



k+pang *Fast+*
super smart tv
The first fully integrated FAST Platform



**Empowering TV Broadcasters,
Content Studios & FAST Channels:
An **AMAZING!** 66% Gross Ad-Funded
Monetization, Zero SSAI Fees, 5x
FAST Revenues, and Over Twice the
Revenues of YouTube!**



WHAT? is FAST+



FAST, in the context of media channels, stands for Free Ad-Supported Streaming Television. It's a type of digital platform that offers viewers access to a variety of content, including both linear channels and on-demand programming, without any subscription fees. Instead, these channels generate revenue through targeted advertising integrated within the content.

Broadcasting FAST channels involves meticulous scheduling and programming, like traditional television, but with the added flexibility of being accessible on multiple consumer devices like smart TVs, mobile phones, and computers. Advertisements are strategically placed at intervals within the content, and advanced TV scheduling tools are often used to automate the process for efficient delivery.



SKIP



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Content
is King

LAUNCH
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CTV ECOSYSTEM 4

Kapang is the first all-in-one FAST platform, enabling broadcasters and content owners to monetize their content seamlessly, without juggling multiple suppliers or requiring dedicated streaming and ad-tech resources.

With Kapang, you get a fully integrated solution that ingests, encodes, delivers, and monetizes broadcasters and content owners from a single platform.


By streamlining the traditional FAST ecosystem, Kapang cuts costs and boosts revenues, delivering the same audience and advertiser reach with fewer intermediaries to deliver best in class revenues. Experience groundbreaking efficiency and maximize your broadcast potential with Kapang.



TV broadcasters are raking in real profits with our cutting-edge streaming TV solution. Sidestep costly multi-hop FAST channel revenue deductions and tap into the integrated platform with private ad-marketplace monetizing all video content genres and broadcasters of any size.

CONTENT IS KING! 

We solved FAST problems by creating a hybrid of Legacy TV & YouTube.....

- 
1. 100% ad-fill for a great audience experience & maximised revenues,
 2. A single supplier agreement, no technology to integrate or hidden revenue shares,
 3. Content & channel revenues are paid within 28 days,
 4. Live revenue & audience data dashboard,
 5. Avoid costly revenues shares with simple SaaS options,
 6. Streaming Channel & Content onboarding in days,
 7. Integrated with dozens of TV playout service providers,
 8. Channels have global variants with GEO blocking & localised ads,
 9. No content or channel selection process, all TV partners accepted,
 10. Live event broadcasting, radio, movies, episodic & podcasts welcome,
 11. All costs are billed as a simple integrated CDN fee, no SSAI fees to pay,
 12. Live TV, EPG, VoD, DVR & live event feed options for all channel providers,



CONNECT	PLAY	VIDEO	LOCAL	Radio	PODCAST	LIVE
Connect existing Broadcast Channels	Managed or Self-Service Playout	Video-on-demand (AVOD)	Connect existing Local TV Channels	Connecting Visual Radio Services	Live & On-Demand based Podcasts	Live-Events, Webcams & Shows
Ad-funded & Subscription	Ad-funded & Subscription	Ad-funded, Transactional & Subscription	Ad-funded & Subscription	Ad-funded & Subscription	Ad-funded & Subscription	Subscription or Transactional
Taking existing channels from on-premise or 3 rd Party Cloud Playout Solutions and monetizing to audiences	Kapang Studios manage produce or mentor channels using broadcast grade cloud playout for content owners and brands	Delivery and transmission of video on demand assets powered by advertising	Taking existing channels from on-premise or 3 rd Party Cloud Playout Solutions	Taking existing channels from on-premise using cameras or interactive graphics to turn radio into a visual experience	Delivery and transmission of video on demand assets monetised by advertising or the subscription model	Managed Service live events via the View TV Live platform where events are embedded into a single channel

Kapang can accept a channel from almost all creative origin points



LAUNCH



SUPER! k!pang
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MEDIA *Fast+* BROADCAST

