



BUSINESS Q&As

JOHN BARNETT

1. Does **MyHeartwill** signify a new direction for your business - toward the internet and new media and away from film and television production?

Absolutely not.

My core focus continues to be as CEO of South Pacific Pictures, New Zealand's biggest producer of television and film and we are actually expanding our business.

South Pacific already has a vested interest in new media. Since 2003 we have been a 50% shareholder of Satellite Media, a multi media entertainment company with a strong interactive business, and in fact Satellite Media have built and produced the **MyHeartwill** site.

In addition, South Pacific has launched a raft of entertainment-based websites to support the film and all the television series' we have produced over the years.

However, **MyHeartwill** is the first website I have personally driven, from inception to launch. It is my first foray from a business and project development point of view and is a stand-alone business.

It's also definitely what I consider to be 'my baby'! I am incredibly passionate about the concept and will continue to lead the **MyHeartwill** business moving forward.

2. Why has this particular concept caught your attention/imagination?

From a commercial perspective, **MyHeartwill** is a truly unique proposition. It's so much more than an online storage site – it introduces the entirely new concept of a 'heart will'. We are encouraging people to build an emotional legacy that captures the essence of their life, so they can live on in the hearts of their loved ones.

It's evocative and relevant and we are confident it will resonate with consumers.

3. There is much contention and debate around Internet business models and their commercial viability. Are you confident **MyHeartwill** has sound commercial potential?

MyHeartwill is not free. We want to be upfront about this. It's a subscriber-based service, renewable every 10 years.

This pays for security and privacy which other popular Internet sites are not necessarily offering.

Providing this level of security and functionality is not cheap, and is quite complex from a technical point-of-view. That's why **MyHeartwill** has been more than two years in development.

Security and privacy are what online users are crying out for. Consumers are now becoming wary, not just of how much private information is available on social networking sites but how accessible

that information is in the public domain. **MyHeartwill** enables subscribers to restrict all information to only those they choose to give access to.

For a reasonable fee, consumers are prepared to pay for secure sites, as long as the fee is realistic. Our research tells us the price point of \$US199 is a very reasonable amount. That's under \$20 per year, which is a small price to pay to preserve, protect and pass on precious memories from your life.

4. How quickly do you think **MyHeartwill** will catch on around the globe? What efforts are being made to market the concept internationally?

We're very confident **MyHeartwill** will gain swift traction within the global online community. Its privacy and security features hold significant appeal. But its single-minded proposition is universal: "Build an emotional legacy that captures the essence of your life, so you can live on in the hearts of your loved ones." This includes everyone.

MyHeartwill will launch in a number of territories at the same time. We have avoided a progressive launch - starting in New Zealand and slowly rolling out into other countries - because we know **MyHeartwill** is a big enough proposition to justify a global launch initiative.

The territories we will launch with first are New Zealand, Australia, USA and Canada. While the team here will cover the Australasian launch, Chris Adams from Orbit Media Group in the USA will manage the North American launch.

5. Is **MyHeartwill** a competitor to other online social media sites such as Facebook, Twitter and MySpace? Or do you think there will be an opportunity for **MyHeartwill** to work alongside these sites, in the same way Facebook and Twitter interact?

MyHeartwill is an entirely different proposition to Facebook and MySpace. Though we credit these sites for pioneering online social media, **MyHeartwill** is not a networking site.

MyHeartwill is a secure online facility where your most precious memorabilia can be effectively stored forever, and where private messages, visuals and recordings can be dedicated to loved ones for you to share when the time is right for you.

It is a slow, thoughtful and evocative concept – not fast-paced and public.

But this does not mean **MyHeartwill** would not co-promote with another social media site. The beauty of the Internet is that online brands can work together in ingenious ways to build awareness and demonstrate innovation within this media.

6. Unlike many other more well known social media sites, **MyHeartwill** carries a subscription fee. Do you think this will put consumers off?

