



Multi-Platform OVP & OTT Provider



Roku amazon fireTV androidtv apple tv Web App iTunes Video & Audio iOS ANDROID

facebook SMART TV neo tv chromecast YouTube PlayStation® XBOX ONE

FROM A TO Z

The Complete Toolbox

1. **BUILD** - Sites, Channels and Apps
2. **MANAGE** - All Media In One Place
3. **DELIVER** - True Multi-Platform Publishing
4. **MARKET** - Utilize the Largest OTT AdNetwork
5. **MONETIZE** - Advertising, Subscriptions, Transactions

From building cutting-edge ConnectedTV Apps, OTT Solutions, mobile apps and websites; to providing you with the best-in-class OVP and intuitive media management system; to delivery of all your bitrate-adaptive on-demand content and live streams; to marketing your TV apps and other publishing properties via social media automation and ConnectedTV Advertising Campaigns; to driving new revenue your way via advertising and subscriber monetization - we have got you covered and will take care of every aspect along the way!



BUILD



MANAGE



DELIVER



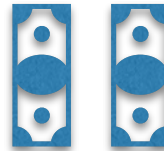

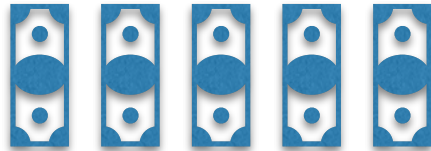
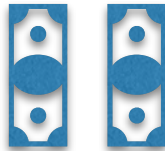
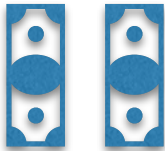
MARKET

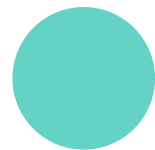


MONETIZE

REVENUE MODELS COMPARISON

Evaluate the pros and cons of different revenue models to monetize your viewership and explore which solution might be best for your business.

	SUBSCRIPTIONS	ADVERTISING	SPONSORS	PRODUCTS	DONATIONS
Volume Dependent	++++	++++++	++	+++	+++
Setup Costs	\$\$\$\$	\$\$\$	\$\$	\$\$\$\$	\$
Tech Needed	Subscription Processor	Ad-Server Demand-Sources	Ad-Serving / OVP	Online Store Ad-Serving / OVP	Donation Page Patreon, etc...
ROI/Viewer					
Requirements	App-Dev	OVP Contracts	Relationships Sales Efforts	Products	Fan Base
Possible Time to Break Even	6-12 Months	12-24 Months	1-2 Months	1-2 Months (if Online Store exists)	12-24 Months

