



About The Viral Chart

The Viral Chart tracks, monitors and reports the performance of viral advertising campaigns from around the World in a real time on-line Chart. Each clip featured on The Viral Chart is encoded with the Viral Chart tracking system that enables us to record the number of times it has been viewed, downloaded and forwarded, worldwide.

Once your viral property has been encoded with our tracking technology it will appear on the Viral Chart - the benchmark for viral advertising. This provides an invaluable guide to how well a campaign is doing in comparison with other viral campaigns out there. It has been created to enable brand owners and their agencies to measure and manage the success of their viral advertising campaigns

The Viral Chart and its tracking technology used independently, or together, provide a powerful new tool for agencies and brand owners looking to take advantage of the viral space.

- Increase accountability
- Measure success
- Assess return on investment
- Manage the spread and impact of your campaign

We are able to track and generate reports for every piece of viral media that we encode, although we currently only publish the top 20 on the Viral Chart.

At the beginning of each week the weekly counters for all Virals are zeroed so the Chart reflects which Clips are getting the most views that week. Chart position is a reflection of the total views achieved from website downloads and passing on via email from across the World - not just views achieved from The Viral Chart itself.

The Viral Charts counts views of clips whether they appear on the chart or not - therefore if your clip does not appear on the Chart it is either because it has not yet been submitted or because it has not achieved a top 20 position.



How to get on the Viral Chart

The Viral Chart only accepts submissions from genuine advertisers and reserves the right not to accept submissions.

1. The Viral Chart currently accepts submissions in the form of QuickTime and Windows Media (other media including Flash, Microsites, Real Media, Jpegs will be added shortly.)
2. If you do not have your material in this video format we can produce a version on your behalf, please contact submissions@viralchart.com or call + 44 (0)20 7291 3452.
3. You should provide us with your viral media ("Media") as soon as it is ready for viewing.
4. Download and fill out the "[Media Submission Form](#)" and "[Media Clearance Form](#)" sign and fax to +44 (0)20 7323 4143.
5. Take care not to send it out to anybody before hand (this will enable us to start tracking views from the launch of your campaign).
6. Once we have received Payment and the Media from you we will return the Media as trackable clips within 24 hours. After this time we will start recording each view as it happens and it will be displayed on the Chart (provided that the Media achieves a top 20 position).
7. Once you have received the Media back from us you can send it out or pass it on to whoever is responsible for seeding and distributing it.
8. We will email you at the end of each week to report
 - a) number of views of the Media we have tracked to date (and the number of downloads from Viral Chart)
 - b) number of views of the Media we have tracked that week (and the number of downloads from Viral Chart).
 - c) The chart position at the end of the week.
9. The Viral Chart currently displays the Top 20 Viral films and we cannot control whether or not the Media will be published within this list - this is determined by the number of trackable views* it receives each week.
10. If the Media reaches a Chart Position in the Top 20 then your media will receive additional views by virtue of it being accessible via The Chart.
11. The Chart is refreshed each Monday with all content counters being reset at zero.
12. The Advertiser has the right to withdraw their Media from the Viral Chart at any time.

*Trackable views include views where the user has an open connection to the internet. For more information about our tracking system and other tracking packages that we can offer email asa@viralchart.com.



Fees and Charges

The Viral Chart charges a fee of €715 (£475) to enter the Chart based upon:

€380 (£250) set up fee and encoding.
€335 (£225) tracking and reporting for 1 month,
€335 (£225) for each subsequent month.

Other price packages are available: 3 months €1,315 (£875), 6 months €1,455 (£970), 12 months €2,850 (£1,900). Submissions are processed on receipt of Payment.

All prices exclude Value Added Tax which will be added to your invoice at 17.5%

Payment

Please send payment to, The Viral Chart, 74 Newman Street, London, England, W1T 3EL. Submissions are processed on receipt of Payment so we recommend contacting us to arrange this in advance.



MEDIA CLEARANCE FORM

TO:

**The Viral Chart
74 Newman Street
London
W1T 3EL**

Please accept this fax as our confirmation that we now grant licence to The Viral Chart to publish the material referred to as:

(Insert name of Title of Media)

on The Viral Chart and to distribute information about the same on our newsletter. We warrant that we are entitled to grant this licence in respect of all material owned by the client, agency and production company, for the purposes licensed hereunder.

We warrant that we give for the Viral Chart to publish our Chart position until we are given written notice to withdraw the Media.

Signed:
Name:
Position:
Company:
Address:

PLEASE RETURN BY FAX TO 00 44 20 7323 4143
THANK YOU FOR YOUR ASSISTANCE



MEDIA SUBMISSION FORM

Please fill in the following information (PRINT PLEASE), in order that all material shown on The Viral Chart is correctly credited. Information in **RED** is mandatory.

Title of Clip / Media:	
Entrants Details	
Name of person making entry:	
Company name:	
Street name and number:	
Town or city:	
State or county:	
Post/zip code:	
Country:	
Telephone:	
Email address:	
Client Details:	
Name of client company:	
Name of product or service:	
Name of account manager:	
Agency Details	
Agency name:	
Creative director:	
Copywriter:	
Art director:	
Agency producer:	
Production Company / Animator / Web Agency	
Company name:	
Producer:	
Director:	
Animator:	
Illustrator:	
Designer:	
Photographer:	
Programmer:	
Graphic artist:	
Editor:	
Other:	
Reporting:	
Email addresses to which Weekly Reports are to be sent (max 3)	1. 2. 3.