broadcast
cdn

$0.0025/gb Broadcast Grade CDN

FAST2.0
broadcast streaming standard

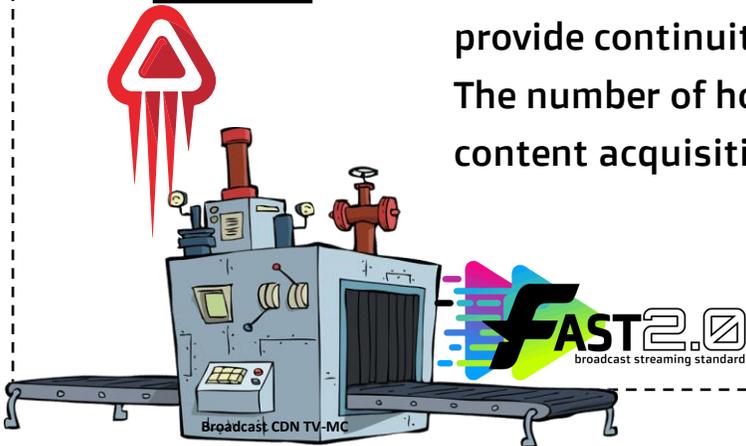**broadcast cdn**

FAST2.0 broadcast streaming standard

pitch?

Broadcast CDN provides a single seamlessly integrated live & on-demand television solution incorporating six key seemly integrated services, live broadcast encoding, CDN delivery, SSAI Ad-replacement technology, broadcast monitoring, audience reporting & ad decisioning (ADS) all incorporated into a single proven solution to deliver live & on-demand television to any OTT/CTV or App platform globally.

Connected Television formats should not be different, there are obvious efficiencies and benefits in FAST & Connected Television distribution, but the format that audiences have engaged with for years was not broken and did not need fixing. BroadcastCDN supports the FAST2.0 standard to enforce the formats accepted by viewers & advertisers.

Connected TV & FAST distribution like existing cable and satellite services has to keep viewers engaged and provide continuity & confidence to the advertisers, and both appreciate professionally curated schedules. The number of hours watched multiplied by advertiser revenues provides a sustainable business model for content acquisitions, creation & commissioning using our simple glass-to-glass technology.

"What ever you do, do it well…" Walt Disney 1962

Broadcast CDN TV-MC

FAST2.0 broadcast streaming standard

https://broadcastcdn.net

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who?

Broadcast CDN enables existing broadcasters & content owners to distribute, transcode, deliver & monetise their channel & content _via VOD or a SCTE enabled SRT or RIST live feed._ Our distribution team support you, mentor deals & get you delivered to all platforms FAST as well as delivering master feeds to other networks.

The Broadcast CDN team supports you as if you had hired a dedicated technical team to technically deliver & maximise revenues using proprietary AI tech, taking advantage of FAST2.0 standards.

