VivendiNet is the home of all the company's

Internet projects, including Vizzavi.com with Vodafone combining Internet, mobile phones and interactive TV. Also owns MP3.com a music download site to rival Napster, Education.com,

an online learning site.

Vivendi, better VENDI known as a UNIVERSAL collossus of the privatized water ivendi Universa industry - from Puerto Rico to Three Valleys Water in the UK - merged with media company Seagram in 2000. Europe's answer Havas to AOL Time Warner, owns Vivendi Universal has 60 pubtaken 'convergence' lishing houses furthest - integrating selling 80 film, music and million mobile phones. As books a telecoms giant it and 40

has big stakes in

the cables and

wires that deliver

these services.

Universal Music Group has a 22-percent share of the global music market with labels like Polygram and Motown - and

countries.

New

entry!

Five

theme

Studio

to Beijing.

Experiences'

park

million

a year.

FOX

STAR TV satellite service reaches

over 300 million people across Asia.

and seven other US

news networks. In the

channels and services

UK, BskyB, Sky with 150

Australian channel FOXTEL

channels serve much of China.

News Corp also broadcasts into

Zealand, Latin America, Europe.

HarperCollins

and seven other

publishing

India, Japan, Indonesia, New

News,

CD-ROMS

reach is

unmatched

We're reaching

people from the

moment they

wake up until

they fall

asleep.' -

Rupert

Murdoch

around the world.

station has 14 million subscribers in 11 European countries. Universal Studios has networks across the operates in 63 world, and theme channels like 'Action and Suspense', whilst Universal TV owns TV series

such as Kojak, Miami Vice, Columbo. Cinemas include the Cineplex Odeon chain, and United Cinema International.

Owns 2 French major mobile phone

companies. Vivendi Telecom International has

operations in Vivendi Spain, Hungary, Environnement, the water Poland and Egypt. and utilities 'Universal group -

24 book brands - from

Canal +

the leading

French

12 companies

including Warner

Bros (Daffy Duck) and

Hanna-Barbera Cartoons

29 operations

million customers in the US.

(Scooby Doo). Multiplex cinemas

from Poland to Brazil

including CNN, Time

Warner Cable with 13

Time Life Books to Little,

Time, Fortune and 33 other titles

with a total of 120 million readers.

Brown and Company.

including UK train from Barcelona service Connex.

In January 2001 one of the largest mergers in corporate history made America Online (AOL) and Time Warner the world's biggest media company.

'A vast empire of broadcasting, music, movies and publishing assets, complemented by AOL's dominant Internet presence, all fed to consumers ... through Time Warner's cable network. Think of it as AOL four

Time Warner Anywhere, Anytime, Anyhow, - TIME magazine.

teams. in 12 countries.

on AOL alone, which provides a regulated leisure and shopping environment dominated by in-house brands - from Time magazine to Madonna's latest album. Chair Steve Case / CEO Gerald Levie Employees 79,000 \$31.8 billion

merchandise.

PLUS

24 book

brands, 52

record labels,

and the

Entertain-

ment

including

the US.

sports

Corporation

Internet in

entire Turner

a telephone

service over the

Theme parks, Warner Bros studio stores in 30 countries, and tied

AOL US

and AOL

plus eight other online

subscribers. They

spend an incredible 84

per cent of their Internet time

ventures including

CompuServe and

Cable is trial-running

Netscape. Time Warner

International

(14 countries)

AOL

has 27 million

The Disney Channel

broadcasts in 8 countries. International sports channel ESPN broadcasts to

over 165 countries in Asia, Europe, Latin America. Other channels include

Walt Disney TV, Sportsvision magazine Australia and publishing groups and

eight others four newspapers including St Louis Disney Theatrical Daily Record. Productions' extravagant

stage musicals include The Lion King, Beauty and the Beast.

Major US TV networks ABC television & radio 10 television stations and 29 radio stations.

Include Disneyland LA and Paris, Disney World Florida, MGM studios, Disney's Animal Kingdom, World Sports Complex, 27

hotels with over 36,000 rooms, two cruise ships, and the Disney Institute where professionals can 'discover the business behind the magic'.

investigative report that raised embarrassing questions about hiring and safety practices at Disney World.'

