



	Traditional FAST Network (Approx)	You Tube Creator (Approx)	O&O Apps (Approx)	Kapang adX Channels (Approx)	Kapang adX 3 rd Party Dist. (Approx)
Average Ad-fill CPM	\$28.40	\$16.65	\$28.40 CPM	\$17.10 CPM	\$17.10 CPM
Avg Number of available Ad-Spots	20,000,000	16,000,000	20,000,000	20,000,000	20,000,000
Average Ad-fill Success	50%	80%	65%	100%	100%
Content Channel Gross Revenues	\$284,000	\$213,120	\$369,200	\$342,000	\$342,000
DSP Operator Deduction	20%	20%	25%	20%	20%
Ad-Market-Place Deduction	15%	0%	0%	20%	20%
SSP Operator Deduction	30%	0% (Inc in platform)	20%	0%	0%
CTV Platform Revenue Share	50%	45%	0%	0% (Inc in SSP)	30% (Inc in SSP)
Technology Fees for 1m hrs./yr	\$25,000	\$0.00	\$100,000	\$50,000	\$50,000
Marketing Budget for 1m Hours	TBC (Est \$10k)	TBC (Est \$10k)	TBC (Est 100k)	TBC (Est 10k)	TBC (Est 10k)
Est NET Channel Revenue 1m/hrs. <small>(Gross Revenue Earnings for Content Channels)</small>	\$42,592 <small>(14.99%)</small>	\$93,773 <small>(31.99%)</small>	\$121,520 <small>(32.91%)</small>	\$168,880 <small>(50.0%)</small>	\$103,216 <small>(31.0%)</small>
Additional Revenues - Sponsorship & In-Video Ads	Extra \$12,000	Extra \$45,000	Extra \$90,000	Extra \$150,000	Extra \$110,000
Est Ad-fill Wastage (Missed \$\$\$ from ad-fill)	\$42,592 Lost	\$23,443 Lost	\$65,433 Lost	\$0.00 Lost	\$0.00 Lost
Est Cost of FAST Channel Platform	\$67,592	\$76,723	\$0.00	\$0.00	\$65.664
Est Cost of Advertising Acquisition	\$135,184	\$42,642	\$147,680	\$123,120	\$Various
Total Deductions for Content Channels	\$202,776	\$119,347	\$147,680	\$123,120	\$TBC



FAST Channels & AVOD Success







viewtv: STUDIOS 

Content
is King

**IT IS ALL ABOUT THE ADS,
WITHOUT THE ADS YOU ARE
SHOWING YOUR TV LIBRARY TO
AUDIENCES FOR.....**

FREE

FAST Channels & AVOD Success by putting ads first  **super smart tv**





THE Story

SKIP



VIEW TV PRODUCED ONLY MOTORS IN 2015, ITS FIRST IN-HOUSE STREAMING TV FAST CHANNEL. THE ONLY MOTORS CONTENT WAS FILMED AND EDITED USING ITS FULL-TIME PRODUCTION CREW AND THIRD-PARTY TECH.

WE PRODUCED MORE THAN 300 HOURS OF CONTENT, COSTING £1.8M, THE RETURN ON INVESTMENT FOR PRODUCING MORE CONTENT WAS UNSUSTAINABLE USING THE FAST1.0 MODEL. HENCE, WE BUILT A SYSTEM THAT WOULD SOLVE OUR BUSINESS-MODEL PROBLEM WITH THE EXPECTATION IT WOULD WORK INDUSTRY-WIDE.

