



TV2U June 2019 Webinar Presentation

BUSINESS UPDATE INDONESIA

Indosat Ooredoo

Update from previous webinar

- finalization of pricing for selling of services a hybrid of Satellite and Fiber in final process
- new services will drastically reduce the current high cost of satellite services to the client
- will update the market on date for launch of services

BISMA

- legal issues in signing up artists to the platform has changed BISMA's deployment strategy they now plan to launch with live concerts/venues for phase one
- BISMA's expected commercial xxxxxx

PGASCOM

- We are awaiting PGASCOM's 'go live' strategy and launch date



Business Update Brazil

SOL GO

- due to changes in the 'go to market' strategy of SOL Telecom the client has identified the need to deploy a Set Top Box in the home for commercial launch of service
- TV2U has designed an embedded application that will launch the SOL GO service at 'switch-on' of the Set Top Box
- It is TV2U's understanding that SOL intends to deploy 1,000 Set Top Boxes in its initial launch
- TV2U is exploring new opportunities in the region and will update the market in due cause

Business Update Africa

TV2Africa (AEMG)

- On-demand advertising integration is now complete
- AEMG are now expanding their content library to launch a mix of A-VoD and Subscription based content packages
- TV2U will update the market on the progression of service



TV2Africa

tv2u

Business Update Middle East

Persis (JEE TV)

Presented by Dan Sansom – Head of Project Management
TV2U

Persis TV's iOS application still under review from Apple

Changes in marketing strategy will see the earlier than planned deployment of live content

Initial plan of 'all you can consume content' has been changed to 'quality over quantity'.



Big Picture – Number of movies in all genres including documentaries and short films

15th July

- 500 Movies

15th November

- 2000 Movies

15th September

- 1000 Movies

15th March

- 3000 Movies and TV Series

Planned Task Completion - WC 17/06

- Completion of iOS App review by Apple
- New packages for kids and Pre-Revolutionary Nostalgia cinema
- Metrix Analytics for iOS & Android Apps
- New Homepage for website – Allowing users to browse all available content before signing up
- Right to left UI changes – To support the Persian translations
- TVOD/SVOD on same content – Allowing an asset to be part of a package as well as available for a one off purchase



Future Plans

- Introduction of the first live channel – indications from JEE are that this could be in the next 2 weeks
- Music Module – JEE have approximately 12,000 Persian songs available to them now, these will be used to populate the new music module that TV2U are building (ready to launch in August 2019)
- A-VOD – JEE are eager to implement advertising on the platform. TV2U are creating a best practice solution that we will present to them
- Radio – Ability to listen live to 12 radio stations (outside of Iran)
- Live Theatre performances to be streamed on the platform

TALICO

Diversity of business opens new revenue opportunities

Heads of Agreement signed finalizing commercial terms with key partner in sports related industry