We <u>integrate your existing channel playout via SRT /RIST to provide your with a pick up appliance, providing unlimited scalability for a fixed fee of $0.04-$0.10 per hour watched ($0.0025/gb CDN equivalent) and you keep 100% of revenues earned .</u>
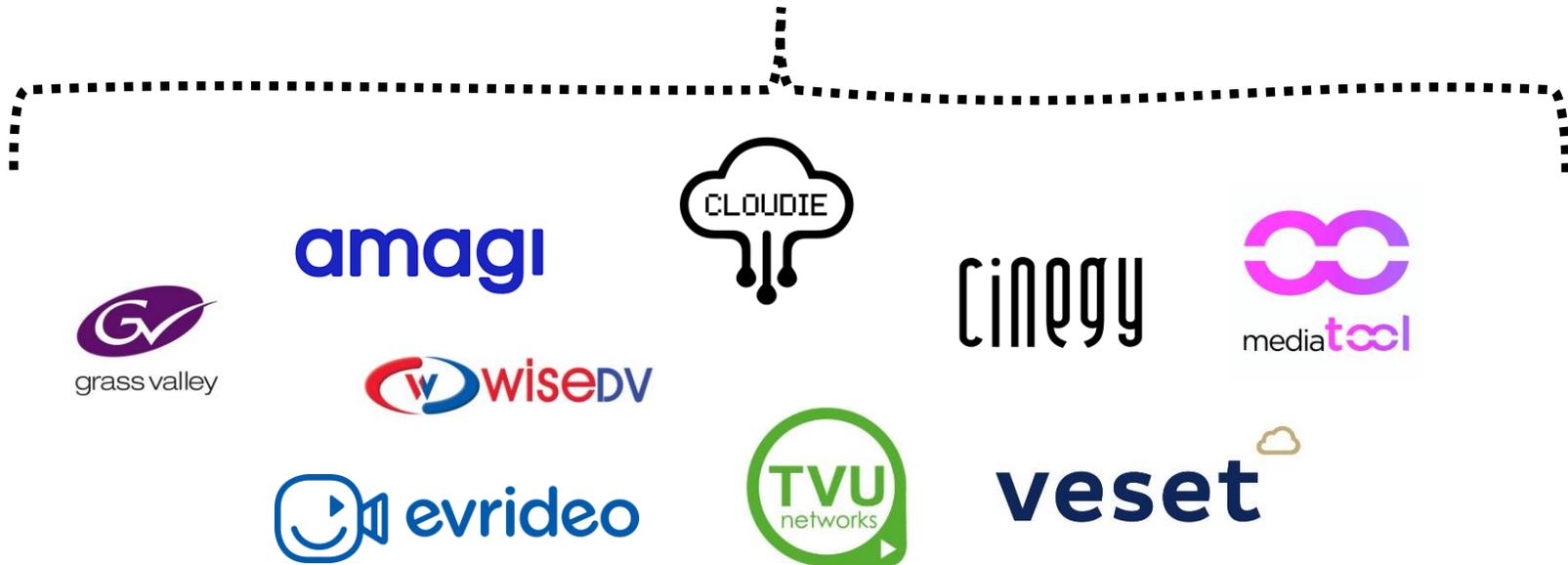
We champion FAST2.0 standard channels that look like traditional TV channels rather than the soulless auto scheduled playlists of early tech adopters that cut corners but offend viewers and advertisers as these succeed.

Big TV & CTV platforms want FAST2.0 channels because they understand broadcast- standard channels are watched by more people for longer that attract large brands, advertisers & sponsors who pay higher rates and we can help you benefit from both of these commercial benefits.
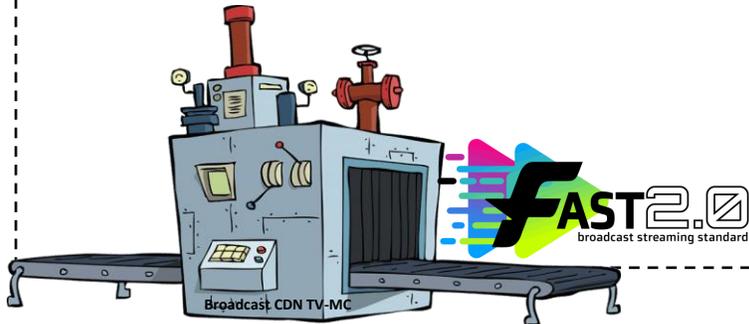
…..and more importantly you get to spend more time building your channel.

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works?

Which Suppliers are FAST2.0 Compliant

amagi

CLOUDIE

cinegy

mediatool

grass valley

wiseDV

evrideo

TVU networks

veset

We have awarded FAST2.0 compliant suppliers with compatibility award as we have accepted services from them that comply with FAST2.0 standard channels.

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share?

Broadcast CDN Market Place to get you seen everywhere

Kapang evolving tv

The Roku Channel

sling

XUMO

peacock

SAMSUNG TV Plus

DistroTV

tubi

pluto tv

WatchFree VIZIO

TIVO

STIRR

rad.

ATMOSPHERE

PLEX

eir

FreeCast

local now

netgem.tv

KlowdTV

ZEASN

Glewed TV

Rakuten

TCL

mi xiaomi

LG Channels

SPORTY STUFF TV

VIZIO

twitch

...and many, many more

We are able to negotiate & deliver your channel(s) to multiple third-party platforms without cost, as FAST2.0 standard channels makes it more attractive.

