



RealNetworks Affiliate Program Overview

Congratulations for making it this far. You have just joined one of the fastest growing and dynamic affiliate marketing programs on the web! We have assembled this program overview to help familiarize you with our products, commission structure and the various tools we have available for our publishers from deep linking schemes for search publishers to dynamic content data feeds for content sites and application developers.

RealNetworks is committed to growing our business through the affiliate marketing channel and allowing our affiliate partners to prosper in the process. In 2005 RealNetworks paid out millions of dollars in publisher commissions through the CJ affiliate program. We have publishers that consistently earn more than \$100,000 per month promoting our products through content sites, search marketing and CAN SPAM compliant email campaigns.

The RealNetworks affiliate program continues to attract publishers by offering the highest pay rates in the music category. We continue to support an open bidding policy with trademark bidding allowed. We provide our publishers with access to more than 1.5 million keywords and we continue to deliver strong conversion rates across all verticals.

We pay all publishers up front on a free trial lead for our Rhapsody and SuperPass products. Our publishers never need to worry about product returns, extended transactions or inventory supply problems common with traditional retail programs. Furthermore, the explosive growth of the digital music industry means that consumers will be flocking to the web to gather information on music services and the #1 rated digital music service Rhapsody offers unlimited on-demand access to more than 1.5 million songs for only \$9.99 per month.

Please use the table of contents to navigate your way through this overview. In the interest of time we have not included all details for our products and publishers tools. We have done our best to provide you with additional links and resources; but, if you have any further questions please don't hesitate to pick up the phone and give us a call - 805-730-8251 realnetworks@cj.com

Sincerely,

RealNetworks Affiliate Team



Table of Contents

- 1.0 Getting to Know Our Products 3
 - 1.1 Rhapsody 3
 - 1.2 SuperPass 6
 - 1.3 RealPlayer Plus 10
- 2.0 Program Details 11
- 3.0 Publisher Tools 12
 - 3.1 Content Data Feeds: 12
 - 3.2 Artist Specific Landing Pages - Deep Linking: 13
 - 3.3 RSS Feeds 14
 - 3.4 RealNetworks Web Services: 15
 - 3.5 SmartLink - Rhaplink Generator: 16
 - 3.6 Content Links: 18
 - 3.7 Keyword Lists: 19
 - 3.8 Co-Branded Landing Pages 19
 - 3.9 Additional Resources; 20
- 4.0 Program Feedback and Support 20
- 5.0 Contact and Support 20



1.0 Getting to Know Our Products

1.1 Rhapsody



Rhapsody is a subscription based music service that allows paid subscribers to stream on-demand music over the web. Subscribers are given the option to download the Rhapsody software which connects them to more than 1.5 million + songs or to use our rhapsody.com web interface from any computer anywhere in the world. Rhapsody also offers music videos, artist bios, pictures and more. Rhapsody also lets you build and manage your music library and playlists which are saved to your profile. You can even share playlists with other Rhapsody subscribers.

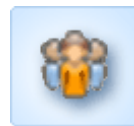
Rhapsody is the number one rated digital music service on the web. With over 1.5 million songs and growing it is fast becoming the preferred choice for online music. Unlike traditional pay per download services, Rhapsody is a music service that allows subscribers to listen to unlimited music and video in real time. Add music to your Rhapsody library and listen offline. With access to over 1.5 million songs and more than 70,000 artists it's easy to see why people are quickly switching to Rhapsody's streaming music service. At \$9.99 per month for unrestricted access the Rhapsody value remains un-touched by download services charging \$0.99 to download a song. And if you do still want to download tracks, Rhapsody lets you do it for 10% less than other online music stores.

Below is a list of features that you can use to market Rhapsody on your website or in your search campaigns

The #1-Rated Digital Music Service comes with all this and more:



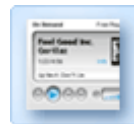
Complete Music Jukebox Software
Manage your entire digital music collection in one place.



Music Sharing
Create, blog, post and send your playlists to your friends.



Ad-Free Radio
Listen to unlimited pre-programmed and customizable radio stations.

