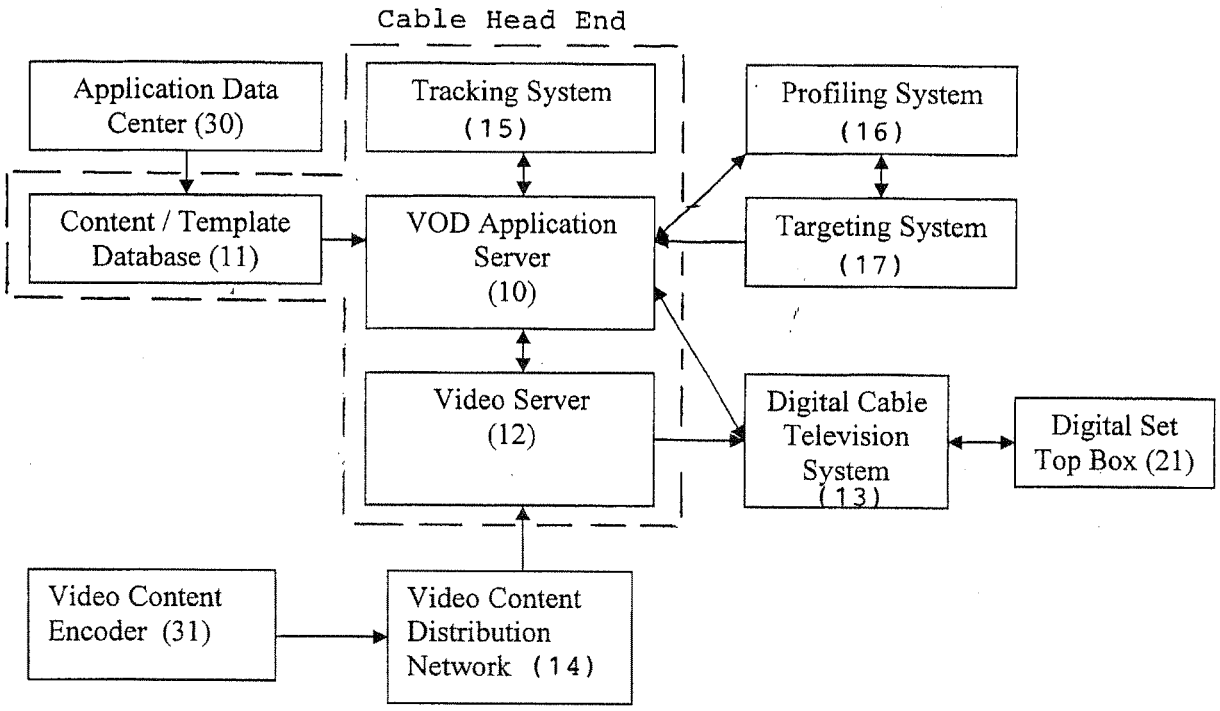


Figure 1A: VOD Content Delivery System, Overall Architecture