FAST2.0 broadcast streaming standard

Broadcast CDN TV-MC
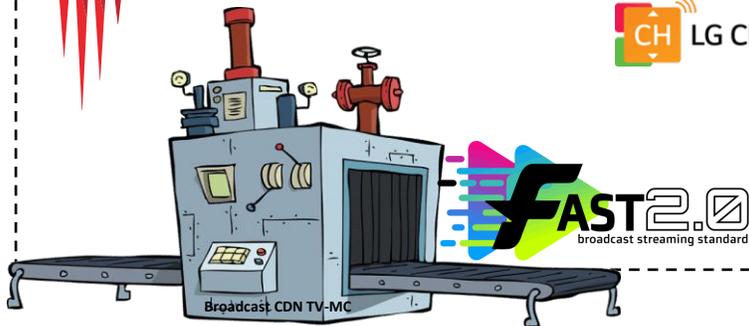
REASON 1: We take an SRT or RIST feed from an existing playout service or if you have onsite playout we can provide an SDI appliance. A playout which cannot deliver SRT or RIST will rarely look like **"Real TV",**

REASON 2: *We monitor, transcode, deliver & monetise your channel 247 to relieve you of technical integration*,

REASON 3: FAST2.0 is proven to provide **higher value ads**, **sponsorship** and **longer viewing times**,

REASON 4: **WANTED** - **TV brands & CTV platforms demand more FAST2.0 standard channels,**

REASON 5: Broadcast CDN provide you with constant feedback to support you & **increase your earnings**,

REASON 6: Your Channel gets a guaranteed prominent **80/20 Rev Share** EPG on Kapang TV Platform in UK & USA*,

REASON 7: Your channel is connected and earning money & **entertaining viewers within a few days**,

REASON 8: **We record your channel, report on the ad break detection and show you revenue instantly,**

REASON 9: **All channels are >5-8mbps 1920 x 1080 minimum broadcast specification with HLS VBR renditions,**
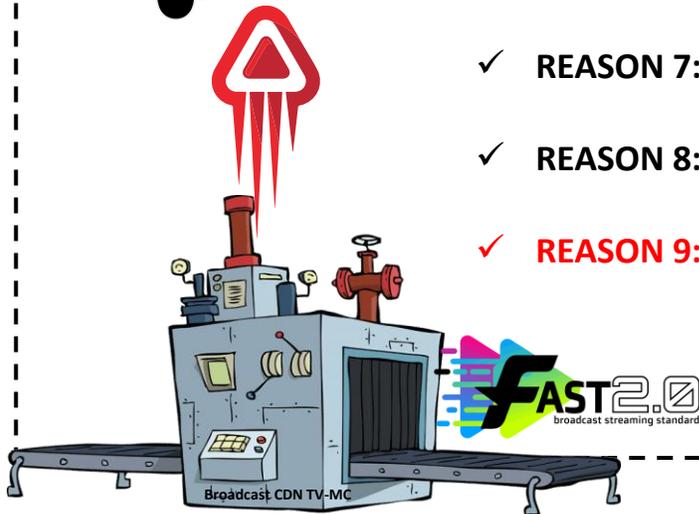
The Broadcast CDN Creators Team supports content producers, owners & channels to benefit from the management & distribution of FAST & AVoD experiences.

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SPECS

✓ **Product Spec 1:** **All channels & VOD are encoded using broadcast appliance transcoders with dynamic encoding,**

✓ **Product Spec 2:** All channels are broadcast at 5 bit rates from 8mbps 1080p to 1mbps 576p with fast selections,

✓ **Product Spec 3:** Broadcast CDN team monitor 24/7/365 and email you if you are missing ad-break beacons, sound, picture or origin feed failure with 1 hour backup feed or click over to 2nd origin feed automatically.

✓ **Product Spec 4:** All channels are recorded from 1 hour to 90 days with ad break recording and instant rewind,

✓ **Product Spec 5:** **All unsold adverts are 100% filled for consistent ad-break viewer experience & additional revenues,**

✓ **Product Spec 6:** **Broadcast CDN can provide full instant ad stats and broadcast stats**

✓ **Product Spec 7:** All channels include ad replacement of up to 28 adverts per hour with included ad transcoding,

✓ **Product Spec 8:** **No additional costs to send origin or HLS feeds to other TV platforms, all options billed to platforms,**

