



PPV
Live

TV Evolution Briefing

Unleashing the power of the Investor/Promoter and Consumer Engagement, through Brand Extension & Monetization. While providing embedded data streams for Distributors, Content Creators & Media companies for single and multiscreen environments through PAY PER VIEW LIVE EVENTS



ABOUT US

PayPerViewLiveEvents (PPV Live™) offers a full suite of video solutions for promoters and concert producers, media companies, brands and enterprise clients. Our technology enables our clients to bring live events, linear channels, and video on demand (VOD) content to Internet connected devices such as STBs, Connected TVs, Tablets and Smartphones anywhere in the world.

PPV Live is committed to become the leading global provider of multi-platform video distribution services, helping to bring the most innovative, advanced services into consumers' homes and onto their connected devices. We work with promoters and concert producing customers at all stages with our video service and cloud base distribution deployment – whether new to video or fully mature leveraging our cloud-based distribution platform to more easily and quickly meet market demands for content anytime, on any device and to monetize opportunity, everywhere it exists and anywhere it emerges. If your goal is to acquire, manage and deliver the best possible content lineup to your subscribers, or to find new ways to take your products to market.

Although there have been Live Stream events in the past, online Internet channels stream linear TV channels, and VOD services like Netflix, the plat-

form PPV Live is using for the "Foreigner, Alice Cooper and Lauryn Hill" Live Event Concerts is just the beginning of a full OTT offering that will make all three available to OTT TVE Internet audiences around the world. The combination of on-going Live Event Concerts + Linear TV channels + a VOD library of content will be made available for the first time in 2010 as a part of the launching of the subscription service. The over-the-top (OTT) video world-wide deployment is being provided with Akamai, the world's largest Content Delivery Network (CDN). The TV Everywhere experience (TVE) will even offer native apps for iOS and Android devices with adaptive bit rate (ABR) streaming.

PPV Live Platform

A result of the pay-per-view distribution, cable systems and satellite providers will be running the provided 30-second digital promo on their barker channel and in cross-channel positions, i.e. CNN, ABC, CBS, MTV, BET, REVOLT, AWE, BOUNCE etc. Since there are nearly 2,000 systems, not including the satellite and telephony platforms, it has been estimated that this promotion will result in over 400,000 runs during the course of the promotion, nation-wide and in Canada. Also increasing during the live streaming of the event.



SOLUTIONS

ONLINE VIDEO PLATFORM

The PayPerViewLiveEvents (PPV Live) Online Video Platform (OVP) is a cloud-based service that makes it incredibly easy to transmit recorded and live video via web sites, mobile apps, social media networks and large event screens.

LIVE EVENTS

High-quality live event streaming is now possible, thanks to advances in video technology. We can help with remote configuration of live streams and ad-hoc troubleshooting during your event.

SYSTEM INTEGRATION

Our industry and technology experts can help you solve your most challenging problems. They understand that every client is unique with their own requirements, processes, and technology stack.

CONTENT MIGRATIONS

You have an extra-large video library, PayPerViewLiveEvents (PPV Live) can speed the process of getting video uploaded and encoded without slowing down your in-house team. Priority service is available for urgent jobs.

CUSTOM VIDEO PLAYERS

We can build a custom player to match your web-site design, with added features like a "Buy Now"

action button, detailed closed-caption controls, or custom end-screens.

MULTI-DEVICE APPLICATIONS

PayPerViewLiveEvents (PPV Live) can go beyond players and apps to design your full user interface. We are experts with Windows, Mac OS, iOS, Android devices and even connected TVs.

PROJECT MANAGEMENT

We offer localized or virtual project teams depending on which is more effective. It's all about what it takes to make your project a success!

WEB DESIGN

Your video-centric web design can include video search fields, program guide information, a pay-wall and other features.