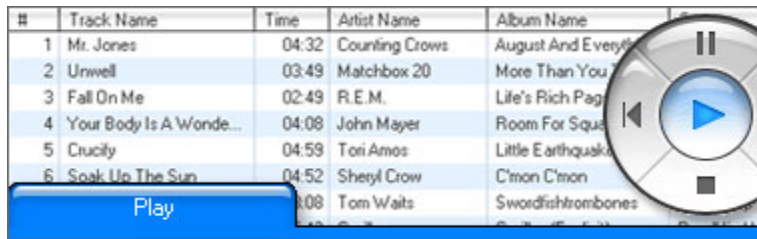


Direct Web Access
Access your subscription from a Web browser, wherever you are



Rhapsody gives you the best in digital music: unlimited access to a vast music library of over 1.5 million tracks and growing; the power to rip, mix and burn your own CDs; transfer your music to a portable device, personalized recommendations and a whole lot more.

Manage all your music, all in one place



The Rhapsody Complete Music Jukebox Software gives you the ability to manage your entire digital music collection, all in the same place. Keep all of the music you own with all the music you add from Rhapsody in the same place. Special search and browse features make it easy to find and play music already on your PC or from Rhapsody's vast music library.

Easily find and play the music you love

Find music by Searching or Browsing. You can search by Artist, Keyword, Track, Album or Composer. Or browse by Genre's, Artist, New Release, or Recommendations in the Rhapsody Music Guide. Once you find the music you want, just click the play button and start listening.

Share your music with anyone via email, IM, or your own Music Blog

It's easy to share music in Rhapsody with friends. Click the share link on any album page in the Rhapsody guide, send them a playlist you create, or point them to your own music playlist blog. Your friends can listen to your music for free right from their browser or from the full Rhapsody music program. Don't worry if they do not have a Rhapsody account they can listen to 25 full-length tracks per month for free.

Create your own radio stations

Be your own Radio DJ. Simply add up to 10 artists in the Custom Stations list and Rhapsody will create your very own radio station based on the artists you enter.

Mix, rip and burn you own CDs

Rhapsody gives you the power to mix and burn your own custom CDs. Rhapsody even lets you import your own CDs and convert them to high-bitrate MP3s, WMA or AAC.



Home Audio

How can you get the most out of your Rhapsody subscription? Connect your PC to your home stereo to create the ultimate home jukebox! It's easy to do, and once you've made the leap, you'll wonder how you ever lived without it.

To learn more about connecting Rhapsody to your home stereo system visit:

<http://www.rhapsody.com/-homeaudio?pageid=rotw.playlist.detail&pageregion=footer>

Free Rhapsody Software

Rhapsody's jukebox software is the perfect complement to your Rhapsody subscription. Import and manage your entire music collection, burn CDs, manage portable devices. It's the only digital music software you'll ever need.

For a full list of Jukebox features visit:

<http://www.rhapsody.com/-software?pageid=rotw.playlist.detail&pageregion=footer>

Rhapsody and Portable Devices

Rhapsody also works with portable devices and music players.

For a complete list of supported devices please visit:

<http://www.rhapsody.com/-devices?pageid=rotw.playlist.detail&pageregion=footer>



1.2 SuperPass



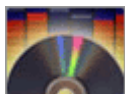
Get the best value and best player together. SuperPass gives you access to premium programming, advanced player features, and music downloads — all in one subscription. SuperPass is a subscription content service that delivers news, videos and more than 3,200 radio stations of which 90 are absolutely ad-free! Subscribers also receive 10 free song downloads per month plus discounts on additional music purchases, one free Game Download each from RealArcade, and 10 free digital photo prints. Subscribers can choose from dozens of high quality digital videos without waiting for downloads, like the best in online comedy videos from Comedy Time or leading news sources like BBC World. On top of everything subscribers can take comfort knowing their computers are protected by McAfee VirusScan. All this for only \$12.99 per month.

Premium Programming

Watch TV quality video of the latest news, sports, music and entertaining daily from top stations like the Associated Press, BBC World and SportingNews.