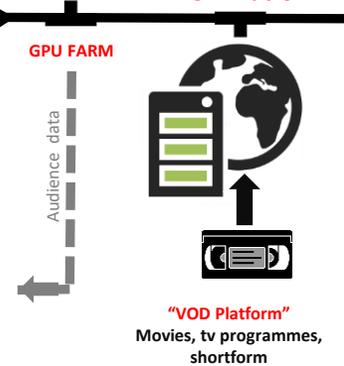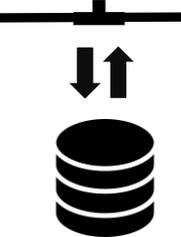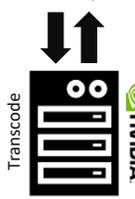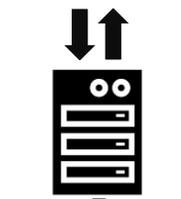**Broadcast CDN team makes sure you are seen everywhere all of the time**

Broadcast CDN TV-MC

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FAST2.0 broadcast streaming standard
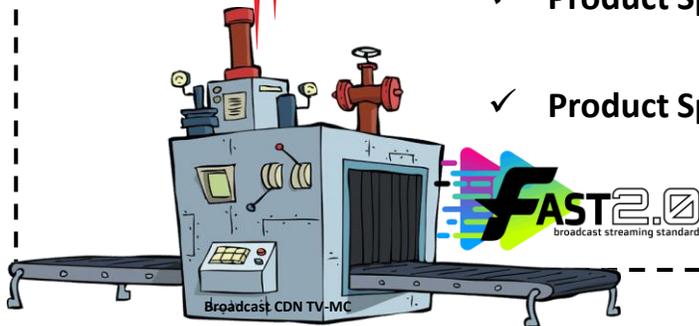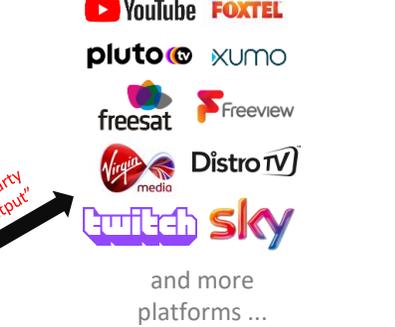
how?

Channel owner supplies:

XML TV EPG SCHEDULE

LIVE STREAM SRT/SCTE or BROADCAST SDI SENDER

CHANNEL GRAPHICS & PROMOS

"Broadcast Playout"
FAST2.0 Compliant TV

"Reverse EPG"
7 – 28 day DVR

"PayView"
Subscription
& pay per view

"SSAI CLOUD"
Server-side
Ad insertion

"Addressably"
Ad Decisioning,
yielding
& AD trading
platform

Transcode

nVIDIA

AVOD Platform

GPU FARM

Audience data

"Monetise"

"CONTENT-STORE"
Media Asset
Storage

"VOD Platform"
Movies, tv programmes,
shortform

**"AudStat" &
"AI-MCR"**
Statistics/audience &
UX monitoring

**"Broadcast CDN MIDDLEWARE
& APPS"**
Front facing customer
platform

CMS

3rd party "output"

Broadcast CDN
Private TV delivery network

"output"

YouTube FOXTEL

pluto tv XUMO

freesat Freeview

Virgin media DistroTV

twitch sky

and more platforms …

#kapang

Broadcast CDN - Distributed to tv set top
boxes. Smart tv's, mobile, tablet, computer &
other ott devices VIA local tv APP
wifi/Broadband, fibre, leased line, 5g/4g mobile
& public wifi

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Broadcast CDN TV-MC

We use a hybrid solution consisting of best-of-breed software & technology
providers to deliver a high quality, best in class TV experience.