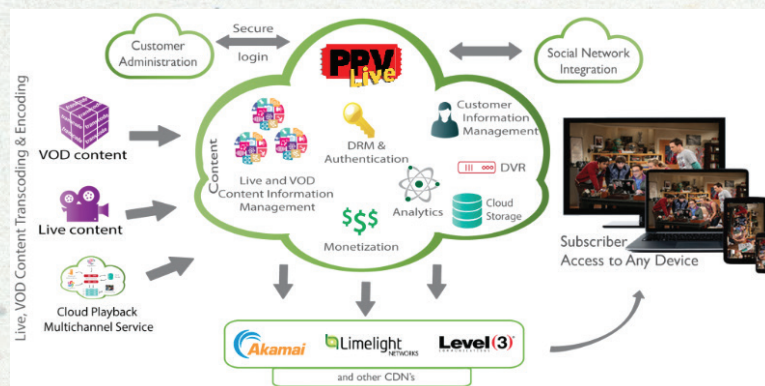
WORKFLOW MANAGEMENT TOOLS

Large volume to Ingest? We can automate common processing, encoding, metadata, database, and file management tasks to fit your existing asset management systems. STRATEGIC CONSULTING The industry continues to evolve, and our Subject Matter Experts are available to provide strategic consulting on all aspects of video delivery over.

SERVICES

Enabling Cloud Video

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LIVE, LINEAR CHANNELS, AND VOD CONTENT ONLINE VIDEO PLATFORM LIVE, LINEAR AND VOD SOLUTIONS

The explosion of Over-The-Top (OTT) and web TV combined with broadband connectivity allows Content Owners to further monetize their assets by creating direct relationships with end users and bypassing cable or satellite infrastructure.

PayPerViewLiveEvents (PPV Live) is a unique comprehensive solution that offers a back-end system for managing the operation and user experience. Together with a set of device application templates that can be branded for your requirements, enabling you to go to market faster. We fulfill media companies' needs to launch an advanced Internet video service.

OTT Content Marketplace Find Content Owners And Ott Networks

The OTT Content Marketplace allows both OTT Content Owners and networks to find each other and create more revenue and value for all. Not all Content Owners want to create their own OTT Platform, but want to monetize any and all opportunities that the OTT market can facilitate. New OTT network providers are being created everyday around the world and they need additional content to monetize their investment.

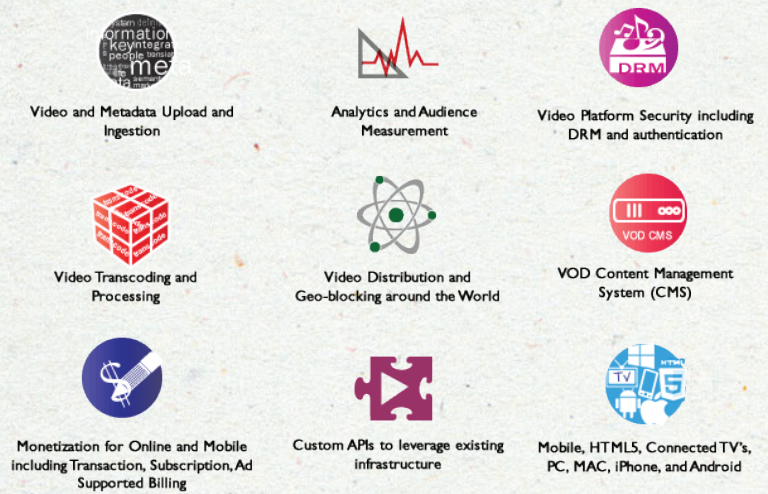
Initially, we will use the following LinkedIn Group and may evolve the community as it grows. Please join the group, and create or comment on a discussion around your needs.

Join the group at:
info@payperviewliveevents.com

PPV LIVE MARKET ADOPTION

Online Video Platform

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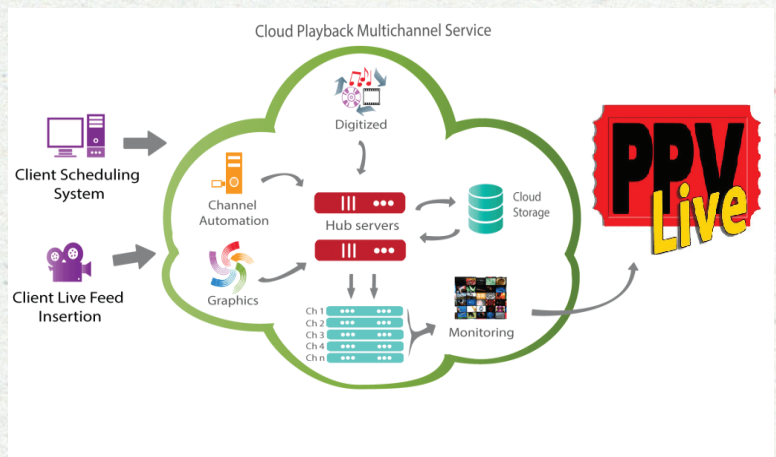


