

# Newco Information Network Components

## 1. ARCHITECTURAL PLATFORM

- Navigation tools for all information stakeholders for real time, contextual inclusion
- Construction of topical categories that help users better direct their lives
- Technologically neutral for all channels of distribution
- Designed for use in both local and global networks

## 2. SHARED USER NETWORK

- Single Network ID Pass
- All content atomized or disaggregated
- Employs Digital Content Startup Company's as well as Traditional Media Editors for topical content
- Topical content leads to branding message of "information to help you live better"
- Works in tandem with any siloed, proprietary network

## 3. INFORMATION AGENTS' DATABASES

- Users have opt-in choice for profiling their use of topical content
- Users and info agents continually customize their content consumption
- Mass and niche audience databases become the new currency for new revenue streams