RealPlayer Plus

SuperPass Unlocks RealPlayer Plus Features! The Player That Puts You In Control. RealPlayer gives you greater control of your media than any other player out there. Download, surf, boogie and burn with these incredible features.



Advanced CD Burning

The simplicity of using 1-2-3-Burn to create your own CDs conceals some powerful options. Like the ability to normalize volume across all CD song tracks, set up cross fades, and even take out the gaps between audio tracks.



Analog Recording

Migrating your vinyl or cassette collection to the digital world, or recording your own voice for narration or a quick audio message, taps RealPlayer's capacity for Analog Recording, another valuable tool for transporting you and your media into the digital future/domain.



10-Band Graphic EQ*

Take control of your music. Optimize your sound exactly the way you like it with this sweet graphic equalizer. Adjust your EQ for room size, input type, etc.



High Bitrate Encoding

An audio lover's dream! Mix, burn and rip CDs and MP3s at up to 320kbps for ultra-high quality.



Crossfade

Release your inner deejay and get jiggy with it! Crossfade between songs and add reverb to give your mixes a professional par-tay sound.



Toolbar Mode

Minimize your player to free up valuable space on your desktop while you're multitasking.

Get the best in online digital radio

Tune in to over 3,200 Broadcast and Internet Only Radio Stations Worldwide and over 90 ad-free, professionally programmed music stations all high-quality. Search stations by artist or genre. Get access to local broadband and Internet Only stations. See who's on now, and who's next. Discover a new song and download it for free (10 per month)

Protect your PC with McAfee VirusScan



With everything that you do online, it's more important than ever to protect yourself against new viruses, spyware, and unwanted ads. Arm your PC against intruders with McAfee VirusScan—included with your SuperPass membership (normally \$39.99).

McAfee VirusScan detects, blocks and removes viruses and spyware before they can ruin personal documents, or worse, or lead to identity theft. It's essential protection for your computer by one of the most trusted names in Internet security.

- Protects irreplaceable files (family photos, financial documents)



- Identifies spyware and adware before they can run on your PC
- Cleans viruses and other threats automatically
- Prevents you from spreading viruses to other PCs
- Automatically updates to protect against new threats.

SuperPass Comedy Time

Comedy without a two drink minimum. These folks are funnier than anybody you work with. And way funnier than the "365 Golf Jokes" calendar on your desk. Check out the best up-and-coming stand-up comics and original comedy shows that you won't see on TV.

- The best of today's stand-up comedy
- Original shows you won't see on TV
- Uncensored, longer-running clips
- Comic bios and pictures
- Genre-specific comedy
- Videos filmed specifically for the Web

RealArcade Games

Master a new, pre-selected game every month. It's yours to keep.

Music Downloads

Download 10 high-quality songs every month. That's \$10 in downloads free every month with your SuperPass subscription.

PhotoVideo

Do everything with your photos and videos. We'll even pay for your first 10 prints.

With PhotoVideo you can easily upload, organize, edit and store digital photos and videos. And it's easy to share your albums. You can also post photos & videos to web sites, blogs, forums or auction sites. So many options!

PhotoVideo Desktop lets you organize and edit your photos and videos on your computer. It's so much faster, and very handy for travel. PhotoVideo syncs seamlessly with the PhotoVideo Desktop so you can upload, archive and share your photos and videos online, easily. 500MB of storage space with upgrades available



High Quality Video

New RealVideo delivers superior video quality over any type of Internet connection - from narrowband to broadband.

SuperPass music and video content is delivered through the RealPlayer software that offers consumers advanced CD burning, 10-band EQ, video controls, crossfade, toolbar mode and more. New RealVideo available through the RealPlayer delivers superior video quality over any type of Internet connection – from narrowband to broadband.

To see all the subscription benefits for yourself visit: <http://guide.real.com/>



1.3 RealPlayer Plus



RealPlayer Plus is the premium version of the RealPlayer. RealPlayer Plus offers consumers the following advanced features:

- **Advanced CD Burning:** Rip, mix & burn CDs and MP3s — fast!†
- **Analog Recording:** Transfer albums, tapes, and voice input into digital files.†
- **Graphic EQ:** Graphic EQ gets the perfect sound with a 10-band equalizer.
- **Crossfade:** Create professional sounding music mixes with crossfade.

