

# American Webcaster

## Live Internet Television Broadcasting – Live Webcasting

New generation of television broadcasting media for broadcasting sports live

### Executive Summary:

Traditional TV production is very expensive and resources demanding. Frequently monstrous broadcasting trucks are needed with dozens of highly paid professionals to operate. Yet, vast capital expenditures for traditional television production and broadcasting yields enormous segments of television audiences underserved, or not served at all. Large populations are deprived of sports simply because games are not broadcast in their local markets. Reasons are contractual and/or geographical. Other nontrivial causes are that viewers may be out of broadcasters' reach because in school, work or simply away from their TV sets at the time the broadcaster is broadcasting or cablecasting the game.



Source: Wikipedia

Alternatively, live Internet television events can be inexpensively produced by small teams using highly portable, desktop computer size gear. Live webcasting TV delivers better user experience at a fraction of the cost of what the traditional television broadcasting is commanding. New media means mobility, efficiency, quality and low cost. Internet TV reaches viewers worldwide providing access anytime, anywhere. We deliver to mobile users using smartphones, tablets, iPhone, and iPad devices.

Our small size production crews armed with multi-standard fly-packs travel around the world on a few hours' notice. Those road warriors are servicing broad array of events of any size. Our focus and specialty are large events, predominantly sports, but we are also supporting all size live television productions and broadcasting needs, regardless of their size and geographical location.

### Hybrid television broadcasting: live webcasting Social TV and Backchannel integrated

Our offer for traditional broadcasters is Social TV. Parallel and in synergy with main television program we're broadcasting live the backchannel. We are harvesting this segment of TV viewing audiences, which are texting, tweeting on Twitter, or posting status updates to Facebook during live television broadcast. Then we are integrating this sharing companion of any television programming into the program itself — utilizing this backchannel. Conversations, which are taking place in once isolated

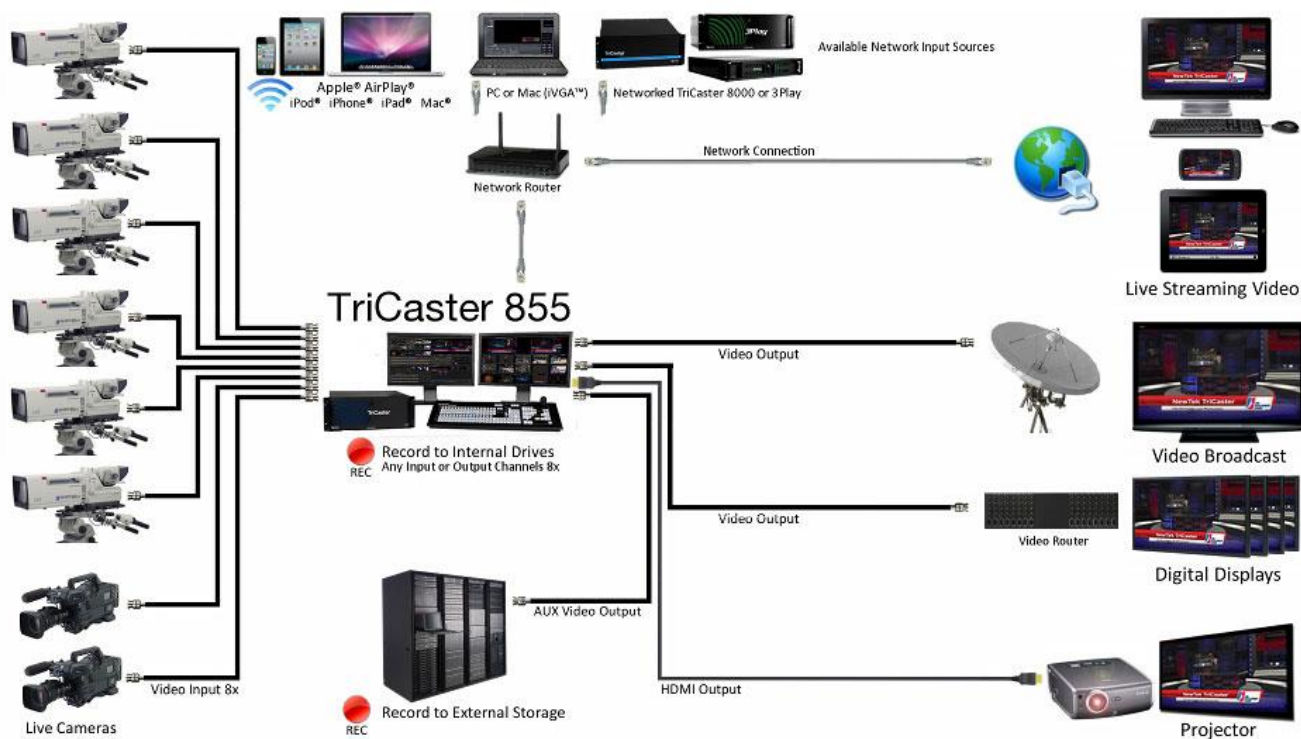
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living rooms, are now connecting households around the world into a one, co-viewing dynamic real-time event. In our solution social media has become integrated with TV through a backchannel. During live broadcast we're deploying monetization engine capitalizing on this advertising and marketing potential.

