



## Wisdom of the Company

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Wisdom can only be gained through adversity, and within that adversity lies an opportunity. The opportunity is to take Wisdom of the Crowd and reinforce it with the creative ecosystem it needs to attract a global audience. What made Entourage a global success, in part, was its ability to effortlessly include notable actors and actresses, as they

actually are in real life, into complex captivating narratives. CBS doesn't have the supplemental Mouse Trap vision necessary to properly build an ecosystem around a series like Wisdom of the Crowd with a continuous pipeline of real life innovation to authentically captivate the global audience. The plan is fairly straight forward for Wisdom of the Crowd. Through our Air Time for Equity series Mouse Trap we will simply reallocate relevant authentic technological innovation to Wisdom of the Crowd. This will create the type of real life authenticity necessary for Wisdom of the Crowd to be successful in shaping various narratives that complement the latest technological innovation from Mouse Trap. The public audience decides the best innovation on Mouse Trap with the audience continuing to engage, with the up and coming company, through other hit tv shows, series, and movies. When relevant, Wisdom of the Crowd incorporates those successes into its narrative. This approach allows the ecosystem to naturally form around our audience participating in the success of an emerging company on Mouse Trap, but then going one step further to see how that emerging company the audience helped works in real life through continuously evolving narratives on Wisdom of the Crowd, other hit tv shows, series, and movies. This type of approach to broadening the creativity in narratives across our brands through the authentic technological innovation of Mouse Trap is easily applicable to other hit shows, tv series, and movies. As many of you have already noticed this ecosystem has begun to naturally form around our audience with the introduction of Firefox Quantum, Duracell Quantum, and other faltering Quantum narratives in support of the





Company's strategic vision. The way this Quantum ecosystem has naturally developed around our audience is very similar to our more direct approach with Wisdom of the Crowd, and reallocating relevant Mouse

Trap innovation to other hit tv shows, series, and movies. This will provide new proprietary analytical dimensions that will allow the Company's Time Warner media and entertainment division to consistently out position the competition. The Time Warner division through Turner will incorporate Mouse Trap into its production and distribution of high-quality content to take advantage of growing interrelated global demand and new parabolic crowd metrics as people Snap Surf™ them in from around the world. With CBS' oversight this puts the Company into great position to buy the rights to Wisdom of the Crowd. However, very little if not anything in entertainment is guaranteed. This simply outlines how a show like Wisdom of the Crowd should be used in relation to other emerging Mouse Trap produced projects and proposals drawing upon the established ecosystem. Regardless of the outcome of the acquisition of Wisdom of the Crowd this proprietary strategy will be in place so that the Company's Turner division remains strong incorporating proprietary innovation from Mouse Trap into its hit tv shows, series, and movies. In the past the Company has supported the development of better consumer interfaces, but development and implementation of those interfaces was often outside the Company's control. This allows the Company to introduce new Air Time for Equity business models and products to enhance the quality of

multichannel video subscriptions

to consumers.



When considering marketplace optimization partnering with Snap Inc. becomes the clear choice. Air Time for Equity and its first series Mouse Trap will be gender inclusive. It is our expectation that many women aspiring to be successful entrepreneurs in technology or other fields would like the equal opportunity to compete to win the wisdom of Snap Surf™ crowd. For example, Mouse Trap will most certainly extend to the fashion industry where exciting new runway venues at the Waldorf Astoria in New York await. The Waldorf Astoria's much anticipated completion in early 2018 will allow models from around the world to practice walking down the runway to win the crowd. These new metrics allow the Company to shape important geo-political narratives in line with strategic internal directives. This approach will allow the gender net neutrality conversation to continue with reduced unwanted social manipulative intrusion so that any issue can be mitigated in a timely equitable manner. This allows individuals directly involved in disputes to resolve the issues before any unwanted fall from grace occurs. This minimizes the impact any corporation, wishing to perpetuate false narratives or lies for value, will have in the geo-political space. This proprietary Mouse



Trap - Snap Surf™ approach has the ability to re-balance any misleading and unwanted social narratives through captivating real time innovation. Through the wisdom of the global Mouse Trap audience comes innovation, consistent innovation creates stability, stability builds trust, trust creates relationships and maintains the ecosystem of ratings.