- playtv
- sdi.
- NDI
- HDMI
- SRT
- RIST



kapang origin
super smart tv



kapang adx
super smart tv

ADS SSP AD DSP SPONSOR

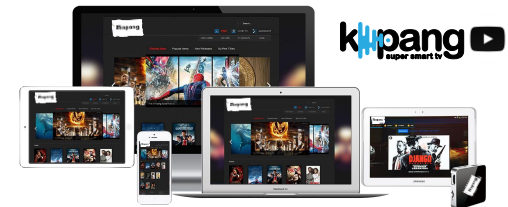


kapang cloud
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Technology
DVR, Time Shift, Payout, Reporting
Dashboard, Transcode & more

pixel

HLS HLS



Kapang Direct to Consumer Platform- Distributed to tv set top boxes. Smart tv's, mobile, tablet, computer & other ott devices VIA local tv APP



- YouTube FOXTEL
- pluto xumo
- freesat Freesat
- Virgin media DistroTV hulu
- twitch sky sling
- and more platforms ...

The ecosystem



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LIVESPORT



Kapang hits the mark for viewers, advertisers, and content owners alike. It fuels sustainable growth for premium content owners and broadcasters, rapidly expanding their channels. With Kapang, live sports is now viable to be offered as a free-to-air service, amplifying reach, engagement, and game-changing revenues.

TOP SECRET

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FASTER

Streaming TV just got REAL!

(Free-to-watch) + (Ad-funded) + (Streaming) + (Television) + (Enhanced) + (Revenues)





**Pricing – Linear FAST & Simulcast
+ Radio, Chat, Info & Local TV**



Connect+

Connect an existing Linear FAST feed with all Platform & CDN fees deducted preferentially from NET Revenues



Studio+

For content owners, Kapang will build and deliver the channel with broadcast ployout and payout NET revenues.



Broadcaster+



Connect your on-premise or cloud hosted managed channel to Kapang via a simple N+N connector & earn.



Managed+

Kapang Managed Ployout Service for Content Channels requiring a Branded Service delivering max revenues

Platform Channel Fee	66/33 Rev Share	66/33 Rev Share	\$1,170/week	\$1,770/week
Revenue Share – Amount of Ad revenue shared with Kapang	66% to Content Owner	66% to Content Owner	100% to Channel	100% to Channel
CDN & SSAI Pricing – Cloud Technology Fees	Deducted / \$0.00CPM	Deducted / \$0.00CPM	\$0.01/Gb / \$0.00CPM	\$0.01/Gb / \$0.00CPM
Channel EPG Features – Channel Platform Features	Audstat & Monitoring	Audstat/Mon/DVR/EPG-Shift	Audstat/Mon/DVR/EPG-Shift	Audstat/Mon/DVR/EPG-Shift
Service Connector Format – Format of Origin Feed	SRT Preferred (HLS Opt)	Managed Cloud Ployout	1080/4K SRT Only	Managed Cloud Ployout
Advertising Fill – Who is providing the advertising fill	Kapang Adx Only	Kapang Adx	Kapang Adx + Self Service	Kapang Adx + Self Service
Kapang Adx Ad-fill Commission – Programmatic Ad sales deductions	Included	Included	10%	10%
Additional Revenue Streams	Sponsorship & In-Video	Sponsorship & In-Video	Sponsorship & In-Video	Sponsorship & In-Video
Channel or Content Positioning	Bronze	Silver	Gold	Gold
Average Ad-fill per channel & Payment Terms	100% / 28 Days	100% / 28 Days	100% / 28 Days	100% / 28 Days
Service Upgrade Options	EPG Placement \$ & Marketing	EPG Placement \$ & Marketing	N+N Backup & Monitoring	\$100/Hr over 15 hours/wk
3 rd Party Channel Distribution to other platforms (optional)	\$0.02/Gb	\$0.02/Gb	\$0.01/Gb	\$0.01/Gb
Platform Marketing - Advertise your Content or Channel	\$0.02/Ad (100K min)	\$0.02/Ad (100K min)	\$0.02/Ad (100K min)	\$0.02/Ad (100K min)
NET Platform Deductions for service	Initial \$770/Week + CDN	Initial \$770/Week + CDN	\$2.75/CPM Ad-fill	\$2.75/CPM Ad-fill
Estimated NET Revenue at 1m hours of viewing/yr	\$200k	\$300k	\$300k	\$300k

