MARKET MONITOR LAUNCH

Quick Tour

June 2015
BACKGROUND

- After six years, we, at WMC Global, decided to replace our legacy PSMS Industry Monitor with a more robust solution
- Our new compliance management portal, Market Monitor, functions similarly to PSMS Industry Monitor, but it’s more adaptable to a changing environment
- We’ll use Market Monitor to capture media, perform audits, issue audit notices, and carry out enforcement work
TIMELINE

Friday, June 26
- We close legacy audits in PSMS Industry Monitor

Monday, June 29
- We begin using Market Monitor to capture and audit media
- We archive PSMS Industry Monitor records

Tuesday, July 7
- We publish the first audits in Market Monitor
- You begin receiving email notifications about published audits
ACCOUNT SETUP

- Prior to launch, WMC Global will create accounts for existing PSMS Industry Monitor users with updated contact information.
- If we create your account, you receive an email from noreply@wmcglobal.com with instructions describing how to change your password.
- New users can create an account at usportal.wmcglobal.com/ims or contact us to request account setup.
- We encourage you and others at your company to create individual accounts for all users accessing the portal.
LOGIN INSTRUCTIONS

1. Open usportal.wmcglobal.com/ims
2. Select MY ACCOUNT
3. Click the **Sign In** button
4. Enter your username (email address) and password
DASHBOARD SEARCH

1. Search for audit notices using the dashboard search options
2. Filter the results table using the dashboard column headers
3. Click the individual audit notice hyperlinks in the “Form ID” column
Market Monitor Audit Notices are divided into three sections

<table>
<thead>
<tr>
<th>Audit Notice Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summary Details</td>
<td>Includes Form ID, Program (short code), Enforcement Status, relevant dates, information about where media was captured, and associated companies</td>
</tr>
<tr>
<td>Compliance Details</td>
<td>Includes Audit Type, media details thumbnails, and applied audit standards</td>
</tr>
<tr>
<td>History Log</td>
<td>Includes comments from users listed by date</td>
</tr>
</tbody>
</table>
Sample Company, provide feedback on this form.

Summary Details

- **Form ID:** CT-0001
- **Profile Details:** Sample Company
  Sample Company 1
- **Enforcement Status:** Open
- **Market:** Mobile, Standard Rate
- **ID:** Shortcode, 23456
- **Call-to-Action:** Landing Page
- **Language:** English
- **Source:** Online
- **Location:** http://yahoo.com

**Overall Severity:** 1

- **Acquisition Date:** 2015-06-17
- **Notice Date:** 2015-06-17
- **Cure Date:** 2015-06-19

Network Path

- NA-->Sample Client-->Sample Company 1-->Sample Company 2
AUDIT NOTICES OVERVIEW continued

### Compliance Details: Advertisement

<table>
<thead>
<tr>
<th>Advertisement</th>
<th>Severity</th>
<th>Action Required</th>
</tr>
</thead>
<tbody>
<tr>
<td>No opt-out information</td>
<td>1</td>
<td>Display STOP command</td>
</tr>
</tbody>
</table>

[http://yahoo.com](http://yahoo.com)
# Audit Notices Overview

## History Log

<table>
<thead>
<tr>
<th>Date</th>
<th>Username</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-06-17</td>
<td>Admin</td>
<td>Please note that the word STOP must appear on the advertisement.</td>
</tr>
<tr>
<td>2015-06-17</td>
<td>Sample Company</td>
<td>I made updates; please review.</td>
</tr>
</tbody>
</table>
AUDIT NOTICE REPLY OPTIONS

- On each audit notice, you see a dropdown menu displaying standard replies
- Select an option, or choose “Other” to add a personalized comment
- You receive an email notification when we reply to your comment
- In the audit notice results table on the dashboard, audit notices with unread responses appear highlighted in red and display “Unread” in the Feedback column
AUTOMATED EMAIL NOTIFICATIONS

- You receive email notifications from Market Monitor when
  - Your account is created;
  - Your password is reset (by you or by WMC Global);
  - Audit notices associated with your company are published; and
  - Statuses associated with your company’s audit notices are updated
- Do not reply to automated emails from noreply@wmcglobal.com

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This message is automated; please do not reply to this email.

Hello, Emily Fackrell.

Today, we delivered 2 audits associated with your network.

<table>
<thead>
<tr>
<th>FID</th>
<th>ID</th>
<th>Content Provider</th>
<th>Aggregator</th>
<th>Mobile Type</th>
<th>Audit Type</th>
<th>Source</th>
<th>Cure date</th>
</tr>
</thead>
<tbody>
<tr>
<td>CT-0069</td>
<td>1911111111</td>
<td>CP 2</td>
<td>AG 2</td>
<td>Premium Rate</td>
<td>Advertising Audit</td>
<td>Online</td>
<td>2015-05-20</td>
</tr>
<tr>
<td>CT-0069</td>
<td>1911111111</td>
<td>CP 2</td>
<td>AG 2</td>
<td>Premium Rate</td>
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</tr>
</tbody>
</table>

Regards,

WMC Global Support Team

Need technical or system support? Contact us at support@wmcglobal.com.
WMC GLOBAL SUPPORT TEAM

- Contact the WMC Global Support Team via email using us.support@wmcglobal.com, referencing any relevant audit notice Form IDs
- Call us at 1-855-272-8182, Monday through Friday, from 9:00 A.M. to 5:00 P.M. EST
THANK YOU.