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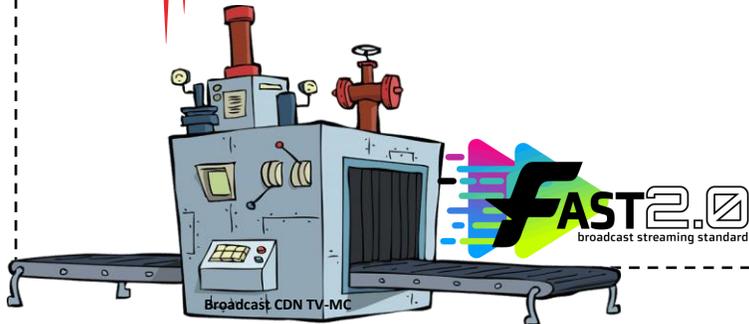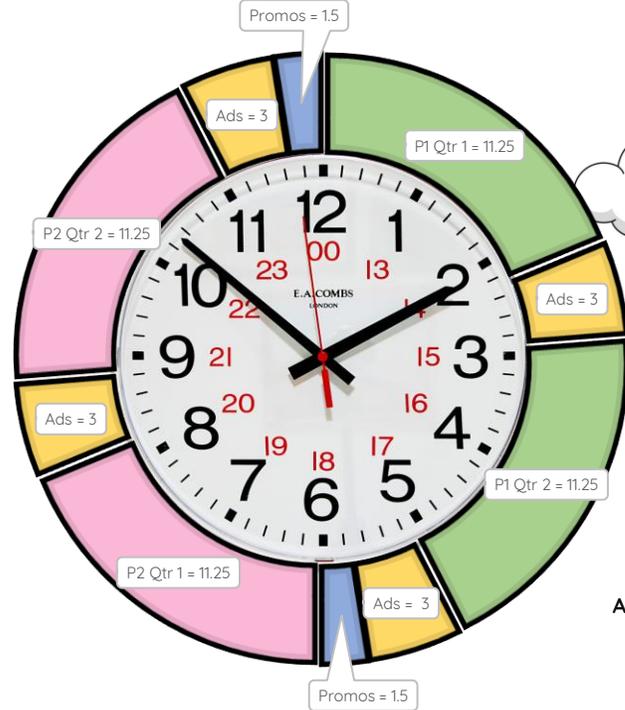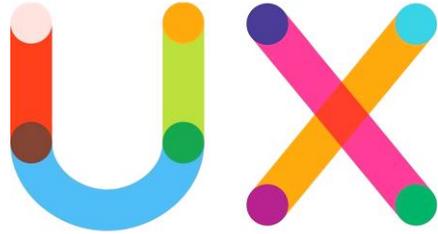
Two ½ Hour TV Programmes (2 x 22.5 mins)
12 Ad Minutes per hour shown
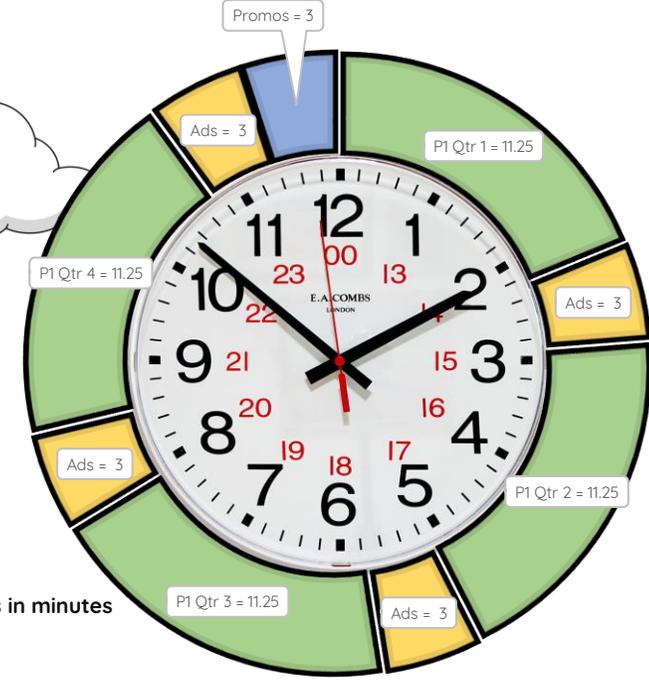
One Hour TV Programmes (1 x 45 mins)
12 Ad Minutes per hour shown

