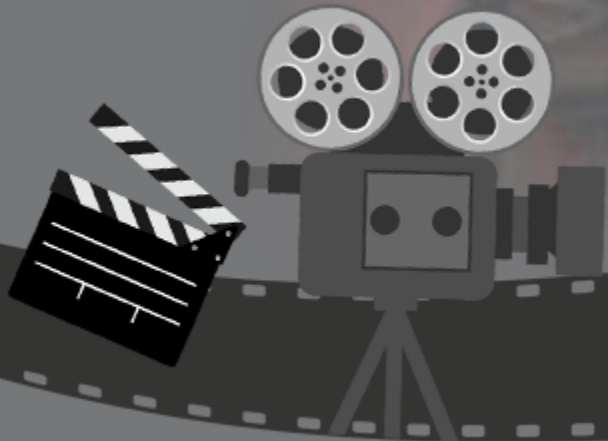


DELIVERING THE ULTIMATE MOVIE & TV EXPERIENCE

- ✓ Keeping Fans Connected
- ✓ Engage with your audience
- ✓ Simplify your content management & delivery
- ✓ Your own branded social media chat with realtime audience engagement driving communities to your brand



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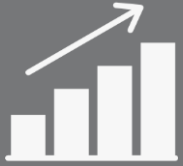
Global presence

iVANX
MEDIA
NextGen OTT



Highlights

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Regionally produced content is a 'must have' for movie fans at home and around the world



Enhancements in delivery technology and Social Media are growth accelerators for enriching audience experience and engagement



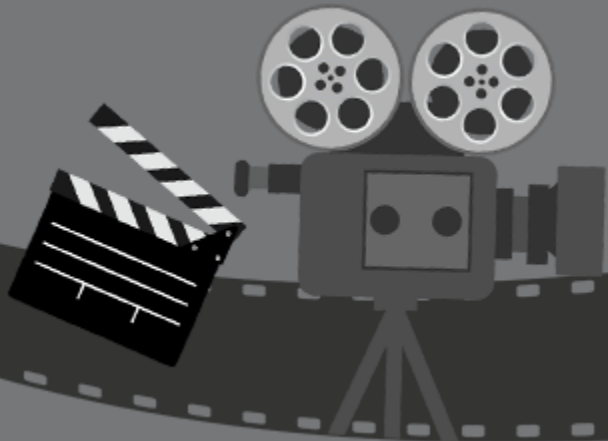
TV2U enabling content owners to maximize revenue through realtime data and analytics profiling audiences habits



TV2U enables the creation and sharing of content, information and ideas amongst movie fan communities



Own, control and monetize your content driven by your brand - globally



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TV2U's NextGen OTT reaching new heights in audience engagement

A hybrid of traditional and emerging
technologies disrupting the future of television
& online sports entertainment

MERGING OF TECHNOLOGIES

CONTENT BUYERS

TRADITIONAL



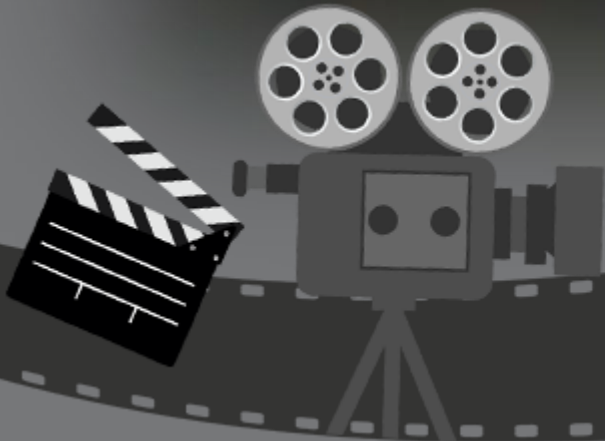
EMERGING



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TV2U NextGen agile business model

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NextGen OTT

Drive event ticket sales and in venue fan experience view unique content and stats

Stream live and on-demand content freemium, subscription, pay-per-view and/or advertising revenue

Venue sponsorship stream concerts & live events from local theatre to a global audience

Drive audience engagement through social media retain fan loyalty and drive reoccurring revenue

Realtime audience profiling maximizes online sales through targeted advertising and recommendations

CHICAGO
SOUTH ASIAN
FILM FESTIVAL

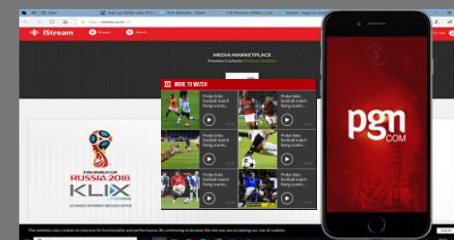
Venue



Live & On-demand



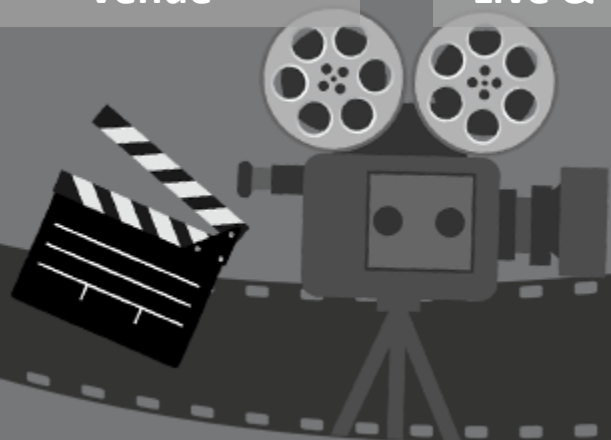
Sponsorship



Social Media



E-commerce



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TV2U an Alternative to Amazon and Netflix

