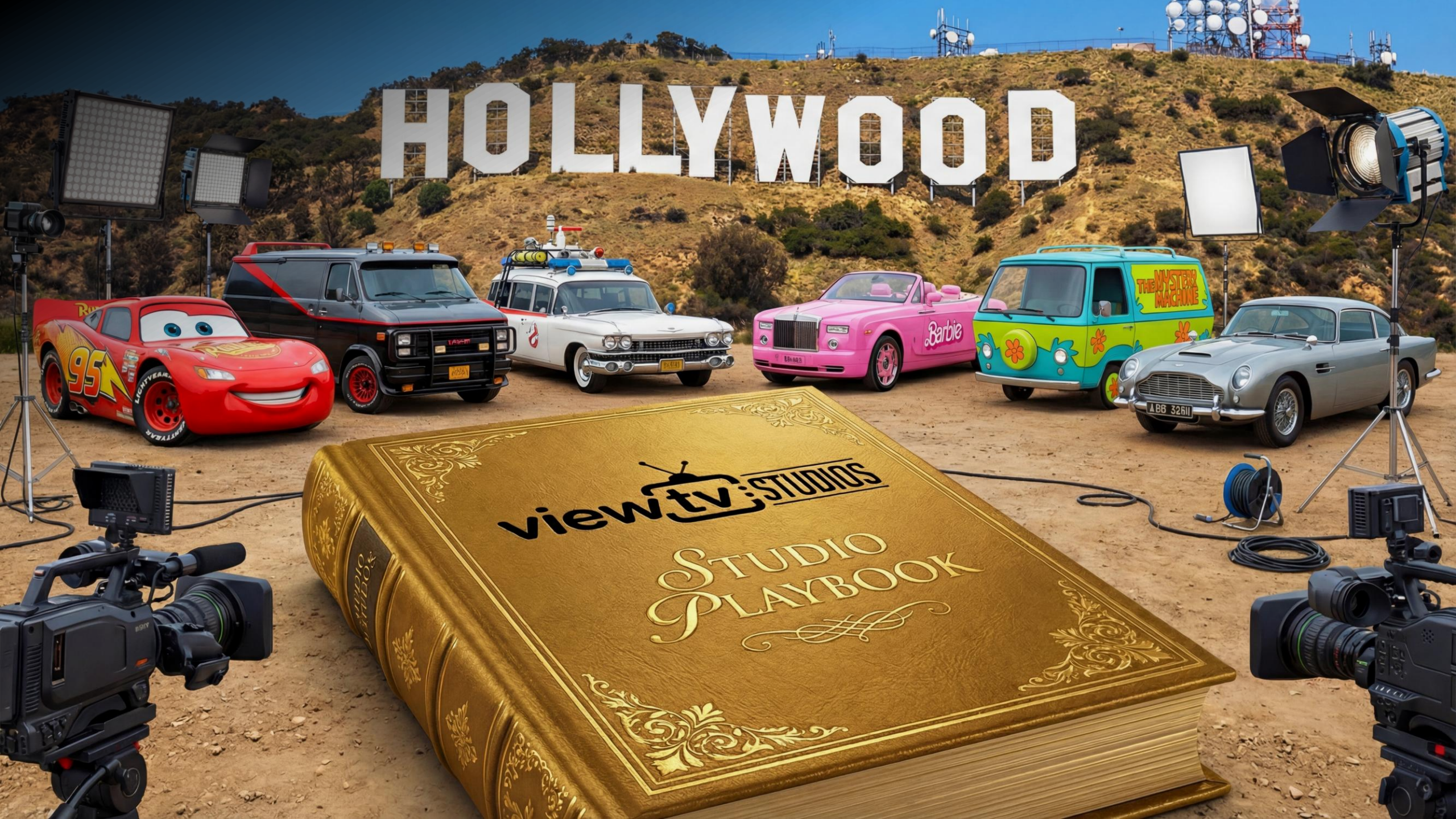


HOLLYWOOD



viewtv:STUDIOS

STUDIO
PLAYBOOK

STUDIO
PLAYBOOK



**Empowering Content Studios, Content
Creators, & Television Broadcasters:
AMAZING! Best in Class Monetization,
No Distribution Fees, No Creative
Boundaries and more than >Triple the
earnings of YouTube !**





Content
is King



ELEVATOR
PITCH



View TV delivers the formula for effortless, high-impact content monetization: a streamlined ad-funded CTV model, global distribution, and a full suite of essential services - all under one roof, including Ad-Ops, content delivery, & performance monitoring to maximise ROI.