All figures in minutes

All ad breaks lengths should be consistent. Ad break duration equal to 2, 3, 4, 5, 6, 7 or 8 x 30 second spots only = 60,90,120,150,180,210,240 secs break length

https://kapang.com/studios

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FAST2.0
broadcast streaming standard
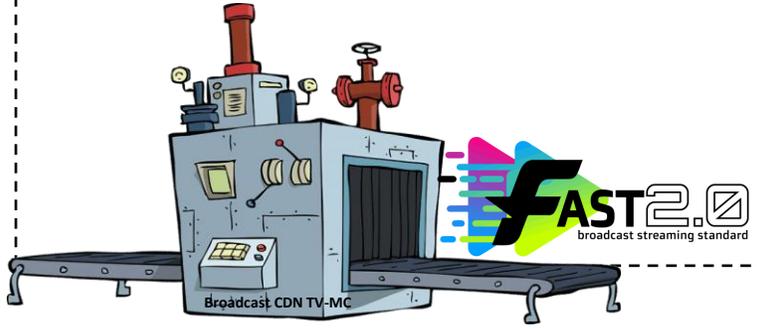
earn?

Broadcast CDN includes a broadcast-grade ad insertion system for monetising all live and vod feeds

AD BREAK - 180 SECS

LIVE TV OR VOD FEED

END OF PART 1

NEW AD BREAK
VALUE = £0.07

OLD AD BREAK
VALUE = £0.01

DROP 'N' STITCH TECHNOLOGY

PART 2

SENT TO VIEWER

Insert or replace with paying ads

Bids & inserts automatically based on viewer

Ad break

Sample Scenario

| 15s | 30s | 30s | 15s | → | $56.20 CPM |

| 15s | 60s | 6s | 6s | → | $61.50 CPM |

Maximise Break Values

Broadcast CDN TV-MC

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Addressably can be contracted to provide maximised fill on all ad- breaks

Blind ad bidding

Direct Targeted Ad Deals

Colgate
Mercedes-Benz
ASDA

Internal Ad Sales

Sale!
Sale!

Automated SSP Platforms

OpenX
groupm
SPOTX
FREEWHEEL A COMCAST COMPANY
Magnite
Google Ads

Cloud

addressably audience based ad targeting for connected tv

ADS

CTV Channel 1

CTV Channel 2

CTV Channel 3

JUKIN MEDIA

LIVE TV OR VOD FEED

SENT TO VIEWER

DROP 'N' STITCH TECHNOLOGY

The Addressably transaction cloud provides the best ad choice based on live data related to programmes being viewed and devices being used

#kapang evolving tv
sling
hulu
YouTube
FOXTEL
pluto tv
XUMO
freesat
Freeview
Virgin media
DistroTV
twitch
SKY

and more platforms ...

LOGO TEXT HERE SLOGAN HERE

Your own app & CMS

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https://kapang.com/studios
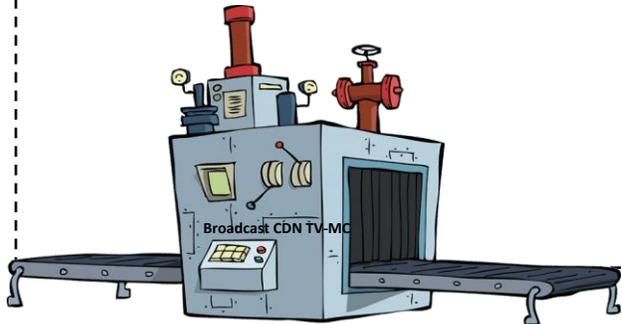
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FAST 2.0
broadcast streaming standard
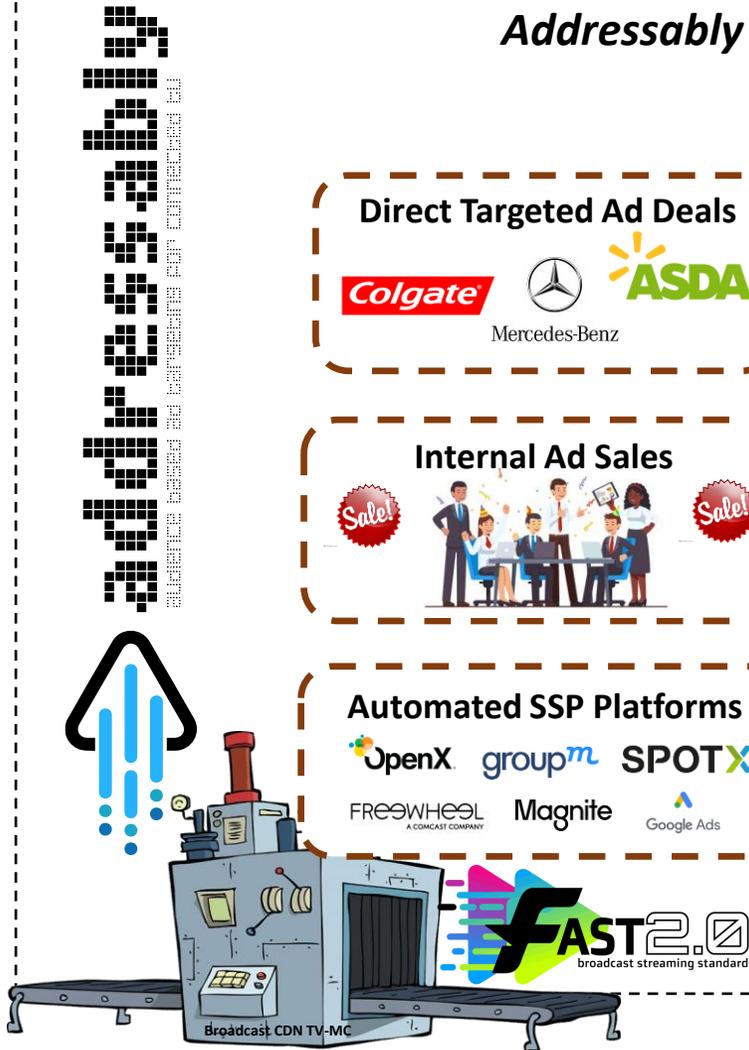
"Could I build an integrated solution?"