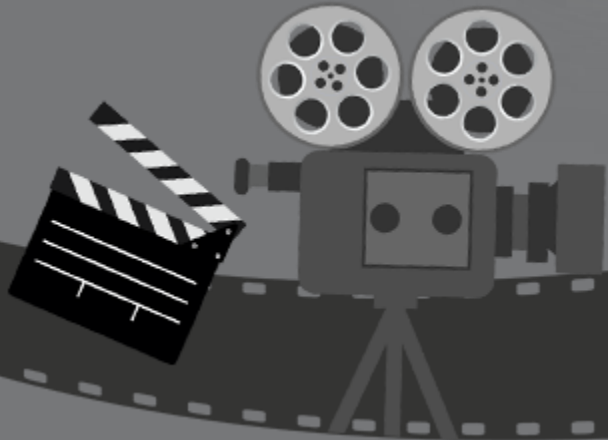
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'I think we're headed, which is a world that is [dictated by] Amazon and Netflix, is essentially you watch these things at home on your 60- or 70-inch television. I'm against that.'

Director – James Gray

If you not on Amazon or Netflix how do you reach your audience?

TV2U disrupting the way content owners reach their audiences the Indi-Netflix solution



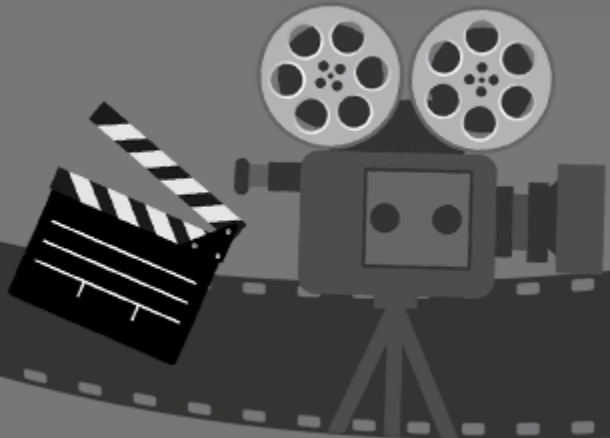
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Finding Your Audience

‘it’s become pretty clear to me over the last few years that the work that I’m making is finding the audience on Netflix. And so I have to face the question as a filmmaker and Jake [Johnson] and I as business partners: Do we go where the audience is or do we make the audience come to us?’

Writer – director Joe Swanberg

TV2U enabling filmmakers and program producers to monetize their brand by driving audiences to their content through social media and recommendations

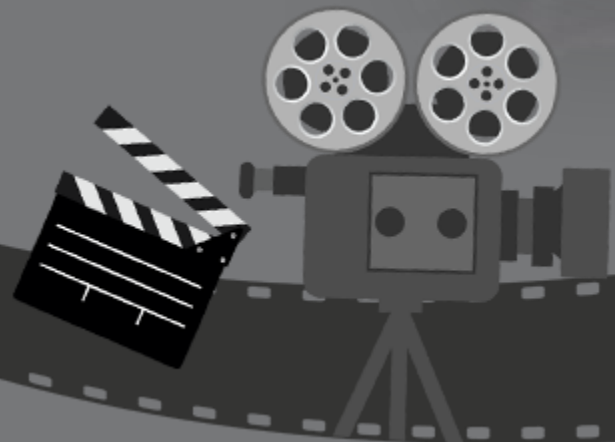


Reaching Your audience

‘The only thing I care about is that people see this film.
And a lot of people are gonna see this film based on where it’s available’

Writer – director Charlie McDowell

*TV2U enabling filmmakers and program producers to stream their content to
any device over any network to any audience to any country
and you own your brand your content your rights*

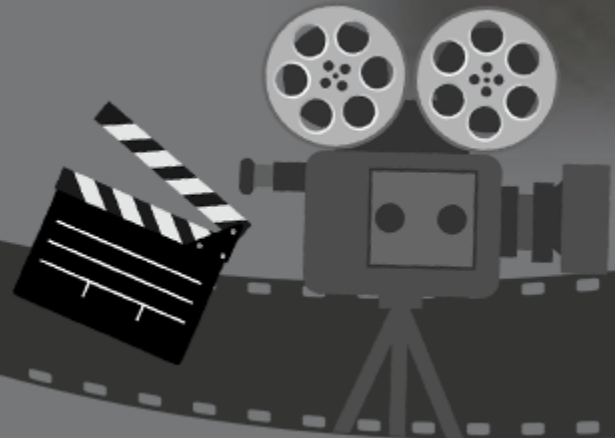


Disrupting the Status Quo

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TV2U's revolutionary technology that makes life easier and more rewarding for content creators by driving transparency and insight to producers, artists and writers.