 <p>Pricing – TV Series, Films & Live + Creators, Podcasts & more</p>	 <p>Indy & Creators For YouTubers and Independent production companies, make a business out of creating and monetising your works at twice the YouTube rates</p>	 <p>TV Film Library Submit your content library to Kapang without any upfront costs and earn double what Kapang does as the perfect Content & Platform Joint Venture</p>	 <p>TV Film Pro For Content Studios and Film producers launch your content in style and get PPV, Sub and AVOD Revenues FAST justifying productions quickly.</p>	 <p>Live Events Broadcast a Live Event FAST with via our Subs, FAST or PPV platform options and receive 100% of the Platform Revenues to justify any event FAST</p>
Platform Channel Fee	66/33 Rev Share	66/33 Rev Share	\$1/Sec (Content Length)	\$1/Sec (Broadcast)
Revenue Share – Amount of Ad revenue shared with Kapang	66% to Content Owner	66% to Content Owner	100% to Content Owner	100% to Content Host
CDN & SSAI Pricing – Cloud Technology Fees	Included	Included	\$0.01/Gb	\$0.01/Gb CDN
Content Features – Channel Platform Features	Reporting Dashboard	Reporting Dashboard	Reporting Dashboard	Reporting Dashboard
Service Connector Format – Format of Origin Feed	MP4 + Titles + Art (4K/1080)	MP4 + Titles + Art (4K/1080)	MP4 + Titles + Art (4K/1080)	SRT + Titles + Art (4K/1080)
Advertising Fill – Who is providing the advertising fill	Kapang Adx Only	Kapang Adx Only	Kapang Adx + Self Service	Kapang Adx + Self Service
Kapang Adx Ad-fill Commission – Programmatic Ad sales deductions	10%	10%	10%	10%
Additional Revenue Streams	Sponsor & Product Placement	Sponsor & Product Placement	Sponsor & Product Placement	Sponsor & Product Placement
Monetization Methods	FAST – PPV - Subs	FAST – PPV - Subs	FAST – PPV - Subs	FAST – PPV - Subs
Average Ad-fill per channel & Payment Terms	100% / 28 Days	100% / 28 Days	100% / 28 Days	100% / 28 Days
Service Upgrade Options	Marketing & Featured	Marketing & Featured	Marketing & Featured	Marketing & Featured
Platform Marketing - Advertise your Content or Channel	\$0.02/Ad	\$0.02/Ad	\$0.02/Ad	\$0.02/Ad
Featured Content – 1:8 cost per day + Mailshot	\$770/Day	\$770/Day	\$770/Day	\$770/Day
NET Platform Deductions for service	Initial \$1/Min/Week	Initial \$1/Min/Week	Min 100,000 Ads Marketing	\$150/hour/support
Estimated NET Revenue at 1 Million Views (1 Hour)	\$100k	\$150k	\$250k	\$250k

