

**ViSiCAST Deliverable**  
**D8-1 and 8-2: ViSiCAST Marketing and Exploitation Plan**  
**Peer Review**

<b>Project Number:</b>	IST-1999-10500
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**Executive Summary:**

The VISICAST Marketing and Exploitation Plan lays out a full and logical framework by which the various products that the project will deliver will be brought to market.

The VISICAST Marketing and Exploitation Plan lays out a full and logical framework by which the various products that the project will deliver will be brought to market, despite not being a conventional formally costed Marketing Proposal.

The plan is ambitious (with products envisaged for Broadcast Television, Internet and the High Street) and since the relevant sectors are evolving rapidly it should be no surprise if considerable revision is needed later. The potential for its future evolution has been recognised in the drafting of the plan.

The presence in the consortium of several key potential users of its products should provide a valuable test bed for their first commercial application and be of significant benefit in ensuring their wider acceptance by other potential customers.

Many of those in the market for these products have either statutory or social obligations to employ them and this will be an additional driver to their acceptance, one which the Consortium has recognised in addressing the differing strategies required for the various deliverables.

#### Reviewers Details:

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	Position	Employer	Company Activity
1987	Management Consultant	British Broadcasting Corporation (BBC)	Broadcaster
1990	Finance Director	New Era Television Ltd	TV programme producer
1993	Finance Director	Harmsworth Productions Ltd	TV programme producer
1999	Finance Director	Arts & Entertainment Programming Ltd	Arts cable TV channel
	Finance Director	British Pathe plc	Film archive library
	Group Finance Director	DMG Television Ltd	Holding company
1996--	Member of Finance Committee of PACT - trade body for TV and film production companies.		
1998--	Representative on employers' panel for TV and Film industry negotiations with Inland Revenue.		