Whether you're the creator, producer, director, publisher or the brand owner, TV2U's total transparency gives you control over your brand, your content, your assets and we collect more revenue and through micro payments ensure all royalty payments go to the people.

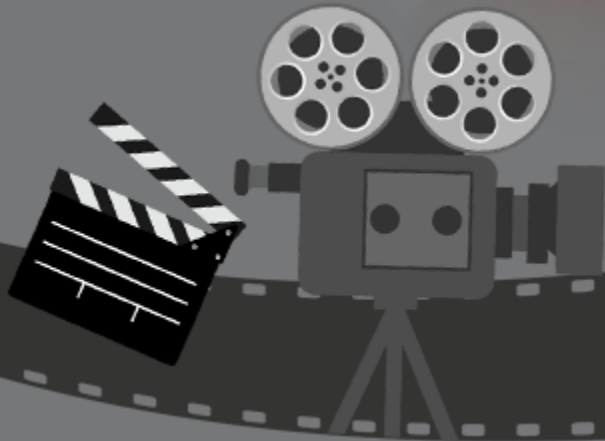


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Asset Tracking

iVANX content management software and real-time data and analytics enables the collection of revenue and give you unparalleled access to your data your assets. This one-of-a-kind disruptive technology helps us efficiently track, collect and maximize royalties for content creators, artists and brand owners. iVANX robust data processing power handles millions of micro transactions with efficiency, and scale allowing content owners to efficiently collect, process and track assets and royalties.

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Content Ingest and Distribution

Asset Management

*Take control
of your end to end
media assets*

System Integration

*Simplify content
publish mechanism
and content supply*

Organize Workflow

*Automate
media ingest & distribution
workflow*

Media Planning

Analytics & Monitoring

*Track every action realtime
and measure access rate*

Access Control

*Control access of your
content based on
region & each
device platforms*

Meta Data

*Unify metadata
across all your
business & platforms*

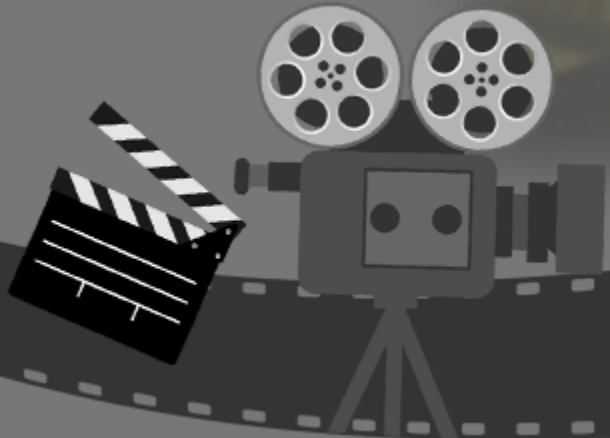
TV2U's media asset management platform is accessible to content owners via a web interface. This highly configurable platform manages your content operations including uploading, transcoding and organizing assets, searching for and updating metadata.

TV2U empowers content owners full control over their assets, their programming their subscription packages.

Localisation of Content

TV2U's post production studios employs professional voiceover artists for the dubbing of film, tv programs, advertising, trailers, internet virals, cast recording and cartoons to multiple languages for the localisation of content.

Subtitling can also be provided for localisation of content and as an aid to the hard of hearing.



Maximize revenue

TV2U's personalized advertising delivery solution provides content owners with the tools they need to monetize their content across any IP connected device.

TV2U's solution delivers personalized advertising tailored to individual consumers. Each advertisement is personalized and based on the profile of and individual consumer.

TV2U's payment gateway allows for the setting of subscription revenue from daily, weekly, monthly as well as pay per view



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Freemium

Maximize revenue from every view through data driven targeted and personalized advertising



Transaction

Generate revenue with pay-per-view, premium rental base content or offline download



Agility



Subscription

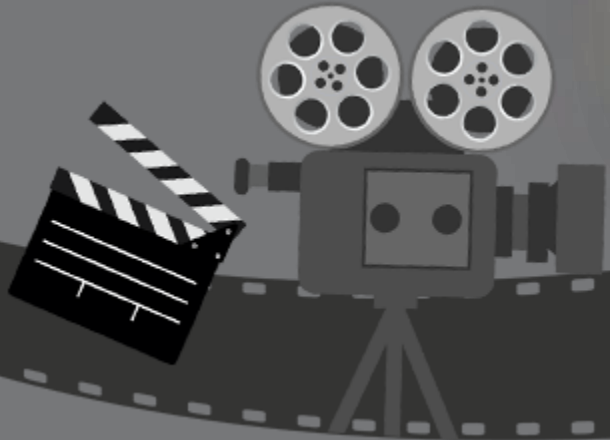
Subscription based content packages for reoccurring revenue model

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TV2U vs YouTube the Differentiator

Lost traffic - by trusting your video assets to YouTube, you're actively sending your audience to a third-party site as opposed to retaining them within your own. Not only does this mean your videos are controlled by Google, with all the associated ad revenue and deep user analytics benefits held by them, there's also a risk that embedding videos on your own site could become unavailable if they're taken down.

