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# **New Opportunities & Business Models for ISPs: Panel Discussion**

**Charles Katz**

President and CEO,  
1stUp.com





## >>> The Company:

1stUp.com, a CMGI company, is the market leader in private label Internet access solutions and innovative advertising technology, powering more than 130 access brands, including:



**>>> Model:**

Leading online and offline consumer brands market and distribute 1stUp.com-powered Internet access accounts.

Jupiter predicts 47 percent of online households would switch to an affinity ISP, if provided with an economic incentive to do so.

Through 1stUp.com, leading brands are able to offer a full range of Internet access offerings, including:

- Free dial-up
- Paid dial-up
- Broadband
- Wireless





## Technology

1stUp.com allows partners to brand and distribute the 1stUp.com access software, with the following features:

- ▶▶▶ Smallest software application on market (less than 700k)
  - Easy download or fits easily on CD or floppy
  
- ▶▶▶ Access through the largest dial-up network in North America
  - 4,500+ dial-up numbers through leading ISPs
  - Coverage in 95% of US and Canada
  
- ▶▶▶ Dynamic dialer:
  - Intelligently and transparently prioritizes numbers
  - Balances network load for optimal connections
  
- ▶▶▶ Always-on-top Navigation Bar (see next slide)



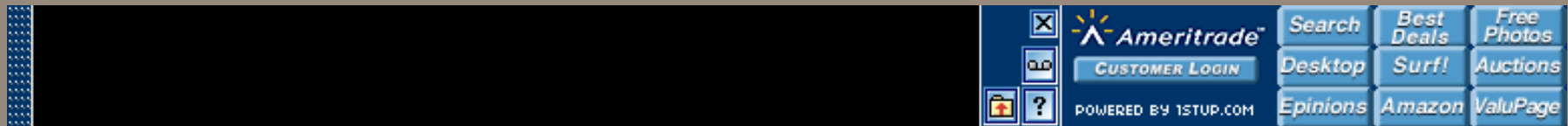


## »»» The 1stUp.com Navigation Bar

Movable, ever-present toolbar, enables partners to retain a constant online connection with consumers during the online session.

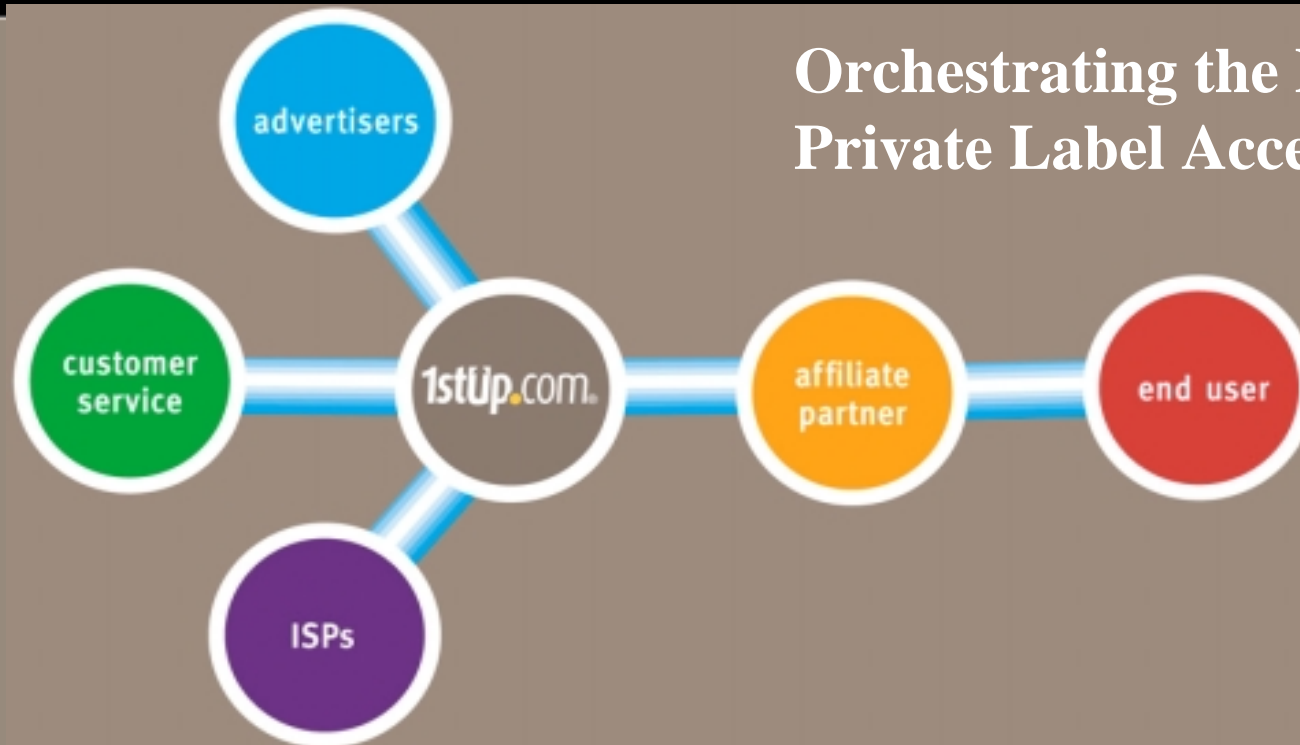
Also enables the presentation of featured sites, via Navigation Bar buttons, and highly targeted ads.

## »»» The 1stUp.com Free Access Navigation Bar:





## Orchestrating the Delivery of Private Label Access



1stUp.com provides a complete private label solution, featuring:

- Network infrastructure through over 10 leading ISPs (Level3, Splitrock, AT&T, Genuity, etc.)
- 24-hour customer support through trained technical reps
- Advertising and additional sponsorship subsidization





**Working with 1stUp.com allows Partners to:**

- ▶▶▶ Establish a constant, branded desktop connection with its customers every time they are online
- ▶▶▶ Attract and retain customers through value-added service
- ▶▶▶ Drive traffic to their existing online content, goods and services
- ▶▶▶ Gather valuable information to better understand their consumers' online habits
- ▶▶▶ Create an unparalleled, branded user experience





**Private Label Solutions with Targeted Advertising  
Make Subsidized Internet Access Work**  
*Advertisers Are Reaching the Right 1stUp.com Consumer*

- ▶▶▶ Web Commercials – TV quality ads that are shown while the consumer is logging into the service
- ▶▶▶ 1stStrike – highly targeted banner ad campaigns
- ▶▶▶ Navigational Buttons - a branded link on the navigation bar that links to the advertiser's site







## **1stUp.com and ISP's Collaborating in the Consumer and Business Marketplaces**

- >>>** ISP's can offer private label access with 1stUp.com's proven turnkey access solutions
- >>>** Intelligent dialer technology can increase access in latent markets



Since its August 1999 service launch with AltaVista, 1stUp.com has established itself as leading provider of private label Internet access.

- ▶▶▶ The finest private label access and advertising solutions
- ▶▶▶ 4,500+ available dial-up numbers (largest dial-up network in U.S.)
- ▶▶▶ More than 4 million registered subscribers
- ▶▶▶ 130+ different brands of Internet access

