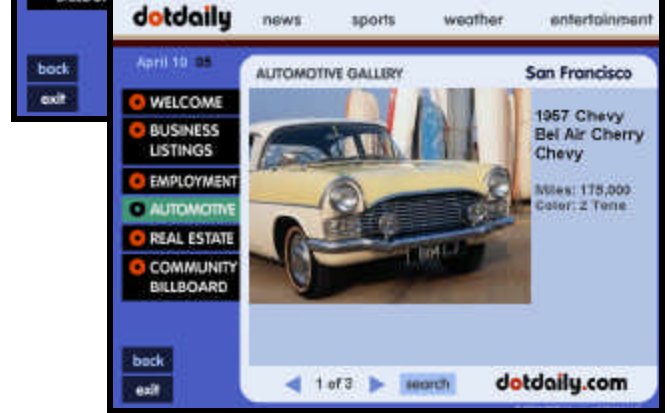
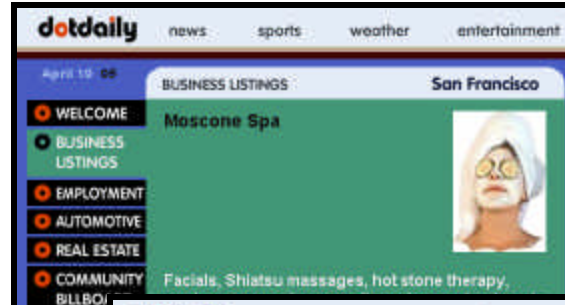
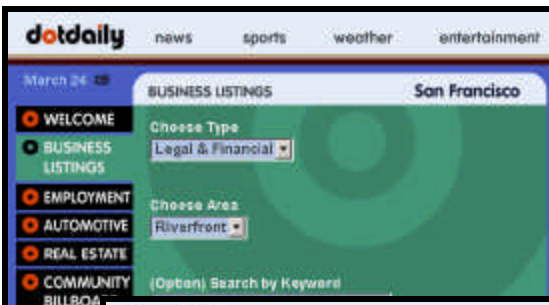
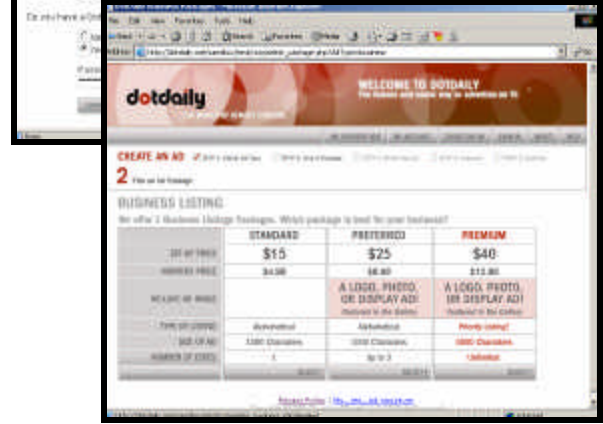
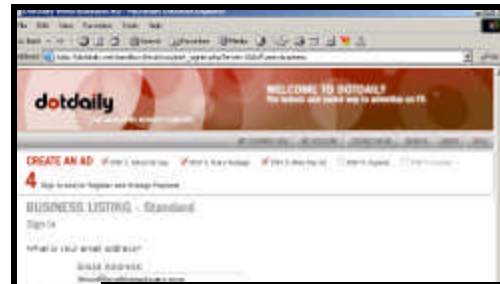
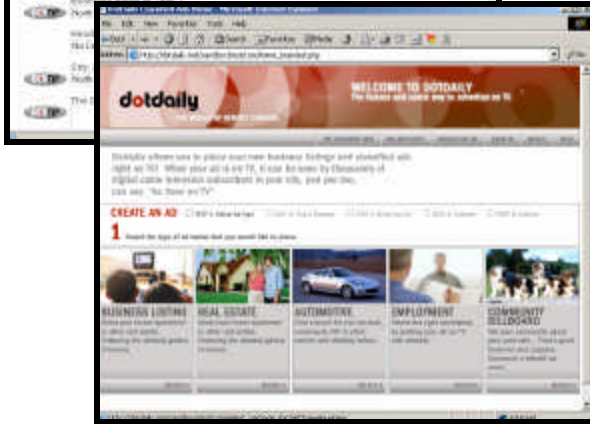
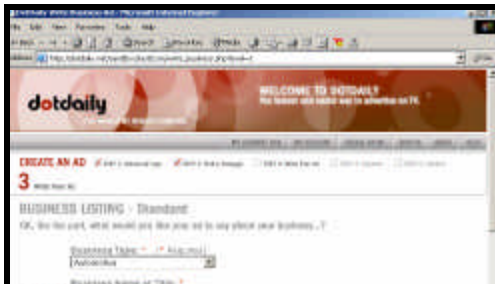
Currently supported by ICTV HeadendWare, Myrio Interactive, Minerva iTV Manager, Scientific-Atlanta InView, ANT Fresco, Espial Escape, and Liberate Compact – easily ported to any iTV platform.

## ADVERTISING CATEGORIES

- ◆ Business Listings
- ◆ Real Estate
- ◆ Help Wanted
- ◆ Automotive
- ◆ Community Billboard

The world  
by remote  
control. **dotdaily**

# CLOVERLEAF DIGITAL LLC



For more information or to arrange a demo,  
please contact Lawrence Brickman  
718/438-6448 or LB@CloverLeafDigital.com