Accelerate audience growth through our worldwide distribution network, reach the right viewers with precision marketing via View TV AdX, and drive engagement faster than any other platform - while generating more than three times the revenue per view when compared to YouTube

We solved Content Monetization problems by mixing CTV, Legacy TV & YouTube:

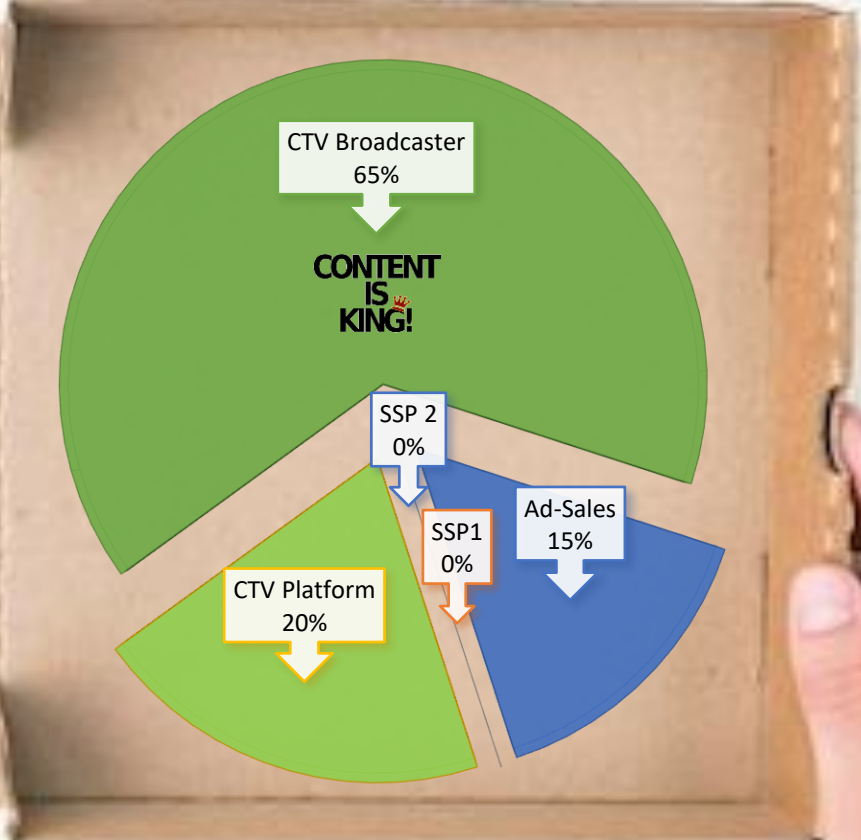
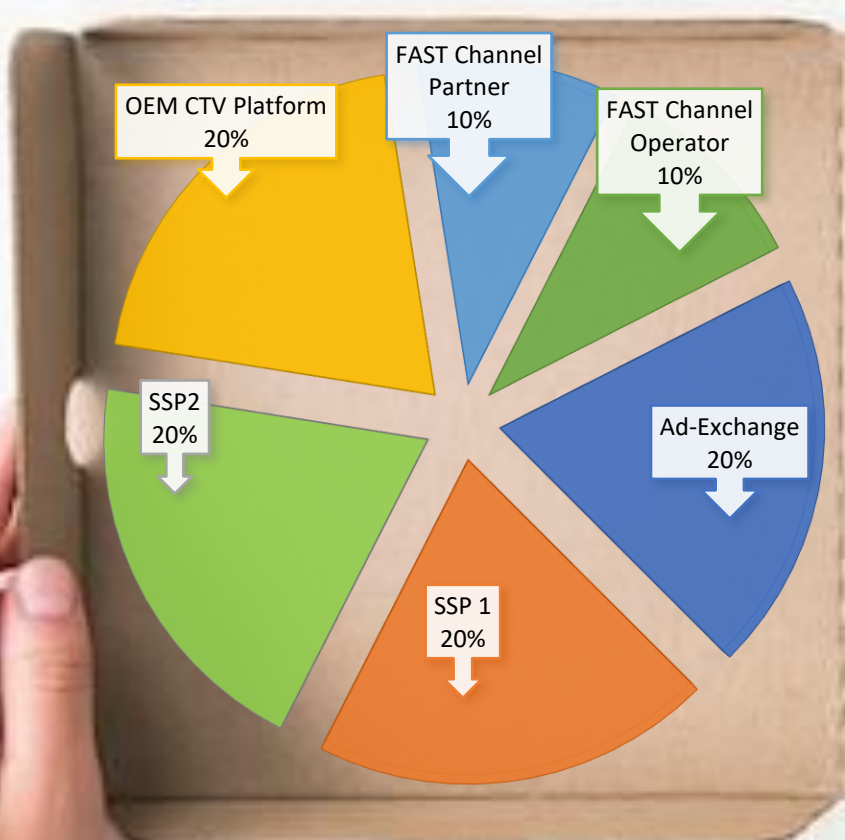
1. 100% ad-fill for a great audience experience & maximised revenue,
2. Lion share (80/20) of gross ad revenues go to content studio or library owner,
3. Launch your episodic content & films to audiences in 7 days,
4. Monetization revenues will be paid within 45 days,
5. Transparent revenue & live audience data dashboard,
6. Global Content structures with GEO blocking & localised ads,
7. No SSAI & Ad-tech charges for content studios & content libraries,
8. No Studio Platform Distribution Fees across all CTV partner platforms,
9. Put the content live and market to the audiences using View TV ADX & get ROI,
10. No TV or Film selection process, all content is accepted, podcasts & live events also,