### Why broadcasting sports live over the Internet?

- Sporting event immediately ages. For the organizers it is very important to provide the show at the time when it takes place. After the game it's just a story.
- Internet production and transmission delivers for a fraction of the cost of traditional TV.
- The Internet market is very large, well-formed and growing. Virtually every person has or operates a device, which is connected to the Internet.
- People are mobile. Fewer and fewer people in the world have the time, possibilities, and the will of sitting in front of the TV sets.
- Development for Internet based TV shows the popularity for online media. Creation of the Internet audience is attainable and fun. Tools are accessible, frequently free and ready to be deployed by any driven and passionate teams.
- Our methodology engages the viewer before the match, during the match and after the match.
- Traditional media are mostly localized and cannot reach audiences beyond their propagated signals or the license restricted markets, leaving huge audiences untapped and business opportunities for worldwide programming reaching the world clearly lost.
- Making money from selling tickets for online viewing is integrated in our platform.
- Monetization from Internet advertising and online marketing is very sophisticated and lucrative, while generating substantial revenue for the content owners.

### Internet TV Production Diagram for Typical Live Webcasting



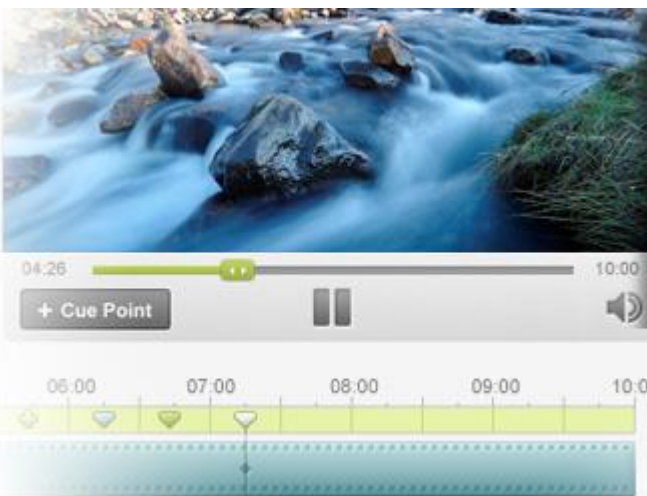


## Broadcasting sports live on the Internet with our live video streaming solution

We deliver high quality HD live webcasting. The audience is provided with adaptive multi-bitrate live streaming. It automatically detects users' device and bandwidth, and dynamically switches mid-streams to ensure smooth playback at the highest quality possible. The video player takes advantage of multipurpose features for live playback and advertising engine for monetization.

### Live Streaming to anyone, anytime

Our technology delivers smooth live streaming to any device or browser. Our external Diabolo encoders delivers multiple live streams at different quality levels and CDNs destinations that best fits each viewers' platforms, available bandwidth, processor utilization and player size.



### Advertising live

Monetize live events with advanced advertising. Live event advertising is managed with the same intuitive interface as your on-demand advertising set up. You can insert pre-, mid- and post-roll advertising, use the cue-point editor to schedule specific ad insertions, or automatically display ads every few minutes. Overlays and bumpers are easy to insert for persistent branding and promotion. Advertise on your video streams with integrated, pre-, mid- and post-roll ads, overlays and bumpers.



**Advanced Live Online Video Streaming, Live DVR**

Like the remote control, Live DVR features let the viewers' pause, rewind, review and replay live streaming video throughout the event. "Jump to live" with a single mouse-click and resume seamlessly smooth live video is a breeze.

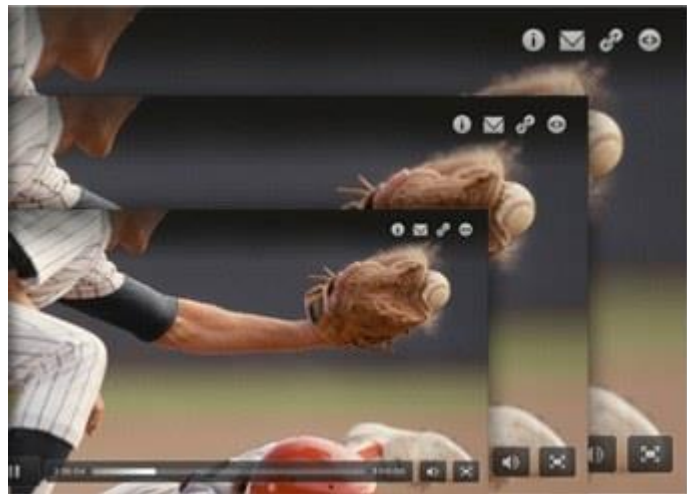
**Your valuable content protected**

Your viewers may need to login or pay to view. To ensure your content is safe we use RTMPE stream encryption and SWF verification to prevent video stream ripping and content theft and ensure that your video stream plays back only in your authorized players. Our Brightcove strategic partner provides the infrastructure.



**Fine-grained Access Control**

On-demand video streams are available instantly at the conclusion of broadcast. Pinpoint exactly when and where your content is displayed to comply with content licensing restrictions, global launch roll-out schedules or secure behind-the-firewall delivery. You can restrict access by date, domain, geography, player or IP address. For even greater control restrict access to sensitive materials by IP address range and ensure content is accessible only from within approved networks.



**Social TV – Backchannel**

Tweeting on Twitter and posting status updates to Facebook during live webcast – we are integrating social media via a backchannel. Advertising potential and revenue generation is enormous and we have and provide necessary tools.