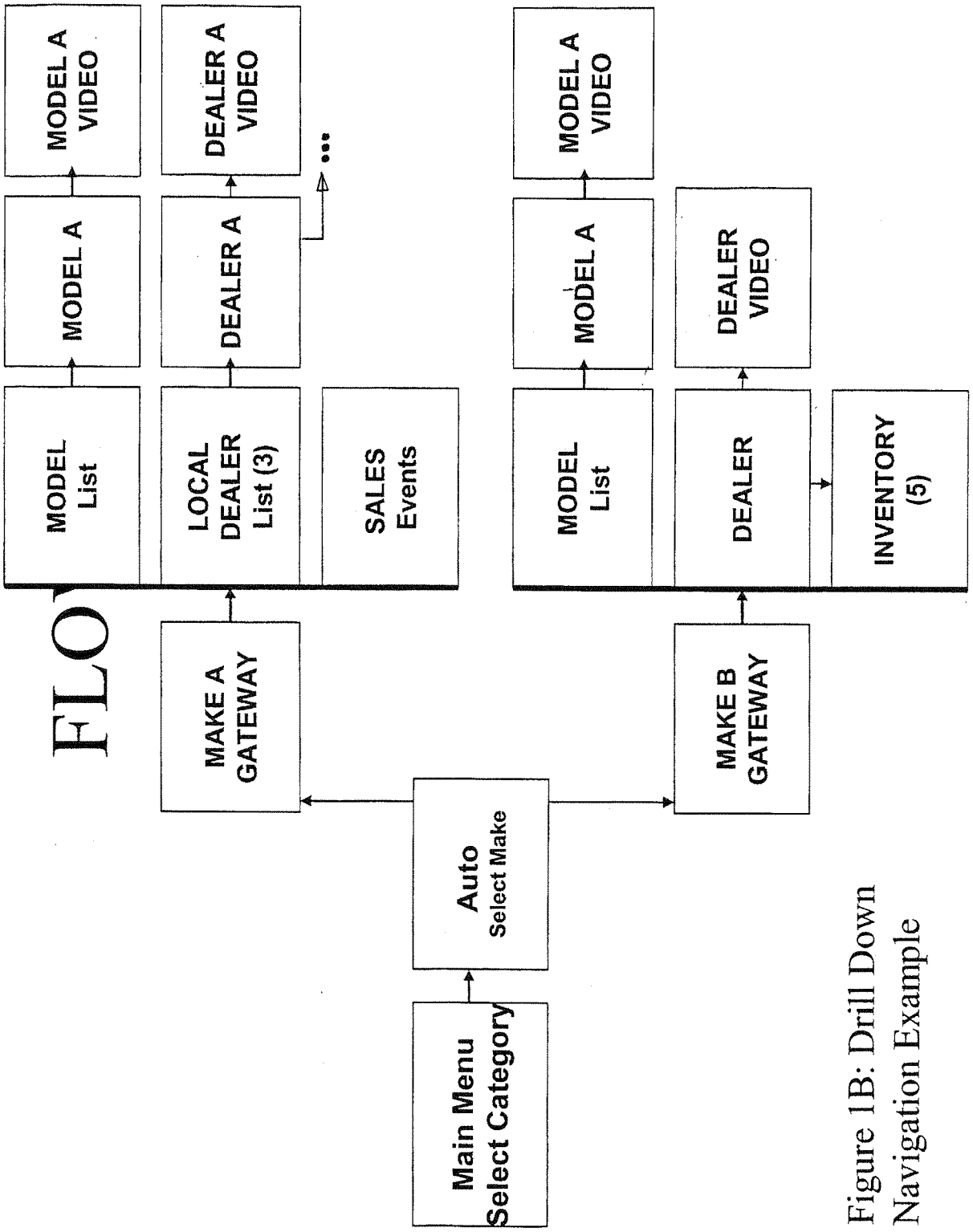


Figure 1B: Drill Down Navigation Example

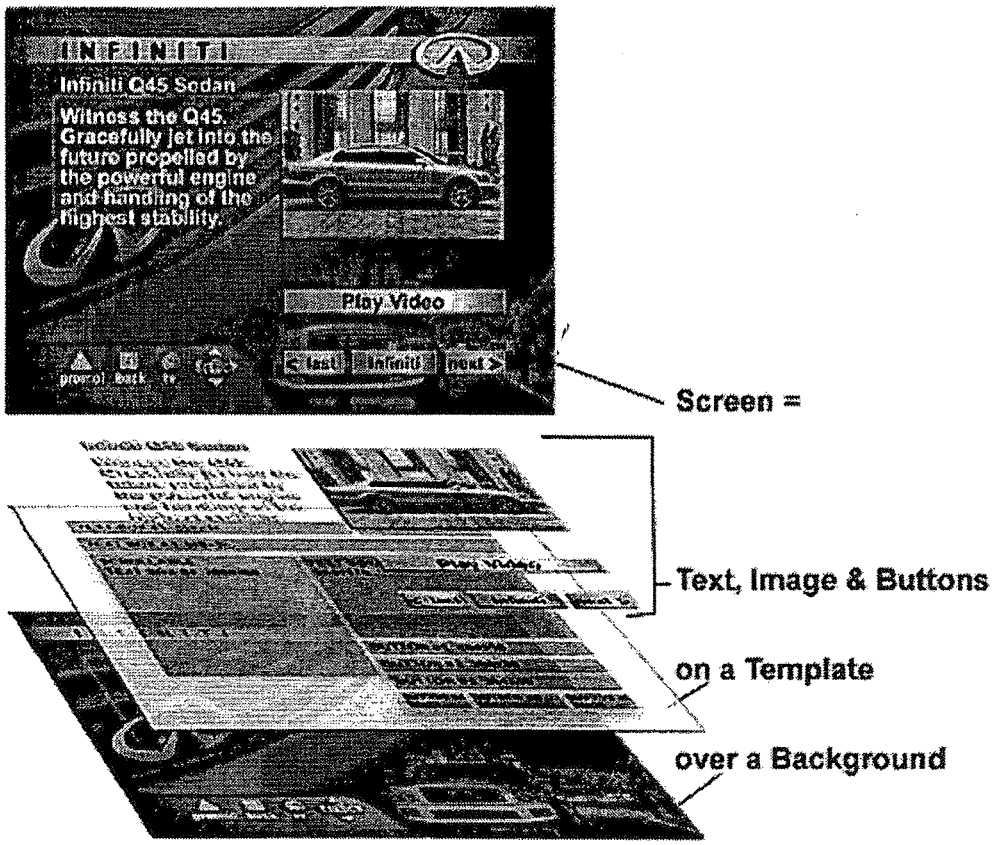