Reduced control - hosting videos on YouTube also removes the control you have over the viewer experience and how they engage with your brand. Related video recommendations that appear after your content has been viewed can detract attention and encourage users to click away from your video and branded message. With YouTube, you have no influence over this. Google fully manages the videos associated with your content and it's completely out of your control.

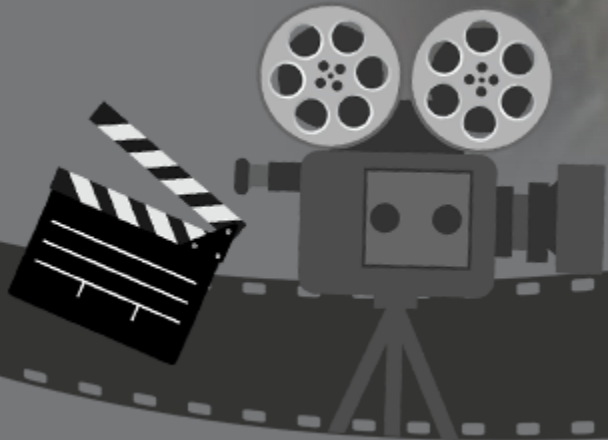


Brand Integrity

TV2U's managed service platform gives you your own bespoke marketplace for hosting video assets and other content. This advanced platform has a range of other benefits too, such as the ability to link seamlessly between your content, your social media, your website, and your e-commerce – keeping you in control at all times.

TV2U understands the need for brand integrity and how it's your company's most valuable asset. As a result, the TV2U's managed service platform is designed to securely deliver your branded channel to audiences anywhere in the world. It takes the guess work out of brand management, eliminating any possibility of your competitors riding off your success by running their branded content next to yours.

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Control

Tackling negative video comments and trolls – although YouTube provides a great medium for user engagement, it's a gateway for unwanted negative commentary that can affect your brand's reputation. There's also a risk of a considerable amount of "trolling" on Google's platform, which means you'll need to regularly monitor your channel in order to keep the comments section clean and maintain brand integrity. YouTube provides moderation guidelines, and some of it can be handled by automation, but ultimately it's still a time-consuming process. With 400 hours of video content being uploaded to YouTube every minute, it is impossible for Google to provide an effective managed moderation service dedicated to your content.

TV2U provides an intelligent service dashboard. This gives you granular control over the management of your service, including quick moderation of chat and comment features. Any unwanted negative commentary, such as that posted by a competitor, can be immediately flagged and dealt with, thereby protecting your brand and providing an effective solution to the moderation of your content at scale.

Agility

Dealing with the clutter – YouTube relies heavily on advertising to generate revenue. Yes, you can disable ads on your videos, but this does not completely tackle the amount of distractions that appear. There are a number of tools that claim to remove all the clutter when a YouTube video is embedded on an external site, and others still that can dim all the elements surrounding the video your viewers are watching. But, unfortunately, these tools and extensions only truly benefit YouTube users, not brand owners or advertisers.

TV2U's platform offers multiple revenue packages, including an ad-free subscription-based model for fans wanting uninterrupted access to the latest premium content without ads. For content that is ad revenue generated, TV2U delivers ads based on each viewer's individual likes and dislikes. This has been proven to create a more engaging and fundamentally less intrusive experience, since it's pulled from viewer preferences. TV2U's targeted advertising can be based on a geography, demographic, or individual profile.

Targeted

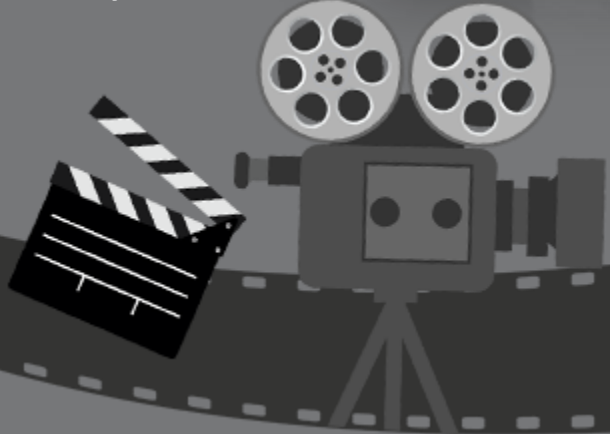
Beware the skip – content providers that are advertising on YouTube face a unique challenge in trying to hook viewers in five seconds or less. Music, tone, and how soon you introduce the brand all impact whether your video gets skipped. Content aside, delivery plays a key role too. It's critical to be able to adjust your targeting and budget as appropriate to make sure things are effective. Otherwise, you risk audiences tuning out, or worse, losing interest in your brand altogether as a result of a poor user experience.