viewtv: STUDIOS

CTV ecosystem 5

LAUNCH
khpang
super smart tv

adX

viewtv

HOLLYWOOD

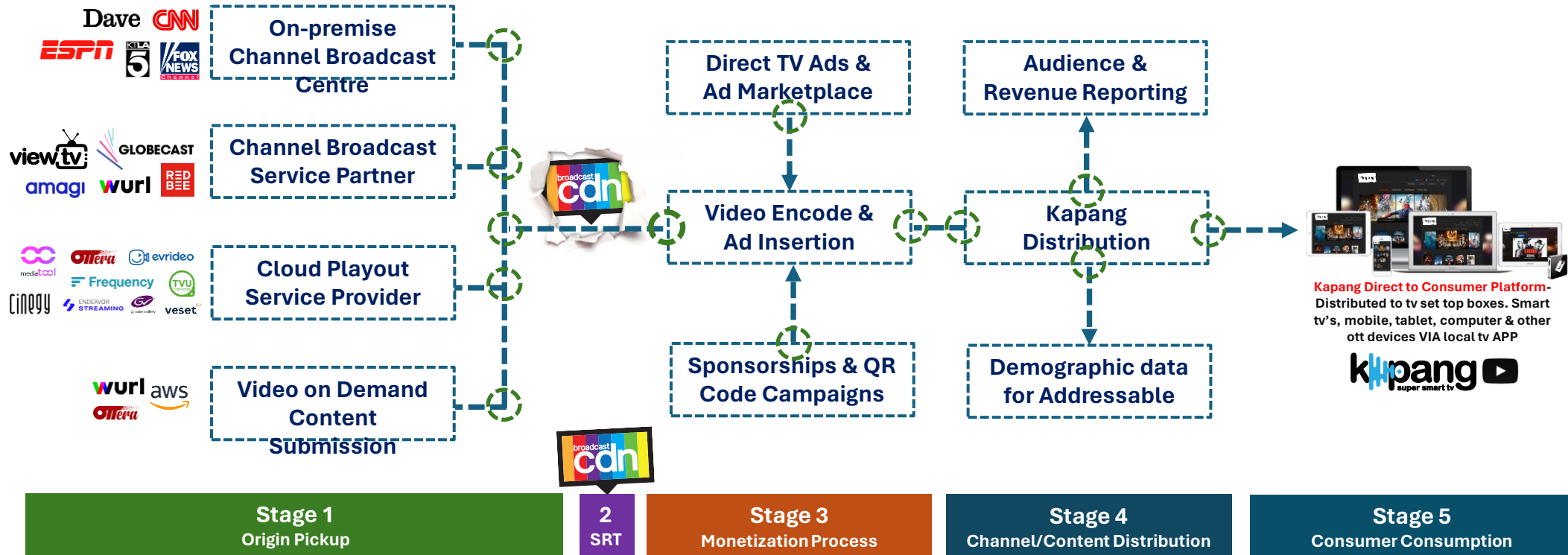


**TV Broadcasters are
making real money with
the latest Streaming TV
solution avoiding FAST
Channel Revenue
deductions**

**CONTENT
IS
KING!**



kapang super smart tv Workflow MAX





Free to View

A selection of ad-funded channels & On-demand video content



Kapang Free package allows anybody to join and enjoy free tv channels and free TV series, films and documentaries.

Ads + Subscription

All free channels plus Premium Subscription Channels & Content with & without ads



Kapang Plus allows upgraded customers to obtain extra channels as well as ad-free channels and hybrid premium channels requiring both subscription and advertising revenues.

Pay Per View

Pay per view events purchased via Day pass plus all free Kapang Channels



Kapang is launching a PPV platform for cinema showing of the latest content as well as live gigs, events, concerts and speeches.

VIP Subscription

All free and subscription-based channels & content plus PPV and exclusive events



Kapang Black allows invited exclusive users to use the platform exclusively getting invited to premium live events and exclusive content and channels from various content owners and creators.





IDEAS

OOH[®]

Radio
IS WORD OF MOUTH

in-store
experience



ESPORT

VOD FACTORY.

ai
scale

sports

LIVE



Kapang Sports

A gaggle of channels from Darts and Rugby through lawn bowling and cue sports.

Kapang Sports brings the best in archive programmes with live events and competition coverage wherever possible.

FAST channel sports has always been difficult, but Kapang brings the best channels to audiences earning game changing revenues



YouTubers & Creator

Kapang supports creators of content from home made programming from YouTubers to large studios, putting content of all budgets in front of the right audiences and monetising FAST either by subscription, ad-funded or pay per View driving additional primary revenues not seen before on YouTube.





Rathergood e-Sport

Some e-sport tournaments have more attendees than most real sports, so it is no surprise that broadcasting the best live events and archive footage has been a hit.

Twitch YouTube and TikTok see more than 20% of their traffic due to online gaming, and the industry is still growing. Rathergood eSports brings the best action to the audiences.



NEW

Kapang Radio – Broadcast Solution

Fuel TV is a multilanguage extreme sports channel bringing the best events from around the world to OTT, CTV and Smart TV screens for Surfing,

RE WIND 94.1 **ON AIR**

YOUR FORECAST

4:00 PM	5:00 PM	6:00 PM	7:00 PM	8:00 PM
Partly Cloudy	Isolated T-Storms	Isolated T-Storms	Partly Cloudy	Clear
70°	72°	72°	69°	65°

Drive Time with Kevin Cole

Song: Coll
 Artist: Five
 Album: Weather Diaries

BREAKING HEADLINES

BREAKING NEWS – Local Man loses cat up tree 12:05PM EST
 Bob Smith loses his pet cat up the tallest tree in the local town
 Tuesday 21st July 2021

This is the band's 5th album and it was released on this day in 2017!

Example Kapang Radio Feed

Kapang Podcasts

Fuel TV is a multilanguage extreme sports channel bringing the best events from around the world to OTT, CTV and Smart TV screens for Surfing,



NEW

Kapang Kids

Kapang Kids is a solution which allows us to prove child-safe channels for children, COPPA regulating the advertising and eliminating to the possibility of children seeing the wrong programmes and inappropriate advertising irrespective of the channels being broadcasted.



NEW



Kapang Shorts

Fuel TV is a multilanguage extreme sports channel bringing the best events from around the world to OTT, CTV and Smart TV screens for Surfing,



NEW



Kapang Out of Home

Kapang Out of Home is a service that provides the power of connected television in private networks delivering data and tv channels across airports, train stations providing the latest data mixed with entertaining tv and news.



NEW

LAUNCH
Kapang
super smart tv

in-store
experience

SHIP



Kapang In-Store

Using the Kapang Platform, we can deliver a curated selection of licenced channels suitable for low or no-sound environments to entertain consumers instore.



NEW

Palo Alto Networks

Kapang Out of Home

Kapang Out of Home is a service that provides the power of connected television in private networks delivering data and tv channels across airports, train stations providing the latest data mixed with entertaining tv and news.