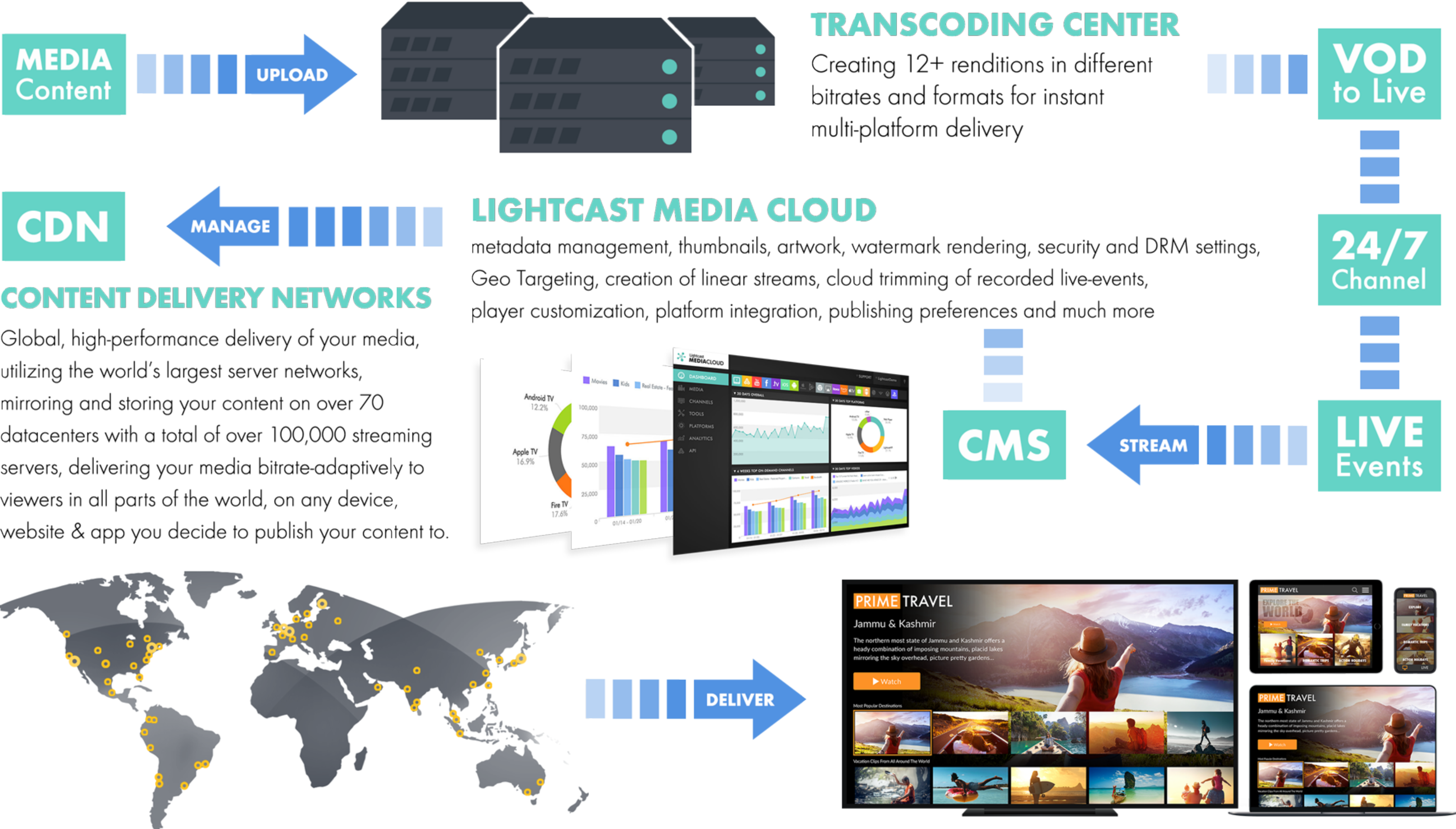


SUBSCRIBER SYSTEMS COMPARISON

Evaluate the pros and cons of different solutions for your multi-platform/OTT subscriber processing system system and which solution might be best for your business.

Multi-Platform Subscriber System	Subscriber System Setup Cost	Average App-Side Development Cost	Continuous Costs (includes processing, transaction, charge-back costs)	Advantages
LIGHTCAST EASYPAY	\$0	\$1-8k	20% to LC EasyPay (+App-Store fees i.a.)	fast setup, low up front cost
BUILD YOUR OWN	Your Developer Cost	\$10-30k+	20-30% to App-Store	low continuous costs, in-house control
OTHER SUBSCRIBER SYSTEMS	\$0	\$10-30k+	20-30% to App-Store + \$0.80-1.50/month per subscriber to Subscriber System	multi-platform through in-app purchase