TV2U's targeted advertising capabilities are based on a user's profile. They can be embedded into the video stream as a component of the content itself. These ads cannot be removed by 3rd party tools and therefore ensure the intended message is seen by the viewer. TV2U is currently developing a pre- and post- 'click through' advertising solution whereby a viewer can select their preferred ad based on thumbnails.

Quality of Service

Live streaming – while you don't have to worry about post-production when streaming live, you do have to worry about technical errors. The issue doesn't even need to happen on your end – if the viewer has a slow internet connection, which can often be the case, the video may stop to buffer or be of low quality. This can be frustrating for viewers and result in them not watching the stream, before turning to social media to complain

TV2U's uses adaptive bitrate technology to stream video to consumer devices. This approach provides viewers with the best quality of viewing experience, regardless of the device, network quality, or connection speed. Whether it's a mobile phone in Madrid, a smart TV in Boston, or a laptop in the Outback, TV2U's platform can reliably deliver your video with superb quality to every screen in the world.



Live Archiving for On-demand Replay

Archiving – if you're using Periscope or Instagram, your live stream won't be saved. Periscope streams are deleted after 24 hours, while those on Instagram disappear as soon as you stop broadcasting. This is helpful if you're posting something that isn't too serious and doesn't need to be saved online forever. However, if you want to maximise the value of your content, creating a new asset for viewers to watch later, this approach evidently doesn't work. Vimeo is a popular option for live streaming as that platform is capable of archiving your content. But it doesn't allow for advertising during the stream itself.

TV2U's platform provides archival storage of live stream for post event on-demand playback. In addition, TV2U's 'catch-up tv' feature works as a network-based DVR (Digital Video Recorder). This allows the user to view events that have already started, or have finished, from the beginning or any point during the event up to the current time. TV2U's catch-up-tv feature can be enabled for hours, days, or weeks – giving you the flexibility to meet your viewer's needs.

Monetization

Monetization – if you're using an app such as Periscope, you will find there is no monetization. Periscope doesn't have the capability to support pay-per-view sales, subscriptions, or ads. So, while it's a great way to engage directly with your audience, you're not likely to see a revenue increase directly from the live stream.

TV2U's personalized advertising delivery solution has the tools you need to monetize content across any IP connected device, delivering personalized advertising that's tailored to individual consumers on the fly. Each advertisement is customized and based on the profile of each viewer. In addition to advertising, TV2U provides subscription and pay-per-view function pre-integrated into multiple payment gateways. Also, since data insights and analytics are key to the monetization of any content, TV2U's technology keeps that unique advantage on your platform. Your user data remains with you and is yours to use as you see fit, unlike Google's YouTube who will always have access to your analytics.

Increase Global Fan Base Through One to One Fan Engagement

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TV2U'S Contribution Channel

Your own 'private YouTube', a platform empowering your fans to stand out from the pack, creating and publishing amazing content around your brand

Organic generated content created by fans, for fans engage through shares, likes, or comments

Build rich libraries of fan generated content, giving them the power to broadcast globally online, on mobile and on-demand driven by your brand

Unlike YouTube with TV2U's affiliated content management dashboard every video is reviewed by an administrator at their discretion uploaded, categorized ensuring quality and brand integrity

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TALICO
TECHNOLOGIES



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Create Connections on Social Media

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FACEBOOK

Keep connected with your fans



TWITTER

The fastest media to reach followers



SINA WEIBO

Use international media to connect your brand to the world community



iVANX.COM

Create the worlds most popular fan TV



INSTAGRAM

Create the biggest fan following through all social media forums



TENCENT WEIBO

Become the site's biggest fan club within months

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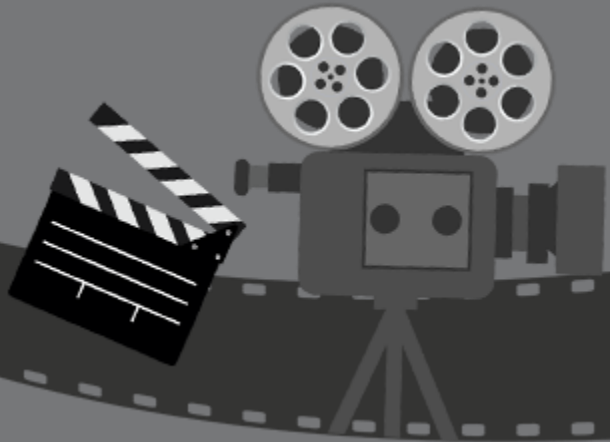


