

n-DVD



networked DVD

n-DVD – networked DVD – is the enhancement of a conventional DVD. Developed by Sony DADC, this innovative marketing solution opens up exciting new possibilities for your promotional activities.

With n-DVD your customers can not only expect more but get more! Because n-DVD is the right tool for effectively reaching your target groups and offering the personalized bonus content they desire!

How does it work? n-DVD is linked to a predefined Web site which offers exciting bonus content. Because each n-DVD is equipped with an individual identification code, each target group or 'channel' is granted access to their personalised bonus content Web site. Get to know your audiences and offer them the content they desire: no matter if it's music clips, videos, lotteries or vouchers!

Increase marketing efficiency:

What are the costs of my promotion and the concrete impact of a promotion on my sales figures? A question you have probably asked yourself quite frequently. One way to obtain the information is to add a response card to your product packaging which is filled out and sent back in the mail. Your asking for quite a bit of work! Obviously, the response rate is very poor and companies find it hard to incorporate the given information in their future marketing activities. But n-DVD can help here! Because the n-DVD's ID automatically generates the information you need.

Business value for Publisher

Listen to what a marketing professional from a leading European Magazine has to say: "n-DVD is the perfect tool for pushing online services! n-DVD offers my

company and content partners a great reason to invest in covermounts! Why? Because n-DVD provides:

- Great flexibility for campaigns
- Direct feedback about the efficiency of our campaign
- Tracking possibilities – that's detailed feedback on our response rates
- n-DVD online reports offer me a new level of transparency!"

Benefit from n-DVD tracking

You want to know how wisely you spent your promotion budget? n-DVD makes it now possible to analyse consumer data by every one of your channels. That's valuable information for your marketing department. Because with n-DVD every single online visit, the number of visits per user, visits per channel and number of downloads, become transparent!

Give your one2one marketing a new meaning and analyse customer preferences:

"Who downloaded the music files?", "How often did my potential customers download the freebies?" or "Who downloaded more than 3 music tracks?"... Wouldn't the answers to those questions be of great help for your marketing department? Yes, they definitely would and can now be easily obtained when using n-DVD!

Start getting personal

The given registration data, such as email addresses or cell phone numbers is great for linking to your tracking data. So get up close and personal with your customer and offer the individualised offers he wants!

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