The sheet below details the costs of building a hybrid solution using four existing suppliers:

works?

Sub Service	Supplier	Cost	Supplier	Cost
Broadcast-grade CDN	Broadcast CDN	$0.06/hour	Akamai	$0.030/hour
Broadcast Distribution	Broadcast CDN	Included (Any platform)	Zixi	$0.013/hour
Broadcast Transcoder	Broadcast CDN	Included (8mbps 5 x HLS)	aws elemental	$0.015/hour
Broadcast-grade SSAI	Broadcast CDN	Included	publica	$0.036/hour
Ad Decisioning Service	Broadcast CDN	Included SpringServe	publica	$0.018/hour
Broadcast Monitoring & compliance recording	Broadcast CDN	Included	TAG	$0.015/hour (Monitoring only)
Total Cost		$0.06/hour		$0.127/hour

The costs are based on delivering a single channel to one platform for 100,000 hours at 1080HD 8mbps with all fixed charges being amortised per hour and does not detail integration or management costs.

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Fast 2.0 broadcast streaming standard

how much does it cost....?

costs?

Description	Broadcast CDN 1K "Start-up"	Broadcast CDN 10K "Niche"	Broadcast CDN 100K "Channel"	Broadcast CDN 150K "Major"
Monthly Cost per channel	**$100**	**$700**	**$6,000**	**$50,000**
Set-up Fees per channel	$0.00	$0.00	$0.00	$0.00
CDN Cost/hr watched	**$0.10/hour**	**$0.07/hour**	**$0.06/hour**	**$0.05/hour**
Contract Length	30 days	30 days	30 days	30 days
Hours included	**1,000 hours**	**10,000 hours**	**100,000 hours**	**1,000,000 hours**
Estimated Revenue*	$0.24-$0.48/hr	$0.26-$0.48/hr	$0.28-$0.52/hr	$0.30-$0.58/hr
Storage Costs (DVR/Comp)	$0.10/hour	$0.07/hour	$0.06/hour	$0.05/hour
SSAI – Ad Insertion	Included	Included	Included	Included
Live Transcoder	N+N Broadcast-grade	N+N Broadcast-grade	N+N Broadcast-grade	N+N Broadcast-grade
Channel 247 Monitoring	Included	Included	Included	Included
Ad-fill rev-share	0.00%	0.00%	0.00%	0.00%
Platform Connector Fee	$0.00	$0.00	$0.00	$0.00

Note 1: The channel is guaranteed by our partners to not make any less than $0.01/minute of advertising so you will always be cash positive with up to 14 mins of ad breaks ad breaks,

Note 2: All technical fees including CDN, SSAI, Ad servers, Transcode & Monitoring are covered in either a single fixed cost delivery fee with no setup or additional fees,

