

A woman with blonde hair is shown in profile, looking towards the left. She is positioned in the foreground, with her hand near a globe. The background is dark with colorful bokeh lights. The text "TV2U April 2019 Webinar Presentation" is overlaid in the center of the image.

TV2U April 2019  
Webinar Presentation

# BUSINESS UPDATE INDONESIA

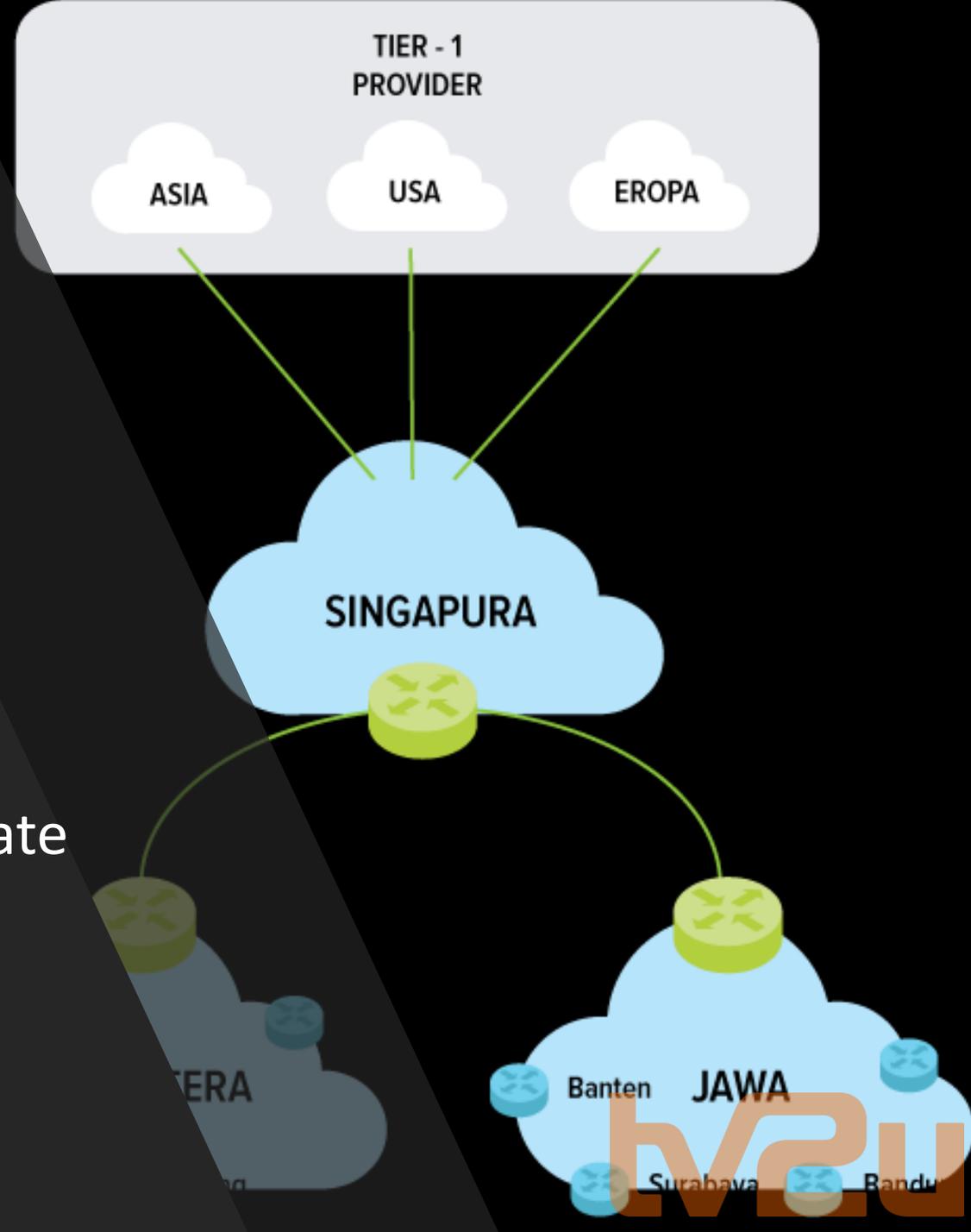
## Indosat Ooredoo

- |   |                       |
|---|-----------------------|
| Live Events & Archive                         | - per event           |
| Live TV Channels & N-VoD                      | - monthly charge      |
| On-Demand Transcoding                         | - per minute          |
| On-Demand Storage                             | - monthly usage       |
| Digital Rights Management (DRM)               | - cost per user       |
| Content Distribution Network (CDN)            | - TB/monthly cost     |
| Realtime Data and Analytics                   | - monthly impressions |
| Player/Application                            | - monthly impressions |
| Customization, Design & Integration           | - Setup costs         |
| ✓ iOS Application Branding and Setup          |                       |
| ✓ Android Application Branding and Setup      |                       |
| ✓ Set Top Box Application Branding and Setup  |                       |
| ✓ Connected TV Application Branding and Setup |                       |
| ✓ Payment Gateway Integration                 |                       |
| ✓ 3rd Party Ad Integration                    |                       |
| ✓ Connect TV Application                      |                       |



# BUSINESS UPDATE INDONESIA PGASCOM

- Onsite workshop product and operational training completed
- Management commitment to launch OTT service awaiting confirmation of launch date
- Acquiring local and regional content
- Onboarding ISPs and Operators



# BUSINESS UPDATE INDONESIA

## BISMA

### **Music & Content Service**

- Expanding management team