- Leo Bogart, Commercial Culture

The company wants to extend the Disney experience into almost every aspect of life. The magic need never stop in Celebration, Florida, the \$2.5 billion pre-planned town built by Disney, which regulates everything from who can move in to the height of the residents' hedges.



irman and Chief Executive Michael D Eisner Employees 120,000 Revenues \$23,4 billion

In

1998,

ABC News

discarded an

PLUS m Disney Books,

Disney, 18 online

ventures including Infoseek, 6 music labels, several hockey and baseball teams, and 720 Disney Stores worldwide.

Gruner & Jahr

publishes 80 magazines

Walt

Touchstone, Miramax Films, Buena Vista, and four others

From Germany

to Malaysia

online book

shopping across

web portal,

Barnes &

Noble.com

numerous

other online

ventures.

the planet, Lycos

The largest six

in the world brands'.



* Biggest media mergers ever in 2000!

* Now with monopoly!

record-breaking

media companies with just a few of their 'family

York Post in the US, The Times, The Sun, and the News of the World in the UK. In Australia the company owns over 100 national and regional titles including The Australian, the Daily Telegraph, The Sunday Tasmanian, and 67 suburban

papers. Also Independent Newspapers of New Zealand, with 55 national and community papers, and titles in Fiji and Papua.

Phoenix satellite TV and four other

Australian National Rugby League, the LA Dodgers baseball team, and UK football clubs.

Fox TV is

the largest

in the US with 22 stations. Hit shows include 'Who Wants to Marry a Millionaire?' There are 14 Fox companies internationally including 20th

Century Fox TV.

houses. News Corp uses its global reach to localize its tax calculations, getting its accounts done in countries with low tax rates - as a result it paid only 6.1 per cent tax worldwide in the 4 years to June 1998.7

Major ownings, from Paramount to United Cinemas International, a joint

venture with Vivendi Universal with 104 cinemas in Europe, Japan and South America. Blockbuster is the world's largest renter of videos with stores in 27 countries.

PLUS over 2,000 book titles annually, 180 US radio stations, and Infinity Outdoor, the largest advertising company

in the world broke US rules controlling media ownership when it bought TV network CBS. Within a week, Senator McCain had proposed a change to those rules. Viacom is McCain's fourth biggest 'career patron'.

'Unbridled consumerism.' -MTV's Tom Freston outlines MTV India's content.3



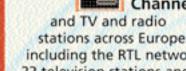
Viacom from the cradle to the grave: You can literally pick an advertiser's needs and market that advertiser across all the demographic profiles, from Nickelodeon with the youngest consumers to CBS with some of the oldest consumers."

CBS has 200 affiliated TV stations, and distributes its shows globally. MTV the music video channel reaches 342 million households worldwide. Viacom also owns VH1, MTV's music channel 'competitor'. Other major networks include

Nickelodeon, Paramount and

Comedy Central.





the UK's

Owns

Channel 5 worldwide, from Femme to Prima, and owns nine including the RTL network. With newspapers across 22 television stations and 18 radio Germany and Eastern Europe.

stations in 10 countries, RTL Group is Europe's biggest broadcasting corporation. Bertelsmann Broadband

is a new interactive TV venture, 'the convergence between televisions and computers'.



Bertelsmann is the world's biggest publisher. Random House shifts over a million

books a day in the US alone, and the company has Book Clubs across Europe, operations in South America, and is a Services Group major publisher of from consumer science titles. databases to call

centres around the world. Multimedia ad

agency, Pixelpark 'brand manages' major clients such as Adidas.

Bertelsmann Heinrich Mohn, head of the German

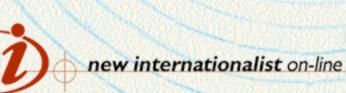
Bertelsmanr

Bertelsmann AG

CEO: Dr Thomas Middelho

Bertelsmann house from 1921, was a sponsoring member of the SS. The company was a major printer of Nazi material during the 'Third Reich'.'

Bertelsmann Music Group (BMG) operates in 54 countries. Its US labels own in turn 200 labels worldwide.





1 Time magazine 25 December 2000; 2 The Independent

Historical Commission for Investigating the History of

the Bertelsmann House during the 'Third Reich', http://www.uhkommission.de/news.htm;

3 No Logo, Naomi Klein, Flamingo, 2000; 4 Financial analyst, New York Times, 8 September 1999;

5 Off the Record, Center for Public Integrity; 6 News Corporation 1999 Annual Report; 7 The Economist, 20 March 1999