Figure 1C: Template Layer Model

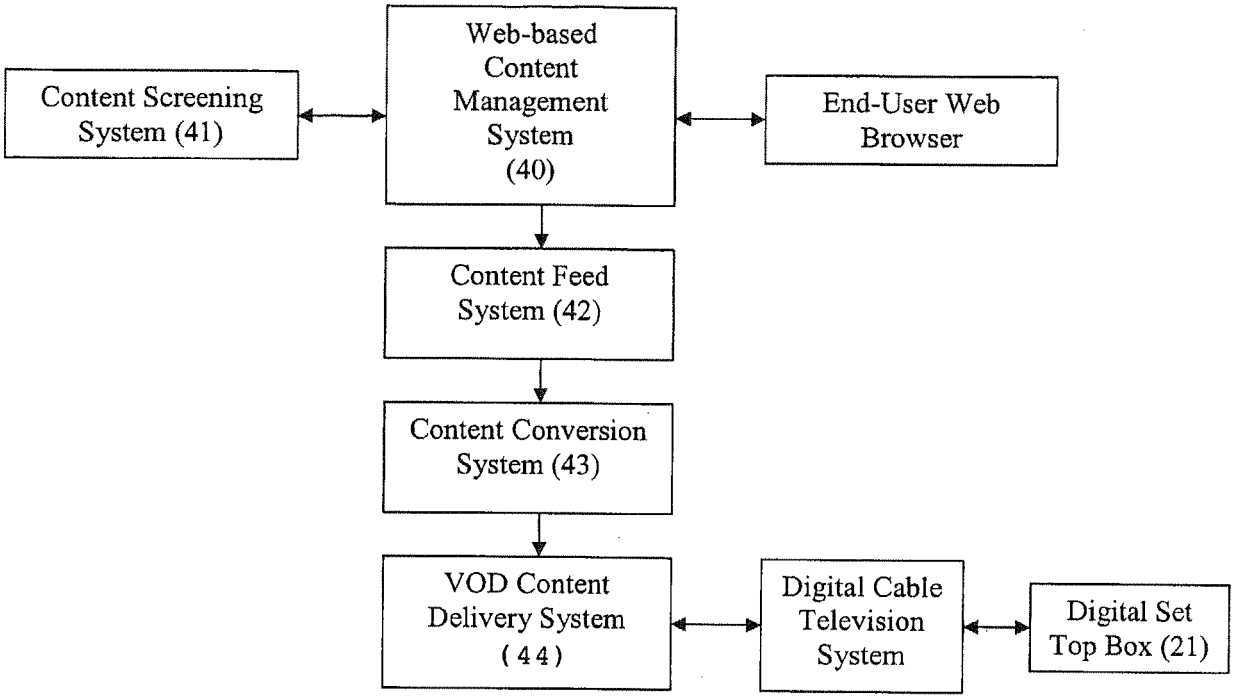


Figure 2A: Classified Ad System, Overall Architecture