LAUNCH
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FAST FOOD



Its all about content and monetization

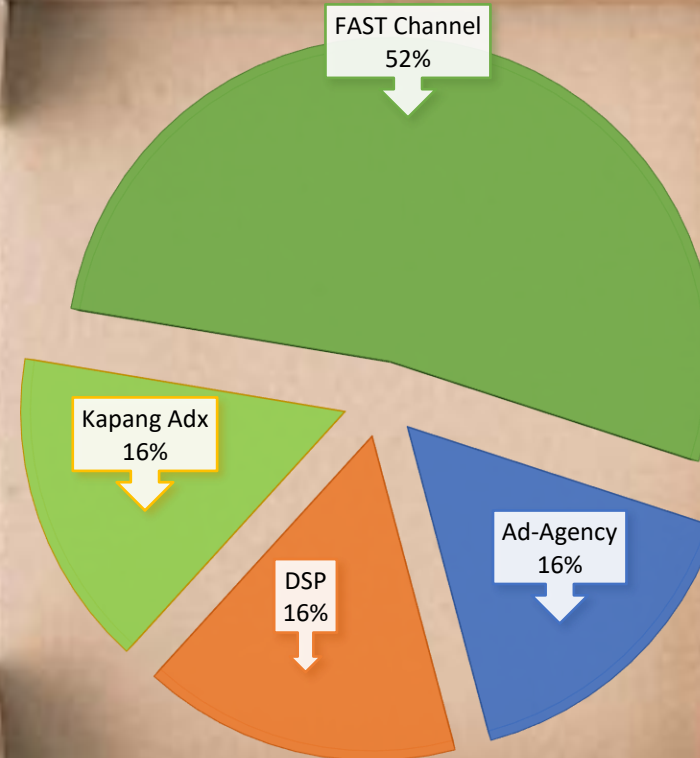
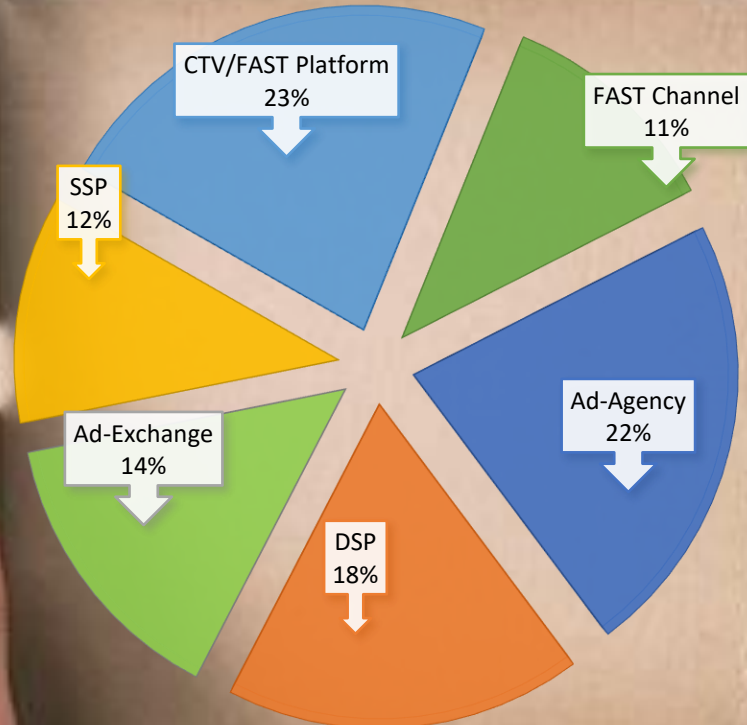




Comparing FAST Channel Revenue Models



	Avg Ad CPM	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)	Channel Partner or FAST Channel Distributor	NET Content Channel Earnings	Est Annual Revenue based on 60k viewers/day
FAST TV	Video Ad Agency Avg \$36/cpm (CTV Video)	Ad-pod Ad-fill Success (40%)	theTradeDesk Various DSP (20%)	Magnite Various Adx (20%)	orkatv Various SSP (20%)	VIZIO TV Platform (50%)	amagi PO/CDN/SSAI (\$0.07/hr)	CINEVERSE 3rd Party (50%)	\$3cpm Approx 9% of Gross Rev	Cost - \$766k Rev - \$1.10m Earn - \$334k Rate - \$0.03/hr
You Tube	Self Service Avg \$28/cpm (UGC Video)	Google (80%)	⊘	Google (20%)	⊘	You Tube (45%)	You Tube Included	⊘	\$10cpm Approx 35%/gross	Cost - \$0k Rev - \$1.60m Earn - \$1.60m Rate - \$0.15/hr
Apple TV Your LOGO?	Video Ad Agency Avg \$36/cpm (CTV Video)	Platform (60%)	theTradeDesk Various DSP (20%)	Magnite Ad Exchange (20%)	orkatv Various SSP (20%)	No cost on O&O	amagi PO/CDN/SSAI (\$0.10/hr)	Owned & Operated Platform (0%)	\$18cpm Approx 50%/gross	Cost - \$1.1m Rev - \$2.83m Earn - \$1.83m Rate - \$0.18/hr
klipang super smart tv	Agencies & Self Service Avg \$28/cpm (CTV Video)	klipang adX (100%)	theTradeDesk Various DSP (20%)	klipang adX (10%) + Sponsorships	⊘	klipang (Included in Tech Fees)	klipang PO/CDN/SSAI (\$0.07/Hr)	Direct Only (0%)	\$18cpm Approx 65%/gross	Cost - \$750k Rev - \$4.60m Earn - \$3.85m Rate - \$0.35/hr