The great features available on top of the regular RealPlayer features include:

- **Live Pause/Perfect Play:** Pause, replay, or fast-forward your streams for ultimate control of your audio and video.
- **Online Radio:** Tune in to over 3,200 stations worldwide for endless listening
- **Music Store**
Over 1,000,000 songs are yours for only 99¢ per song or \$9.95 per album.
- **High Quality Video**
Enjoy near DVD-quality video & audio with your broadband connection.
- **Turbo Play**
No more waiting for clips to load with your broadband connection. You click. It plays. That fast.
- **Universal Player**
Play every major media type, including QuickTime MPEG-4, Windows Media, DVDs and CDs.

RealPlayer Plus costs a one time fee of **\$19.99**



2.0 Program Details

The RealNetworks affiliate program offers fantastic revenue opportunity for affiliates across all channels including content, search, email and hybrid models. RealNetworks is proud to offer some of the most attractive commissions in the online music category. We have an open search policy and many tools available for our publishers. All our products are digital which means no waiting for back-log order, product returns or inventory control issues. If your visitors love Online Music, Media, Digital Video, Film, Audio, MP3s, Radio, Sports or News, Technology and Entertainment, you'll appreciate Real's popular online products, including:

Rhapsody: 14-day Free Trial!

Gives subscribers unlimited access to listen to more than 100,000+ albums, 70,000+ artists and 1,500,000+ songs and burn them for only \$0.89/song. The ultimate digital music experience and the best music source on the planet.

Commission: \$15+ for registration.

SuperPass: 14-day Free Trial!

Subscribers get to watch/listen to subscription-only news, sports, film, TV and entertainment content using the premium player, RealPlayer Plus. In addition to great video content, advanced video controls and access to 3,200 and 90 ad-free radio stations for your listening pleasure

Commission: \$15 for registration.

RealPlayer Plus:

It's everything people want in a media player including: pristine audio/ video playback, built-in music store, access to worldwide radio, and it's the only player that plays CDs, DVDs and all major media file types. Enhanced video & audio controls gives you full control of your media, whether you're downloading music, burning CDs, watching the latest video.

Commission: \$7+ for every person that buys RealPlayer!

If you are interested in higher payout rates, contact us to discuss sales projections and/or development costs. All rate increases must be justified by realistic ROI metrics and business development proposals.



3.0 Publisher Tools

RealNetworks and Commission Junction are continuously trying to improve our program and provide marketing tools for our affiliates. Because of the custom applications these tools are designed to achieve many are not available through the CJ interface at this time. For this reason it is important that you do not implement any of the specific link examples provided in this document as they will not contain your affiliate tracking code.

Certain tools below require specific instruction on how to implement your affiliate tracking code so we can track your commissions properly. If asked to contact us you can reach us by email realnetworks@cj.com or by calling 805-730-8251.

Below you will find a list of tools that currently exist in our program as well as a brief description of how to use them. The later part of this section will describe some of the tools currently in development.

3.1 Content Data Feeds:

Also known as a product catalog RealNetworks provides 12 different data feeds delivered through CJ via email or FTP. Data feeds are most commonly used by content publishers who parse the data to create web pages about the artists and songs featured in Rhapsody. The content included in our various data feeds includes

- Artist Bio (text)
- Artist Picture (image url)
- All song and albums by artist (text)
- Search Keywords (text)
- Artist, Album and Song ID's - Used in conjunction with the Rhaplink Generator
- (See Rhaplink Generator overview below)

All data feeds below can be formatted by any common delimiter or xml. Delimiters available include pipe, csv, tab and quoted csv. You may receive any combination of the data feeds below via email or FTP; however, since one of our data feeds (All Rhapsody Songs) has over 1.3 million records it is recommended that publishers use our FTP delivery option. FTP is available via GET or POST.

Below is a list of all 12 available data feeds.

