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## MIVA Inc. Q1 2006 Earnings Conference Call Transcript (MIVA)

### Question-and-Answer Session

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#### Operator

Thank you very much. **Operator instructions.** We'll take our first question from Colin Gillis with Cannacord. Please go ahead.

#### Q - Colin Gillis, Cannacord Adams

Peter, it's a pleasure to speak to you on the call.

#### A - Peter Corrao

Hi Colin, nice to meet you.

#### Q - Colin Gillis, Cannacord Adams

So could you just discuss a little bit of what you feel is your most important initiative in the next 100 days? Give us some color about you know, your thoughts on that topic?

#### A - Peter Corrao

Yes. I think our most? we've got two types first, so let me share both with you. One is we want to get the company structured in a way that allows us to go ahead and begin to bring incremental revenue flow into the company. So that would be number one. Tied for number one would be what Will and I both talked about, with getting our efficiency and effectiveness up at our network operations center. So we clearly believe that you know, what we talked about today with adding servers, a middleware fix between our servers and our partners, we think that that can have dramatic effect on total number of clicks and our RPC, but are loathe to forecast any of that until we get a real trend out of it. So again, Colin, I think tied for first would be one, let's reorganize ourselves in a way that allows us to go get the revenue we deserve and number two, let's fix our network operations center so that we can recognize all of the revenue that we should be from the traffic that we already have.

#### Operator

And we'll now take our next question from Matt Hedberg from Craig-Hallum. Please go ahead.

#### Q - Matt Hedberg, Craig-Hallum

Yeah, hi. I'm curious as far as the strategic initiatives that were looked at previously. What was the rationale in going in that direction versus now taking that off the table and going back to a go-it-alone standpoint?

**A - Peter Corrao**

Well, there were, you know, multiple things that could have come out of our pursuit, Matt, when we first took on this strategy with Deutsche Bank. I guess it's been? how many months, Will, do you know?

**A - Will Seippel**

Four or five months, something like that.

**A - Peter Corrao**

From that, we got a lot of good input. We were satisfied with the input that we got, we continue to believe that the company's undervalued and we believe that we can do all the things that can get value back for the shareholders that we're talking about today. So with choices to be made, the choice for management and our board was to dig in, set new vision and strategy, get course corrected for the here and now, get cash turned around the way it ought to be all of which I think we were doing and dig in for the long haul to drive shareholder value which is exactly what we're doing now.

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