The Gauge™

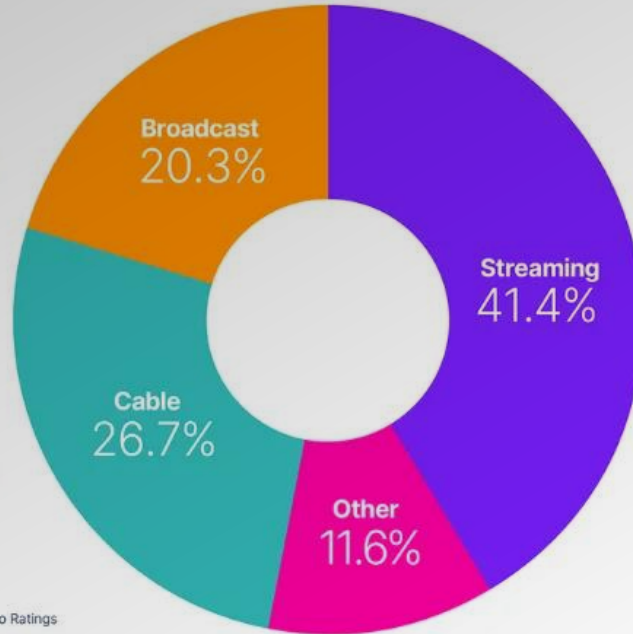
Nielsen's Total TV and Streaming Snapshot

July 2024

Total Day | Persons 2+

Linear Streaming (VMVPD/MVPD) Apps have been removed from the Streaming category. They have also been removed from Other Streaming and Hulu and Youtube now reflect to Hulu SVOD and Youtube Main without their respective VMVPD's (Hulu Live and Youtube TV).

Methodology available @ www.nielsen.com/thegauge
 Source: Nielsen National TV Panel Data plus Streaming Video Ratings
 Percentages may not sum to 100 due to rounding.
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- 6.0% Other Streaming
- 10.4% YouTube Main
- 8.4% NETFLIX
- 3.4% prime video
- 2.7% hulu SVOD
- 2.1% Disney+
- 2.1% tubi
- 1.6% Roku Channel
- 1.5% peacock
- 1.4% max
- 1.1% Paramount+
- 0.7% plutoTV

Kapang FAST Channel Questionnaire

Question	Answer	Application Question	Example Answer	Channel Answer
Contact Name		Channel Name	Full name of channel or brand	
Email Address		Example Live Channel URL	Homepage or other platform	
Contact Phone No		Channel Genre	e.g. News / Sport / Comedy	
Channel Brand		Channel Playout Software	View TV / Amagi / On-premise	
Company Name		Channel Ad-break Pattern	4 x 2.5mins ads/hr	
Company Address		What is your Social Media Reach?	Total Followers & Channel URL	Facebook = Twitter = TikTok = Instagram = YouTube =
Total number of Staff		Existing Channel Distribution?	Samsung Plus USA, Plex, TCL etc	
Total content library size	Mins	Existing Ad-provider?	Orka/Amagi/in-house/Platforms	
Current Channel Turnover		Current Traffic per month	Either CDN/Gb used or total hours watched	
Funded or Bootstrapped?		Content Licensed or Created?	Licensed or created in-house	

**Thank
You**

Thank you for engaging with us; please get in
contact with the team on

channels@kapang.com

to book events, deploy content or seek guidance
on the best solution for you.

Thank you for reading the presentation.