If your **Streaming Platform** provider is taking more than **20% commission***, not paying in **45 days** and not delivering a **100% fill @ CTV CPM's** (>\$15 CPM) then you need to change **FAST....**

* Live Revenue Dashboard included free





viewtv:adx

Taking TV revenues
from back to the Future



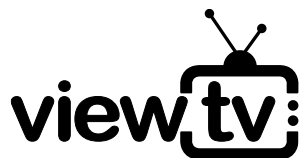


Example Revenue Model for Content Studios

Costs of Episodic TV Show (8 x 45 Min)	= \$1.2 Million
Cost of Marketing the show release for first 4 Weeks	= \$200,000
Number of people who watch the content in first 4 weeks:	= 1 Million
Avg Number of hours watched 45 Min x 8 Part Episodic Show	= 8 Million hours
Avg Advertisements delivered over the four-week campaign	= 24 x 8m/hrs = 192m Ads
Average Sale rate including unsold	= \$15.00 NET CPM
Forecasted Revenue Generation from Advertising	= \$2.88m for opening run
Forecasted Revenue from Sponsors & Prod/Placement	= \$500k per show
Estimated Total Earnings	= \$3.38m for Launch
Estimate Deduction Fees	= -\$680k
Expected first year revenue	= >\$6m with reviewing & late viewing



The Advertising Waterfall



How do we fill 100% of Advertising Slots?

Advertising Level	Avg CPM	
Level 1 – Metadata Hyper-Targeted	\$45 CPM	Trading on pre-break Metadata
Level 2 – Targeted Direct to Audience	\$35 CPM	Hyper-Local & Genre Targeted
Level 3 – Programmatic Ads	\$22 CPM	Video ads from DSPs
Level 4 – Addressable Advertising Campaigns	\$20 CPM	Direct Addressable TV Campaigns
Level 5 – Content Marketing Campaigns	\$15 CPM	Network based content marketing
Level 6 – Run of Network (RON) – Back-fill	\$12 CPM	Remanent buying for generic brands
Level 7 – Call to Action & Promo	\$0-\$5 CPM	Call to action and affiliations

View TV stands apart because we do not depend on programmatic advertising. While programmatic delivers strong yield mechanics, it fails to meet the revenue expectations of CTV, broadcasters, and premium content owners due to its lack of guaranteed fill.

View TV has developed a solution that gives each broadcaster the efficiency, control, and predictability of an in-house sales team - without the associated overhead - by distributing operational costs across customers in a highly efficient way that delivers performance.



Comparing Content Monetization Revenue Models



Type of Origin Media	Ad Fill %age	DSP Revenue Share (%age)	Ad-Exchange Revenue Share (%age)	SSP Revenue Share (%age)	CTV Platform Inventory Share	CDN/SSAI Technology Costs (\$/hr)	Content Distributor or FAST Channel Operator	Average CPM including unfilled	Annual Revenues (CTV Average Channel Audience is 30k hrs/viewed/day)
FAST TV Linear CTV AVOD Sponsored VOD	Ad-pod Ad-fill Success (35%)	theTradeDesk Various DSP \$25/CPM	Magnite Various Adx (20%)	orkatv Various SSP (20%)	VIZIO TV Platform (50%)	amagi PO/CDN/SSAI (\$0.05/hr)	CINEVERSE 3rd Party (30%)	\$2.80cpm Approx 11% of Gross Rev	Cost - \$600k Rev - \$806k Earn - \$208k Rate - \$0.02/hr
You Tube AVOD SVOD Sponsored VOD	(80%)	Google Ads \$20/CPM	(25%)	skip	You Tube (45%)	You Tube Included	Direct	\$8.80cpm Approx 35%/gross	Cost - \$0k Rev - \$900k Earn - \$900k Rate - \$0.09/hr
Your LOGO? YOUR OWN O&O APP FOR TV & CONTENT	In-house Platform Team (50%)	theTradeDesk Various DSP \$25/CPM	Magnite Ad Exchange (20%)	orkatv Various SSP (20%)	No cost on O&O	amagi PO/CDN/SSAI (\$0.05/hr)	Owned & Operated Platform (0%)	\$9.60cpm Approx 50%/gross	Cost - \$600m Rev - \$2.3m Earn - \$1.7m Rate - \$0.14/hr
viewtv: Linear CTV AVOD/SVOD Subscription Sponsored VOD Live Events	viewtv: adx Dedicated (85%)	theTradeDesk Various DSP \$25/CPM	viewtv: adx (15%) + Sponsorships	skip	khang TV Platform (20%)	viewtv: PO/CDN/SSAI (\$0.03/Hr)	Direct	\$15cpm Approx 66%/gross	Cost - \$360k Rev - \$4.1m Earn - \$3.7m Rate - \$0.30/hr