Cloud Playback Multichannel Service

Cloud Based Monthly Subscription

The PayPerViewLiveEvents (PPV Live) Cloud Playback Multichannel Service enables, new and existing broadcasters, to supply specialized content to specific all over the world. Our Cloud based service avoids the high cost and complexity of traditional play-out chains that is born by the broadcaster or content provider. The service provides master control functionality and includes pre-programmed DVE moves, digitizes content, provides graphic insertion, integrated storage, passes through existing subtitling, performs live feed insertions and transmits long-form video play-out.

The PayPerViewLiveEvents (PPV Live) monthly subscription service ideally lends itself to "Focus Group" test marketing prior to a broadcaster investing in on-premise technology and staff.



Multi-device Applications

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Project Management

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Content Migrations

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Custom Video Players

We can build a custom player to match your website design, with added features like a "Buy Now" action button, detailed closed-caption controls, or custom end-screens.

PARTNERING WITH THE LABELS

Partnering with Music Labels that create Music Videos that have an audience waiting for them. This content frequently goes "viral".

PARTNERING WITH THE SPONSOR.

Partnering with TOP BRANDS who are looking for new way to help them partner with artist on new levels. Creating multiple pillars of earning and visibility.

IMPROVE USER EXPERIENCE

These Music Videos in the past had no upside other than getting the artists exposure and promotion of music purchases

MAXIMIZE MONETIZATION

Music Labels will now be able to generate additional revenue from PPV LIVE platform. Revolving Residual

SOCIAL MEDIA EXPANSION

User's will share these video with embedded marketing links across their Social Media

PPV LIVE BUSINESS STRUCTURE / MODEL

INGEST CONTENT

PPV Live provides content owners, artist and concert producers an avenue of distribution for creators to provide live or prerecorded video streams

LIVE VIDEO PRODUCTION FOR LIVE TV DISTRIBUTION WEB PORTAL / CHANNEL DESIGN

TAG DATA

These streams have images that contain "marketable" products, locations and services.

TIME SYNCHRONIZED METADATA

PPV LIVE creates time synchronized metadata with links that connect these images to an eCommerce solution and to the brand advocates conversion pages.

PPV LIVE TAGGING / PLAYER LICENSING

PPV LIVE receives compensation for the metadata tagging of content, licensing of it's custom player that enables eCommerce and micropayment of each facilitated transaction.

PPV LIVE ANALYTICS

The PPV LIVE platform captures raw data and renders the analytics in impressions, clicks, ratios and conversations for brand advocates & content creators, based on their subscription type.

PPV DISTRIBUTION

BELOW LIST OF CARRIES THAT EVENTS WILL BE AVAILABLE FOR AIRING.

- APPLE TV
- AT&T
- BELL EXPRESS VU
- CABLEVISION
- COMCAST
- COX COMMUNICATIONS
- DIRECTTV
- DISH TV
- INDEMAND
- MEDIA GENERAL
- TIME WARNER CABLE
- VERIZON
- ROGER'S
- VIBIQUITY
- YOUTUBE
- FACEBOOK
- AND NOW THE ASIAN/CARIBBEAN MARKETS

PPV MARKETING

As a result of the pay-per-view distribution, cable systems and satellite providers will be running the provided 30-second digital promo on their barker channel and in cross-channel positions, i.e. CNN, MTV, BET, etc. Since there are nearly 2,000 systems, not including the satellite and telephony platforms, it has been estimated that this promotion will result in over 400,000 runs during the course of the promotion, nation-wide and in Canada. Also increasing during the live streaming of the event.

Interstitial runs, which occur before and after other events, are often originated from the networks. This gives us increased visibility from existing PPV buyers.



PPV LIVE

Contact For More Information:

Visit our website at:



www.PayPerViewLiveEvents.com



Or call 1.800.324.8090

Contact support at:



info@payperviewliveevents.com



Or support@payperviewliveevents.com

