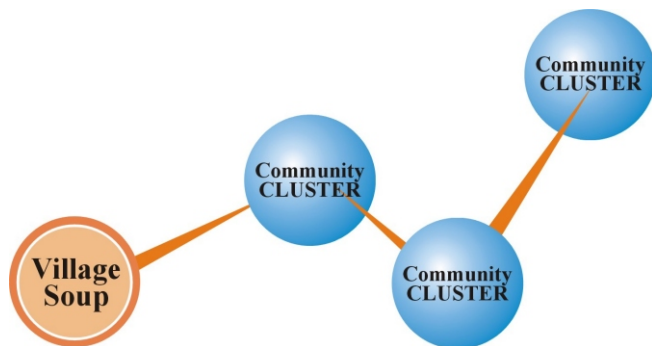


VillageSoup

Community News Online and in Print



Multi-Media Web Hosting for Small Communities

"Journalism's future may well be in the hands of readers already, in their mobile phones, their iPods, their digital and video cameras."

Hartsville Today Report



VillageSoup.com.au

What is VillageSoup?

VillageSoup is a low cost, sustainable web based hosting platform designed to encourage community debate, allowing citizens to access matters affecting their community cluster, on a daily basis.

VillageSoup website content is free with unrestricted access. Members post news, comments, events, classifieds, products and services directly to the site. Members can request e-mail alerts of breaking news and specific products and services.



ABOUT VILLAGESOUP

Founded in 1998 by Derek Anderson and his father, Richard, Village Soup (www.villagesoup.com) covers two counties in Mid-Coast Maine with a combined population of around 60,000 people, and receiving over 3.5 million visits/month!

The site now has a full time staff of 36, including separate editorial and advertising departments.

"People have thought the World Wide Web is a great place to find out about news from the other side of the country," said the younger Anderson. "But it's a great way to

GENERAL INFORMATION

LICENSED SOFTWARE USAGE

Members receive hosting and support services for a highly integrated and proven software platform. And most importantly, *VillageSoup* is an association in which members collaborate, sharing best practices and conceiving new products to better serve individuals, businesses and organizations in the communities they serve.

The Licence gives users access to source code enabling them to run, copy, distribute, study, change and improve the software. These improvements are released to the public, so that the whole community benefits. Access to the source code is a precondition for this.

TECHNICAL

The new VillageSoup CMS is a hybrid of several open-source tools. Java as our general-purpose language along with Alfresco content management system within the Liferay portal platform. We will use a Linux server, Ajax for application deployment and MySQL for database activity.

As a locally owned and operated charter member, Village Media will use this shared technology, infrastructure and best practices to ensure sustainability, on-going maintenance and development of the VillageSoup platform.

Village
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COMMUNITY HOSTING

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NEWS PRINT MEDIA CLUSTER:

NEWS ONLINE AND PRINT

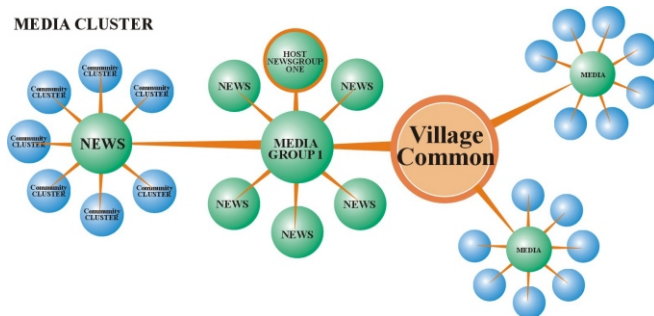
Community Newspapers attract a passive audience to which advertisers display.

Community Hosts attract active seekers of knowledge, comradery, comments, blogs and new approaches to their needs (bizBriefs, bizOffers, bizInventories).

Not only do these features create revenue, but they also create a dynamic array of content filling two-thirds of our site. As a result, 75 percent of our users come to the site ten or more times per month and 31 percent of our users coming to the site 200 times or more per month.

Revenue Sources:

- Advertising Packages
- Enhanced Business Listing
- On-demand Advertising
- Real Estate Listings
- Web Design
- Classified Ads
- E-mail Alerts
- Posting Privileges
- Archive Search
- Newspaper Delivery



MEMBERSHIP

The site hosts postings from journalist, individual, business and organization community members who together create a place to:

- **Learn** the news that affects their community
- **Share** the events and ideas that unite their community
- **Shop** the goods and services that sustain their community

Community (iMember™)

Enjoy newspaper delivery, post news, ideas, events, classifieds, request news alerts and have access full archives

Non-profit (orgMember™)

Post Organisations Offers, Organisations Briefs, manage their Enhanced Listings, enjoy iMember™ Benefits. Sponsor organisations (Education, Government, Sports, Community, Arts and Entertainment) may post press releases, events and issues free-of-charge. Here local activities, event calendar, public notices, etc. are published online using pre-designed templates.

For-Profit (bizMember™)

Post Business Offers, Business Briefs, manage their Enhanced Listing and enjoy iMember™ benefits. Sponsor organisations may post news stories about their business, employment opportunities, promotions, new product or service developments using a variation of these templates (a fee is required).

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LOCAL GOVERNMENT CLUSTER

ENGAGING THE COMMUNITY

A web-based community hosting service 'Working in Partnership' with local Government, businesses and community groups, and is based on an already-successful US business model, VillageSoup.com.

This provides a common, affordable platform or open source "universal software" with which to mentor, share knowledge and experience with other communities. This "hyper-local" facility creates a sense of place and belonging.

Local Government and Councils use this shared technology, infrastructure and best practices to ensure sustainability, on-going maintenance and development.

Community Benefits

- Proven Business Model
- Sustainable Economy & Community
- Ongoing Development & Support
- Social Support Network
- Community Involvement
- Small Business Development
- Live Community Feedback
- Cooperation Between Councils
- Community Events Calender
- Measurable Results
- Engagement in Growth Centres

