

Welcome to our September quarter newsletter. We hope you find the information herein of interest. Again there is so much happening in the TSS world at present that to detail it all would fill volumes not just these few pages. We have distilled from the news of a very hectic three months, those topics we feel will be of general interest to our broader user base.

FOCUS ON SUPPORT

TSS is further recruiting to enhance our regional support resources. We are on the lookout for the right persons in Bangkok as well as in our Asia/Pacific support centre in Kuala Lumpur. A recent addition to our Sydney Support Centre ranks is Kristina Gutierrez who joins us after nearly six years in senior media planning and buying at Universal/McCann Erickson Sydney. Prior to that Kristina also worked at Zenith and Saatchi & Saatchi in Sydney so she brings to TSS a wealth of media and agency experience. Kristina recently enjoyed a year's maternity leave after the birth of her first child, son Gavriel.



MARKETFORCE RE-SIGNS

One of TSS's longest standing clients Marketforce, the dominant full service agency in Western Australia, recently re-signed for another term. Pictured below is Paul Nelson CFO Marketforce and Marshall Duncan Joint Managing Director TSS shaking hands after



signing the new contract. Marketforce is an intensive user of the TSS range of products including all finance

modules, media planning & execution, media post analysis, Classified & Recruitment, Horizon Workflow as well as several custom extranet applications. When asked for a comment Paul Nelson said: "**Marketforce has relied heavily upon TSS during our fifteen year association to continue to deliver leading edge technology that improves the efficiency and service we deliver to our clients, and they have not let us down. We had no hesitation renewing our contract for a further term.**"

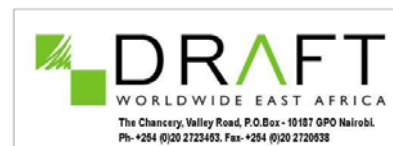
RECENT NEW CLIENTS

Workhouse Advertising, a boutique full service agency in Perth Western Australia implemented the TSS Media Module in October. With a lead-time of a few weeks Elise McDonald (TSS Senior Support Representative) was on-hand to help them through the initial setup and "go-live" phase.



WORKHOUSE

The dominant agency group in Kenya, which encompasses McCann Kenya, JWT Kenya, Media Initiative, Draft Worldwide and Lowe Scanad, has



commenced the implementation of the full MAX-Plus *International* advertising agency system. With around 70% of the Kenya advertising spend going through their books and with offices in Tanzania and Uganda,

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McCANN KENYA

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embracing a fully integrated and comprehensive system specifically written for advertising agencies is essential for the group to reap the efficiencies required in today's advertising environment. This significant new business win further reinforces the TSS penetration of the Africa market.

The TSS penetration of the Television Station market continues apace with the decision by MTV Australia to adopt the MAX-Media TV Sales system and the MAX-Plus media finance system. Incorporating the MTV and VH1 Channels MTV is headquartered at Ryde in Sydney and has a sales office in Melbourne. Adrian Smith, Agency Sales Director for MTV, said: **"Having worked with TSS over many years and recognizing their long term commitment to the industry the MAX-Plus software solution was a logical choice for MTV"**.



Michael Fowler (Senior Consultant with TSS Melbourne) spent a week in Hong Kong recently upgrading Celestial Pictures version of MAX-Traffic to accommodate two



more channels. Celestial Pictures owns the world's largest Chinese film library - the Shaw Brothers films which are a unique treasure-trove of Chinese-language motion pictures that have largely been unavailable to audiences after their initial theatrical release.



The Special Broadcasting Service of Australia (SBS) has recently extended their license for MAX-Traffic and MAX-Media TV Sales modules. MAX-Media is currently being rolled out to the Stenmark Organisation which is the SBS media sales arm. The Stenmark Organisation was founded in January 1988 and positions itself as one of Australia's leading Media Representation agencies. Leigh Monti, who recently joined SBS, successfully lead the charge in establishing Subscription TV as a viable media marketing vehicle in the Australian media marketplace is now challenged with the enviable task of replicating this success on behalf of one of Australia's television icons, SBS. **"MAX-Media is right for the task"** said Leigh.



nirvana (n): The end of suffering; salvation.

MAX-Plus Nirvana is the first WEB based Bench Marking and Budgeting tool developed specifically for advertising agencies to allow them to measure and report on their media **"added value"**.




Nirvana delivers a user friendly, flexible and customizable, INTERNET enabled tool for advertising agencies allowing them to collate, report and bench mark media campaigns for clients across multiple markets and focusing on **"added value"**.

The power of Nirvana lies in its database containing as it does, all media booking data for current as


Microsoft Excel - Added Value Report.xls

	1	2	3	4
1	SINGAPORE			
2	Euros	Jun-04	Jun-04	Jun-04
3	Campaign	Net Media	Added Value	Added Value Percentage
4	CMD			
5	Brand	200,000	21,000	10.50%
6	Brand Entertainment	150,000	1,100	0.73%
7	Mobile nokia.com	375,000	31,500	8.40%
8	CMO TOTAL	725,000	53,600	7.39%
9	Enterprise Solutions			
10	Enn-9500	250,000	25,675	10.27%
11	Mercurious-6820	50,900	12,500	24.56%
12	Enterprise Solutions TOTAL	300,900	38,175	12.69%

well as previous years, audience delivery data, client budgets and most importantly, the agency's added value data. Utilising any easy to use and readily available, ODBC compliant desktop query tool such as Crystal Reports, Microsoft Access and even Microsoft Excel the user of Nirvana can readily mine this valuable and rich database to deliver added value and bench-mark analyses. **"Nirvana truly is attainable"**.



To all those people in our client base of over 150 organisations in over 20 countries who celebrate Christmas, we wish you a happy & healthy festive season.



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