- All Rhapsody Albums
- All Rhapsody Artists
- All Rhapsody Songs (1.3 million records)
- Top 10 Punk Artists
- Top 10 Country Artists
- Top 10 Pop Artists
- Top 10 R&B / Rap Artists
- Top 10 Rock Artists
- Top 10 Soul Artists
- Top 10 Alternative Artists
- Top 200 Albums
- Top 200 Artists

3.2 Artist Specific Landing Pages - Deep Linking:

We also offer the ability for publishers to link to artists specific landing pages. There is a custom landing page for every artist featured in Rhapsody (70,000 + artists). Below are a few examples of our dynamic artist landing pages.

Mariah Carey: <http://www.real.com/dmm/rhapsody/artist/?artistid=2238>

Nickelback: <http://www.real.com/dmm/rhapsody/artist/?artistid=14479>

Shania Twain: <http://www.real.com/dmm/rhapsody/artist/?artistid=1873>

If you wish to use our artist specific landing pages please contact us for detailed implementation instructions. Currently the dynamic artist landing page links are not featured in the CJ interface or your CJ account so you must contact us to enable this option.

In order to receive any of the data feeds above, or for specific instruction on how to use our dynamic landing page links, please contact realnetworks@cj.com or call 805-730-8251.



3.3 RSS Feeds

RealNetworks has released their first iteration of RSS to help Rhapsody affiliates build content sites and custom applications in a more efficient manner. Search publishers may want to subscribe to these RSS feeds to get updated info on top artists and albums to help you build and maintain up-to-date keyword lists.

The RSS feeds are not currently integrated with CJ tracking as they still remain in Beta mode. All links delivered through RSS from RealNetworks web services site will link to Rhapsody.com which is not yet integrated into the affiliate program.

The RSS feeds can however be used as an efficient way to gather content for your site. Once the data is imported from RSS it is possible to add CJ tracking to ensure you earn commission on all referred leads.

The RSS feeds are available at <http://www.rhapsody.com/webservices>

The following RSS feeds are now available:

- Top 10 Albums
- Top 10 Tracks
- Newly Added Albums
- New Releases in Rhapsody
- Exclusives in Rhapsody
- Top Rock / Pop Albums
- Top Alternative / Punk Albums
- Top Soul / R&B Albums
- Top Country Albums
- Top Jazz Albums
- Top Electronic / Dance Albums
- Top Latin Albums
- Top World/Reggae Albums
- Top Classical Albums
- Top Oldies Albums
- Top Vocal Albums
- Top New Age Albums
- Top Christian/Gospel Albums
- Top Blues Albums
- Top Folk Albums
- Top Easy Listening Albums
- Top Soundtracks/Musicals Albums
- Top Children/Holiday Albums
- Top Comedy/Spoken Word Albums

If you are interested in working with RealNetworks RSS feeds, please contact us for specific instruction on tracking and integration. Below is an example of Rhapsody's Top 10 Rock Album RSS feed viewed through Pluck (RSS Reader).



The screenshot shows the Pluck website interface. At the top, there's a navigation bar with the Pluck logo and a 'Start Page' link. Below that, there are several icons for site navigation. The main content area is titled 'My Folders >> Rhapsody Top 10 rock Albums'. It contains five entries, each with a title, a link to the album page, a 'TOOLS' button, and a 'Posted on' date. The entries are:

