



## **Frequently Asked Questions**

### **Who is iAmplify?**

iAmplify is a technology media company with a digital solution to publish, sell and distribute audio and video content on the Web. The company works with its content partners on a revenue share basis and there is no upfront fee to use the iAmplify tools.

### **What is the MediaFactory?**

The MediaFactory is iAmplify's web-based publishing platform where you can sell your uploaded audio and video clips instantly on your site, our site and numerous third party sites throughout our affiliate network. The MediaFactory is easy to use and allows you to create different product packages (individual downloads, bundles and ongoing subscriptions). You determine your product's packaging and pricing.

### **What is the iAmplify Affiliate Program?**

The iAmplify Affiliate Program allows content providers and third-party websites to make money on their websites, promoting and selling downloadable video and audio products from the iAmplify catalog. Our sales data shows that content providers have the highest conversion rates when they sell their downloads directly from their websites.

Signing up for the affiliate program should be the first thing you do after your MediaFactory account is opened. Click on the link below to sign up:

<http://affiliates.iampify.com/scripts/signup.php?>

### **What is the eCommerce Media Player?**

The eCommerce Media Player is a digital video catalog that allows you to sell your products on your website or blog. All you have to do is copy and paste the eCommerce Media Player code, embed it on your website and you're all set. Your customers can sample your products and purchase them right from your site.

### **Where do the samples on my eCommerce Player come from?**

When you're building your product in the MediaFactory, you are given the option to upload a sample or a trailer to be displayed in the Player. It must be uploaded in Flash (.flv) format. If you don't have a flash converter, leave this field blank and a sample clip will generate automatically from whichever audio or video clip you have uploaded.

### **Who else uses the platform?**

Everyone who has audio and video content they would like to sell can use the platform. Here is some feedback from one of our users:



“I’m a yoga teacher and author...not a computer technician. ... I’ve found it easy to navigate the process of sharing my teachings with others. Through my partnership with iAmplify, I’ve received a valuable education about how to create and upload product, while expanding my student base exponentially. I would recommend iAmplify to any instructor or expert wishing to do the same.” Sadie Nardini, founder of Core Strength Vinyasa Yoga and author of the Road Trip Guide to the Soul [Wiley, September 2008].

### **What audio / video formats do you accept?**

For audio, the MediaFactory supports MP3. For video, it supports MP4. Please check out the “How-To” section of the MediaFactory for more detailed specifications.

### **What if my audio and/or video recordings aren’t in digital format?**

Your audio and video clips need to be in a digital format when you upload them to the MediaFactory. If you have recordings which are not in a digital format, please refer to the “How-To” section of the MediaFactory for recommendations of programs you can use to convert and encode your media.

### **What if I have text files?**

The MediaFactory allows you to upload text files along with an audio or video file. These text files must be in PDF form. Some of our partners simply put up a short audio clip as a companion file that thanks the customer for purchasing the PDF files with instructions to click the text icon to download.

### **Does the content have to get approved?**

iAmplify provides the platform for the sale and distribution of the downloadable media products. We do not approve the content, but reserve the right to remove it at any time.

### **How do I market my products?**

For info, tips, and best practices for marketing your products, please go to our marketing blog at <http://bizamplify.blogspot.com>. Here you will find tips on tapping your audience, expanding your base and the resources to set up coupon codes to persuade your customers to purchase your product.

### **How does my audience access the content?**

Your audience may access samples of your content on your website, on websites in the iAmplify network, and at iAmplify.com. When they purchase a product, they will have an account at iAmplify.com where they have access to all the products that they have purchased. From their My Library pages, they may also download products to their computers and handheld devices.

### **Do I get my customer’s data?**



iAmplify will share your customer data (name and email) with you subject to our privacy policy. See our privacy policy:  
[http://iamplify.com/main\\_tpl.php?content=privacy](http://iamplify.com/main_tpl.php?content=privacy).

### **What kind of customer service is included?**

iAmplify will help your customers with accessing and downloading their audio and video files (that are served through the iAmplify platform), accessing their online My Library account, and with any billing questions they might have related to the products. We provide this so that you can focus on creating new, exciting content.

### **How much money will I earn?**

iAmplify pays its partners on a revenue share basis. If you sell your products on your Website, you receive 70% of gross sales (after credits and returns). If iAmplify or our affiliate network sells your products you receive 40%. You also may earn commission on the sales of any products in our catalog that you choose to promote on your site. iAmplify absorbs all transaction expenses including credit card processing fees, eCommerce fees and handles all customer service for your audience.

### **How do I get paid?**

Content provider payments are issued within 90 days of the end of a quarter. (There are 4 quarters in a year.) Affiliate payments (for sales through the eCommerce Player) are sent out each month. We currently pay by check.

### **How do I get my products added to the iAmplify catalog?**

Simply sign-up via our registration page:  
<http://mediafactory.iamplify.com/sc/registration-form> to create an account and begin uploading today. We also have How-to materials available to help you with the process. You can access them through the How-to materials link at the top of the page.

### **What if I have other questions?**

You may contact us any time at: [expert@iamplify.com](mailto:expert@iamplify.com).