

# VIDEOACCESS

## COMPANY OVERVIEW

The key to self-sustaining profitability at the system operator level for NAPLPS-based communications systems requires superior user content.

VideoAccess has the following aims and objectives:

- To support the database and content requirements of Cablesare videotex installations wherever they are located, without infringing on the local sales efforts of those systems.
- To provide content and stock graphics to system operators, which substantially reduces the administration and production overhead.
- To assist national advertisers and their agencies to use Cablesare videotex technology.
- To serve as an electronic publishing resource centre.

## EXPERIENCE

VideoAccess has provided continuing database management of Videopress, an in-mall videotex system operating in four Canadian shopping centres. VideoAccess provides commercial sponsors with information packages.

## PRODUCTS AND SERVICES

**Research:** VideoAccess provides development services. It draws on an in-depth understanding of the technical parameters of the interactive medium, as well as top editorial graphic design skills and a facility in marketing.

**Consulting Services:** VideoAccess offers consulting services to meet the individual needs of Cablesare videotex installations. Areas of expertise are start-up database design, account servicing, management and coordination of the videotex production process, staffing recommendations and critical path planning.

**Content Development:** VideoAccess develops content packages which can be used without modification on multiple databases. It offers proven content packages which expand the revenue potential of your database.

**Electronic Magazines:** VideoAccess publishes small, manageable 'magazine format' monthly databases. Each 'magazine' contains approximately 250 pages of information. About 75 percent remains unchanged, while 10 percent is updated monthly. The balance contains national sponsors. A window format is provided to allow the system operator to insert local advertising sales.

### Existing Magazines

- Garden Guide
- Summer Fun
- Winter Fun
- Christmas Crafts
- Home Improvement
- Home Computing

**Electronic Library:** VideoAccess cares about content first — high-quality, useful, well-organized and attractively presented content. It offers a new turnkey approach to videotex database management with library stock graphics, logos, formats, type fonts and idea starters that will save creative production time and money too.

**Page Creation Services:** VideoAccess provides a complete page creation service, including copywriting, editing, page documentation, graphic design, input and updating.

**Marketing Services:** VideoAccess markets syndicated content modules developed by other information providers.

**Placement:** VideoAccess advises national advertisers and their agencies on how best to get their message across on videotex, teletext and cable TV.

## FUTURE DIRECTIONS/ TARGET MARKETS

### Future Magazines:

#### 1984

- Car Care
- Senior Update
- Bridal Update
- Fitness & Nutrition Tips
- Drug Guide
- '84 Olympic Overview

#### 1985

- Music News
- Home Plant Care
- Household Tips
- Horoscope
- Diet Tips
- Travel Tips
- Kitchen Tips
- Children's Fun
- Fun House
- Tax Tips
- Metric Conversion
- Recipes

## FOR MORE INFORMATION

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