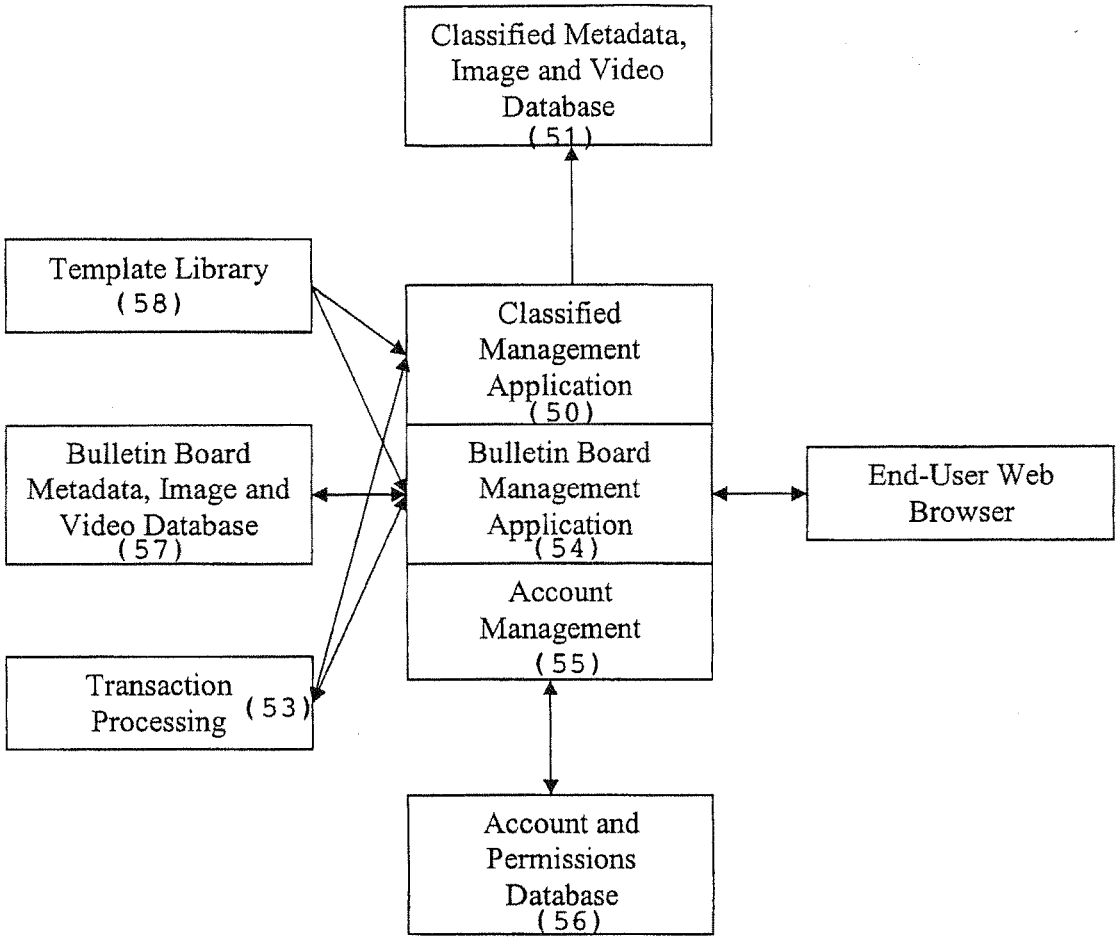


Figure 2B: Web-based Content Management System

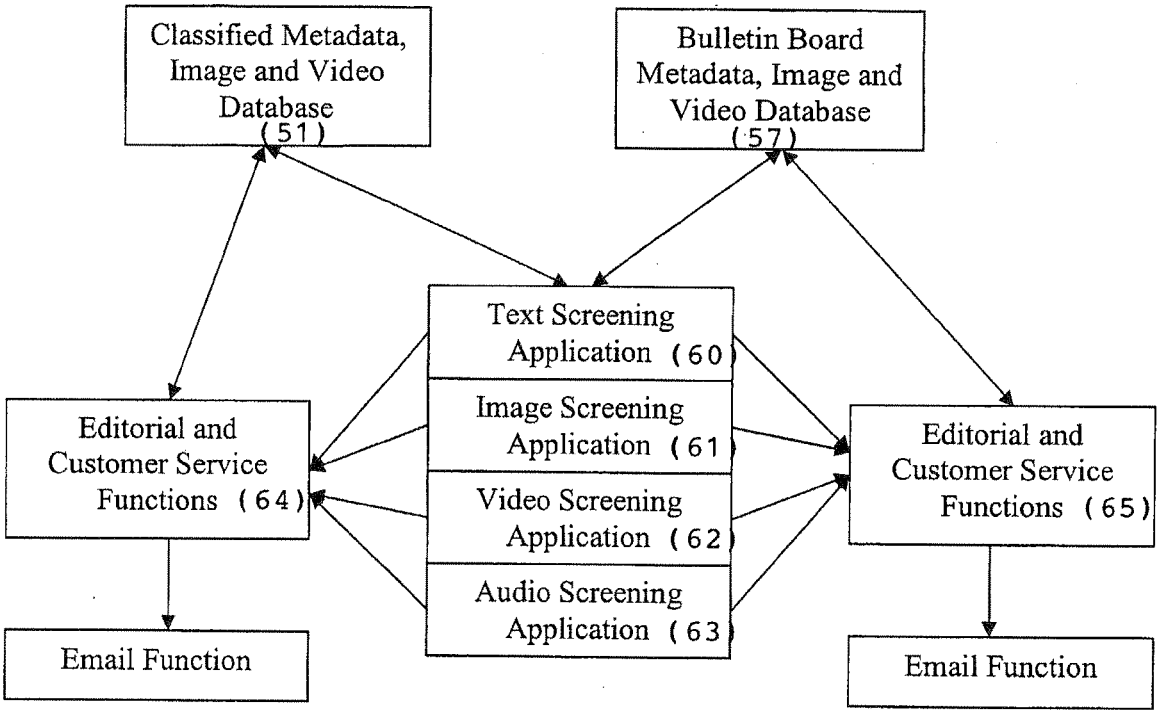