- Under discussions to deploy BISMA platform with major Telecommunications company
- BISMA optional delivery platform to existing solution used by Telco



# Business Update Brazil

## SOL GO

- Promotional and sales activities through existing ISP and Cable Operators
- Embedding application on legacy and new Android Set Top Boxes
- Take-up slower than expected however SOL GO confident of reaching minimum guaranteed subscriber numbers
- SOL GO to provide workshop for ISPs and Cable Operators in Sao Paulo & Rio de Janeiro in May date to be confirmed

BUSINESS UPDATE  
AFRICA  
TV2Africa (AEMG)

**Presentation**  
**Ivan Bridgens CEO**



**TV2Africa**



# Business Update Middle East

## Persis (JEE TV)

### **OTT Managed Service**

- Finalizing batch transcoding of content
- Branding, Marketing & PR campaign
- Looking to deploy 3 subscription packages
- Aggressive 3 year subscriber/revenue forecast
  - Year 1 – 370k subscribers
  - Year 2 – 1m subscribers
  - Year 3 – 1.3m subscribers
- Looking to add AVoD phase two
- Will have the authority to remove all JEE TV content from YouTube



# FINANCIAL

- Company expenditure reduced by more than 50%
- Any increase in expenditure will only be considered after revenue unless guaranteed return on investment in the short term



# **Broadcast Services Over IP**

Powered by



# COMPANY PURPOSE

To become the primary content management and delivery platform for video and audio broadcast over internet protocol. iStream an interactive cost effective alternative to satellite broadcast services.





# SOLUTION

- ✓ A hybrid of traditional and emerging technologies disrupting the future of television & online entertainment
- ✓ A cost effective alternative to satellite and cable broadcast. Your own bespoke branded application under your control, delivering your content to your followers globally
- ✓ Connecting communities to videos, communities to communities and videos to videos





