

ADVANCED ONLINE VIDEO PLATFORM POWERING
OTT & IPTV PAY-TV BUSINESS MODELS

THE \$125 BILLION PAY-TV BUSINESS IS TRANSFORMING TO A MULTI-DEVICE, LOW COST MODEL WHICH REQUIRES AN ULTRA-EFFICIENT TECHNOLOGY TO DELIVER A COMPETITIVE CUSTOMER OFFERING

- + ADDITIONAL REVENUE STREAM: OVP LICENSING
 - > Power IPTV networks | Domestic & International OTT Platforms; new & existing | Advertising Agencies | Branded Video | On-demand Content Providers | Video Distribution Providers
 - > Recurring monthly subscriber fees + Add-on Managed Cloud Services
- + PROPRIETARY CDN COST REDUCTION
 - > Built-in tech **reduces or eliminates** the need for an extensive costly CDN network
 - > Reduce video bandwidth requirements, enabling **capability expansion**
 - > Recycle infrastructure to **improve speed & capacity** at no additional operational cost

OVER-THE-TOP (OTT) MARKET OPPORTUNITY	
93 MILLION HOUSEHOLD PAY-TV MARKET	REVENUE
1% MARKET SHARE (~1M SUBSCRIBERS @ \$35)	\$420 Million/Yr
5% MARKET SHARE (4.5M SUBSCRIBERS @ \$35)	\$1.9 Billion/Yr
7% MARKET SHARE (6.5M SUBSCRIBERS @ \$35)	\$2.7 Billion/Yr

ONLINE VIDEO PLATFORM (OVP) LICENSE OPPORTUNITY	
SAMPLE OVP OPERATORS	POTENTIAL REVENUE
WWE NETWORK (1.95M SUBS)	\$11.7 Million/Yr
T2 (200K SUBS)	\$1.8 Million/Yr
COMCAST (22.5M SUBS)	\$150 Million/Yr
CENTURYLINK (330K SUBS)	\$2.5 Million/Yr

MARKET READY | BUILT TO RE-POWER EXISTING IPTV/OTT/CDN OR AS A STAND-ALONE | FOR A CONSUMER FRIENDLY, MODERN TV-LIKE EXPERIENCE

EMPOWER THE MULT-SCREEN REVOLUTION



- + OTT MARKET LEADERS
SLING: 1.1M SUBS | DIRECTV NOW: 400K SUBS | SONY VUE: 300K SUBS
- + ADVERTISING
TAP NATIONAL TELEVISION AD BUDGETS | AVERAGE \$25/SUBSCRIBER/YR
- + GROW ARPU
FEATURE SET ENABLING HIGHER CUSTOMER BUY THROUGH
- + PACKAGING OPTIONS
CUSTOMIZED CONTENT PACKAGES FOR "SKINNY BUNDLING" AND TIERING

iOS | Android OS | Windows Mobile | HTML5 powered web platform | HbbTV/Smart TV using html-5 HD user interface | Apple TV | Roku | Amazon Fire TV | Android TV | Soft-STB | Linux and Android STB | Samsung TV | Xbox | PlayStation | Chromecast Casting | Apple TV Casting | eMBMS

<p>VALUE Complete solution providing end-to-end operations, while maximizing existing assets</p>	<p>COST REDUCTION Perception Grid CDN unchains operator from costly monthly expenses</p>	<p>RISK REDUCTION Built-in security protocols and cloud-based nature provide a second layer to DRM</p>	<p>ACCESSIBILITY "Hybrid" platform allows deployment to IPTV and reachability to OTT environments</p>	<p>CONVENIENCE Extensive API and templates reduce programming requirements for rapid deployment</p>	<p>USABILITY Customer friendly, operator enhanced interfaces provide enjoyable user experiences</p>
<p>NEWNESS Fresh, modern approach with advanced features for tomorrow's TV, today</p>	<p>PERFORMANCE Lowered bandwidth requirements combined with the latest technology enhancements</p>	<p>CUSTOMIZATION White labeling and branded regionalization deliver unique user experiences</p>	<p>INTEGRATION Full-featured API and SDK grant operators access to merge assets</p>	<p>DESIGN Unique EPG view, recommendation engines, and content promotion modules</p>	<p>REGIONALIZATION Geographical or group-based targeted asset delivery, built-in</p>



A TRULY COMPLETE ONLINE VIDEO PLATFORM WITH A FEATURE-RICH INTEGRATION ENGINE

PERCEPTION TV IS THE HEART OF OTT, IPTV, AND CDN FOR VIDEO, EMPOWERING OPERATORS TO DRIVE INTO THE OTT MARKET, WHILE EXPANDING IPTV OFFERINGS AND LOWERING CDN COSTS.

