



## **Bill Bakula**

**A great business tycoon and visionary**

Bill Bakula is a well known media mogul. He began his career in television more than 25 years ago. He purchased the likeness and image of Walter Mercado and built an empire out of a Psychic. Using his image doing exactly the same business model using the 1-900 platform. Mr. Bakula is a master in telemarketing and knows how to make the phone ring.

Mr. Bakula began producing a 30-minute weekly program featuring the now, world renowned, astrologer, Walter Mercado, named "Walter y Las Estrellas," which still airs today in numerous Univision affiliates throughout the world. This production created great fame for the Hispanic astrologer. With this, Mr. Bakula became Walter Mercado's exclusive manager and began marketing different ideas. He created the first ever pay-per-call live psychic consultation service, where customers could call in and speak to a psychic at a flat rate per minute billed to their local home telephone.

This pay-per-call service created the biggest boom in the telephony industry which he replicated in other countries around the world, such as Mexico, Colombia, Argentina, Brazil, Venezuela, Dominican Republic, Costa Rica, Spain, United Kingdom, Thailand, Italy, Portugal, Malaysia, Indonesia, Singapore and Japan, to name but a few. With technological advances in full gear, Mr. Bakula created a subscription-based SMS service (short messaging service) that provides mobile phone subscribers with a daily text message containing the day's horoscope for a flat monthly fee. He also developed and marketed various successful chat services utilizing mobile SMS technology, whereby the consumer could chat with an astrologer via their mobile phone live and in real-time.

Mr. Bakula began his career in 1982 as a Communications Engineer in NBC. He was involved in producing numerous programs and commercials for artists such as The Bolshoi Ballet, Jackie Gleason, Julio Iglesias, Gloria Estefan and the Miami Sound Machine, the NFL, plus hundreds of other events. During his 10 year career in television, he slowly shifted his focus to the music industry. In 1986, he established the premier music concert production organization in the United States. From 1986 (while still with NBC) to 1994, his organization produced more than 800 shows selling millions of concert tickets. The roster of events included, Lollapalooza, James Brown, Tito Puente, Red Hot Chili Peppers, PearlJam, Nirvana, Melissa Etheridge, Green Day, B52's, The Police, Metallica, Luis Miguel, Julio Iglesias, The Rolling Stones, Nine Inch Nails and Ray Charles, just to name a few. In 1992, while still promoting concerts and winding down his career at NBC, he started his next endeavor.

Mr. Bakula and Mrs. Jamie Shoop joined forces to manage talent on a worldwide basis and produce television programming for the Hispanic market in the U.S. and abroad. Their client list included Prince, Earth Wind and Fire, Morris Day and the Time, Jimmy Jam and Terry Louis, Luis Miguel, The Emotions, Ray Parker Jr., Walter Mercado, Phil Collins and Philip Bailey. While the talent management side of the endeavors was absorbed seeking and negotiating opportunities on behalf of its clients, the television production side of the partnership was full steam ahead producing a 30-minute weekly program featuring the now, world-renowned, astrologer, Walter Mercado, named "Walter y Las Estrellas," which still airs today in numerous Univision affiliates throughout the world. This production created great fame for the Hispanic astrologer. With this, Mr. Bakula became Walter Mercado's exclusive manager and began marketing different ideas. He created the first ever pay-per-call live psychic consultation service, where customers could call in and speak to a psychic at a flat rate per minute billed to their local home telephone. This pay-per-call service created the biggest boom in the telephony industry which he replicated in other countries around the world, such as Mexico, Colombia, Argentina, Brazil, Venezuela, Dominican Republic, Costa Rica, Spain, United Kingdom, Thailand, Italy, Portugal, Malaysia, Indonesia, Singapore and Japan, to name but a few. With technological advances in full-gear, Mr. Bakula created a subscription-based SMS service (short messaging service) that provides mobile phone subscribers with a daily text message containing the day's horoscope for a flat monthly fee. He also developed and marketed various successful chatservices utilizing mobile SMS technology, whereby the consumer could chat with an astrologer via their mobile phone live and in real-time.

In 1995, Mr. Bakula was appalled at the high cost of international long distance experienced by the Latino population in the U.S. This led him to build and administer a least-cost routing mechanism for long distance carriers whereby long distance traffic, through his system of intelligent switching platforms, was routed to their international destination via the least costly route and/or carrier. Long distance carriers included AT&T, MCI, Nextel and Sprint, among others. At its peak, the venture created by Mr. Bakula generated more than six (6) billion minutes of international long distance traffic per year and saved Latino consumers in the U.S., hundreds of millions of dollars in long distance charges. Via this entity, Mr. Bakula also launched the first pre-paid calling card in the U.S., servicing every major country in Latin America and the U.S. This landmark creation singlehandedly brought down the monopolistic stronghold of the big 3 long distance carriers; AT&T, SPRINT and MCI. Subsequently to this event, MCI filed for bankruptcy and the U.S. long distance industry was deregulated by the U.S. Government.

Mr. Bakula has created and marketed other lucrative ventures for lotteries, nutritional, wireless and mobile phone manufacturing entities, Telecom companies, as well as widely known entertainment entities such as World Wrestling Entertainment, Televisa, TV Azteca, Globo, SBT, Universal Music Group, Antenna 3, Telemundo, Venevision, Univision, Telmex, Telefonica, TIM (Telecom Italia), Telcel, AT&T, America Mobile, Claro, Vivo, OI and Pronósticos para la Asistencia Publica, just to name a few.