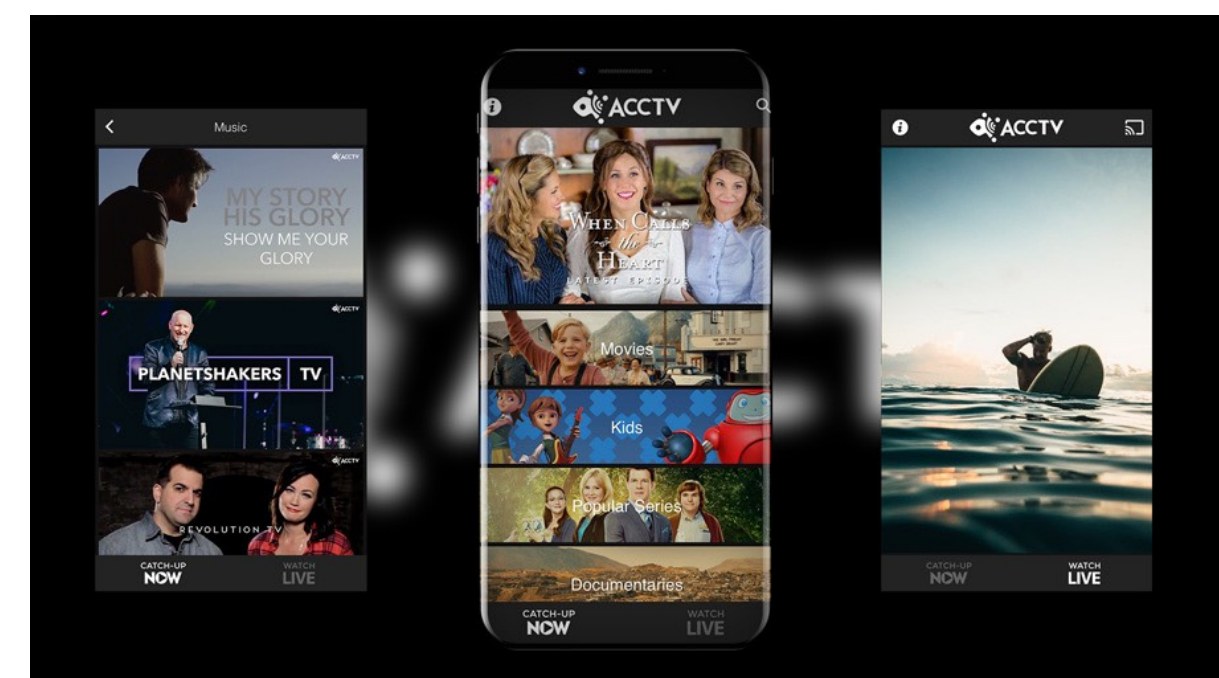
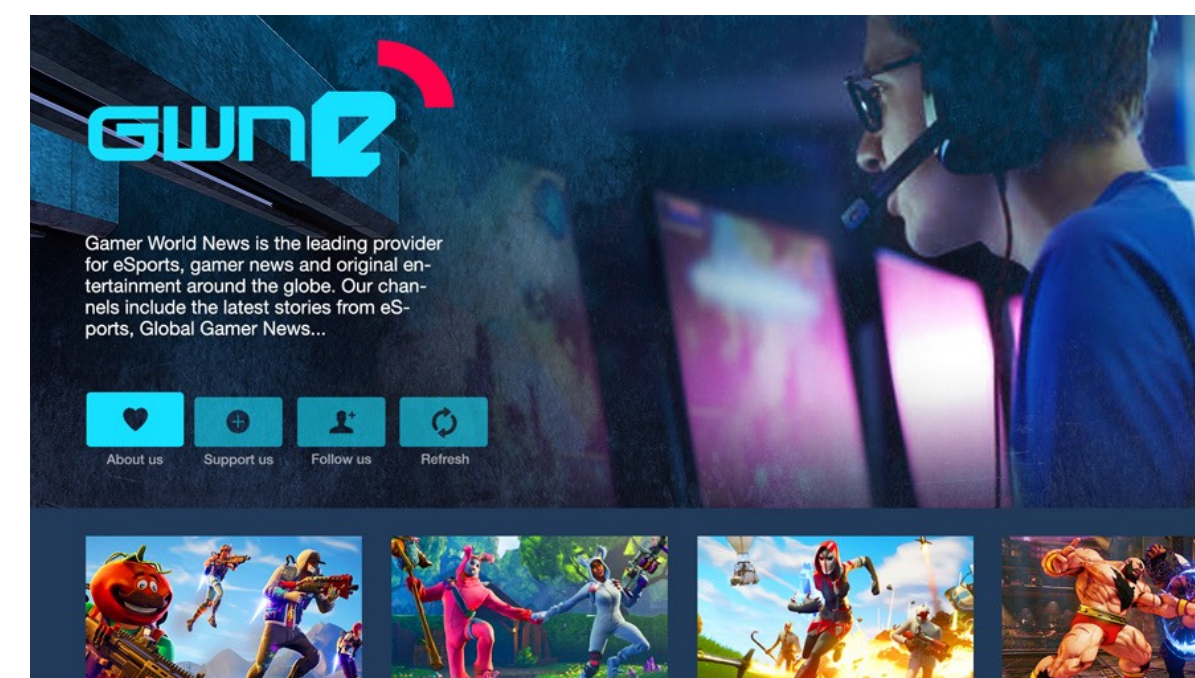
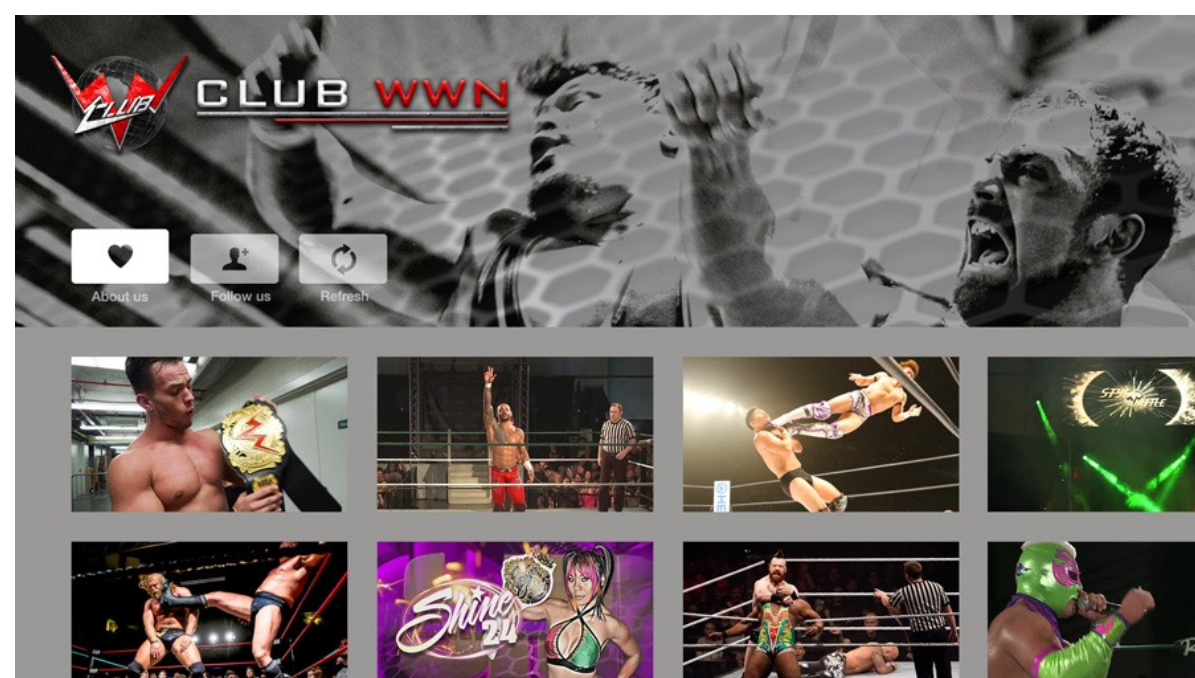
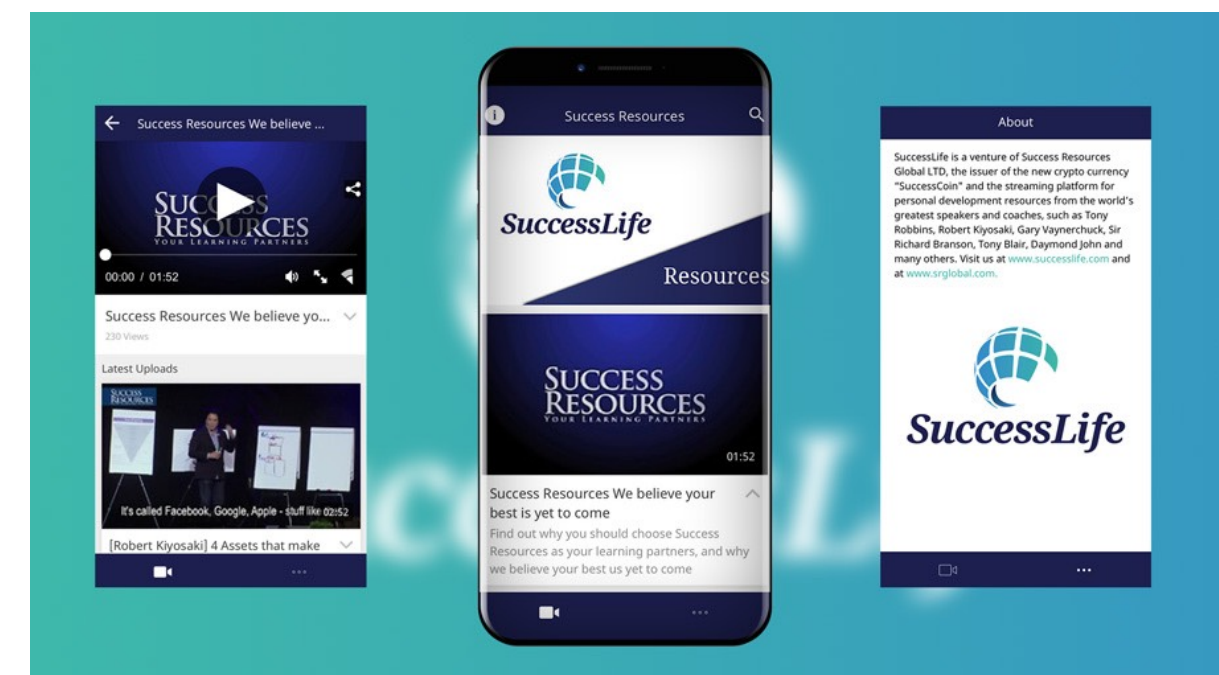