**Satellite and cable  
free TV is here**

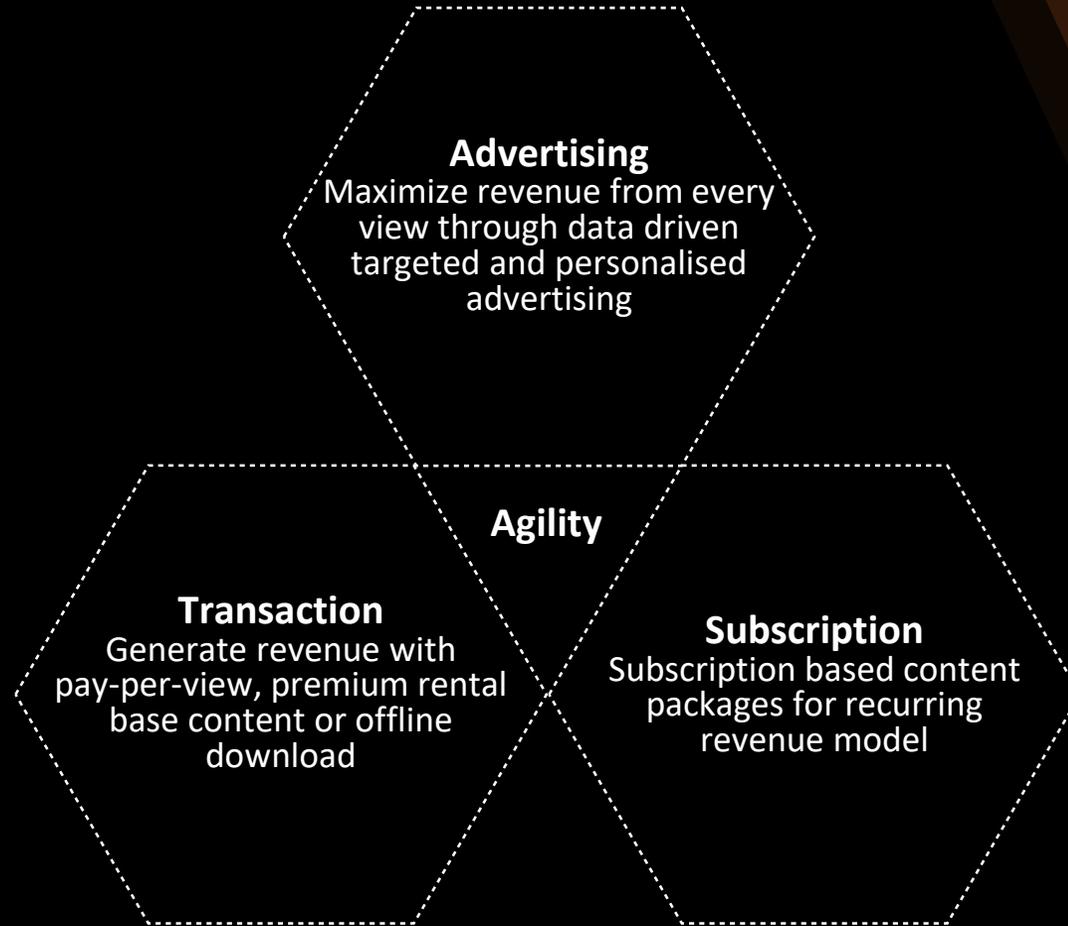
 **iStream**

**Indosat  
oredoo**

**iStream Disrupting the Status Quo  
for  
Free to Air & Paid Content**

**iStream for Broadcasters, Major & Independent Content Owners**

# REVENUE MODEL



e-commerce for events and merchandise sales



# LIVE EVENTS & ARCHIVE



## Cost per Stream:

Live Stream Provided (URL)	USD \$
Live Feed Transcoding Required	USD \$
Live Broadcast Feed (OB) Required	USD \$
Time Shift Required	USD \$
Archive of Live Event for On-demand Playback	USD \$

### Description:

**Live Stream Provided (URL)** - customer to provide live stream from event location for publishing to the web or playback device

**Live Feed Encoding Required** - customer to provide event raw feed to iStream's datacenter for encoding prior to publishing to the web or playback device

**Live Broadcast Feed (OB) Required** - customer requires onsite broadcast facility to video stream event for publishing to the web or playback device

**Time Shift Required** - delayed streaming of event by geo location due to time differences or another requirement

**Archive of Live Event for On-demand Playback** - archive and storage of live stream for playback after event on-demand



## Cost per Channel:

Live Channel Stream Provided (URL)	USD \$
Live Channel Downlink Transcoding Required	USD \$
Archive of Live Channel for On-demand Playback	USD \$
Time Shift required	USD \$
Playback Cloud Server for N-VOD (Near on Demand)	USD \$

### Description:

**Live Stream Provided (URL)** - customer to provide live stream of TV Channel for publishing to the web or playback device

**Live Channel Downlink Encoding Required** - customer to provide downlink of TV Channel to iStream's datacenter for encoding prior to publishing to the web or playback device

**Archive of Live TV Channel for On-demand Playback** - archive and storage of live stream for playback after event on-demand

**Time Shift Required** - delayed streaming of event by geo location due to time differences or another requirement

**Playback Cloud Server for N-VOD (Near on Demand)** - storage of TV Channel played out on a 'loop' example 8 hours of program played 3x per day