- X&Y - Coldplay**: Posted on: 1/10/2006 1:51:04 PM EST. Description: This is Coldplay at their most epic, recalling all the grandiose moments of the bands that inspired them (U2, Radiohead, the Verve, Echo & the Bunnymen). There are a few scattered instances of frantic guitars, but mainly the group offers track after track of stargazing ballads rooted firmly in the ground.
- Breakaway - Kelly Clarkson**: Posted on: 1/10/2006 1:51:04 PM EST. Description: Clarkson's second album continues to cement her place in the pantheon of young women who fall as easily into the adult contemporary market as they do into the teen beat category. Leaving much of the soulfulness of her debut for some heavier, rocking tunes, Clarkson comes on like a cross between the two Simpson sisters.
- All The Right Reasons - Nickelback**: Posted on: 1/10/2006 1:51:04 PM EST. Description: 2005 sees Nickelback continuing on the path to heaviness -- even the ballads are tougher than their trademark fare from the late '90s. The southern rock-ish "Rock Star" and the anthemic "Photograph" are among their best songs yet.
- The Very Best Of The Eagles - The Eagles**: Posted on: 1/10/2006 1:51:04 PM EST. Description: You don't have to wear turquoise jewelry to dig all 33 of these songs. The Eagles were the most successful country rock band for a reason. From the triumphant "Already Gone" to a harmonious take on Steve Young's "Seven Bridges Road" (recorded on the Eagles' 1994 reunion tour), this compilation soars like the wings of...uh...
- Confessions On A Dance Floor - Madonna**: Posted on: 1/10/2006 1:51:04 PM EST. Description: You have to credit Madonna with having exquisite taste in collaborators. Just like William Orbit, house god Stuart Price has given Madonna her finest release in years. True house fans will beg for a dub version to see how Price's lush, filtered beats, breakdowns and melodies wrap themselves around Madge's facile lyrics.

3.4 RealNetworks Web Services:

RealNetworks has launched a beta version of their web service tools for content developers. Currently the web service tools are not integrated with CJ tracking but they can be used to gather content for your site. Currently there are three primary tools available through RealNetworks web services one of which is a modified version of the Rhaplink Generator.

We advise all affiliates to use and link to the Rhaplink generator through CJ as the version hosted at http://rws.rhapsody.com/rhapsody_tools/linktool/index.jsp?origincode=real&lock=rhapsody will not contain your affiliate tracking code.

Also available on the web services page are the RSS tools described in the previous section. They provide much the same content as the data feeds available through CJ only in RSS format. Feel free to play around with both these tools to help in your content development. We are working closely with RealNetworks to integrate the RSS feeds with CJ tracking; however, it is not available at this time. If you'd like to learn how to integrate CJ tracking with these RSS feeds please contact us for details.



Artist specific landing page links are also featured in the web services tools. Please note that these pages will not track through CJ and differ from the artist specific landing pages discussed in the previous section. If you wish to link and track commissions using artists specific landing pages then please see 'Artist Specific Landing Page - Deep Linking' section above.

3.5 SmartLink - Rhaplink Generator:

Linked through the CJ interface is an artist specific linking tool called the Rhaplink Generator that allows publishers to create custom links that launch Rhapsody for site visitors who currently have a subscription.

This tool lets you create links that launch music in Rhapsody or lead to specific pages in the Rhapsody interface. You can use these links on websites, in emails, or anywhere else you'd like. You can search by name or ID number (Album, artist and track IDs are available with our data feeds. (See data feed overview above)

Album Search

Name

ID

Track Search

Name

ID

Artist Search (Radio Station Rhaplink)

Name

ID

Radio Station

Launch Rhapsody

[Create New Link](#)

Real Link Generator



Select the Album to Create the Album Link

New to the Real Link Generator? [Find out more.](#)

Results 1-1 of 1 | [First](#) | [Previous](#) | [Next](#) | [Last](#)

	Album Title	Artist	Tracks
<input checked="" type="radio"/>	Brushfire Fairytales	Jack Johnson	View Tracks

Results 1-1 of 1 | [First](#) | [Previous](#) | [Next](#) | [Last](#)

[Create New Link](#)

[Link Generator Help](#)



- o Artist Search Results. Artist Rhaplinks will launch Rhapsody, and make it play a radio station based around that particular artist (please note: due to DMCA restrictions, there is no guarantee the selected artist will play first on this station; it might be an influence, contemporary or follower). Artist Store Links will lead customers to that artist's page in the Music Store. Click continue to create the artist link from the artist search results page.
 - o Radio Station. Use the pulldown menu to create a link to one of Rhapsody's many pre-programmed radio stations.
 - o Launch Rhapsody. This link will launch Rhapsody and land you on the application's home page. No music will play. Non-subscribers will be sent to a registration page.
- You may now try out the generated link or copy the generated HTML into your document.

