



## Every Few Decades An Industry Is Revolutionized!

This information comes from a report done by Cambridge Associates, Inc. based on several studies done concerning CD/DVD marketing methods and was published October 23, 2003.

### Disk Usage

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- ~~///~~ In 2002 over 425 million disks were utilized for. Cadillac's mailing of 750,000 DVDs of a new model to potential car buyers promoting its newest car.
- ~~///~~ General Mills packing disks of Columbia Tri-Star movies in 8 million of its Cheerios, Chex and other cereal boxes
- ~~///~~ A candidate for mayor of NYC sending out 200,000 CDs outlining his platform in an attempt to win the election
- ~~///~~ The expenditures on discs used for direct marketing applications as compared to other media are minuscule, i.e., discs represents less than .2 % of total monies spent or \$450 million vs. \$206 billion for all expenditures.
- ~~///~~ Greater response rates. The research showed respondents with response rates on average of 7% which is nearly 3 times higher than printed brochures.
- ~~///~~ Greater remembrance of the "message" on the disc i.e. recall of the information 50% to 60% more than from printed materials.
- ~~///~~ Internet links to web sites for immediate ordering of products/services and obtaining the most current and/or additional information
- ~~///~~ It is now possible to deliver a disc at the same cost or less than a comparable printed piece including production, manufacturing, packaging, and distribution
- ~~///~~ Better cost efficiencies in terms of production and distribution (in most cases 10% to 40% less expensive than catalogs, booklets, etc.)

### Customer Base

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- ~~///~~ More than 90% of personal computers introduced after 1997 had a CD-ROM drive
- ~~///~~ Household penetration of CD-ROM equipped PCs is estimated at over 60% with over 90% penetration in organizations.

- ✂ The number of discs used in the U.S. for marketing, providing instruction/information, communications and rewards/premiums in 2002 was approximately 425 million units, a 23% increase from 2001's 345 million units
- ✂ Enhanced level of communication and/or providing information i.e. explaining product or service with sound and full motion
- ✂ More effective response tracking and database collection
- ✂ With only .2% of the direct marketing "pie", discs have a tremendous opportunity for growth.
- ✂ Benefits of Internet links to web sites for immediate ordering of products/services and obtaining the most current and/or additional information

Get more from your marketing media...  
**JOIN THE REVOLUTION!**



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