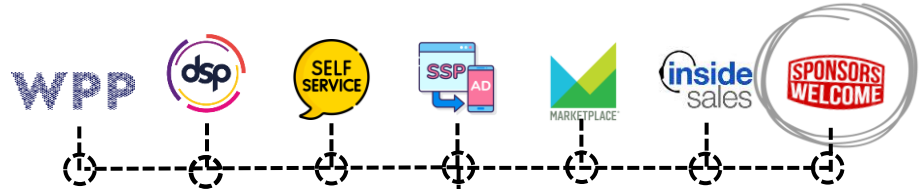
viewtv: adx

**Cut out the middleman,
all of them, and take
back your revenue**

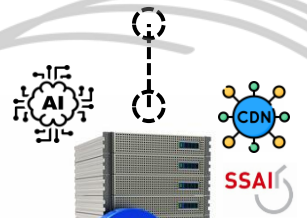


SSP's distort
the data and
deliver very
little

Middlemen
suck your
cash



100%
viewtv: adx
 CTV & Video Ad-Exchange



viewtv: origin
 TV & Video Linear Feeds

viewtv:
 CTV Platform Distribution

viewtv:
 View TV Cloud Platform

viewtv:
 View TV App Market



On-premise TV Service



Managed Services



Cloud-Playout Platform



Video Content Library



DOOH Signage & TV

Radio Station/Podcasts

Webcams/Live Events

knapang TV Platform

CTV OEM Platforms



In-Car Entertainment



Legacy FAST Platforms



MEDIA BROADCAST ecosystem

viewtv:STUDIOS

viewtv:STUDIOS
RED CARPET

REALLY FAST, REALLY COOL



ROI THEATRICAL RELEASE

viewtv:STUDIOS RED CARPET

7 DAYS BEFORE THURSDAY RELEASE



SHOW ADVERTISED & PROMOTED



RELEASE NIGHT



LIVE STREAMED



LINEAR TELEVISION



24 HOURS LATER

RELEASED ON VOD PLATFORMS



VIDEO ON DEMAND



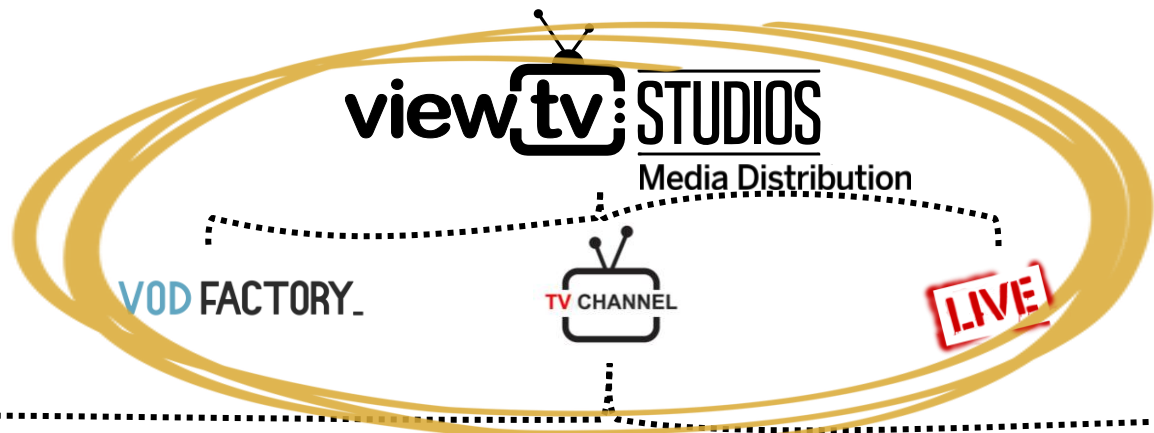
NEXT 4 WEEKS



ROI GROWTH

*Make your
video content the hero*

2270K



k!mpang super smart tv The Roku Channel peacock sling xumo SAMSUNG TV Plus mi xiaomi FreeCast

