

A woman with blonde hair is shown in profile, looking out of a window at night. Her hand is pressed against the glass. Outside the window, there are colorful bokeh lights in shades of yellow, red, and blue. The scene is dimly lit, with the primary light source being the out-of-focus lights outside.

TV2U April 2019 Webinar Presentation

BUSINESS UPDATE INDONESIA

Indosat Ooredoo

Live Events & Archive

Live TV Channels & N-VoD

On-Demand Transcoding

On-Demand Storage

Digital Rights Management (DRM)

Content Distribution Network (CDN)

Realtime Data and Analytics

Player/Application

Customization, Design & Integration

- ✓ 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

- per event

- monthly charge

- per minute

- monthly usage

- cost per user

- TB/monthly cost

- monthly impressions

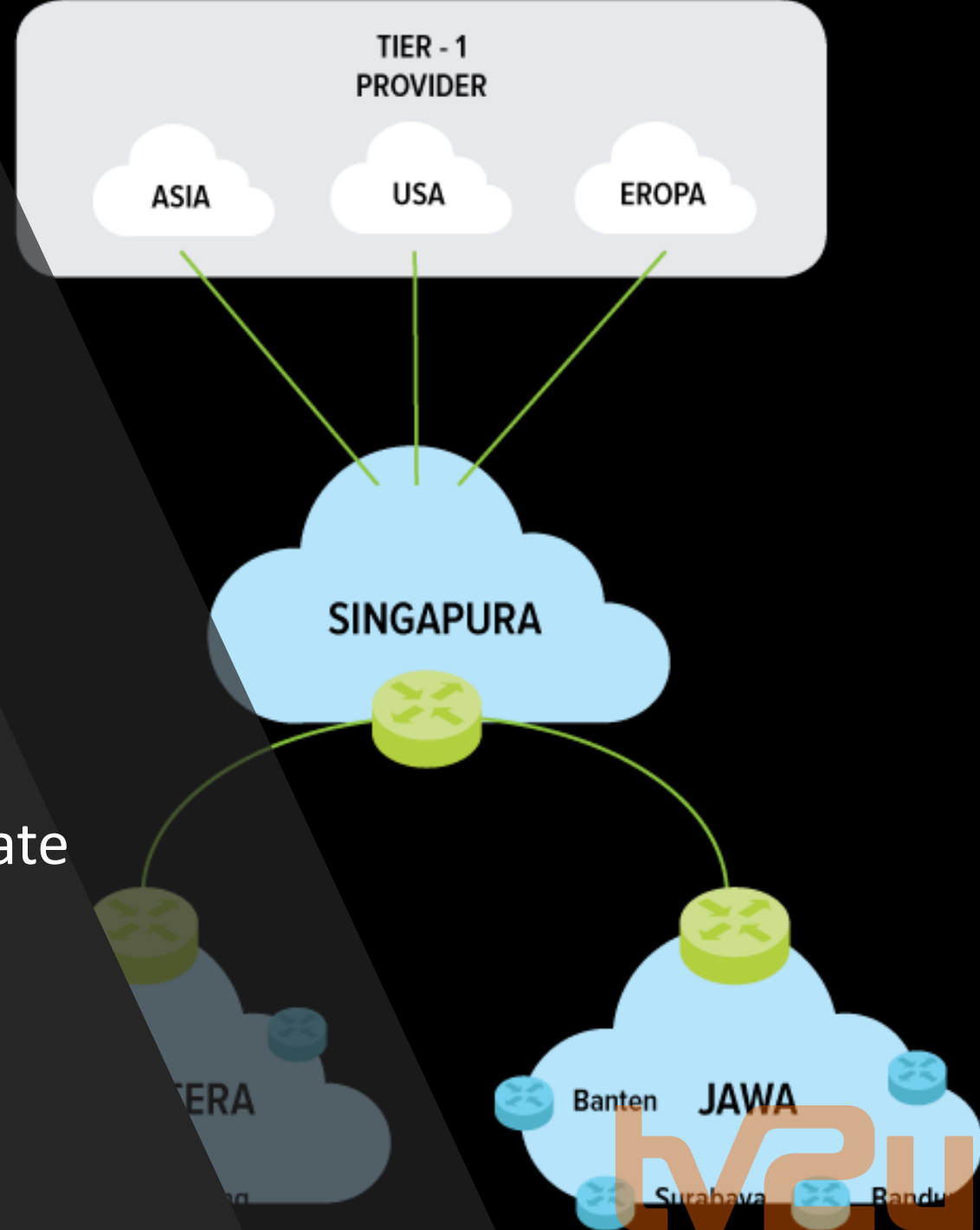
- monthly impressions

- Setup costs



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
tv2u

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.





