



## Kapang adX compared to traditional FAST Channel Routes

		Ad Purchase Cost	Advertiser Agency	DSP Service	Ad Exchange	SSP Service	Content Platform	Content Agent	Payout/CDN Provider	Content Owner	Rev for 1m/hrs content watched	
<b>FAST</b> The Art of Digital Video.	Revenue Flow	Supplier	Advertiser	Group M	Tradedesk	Freewheel	Wurl	Plex /Freevee	Cinedigm	Amagi	Rathergood TV	Example Revenue
	Earnings/1m/hrs			\$126,000	\$142,800	\$114,240	\$91,392	\$182,784	\$91,392	\$50,000	\$67,392	
		Supplier Units	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Gb		
		Deduction	0%	15%	20%	20%	20%	50%	50%	\$0.020		
		Pass through	100%	85%	80%	80%	80%	50%	50%	N/A		
	Gross Earnings			-15%	-17%	-14%	-11%	-22%	-11%	-3%	8% Gross Earnings	Rev/Hr \$0.067
	Ad CPM Cashflow		\$35.00	\$29.75	\$23.80	\$19.04	\$15.23	\$7.62	\$3.81	\$2.81	\$2.81 NET Earnings	\$67,392 16.1%
	Deductions			-\$5.25	-\$5.95	-\$4.76	-\$3.81	-\$7.62	-\$3.81	-\$1.00	-\$32.19 Deductions	-\$772,608
<b>Kapang adX</b> super smart tv	Deductions			-\$5.25	-\$4.46	-\$4.75	\$0.00	\$0.00	-\$2.05	-\$1.00	-\$17.52 Deductions	-\$420,390
	Ad CPM Cashflow		\$35.00	\$29.75	\$25.29	\$20.54	\$20.54	\$20.54	\$18.48	\$17.48	\$17.48 NET Earnings	\$419,610 622.6%
	Gross Earnings			-15%	-13%	-14%	0%	0%	-6%	-3%	50% Gross Earnings	Rev/Hr \$0.420
		Pass through	100%	85%	85%		100%		90%	N/A		
		Deduction	0%	15%	15%	\$4.75	0%	\$0.00	10%	\$0.020		
		Supplier Units	Rev Share	Rev Share	Rev Share	CPM	Rev Share	CPM	Rev Share	Gb		
	Example 1m Rev			\$126,000	\$107,100	\$114,000	\$0	\$0	\$49,290	\$50,000	\$420,390	
Revenue Flow	Supplier	Advertiser	Group M	Tradedesk	Kapang adX	None	Kapang TV	View TV	View TV	Rathergood TV	Example Revenue	
		Ad Sale Cost	Advertiser Agency	DSP Service	Ad Exchange	SSP Service	Content Platform	Content Agent	CDN/Payout Provider	Content Owner	Rev for 1m/hrs content watched	



## Kapang adX compared to YouTube

		Ad Purchase Cost	Advertiser Agency	DSP Service	Ad Exchange	SSP Service	Content Platform	Content Agent	Payout/CDN Provider	Content Owner	Rev for 1m/hrs content watched		
YouTube	Revenue Flow	Supplier	Advertiser	Various	Google	None	None	YouTube	None	YouTube	Rathergood TV	Example Revenue	
	Earnings/1m/hrs			\$90,000	\$102,000	\$0	\$0	\$183,600	\$0	\$0	\$224,400		
		Supplier Units	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Rev Share	Gb		
		Deduction	0%	15%	20%	0%	0%	45%	0%	\$0.000			
		Pass through	100%	85%	80%	100%	100%	55%	100%	N/A			
		Gross Earnings		-15%	-17%	0%	0%	-31%	0%	0%	37% Gross Earnings	Rev/Hr	\$0.224
		Ad CPM Cashflow	\$25.00	\$21.25	\$17.00	\$17.00	\$17.00	\$9.35	\$9.35	\$9.35	\$9.35 NET Earnings	\$224,400	53.5%
		Deductions		-\$3.75	-\$4.25	\$0.00	\$0.00	-\$7.65	\$0.00	\$0.00	-\$15.65 Deductions	-\$375,600	
Kapang adX													
		Deductions		-\$5.25	-\$4.46	-\$4.75	\$0.00	\$0.00	-\$2.05	-\$1.00	-\$17.52 Deductions	-\$420,390	
		Ad CPM Cashflow	\$35.00	\$29.75	\$25.29	\$20.54	\$20.54	\$20.54	\$18.48	\$17.48	\$17.48 NET Earnings	\$419,610	187.0%
		Gross Earnings		-15%	-13%	-14%	0%	0%	-6%	-3%	50% Gross Earnings	Rev/Hr	\$0.420
		Pass through	100%	85%	85%		100%		90%	N/A			
		Deduction	0%	15%	15%	\$4.75	0%	\$0.00	10%	\$0.020			
		Supplier Units	Rev Share	Rev Share	Rev Share	CPM	Rev Share	CPM	Rev Share	Gb			
		Example 1m Rev		\$126,000	\$107,100	\$114,000	\$0	\$0	\$49,290	\$50,000	\$420,390		
		Revenue Flow	Supplier	Advertiser	Group M	Tradedesk	Kapang adX	None	Kapang TV	View TV	View TV	Rathergood TV	Example Revenue
		Ad Sale Cost	Advertiser Agency	DSP Service	Ad Exchange	SSP Service	Content Platform	Content Agent	CDN/Payout Provider	Content Owner	Rev for 1m/hrs content watched		