OPERATOR FLEXIBILITY
Regionalized: Edge Server Options
API INTERFACING

SUBSCRIBER FOCUSED
Content Promo & Recommendation
UNLIMITED USER PROFILES

FEATURE ANALYSIS

Advanced Reporting	✓
Live TV Streaming, VoD	✓
Catch-up TV	✓
DVR/PVR	✓
CDN/TDN	✓
Regionalization & Rebranding	✓
Extensive API	✓
Unlimited Streaming Option	✓

+ UNIFIED OVP SOLUTION FOR OTT/IPTV/CDN OPERATORS

PerceptionTV is a fully scalable multi-screen IPTV platform, with industry leading cloud based features, designed for Telcos, ISPs and content aggregators that require a commercially flexible and rapidly deployable solution. Perception has been developed from the ground up to provide the operator and its management with a commercially sound, feature rich platform for the secure delivery of multiscreen video entertainment. Proprietary applications were created across the platform enabling the use of industry standard server technology. This

creates more choice and a more flexible approach to the use of existing infrastructure and the overall costs. Time is money and Perception was built with the ultimate ability to fit the needs of the client in a timely and compliant manner. Standard configuration infrastructure built in a modular way, provides the most cost effective method of delivering a client installation fit for purpose. Pre-built modules are installed into a new white label instance of the platform for each new deployment, enabling fast setup and testing for each new customer. Perception

delivers state of the art multi-screen services that can be deployed either in the cloud, on-net or within a traditional data centre. This flexible approach again provides more choice and the ability to manage inventory cost. Control in everything, especially within the administration of the platform. From customer management and marketing through to interfacing with other applications, Perception is built upon very high standards of security, keeping focus on the need to provide choice and total confidence.

DELIVER PROPER CONTENT - TO TARGETED SUBSCRIBERS - SOURCED FROM ANYWHERE - AT ANY TIME - BY ALL MEANS.

- OPERATOR TO THE OPERATOR.
- REGIONALIZATION ALLOWS REBRANDING AT THE POP, AND BEYOND.
- BREAK THE CHAINS OF CDN. BRING ON TDN.
- TRUE EXPANDABILITY, REDUNDANCY, AND FUNCTIONALITY, AT YOUR CONTROL.
- EXTENSIVE ADMIN INTERFACE TO GET THE JOB DONE RIGHT.
- FLEXIBLE PACKAGING OPTIONS, WORLD-CLASS CMS, & API CONTROL - BUILT-IN.



+ KEY PERCEPTION TV FEATURES ENABLING OPERATORS TO DELIVER SUPREME CUSTOMER EXPERIENCE

LIVE TV
Pause functionality with seamless hand-off to catch-up TV | In-program recording integrate with catch-up TV and PVR for "anytime" start | Social media integration | Unique design, including EPG view

CATCH-UP TV
Automated provisioning of cloud based catch-up TV | Seamless live to catch-up, move backwards for any number of pre-configured days | Sub-second latency | True time-shifting without VoD assets

VIDEO ON DEMAND
Fee-based or free-view | Scheduling engine | Ingest & transcode with on-the-fly VoD during live transmission | Social media integration | Ad insertion support

CLOUD-BASED PVR
Subscriber licensing option for storage | Storage vendor independent | Option profile user shared recordings | Ad insertion support | Metadata searchable & linkable | User grouping within each profile

TDN - BREAK-AWAY CDN
Television Distribution Network | Proprietary Perception Grid for redundancy & expandability without CDN | Edge server technology for POP deployment | Virtualization support for cloud-based installations

API | TEMPLATES | SOFT-STB | TECH
Rapid porting of existing apps using extensive API | White labeled Perception apps for most platforms | Soft-STB = in-place upgrade of existing STB for reduced CAPEX | eMBMS powered | Casting built-in | Unified player

FOR FURTHER INFORMATION, PLEASE CALL MICHAEL GASPARD: (225) 505-9533