# LIVE CHANNEL & N-VOD

# ON-DEMAND ENCODING



## Encoding:

Encoding Cost 5k/month Minutes (5.001k to ∞ per minute)	USD \$ USD \$
Encoding Cost 18k/month Minutes (18.001k to ∞ per minute)	USD \$ USD \$
Encoding Cost 60k/month Minutes (60.001k to ∞ per minute)	USD \$ USD \$
Enterprise	POA

### Description:

**Transcoding** - Video Transcoding, also called video encoding, is the process that converts a video file from one format to another, to make videos viewable across different platforms and devices

# ON-DEMAND STORAGE



## Storage:

Storage 0 - 1 TB price per GB Monthly Usage	USD \$
Storage 1 - 10 TB price per GB Monthly Usage	USD \$
Storage 10+ price per GB Monthly Usage	USD \$

## Description:

**On-Demand Storage** - Video File storage of content to be played at a time requested by the consumer

# DIGITAL RIGHTS MANAGEMENT (DRM)



## Digital Rights Management:

Classic 10,000 Licences no Dash CENC	USD \$
Classic per 1,000 Additional Licences	USD \$
Modular 10,000 Licences Dash CENC	USD \$
Modular per 1,000 Additional Licences	USD \$
Universal 10,000 Licences Dash CENC with PlayReady	USD \$
Universal per 1,000 Additional Licences	USD \$
Set up fee	USD\$

### Description:

**Digital Rights Management** - DRM refers to a collection of systems used to protect the copyrights of electronic media. These include digital music and movies, as well as other data that is stored and transferred digitally



## Content Distribution Network:

First 10 TB/month	USD \$
Next 40 TB/month	USD \$
Next 100 TB/month	USD \$
Next 350 TB/month	USD \$
CDN Cost North America & Europe	POA
CDN Cost Africa/Middle East	POA
CDN Cost South America	POA

### Description:

A content delivery network or content distribution network (CDN) is a geographically distributed network of proxy servers and their data centers. The goal is to provide high availability and high performance by distributing the service spatially relative to end-users. CDNs serve a large portion of the Internet content today, including web objects (text, graphics and scripts), downloadable objects (media files, software, documents), applications (e-commerce, portals), live streaming media, on-demand streaming media, and social media sites.

# CONTENT DISTRIBUTION NETWORK (CDN)

# REALTIME DATA & ANALYTICS



## Analytics:

100k/month Impressions (101k to ∞ \$x per 1k)	USD \$
400k/month Impressions (401k to ∞ \$x per 1k)	USD \$
1,500k/month Impressions (1,501k to ∞ \$x per 1k)	USD \$
Enterprise	POA

## Description:

Realtime audience profiling maximizes online sales through targeted advertising and recommendations. iStream 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.



## Player/Application:

140k/month Impressions (141k to ∞ \$x per 1k)	USD \$
500k/month Impressions (501k to ∞ \$x per 1k)	USD \$
1,750k/month Impressions (1,751k to ∞ \$x per 1k)	USD \$
Enterprise	POA

### Description:

Media player for playing back video and audio files with built in intelligence for realtime customer profiling

# PLAYER

# CUSTOMIZATION, DESIGN & INTEGRATION



## Setup & Integration:

Facebook Application & Social Sign in

Email Account Setup

Domain and URL Setup

iOS Application Publishing

Android Application Publishing

Chromecast Application Publishing

SSL Installation

Twilio Account Setup & Integration

USD \$

iOS Application Branding and Setup

USD \$

Android Application Branding and Setup

USD \$

Set Top Box Application Branding and Setup

USD \$

Connected TV Application Branding and Setup

POA

Payment Gateway Integration

POA

3rd Party Ad Integration

POA

Connect TV Application

POA

### Description:

One off fee for customization and integration to 3rd party vendors

# AD REVENUE



100% of viewers see the Ad no skip

Unable to block ads

Indosat takes 60% of ad revenue but has 65% higher hit rate on advertising

Indosat provides multiple ad slots for duration of content Ad revenue cost per mile (CPM) or cost per thousand views exceeds \$7

Indosat has targeted and personalized advertising

Indosat provides a variety of advertising – including banner and sponsorship

VS

65% of viewers skip the Ad

Ad blockers will automatically remove ad content

YouTube takes 45% of ad revenue

Ad revenue cost per mile (CPM) or cost per thousand views average \$7

YouTube has limited targeted advertising

Limited type of advertising – no banner ads for example