Live and On-Demand

Stream live film festivals and interviews around premier showings

Archive live streams for on-demand playback

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Analytical Marketing Platform

- ✓ We enable our partners to amplify the marketing and growth of their business
- ✓ Brand affinity & association with audiences



Marketing Support & global activations

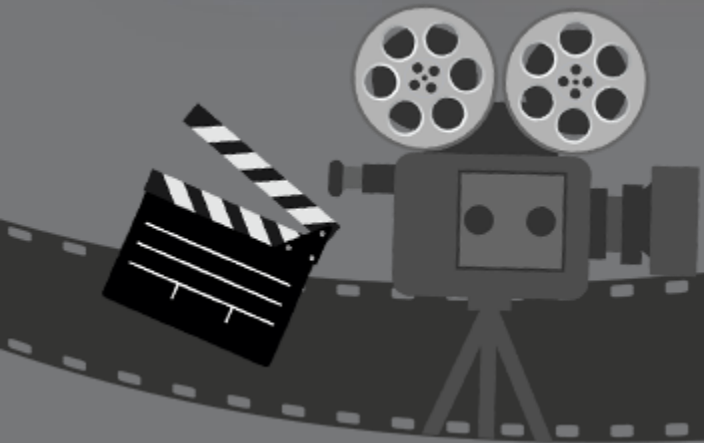


Unique access to movies and associated content



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Global reach & media visibility



Our Digital Media Opportunity

Advertising

Contribution

Bespoke Content

Sponsorship

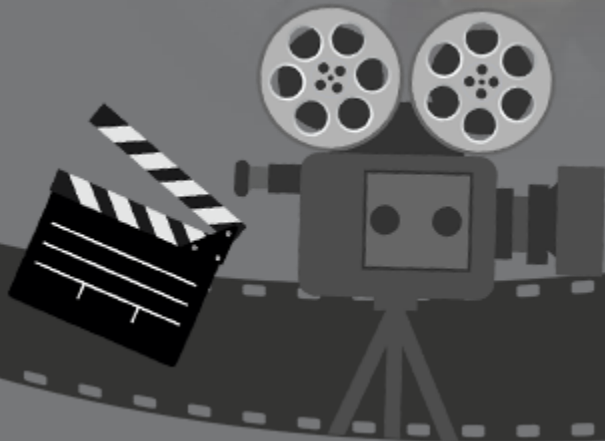
Social Media

Highlights

Mobile Apps

E-Commerce

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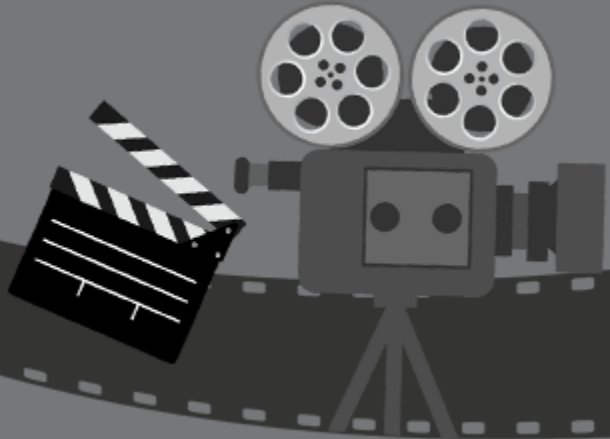


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TV2U Delivers: Brand Engagement

Social Media Promotions

- Engagement with video posts
- Create millions of views drive fans to content
- Social media engagement through likes and blogs
- Create social media global chat through sharing content
- Maintain fan loyalty



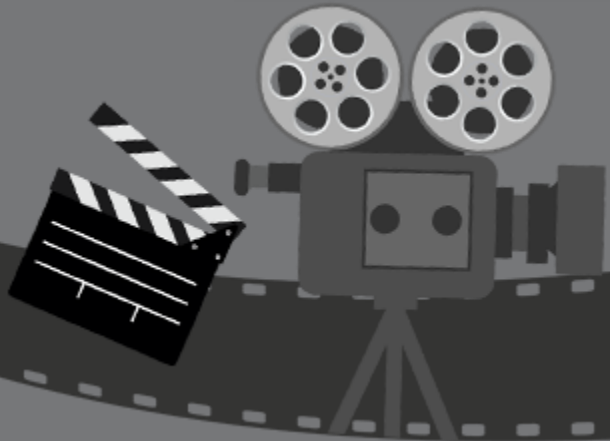
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TV2U Delivers: Brand Value