tubi pluto WatchFree VIZIO TIVO STK PLEX hulu sky glass TalkTalk

Rakuten LG apple tv+ prime video HBO Disney+ twitch YouTube TV

local LOW fubo TV NETFLIX CBS hulu viu

...and many, many more

ONCE A CHANNEL IS PART OF THE VIEW TV NETWORK IT CAN BE DELIVERED TO ALL PLATFORMS EASILY USING POINT TO POINT HLS INTEGRATION DELIVERING ADS AND REPORTING LIVE AUDIENCE DATA

In CTV, we
monetize on-
demand content
in the same way
– content
investors have
brought into
View TV's
sustainable ROI





Original Content Funding for CTV AVOD and Linear –

Show Production Budget =	6 Episodes x \$150k/Episodes =	\$900,000
Show Marketing Budget =	Est 20% of Production Budget =	\$180,000
Show Funding Administration =	Est 7% of Production Budget =	\$63,000
Show Project Delivery Support =	Est 7% of Production Budget =	\$63,000

Total Show Budget: \$1,206,000

Deal Pre-Return Payback

Content Fund (Investor) = >70%
View TV Studios (Distribution) = 20%
Content Producer (Studio) = <10%

(All IP is controlled by View TV Studios for the duration of the deals)

Deal Post-Return Payback

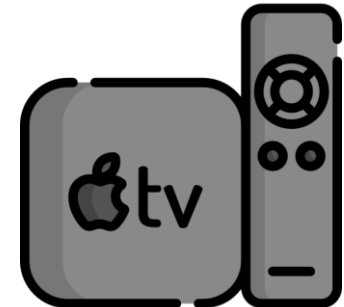
Content Funder (Investor) = <40%
View TV Studios (Distribution) = >20%
Content Producer (Studio) = <40%

Cost of Fund raising is 1.5% of ask in advance of pitch and then an additional 5.5% on signing.



viewtv: specs

Video Content Format –	MP4 VOD 1920 x 1080 x 60 FPS or 29.97 x >15Mbps MP4 VOD 3840 x 2160 x 60 FPS or 29.97 x >35Mbps
Linear TV Feed Format -	SRT – 15Mbps 1080 or 35Mbps 4K – 1+1 Feeds
Audio Format –	320kps (all formats accepted)
Closed Captions -	Various formats accepted – STL Preferred
Content Title -	Less than 128 Characters
Content Data -	Listed on The Movie DB (TMDB)
Content Graphics -	As Per The Movie DB (TMDB) fully populated





Questions & Answers – VOD Content Audience Growth

Question: How will the series be marketed to bring in viewers?

Answer: Our marketing approach is genre-specific and rooted in traditional methods. We're also leveraging CTV ad placements, partnering with YouTube influencers, and utilizing targeted pay-per-click ads and OOH signage to maximize reach.

Question: How do you demonstrate that you can deliver an audience?

Answer: We prioritize content marketing over platform promotion, backing it up with strategic editorial placements and in-content promotions. Every marketing effort is geared towards achieving a strong ROI.



Questions & Answers - Content Rights & Exclusivity

Question - What is the exclusivity period for the content?

Answer: Exclusivity terms are flexible and negotiated on a case-by-case basis, but we typically target a 12-month window. If investor partners are involved, they often require perpetual rights.

Question - Can the series be sold elsewhere after that period?

Answer: View TV Studios acts as the primary distribution agent, with no restrictions on distribution channels - our deals are designed to optimize revenue across all platforms to any partners on behalf of the content owners.



Questions & Answers - Monetization Timeline

Question - What is the timeline from delivery to first revenue?

Answer: Typically, content goes live within 7-14 days, accompanied by a marketing push. Revenue is tracked in real-time, with consolidated reports delivered weekly, every Sunday at midnight.

Question - Are payments monthly, quarterly, or on another schedule?

Answer: Payment are made 45 days in arrears and reported weekly.



view tv: **MORE**
& *MORE*

SKIP

TO BE CONTINUED...

Thank
You

Thank you for engaging with View TV, if you have any further questions please engage directly with us, on the details below.

We look forward to having you as part of our network as the future of television solidifies.

We look forward to your feedback.

Many Thanks

View TV Studios

stephen@viewtvx.com