Figure 2C: Content Screening System

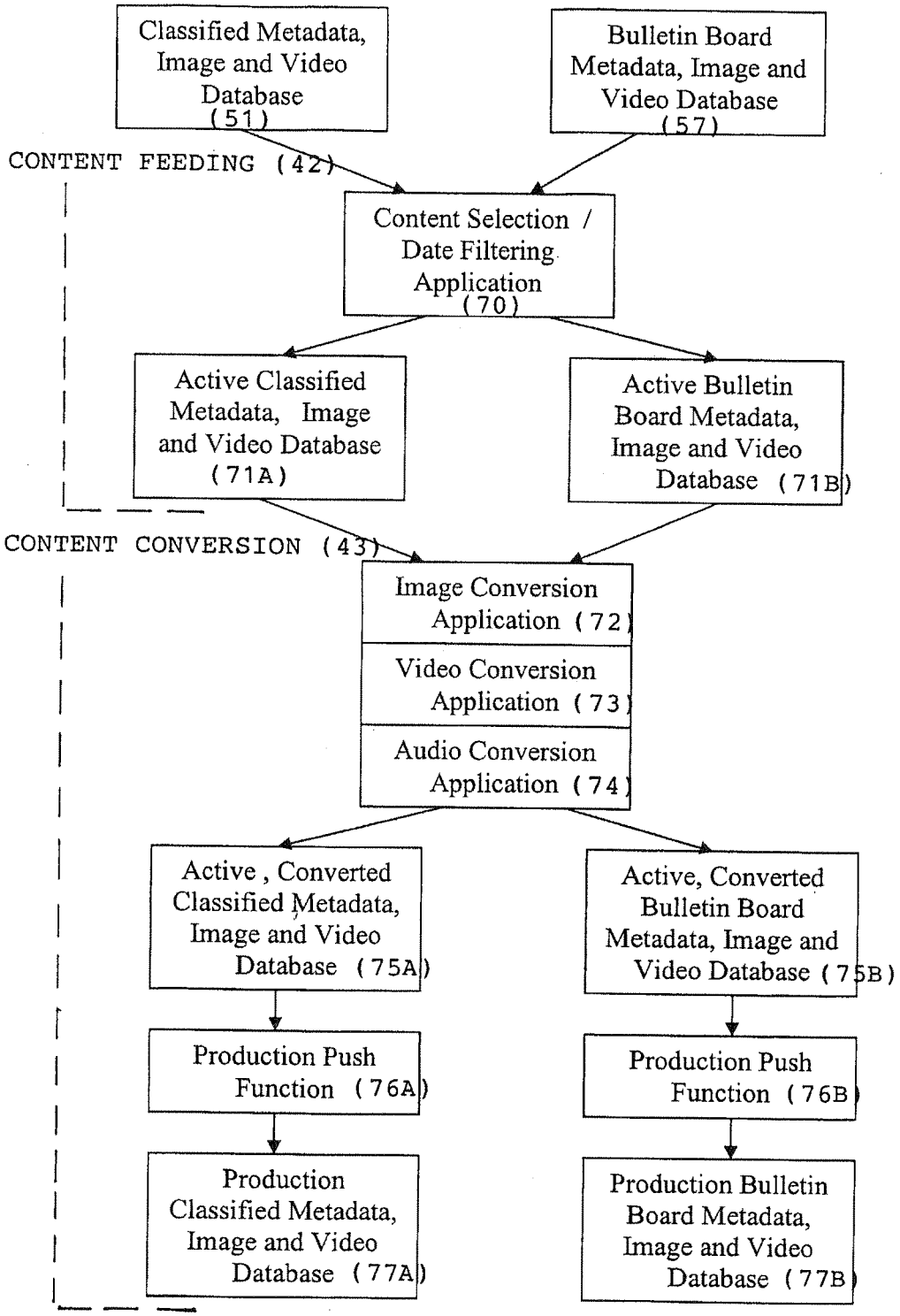


Figure 2D: Content Feed and Conversion System