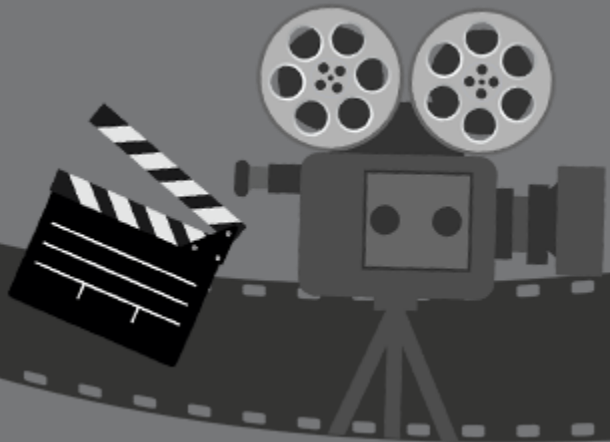
- Increase revenue through 3rd party sponsorship
- Targeted advertising based on fan profiling
- Local & global advertising down to street location
- Brand awareness through branding and social media

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Subscribers can access the service through a range of subscription options designed to meet different content budgets, and, as subscriber numbers grow, iVAN-X's data analytics capabilities will be used to create additional monetization opportunities through in-stream advertising.

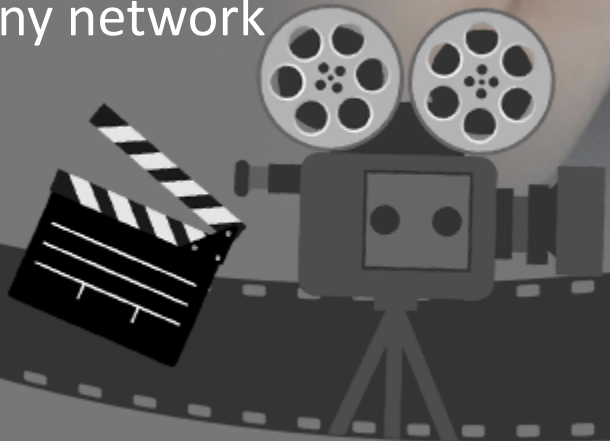


The image is a composite graphic. The top portion shows a web browser window with the address bar displaying 'devadmin.istream.ivan-x.com/packages'. The browser's address bar also shows 'Not secure'. The page content is a dashboard for managing packages. On the left is a dark sidebar with a menu containing 'Dashboard', 'Contents', 'Market Place', 'Analytics', and 'Settings'. The main content area is titled 'Packages' and lists two packages: 'Early Bird' and 'Daily Subscription'. Each package card includes a description, price, trial period, and subscription count. The 'Early Bird' package is priced at IDR 88000.00 and is available from June 13th until the end of the World Cup. The 'Daily Subscription' package is priced at IDR 0.00 and is available until 00.30 on the date of purchase. Both packages show 0 subscriptions. To the right of the browser window, there is a large, dark grey banner with the 'iVANX MEDIA NextGen OTT' logo in white and red text. At the bottom of the image, there is a black film strip graphic with the 'tv2u' logo in orange. The film strip also contains some text that is partially obscured, including 'devadmin.istream.ivan-x.com/packages' and 'Show Package Detail'.

KLIX Selects iVAN-X to Deliver the FIFA World Cup

TV2U selected as partner of choice to stream the 2018 FIFA World Cup delivering a personalized individual viewing experience, of the worlds most watched sporting event to reach Indonesian subscribers


iVAN-X can deliver content securely to consumers anywhere and on any device, over any network