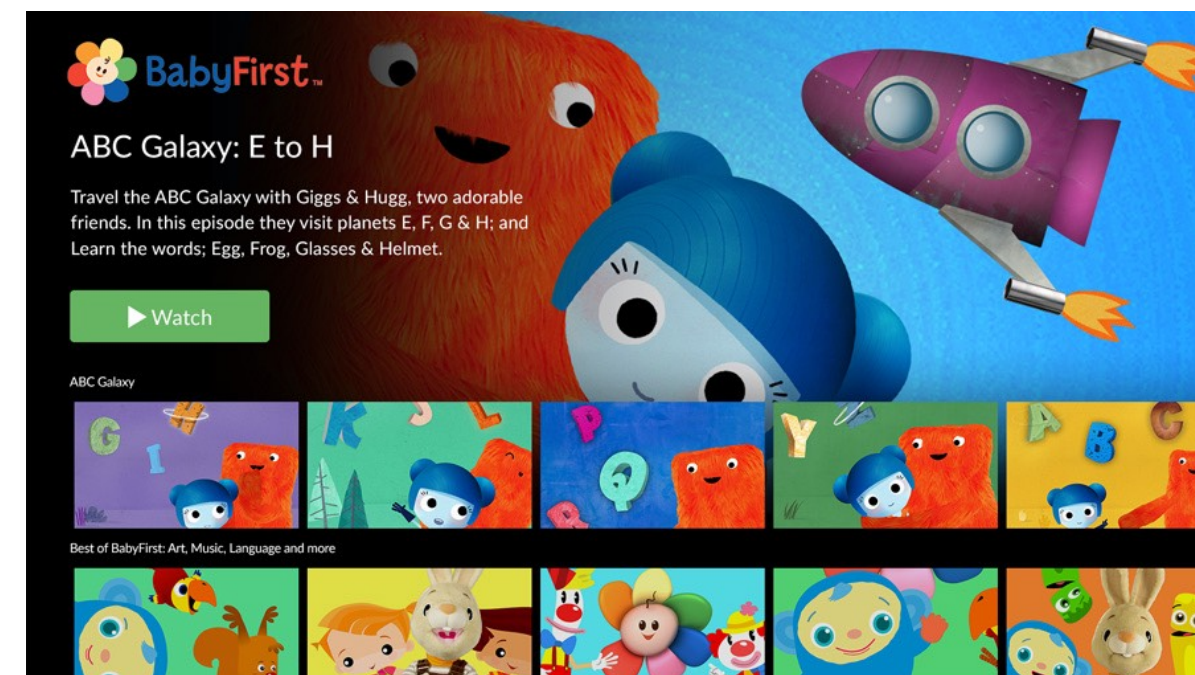
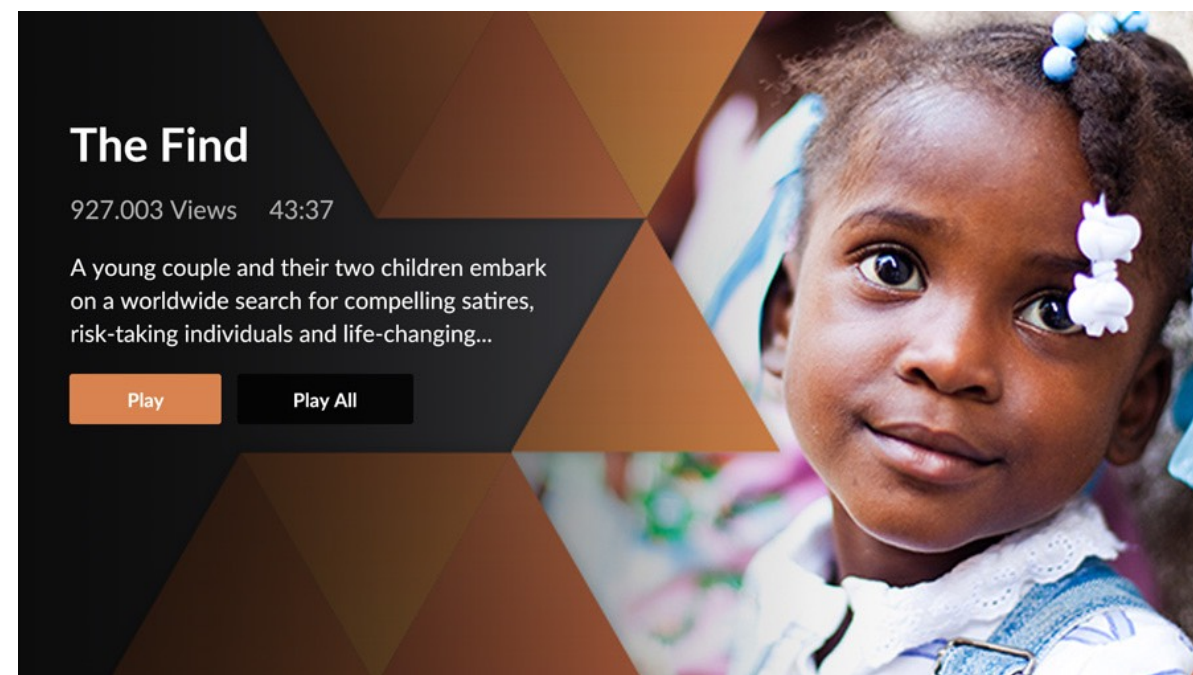
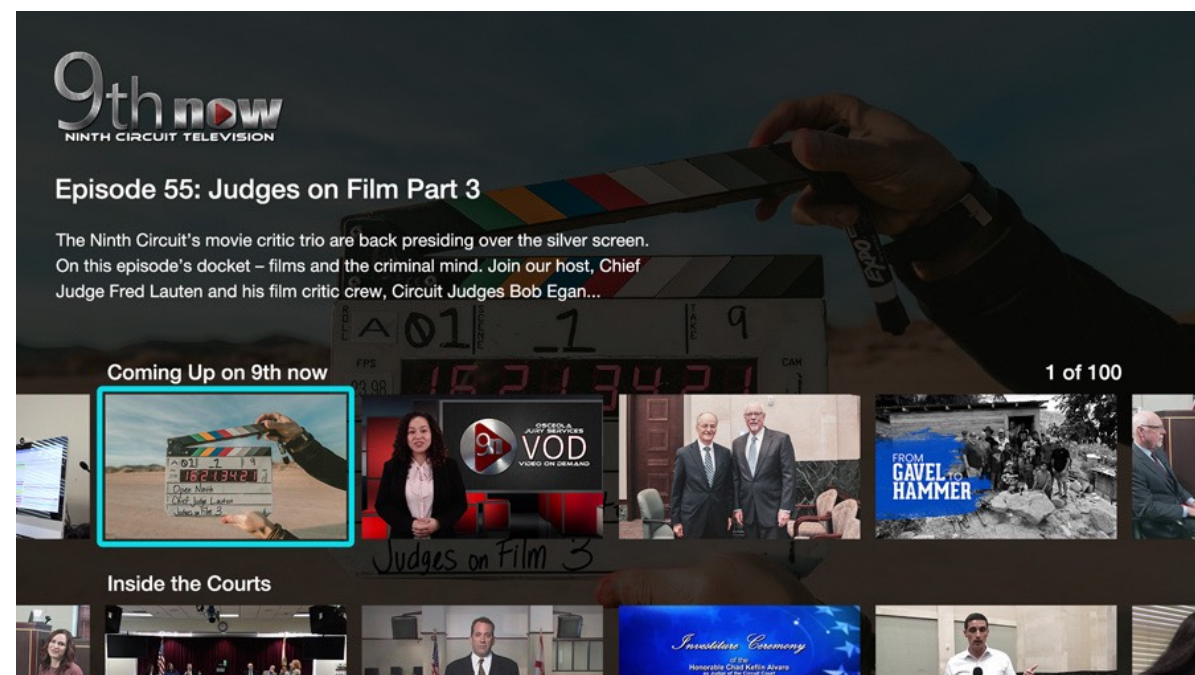
OTT CONTENT MANAGEMENT & DELIVERY



TURNKEY MULTI-PLATFORM OTT SOLUTION

Launch and Expand Beautiful Native TV Apps, Mobile Apps & WebApps.

- Build & Control your Navigation Structures with Categories, Channels, Series in Real-Time.
- Control Graphics, Metadata, Branding.
- Customize and Expand Continuously.



DEVELOP THROUGH LIGHTCAST

Grow your viewership across websites, mobile apps and TV apps.