3.6 Content Links:

Content links are full size HTML creatives that can be used for email campaigns, content pages or stand alone landing pages. We offer four different content links which can be found by login into your CJ account and locating the RealNetworks program under the 'Get Links' > 'By Relationship' tab. On the right hand side of the Advertiser detail page look for a link titled 'Content Links'. Click this link then click the 'Get HTML' link on the far right of the ensuing page. The resulting HTML code can be copied and applied to your site or used as landing pages in conjunction with PPC search campaigns.



Rhapsody
The #1 Rated
Digital Music Service

5
FREE
Downloads

Click Here to Try Rhapsody

Get Unlimited Access to All Your Favorite Music

- Unrestricted access to the entire 1,300,000+ song Rhapsody catalog
- Unlimited pre-programmed and customizable radio stations
- 10% savings on all music store purchases
- Everything you need to build and manage your digital music collection

[System Requirements](#) | [Offer Terms](#)

Don't just take our word for it. Rhapsody has garnered praise and prizes from all over the industry.

"Rhapsody, however, worked amazingly well. I kept having these 'how did you know I'd like that?' moments...that's undeniably gutsy, creative programming."

The Washington Post

Billboard 2004 Digital Entertainment Award

What's the Download.com Top Pick

PC WORLD Best Buy Online Music March 2005



3.7 Keyword Lists:

Within the CJ interface we provide keyword lists for all products available through our affiliate program. These include Rhapsody, SuperPass, and Real Player Plus. RealArcade was formally offered in this program but is now available through its own self-standing program here at CJ. To locate the RealArcade program simply search the Get Links page for 'RealArcade'.

To view the available keywords login into your CJ account and locating the RealNetworks program under the 'Get Links' > 'By Relationship' tab. On the right hand side of the Advertiser detail page look for a link titled 'Keyword Lists'.

3.8 Co-Branded Landing Pages

RealNetworks realizes that some publishers rely on their own name brand to instill consumer loyalty. RealNetworks has developed co-branded landing pages for this very purpose. Publishers can use our customizable templates to generate landing pages that contain company logos and designs. The landing pages are hosted by the publisher and the ensuing click is sent directly to the RealNetworks order path. If you are interested in working with our co-branded landing pages please contact us for specific instructions. Co-branded landing page code is not available through the CJ interface at this time.

real.

Rhapsody
The #1 Rated
Digital Music Service

brought to you by: **EBATES**

Includes Bonus Music Downloads

- Unrestricted access to the entire 1,300,000+ song Rhapsody catalog
- Complete music jukebox software to manage your entire collection
- Unlimited pre-programmed and customizable ad-free radio stations
- Includes direct Web access to music right from your browser

Enter Coupon Code:

[Click here to try Rhapsody](#)

[Offer Terms](#) | [System Requirements](#)

Don't just take our word for it. Rhapsody has garnered praise and prizes from all over the industry.

"Rhapsody now offers the best of both worlds... Rhapsody wins again."

mp3.com

Billboard 2004 Digital Entertainment Award
WINNER

whatr... DOWN LOAD .com What's the Download.com Top Pick

PC WORLD Best Buy Online Music March 2005



3.9 Additional Resources;

- RealNetworks is willing to create custom banner creative if need be for all products
- Content from Real.com is available for use - Please contact us for details
- RealNetworks has no restrictions on trademark bidding except for a \$0.25 bid cap in all search engines for the term 'Rhapsody' and \$0.50 bid cap in all search engines for the term 'RealPlayer'

4.0 Program Feedback and Support

RealNetworks and Commission Junction are committed to helping affiliates achieve long-term success. Our investment into our publisher tools and development initiatives are all build with the needs of the end publisher in mind. We will continue to strive to support our affiliate base through the Commission Junction program but we can't do it alone. We need your help and your feed back on our existing tools and the program as well as future development that you'd like to see. We welcome all suggestions and urge affiliates to contact us through one of the following channels

5.0 Contact and Support

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Phone: 805-730-8251
Email: dtouhey@cj.com

Web Services Blog:
<http://rws.typepad.com/>