Note 3: All channels broadcast at a 1080 with 5-8mbps high bitrate and up to 5 stage HLS ladder for automatic responses to device and connectivity, other services pass off 720p @ 3Mbps as HD

* Forecasted gross revenue based on 4 x 3 minute advertising breaks & ad break bumper sponsors before any platform revenue share deals,

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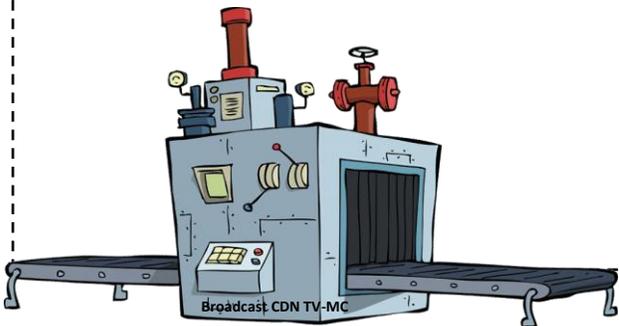
earn?

earnings example:

Example: 100k hrs (linear & aVOD) delivered across all platforms e.g. KAPANG TV USA:

AUDIENCE x BREAK QUANTITY x BREAK AD COUNT x AD SPOT VALUE =   GROSS AD REVENUE

Funds received from "SPOT ADS & Bumpers " (6 x 4 30 sec ad's/hour @ $15.26cpm) avg $0.36/hour   **$36,000.00 (Approx)**

TECHNICAL DELIVERY FEES - Storage and technology delivery fees 100,000 hours at $0.06/hour   -$6,000.00

STORAGE FEES – 5TB @ $0.06/gb   -$300.00

ORIGIN SERVICE FEES – SRT Connection fees for Live TV Channel & AVoD experience =   -$0.00

_____

Net Ad Revenue = $29,700.00

Example 80/20 with Kapang Platform revenue share   PLATFORM REVENUE SHARE Fees @ (20%) = -$7,200.00
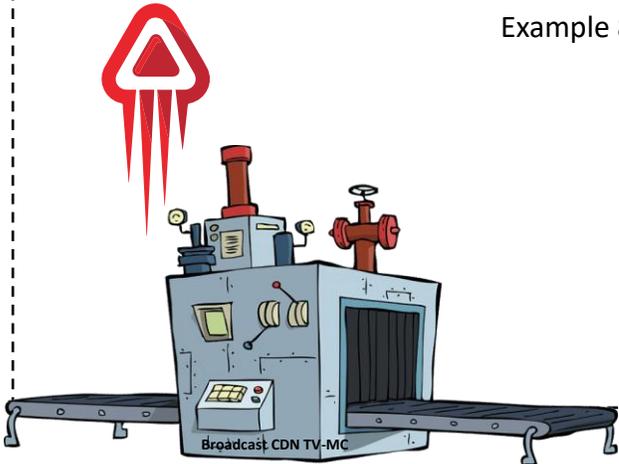
Channel Net Revenue= $22,500.00 (>60% of Gross)

Channel Net Revenue/hr= $0.225/hour watched

Note: 12,500 hours a day would provide earnings >$1m a year

80/20

Broadcast CDN TV-MC

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Example scenarios with playout software low-start businesses on Kapang?

The Stakeholder		Eco-System Model	100k hrs @ $0.36avg/hr	1m hrs @ $0.38avg/hr	10m hrs @ $0.42avg/hr
Ecosystem Earning:		$0.24 - $0.80/hour	**$36,000 Earned**	**$380,000 Earned**	**$4.2m earned**
#kapang evolving tv	Audience	Avg 20% Revenue Share	$7,200 (20%)	$76,000 (20%)	$840,000 (20%)
broadcast cdn	Broadcast	Avg $0.04-0.10/hr	$6,000 ($0.06/hr)	$50,000 ($0.05/hr)	$500,000 ($0.05/hr)
amagi cinegy evrideo mediatool wiseDV CLOUDIE TVU networks veset	Playout & Support	Broadcast Playout	$2,500 N+0	$4,000 N+1	$8,500 N+N
Channel Owner Earnings:		Remaining Earnings	$20,300 (56%)	$250,000 (66%)	$2,851,500 (68%)

view tv group