PROBLEM

- ✗ Satellite and cable TV services are expensive to deploy and maintain these costs are normally passed onto the client increasing the cost for both the content owner and consumer
- ✗ The process of installing the satellite and cable television devices is also relatively cumbersome. You can try to do the installation on your own but most people will need professional assistance in order to make it happen.
- ✗ Not all households can receive satellite reception due to location This is the biggest installation issue that prevents some people from enjoying the benefits of satellite TV. Many urban areas make the proper installation of a satellite dish a very challenging or an impossible task
- ✗ Despite the technological advances that have been made, it is possible for reception interruptions to take place during bad weather. The satellite dish is located outside the house – on the roof of the building or in a yard. Because of this characteristic, it is susceptible to environmental influences.
- ✗ No cost effective return path for satellite interactive services, internet, on-demand, monitoring data and analytical realtime customer profiling
- ✗ Inability for personalized targeted advertising

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





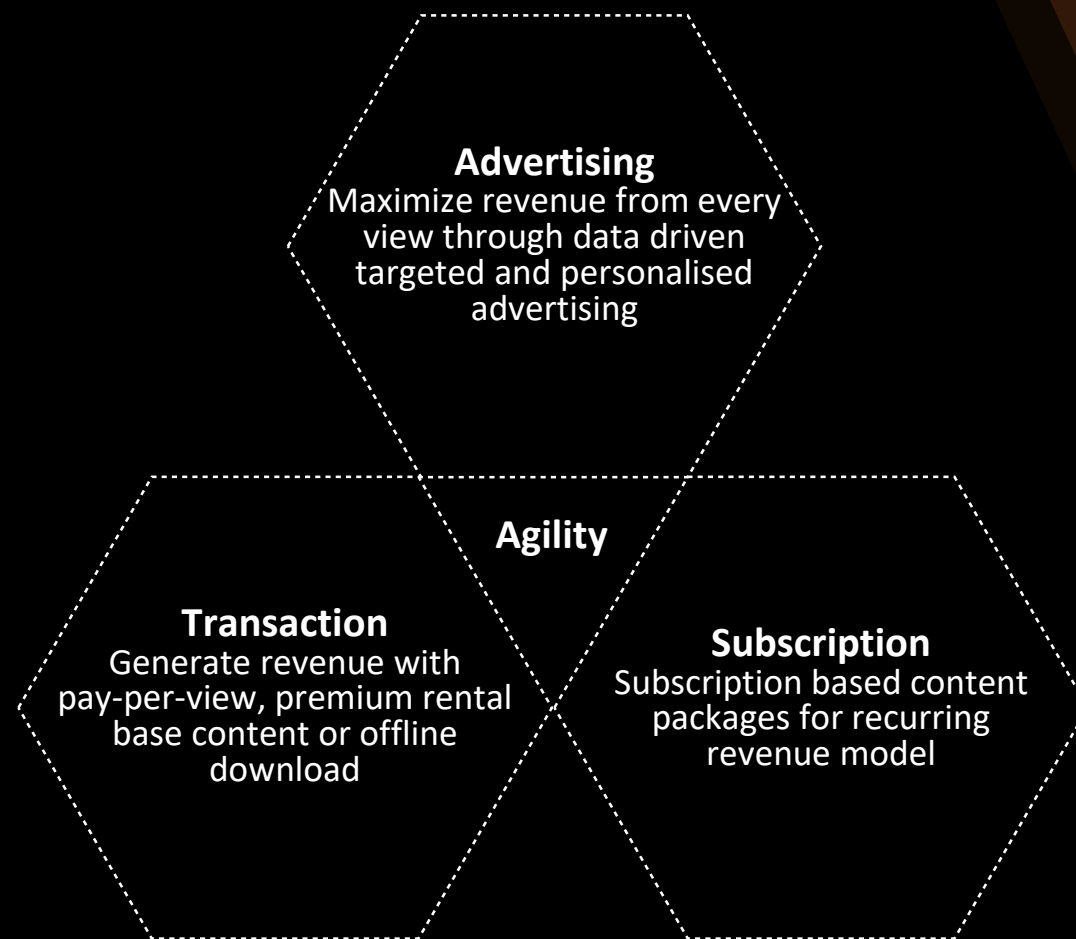
Satellite and cable
free TV is here



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