Not at all. For the reasons expressed above, it is clear that consumer's demands around privacy and security are high. More and more reasons for secure websites have been demonstrated in the media, building a strong case for consumers to pay for secure and protected web-based services. And we will be continually adding to, and enhancing our offering.

7. Privacy on the Internet has always been important. More recently, privacy on social media sites has been in the media and consumer spotlight. What efforts have you made to ensure **MyHeartwill** accounts are private and secure?

The online safety of our customers, security and confidentiality is as important to us as it is to them. They can be assured that their personal information and precious memories are stored safely and securely with up-to-date security measures at one of the world's leading data security center facilities. An individual's MyHeartwill account can only be edited by them, or their Guardian, and their Heartwills may only be viewed by those they, or their Guardian, have granted Visitor status to. We do not store any credit card details, and choose to use Payment Express to process our online transactions.

8. Baby boomers are the primary target for MyHeartwill. How active is this demographic on the Internet and what evidence do you have to support this?

Let's use our biggest launch territory as an example.

In the USA alone, the number of adults over 50 will soar over the next ten years. In fact, the US Census Bureau data shows that 50+ adults will be the only growth demographic measured by age, between now and 2015 as the massive Baby Boomer demographic enters its 50s and 60s.

Research from the US also reveals Baby Boomers are large adopters of the Internet with 97% using their computer for email, 84% using their computer for information gathering, 72% using their computer to check out website pages, 69% use their computer for online shopping and purchases and 61% using their computer for personal finances and banking.

This demographic is as active, if not more, on the Internet than Gen X, and rising.

9. Who else will MyHeartwill be marketed to (secondary/tertiary targets)?

We believe MyHeartwill will find favour with Baby Boomers, but also with new parents in their 20s and 30s who want to create a life story for their children as they grow, and for grandparents who feel they want to leave their memories in a safe, dedicated place. We see the demographic being 18-80!

10. Who owns MyHeartwill?

John Barnett, CEO of South Pacific Pictures, Jill Margo, Chris Adams and Satellite Media own MyHeartwill.

CHRIS ADAMS

1. As an expert in global new media initiatives, why do you advocate MyHeartwill as a concept? Why do you think it will succeed?

I think that new media technology has been used to great effect to make communication instant and broader. MyHeartwill seeks to use those developments to bring families and loved ones together and I think there is tremendous value in that.

2. You have consulted for many of the major global social media sites, including Facebook. How does MyHeartwill differ from these sites? Can you describe its USP?

MyHeartwill is not a social media site designed for mass communities, it's a social legacy website designed for people to use for preserving, protecting and passing on their family history in a focused, highly personal way. MyHeartwill links the past and the future.

3. Internet trends come and go at an incredible rate. As a new media consultant, what trends do you see on the horizon and does [MyHeartwill](#) resonate with this future direction?

Caring for and communicating with family and loved ones transcends trends. The technology that [MyHeartwill](#) is built upon – and those it will employ in the future – will change as we continue to bring the best new media initiatives to bear for our customers. But it all has one goal: to preserve, protect and pass on your legacy to your loved ones – and I cannot think of anything more important than family.

4. Do you see [MyHeartwill](#) as a lasting online consumer proposition – something that will still be relevant to consumers in 10 years time?

Yes, the relevance will continue for the foreseeable future. Family history is a timeless keepsake, something that always maintains its importance from one generation to the next. A house or family fortune is certainly important, but a family's history is something that has a value you simply cannot put a price tag on.

5. When marketing an Internet site like this, what features and considerations are important to potential users? What is most likely to win these users over?

One set of concepts are universally true for all users, older, younger and in between. At a minimum, these include individual relevance and ease of use. If you create something highly personal, deeply meaningful and extremely intuitive, you will speak to a wide audience of people.

6. Is there anything like [MyHeartwill](#) currently on the Internet?

While there are many sites that may offer one part or another of what [MyHeartwill](#) has to offer, I have yet to encounter one that offers the complete suite of features and functionality that this site brings together.