devadmin.istream.ivan-x.com/vendor_dashboard

Dashboard

Vendors




World Cup 2018

47

Active Subscribers

ACCESS




Ivanx

33

Active Subscribers

ACCESS




Capital FM

14

Active Subscribers

ACCESS




Transactional Movie Vendor

0

Active Subscribers

ACCESS



Vendors

0

Active Subscribers

ACCESS

Time Z

iVANX

MEDIA

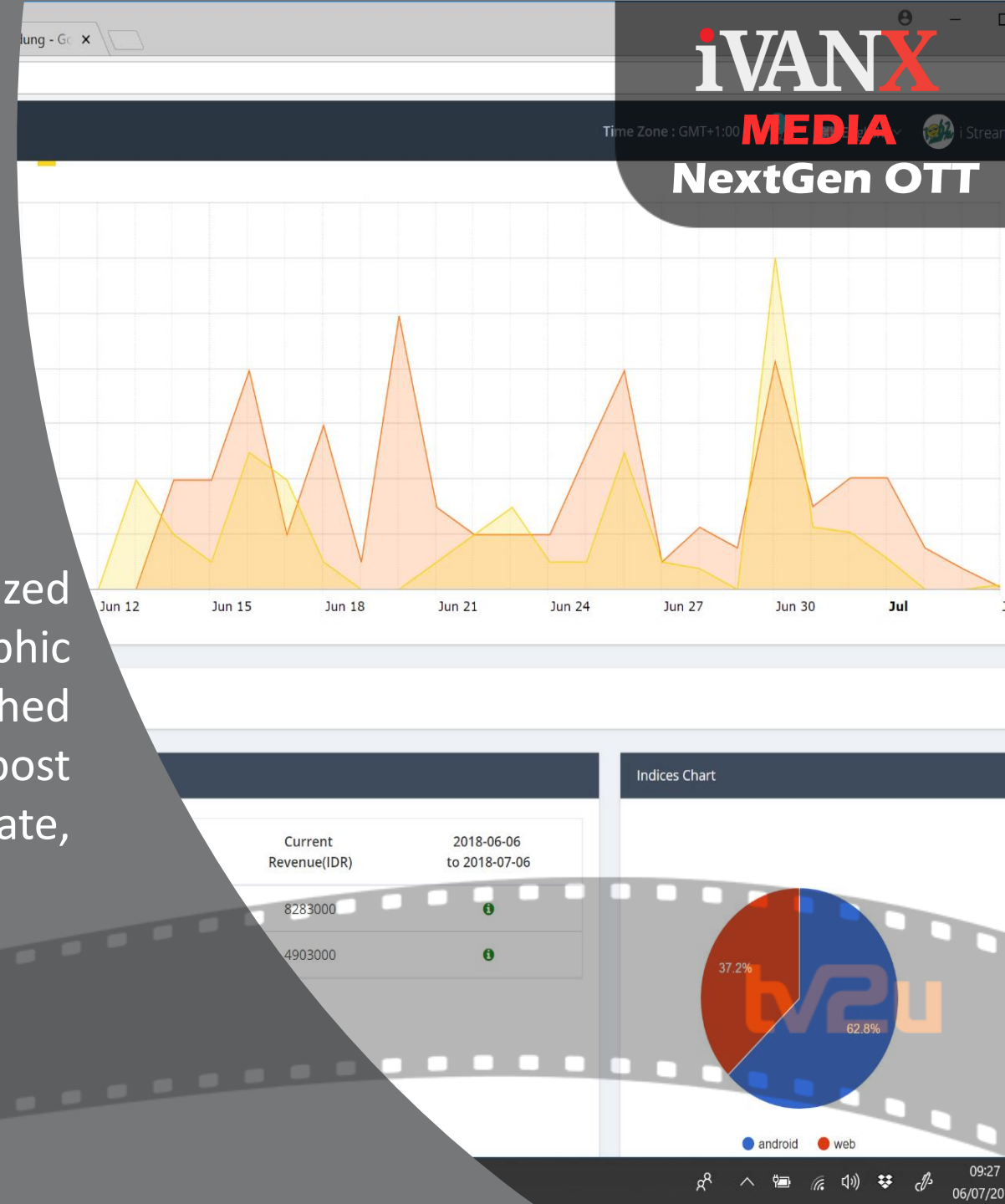
NextGen OTT

MISS180516, Framework Version: 3.0.6, Elapsed Time: 0.0855 seconds, Memory Usage: 9M

Realtime User Profiling and Analytics

iVAN-X's real-time analytical platform transforms the way operators analyze customer data by providing a deeper insight into consumer content consumption and interaction at a granular level that has not been possible before.

iVAN-X maximizes revenue by delivering personalized targeted advertising based on a geography, demographic or an individual. Advertising can be dynamically stitched into a live stream or for on-demand inserted pre and post content. iVAN-X's analytical platform is Immediate, Individual, Interactive, Intelligent and Influential.



iVAN-X - Immediate, Individual, Interactive, Intelligent and Influential

Actionable Analytics shows you how to maximize revenue.

Who's Watching? And How? —Know your audience: where they're located (by country, state, or Designated Marketing Area), whether they watch on laptops, mobile devices, or on living room TVs, and much more. You can even drill down to city-street-level performance to see which videos are being watched down to a zip-code



Security, Control and Delivery Efficiency Over Any Network to Any Device

iVAN-X delivers content assets from multiple content owners and VoD service providers of HD and SD video to TV screens through set-top-boxes, Internet connected TVs and personal viewing devices such as smartphones and tablets all accessible via a single personalized application.



Estimated Competitive Platform Investment USD

 brightcove \$198m


OOYALA®



 QUICKPLAY \$185m

\$125m

\$7.5m


Kaltura



USTREAM

\$105m

\$165m

\$208m

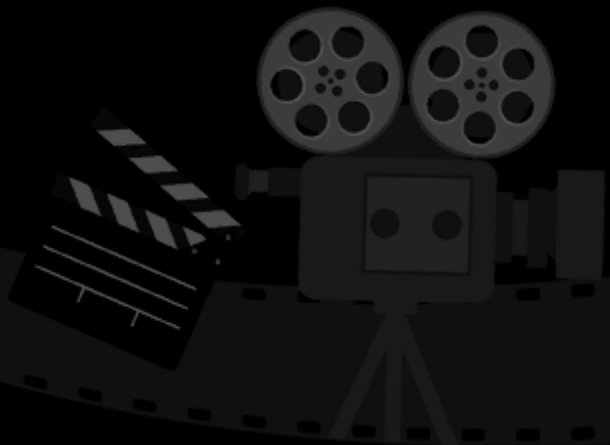






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**TV2U's NextGen OTT media platform is
Immediate, Individual, Interactive, Intelligent
and Influential**



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