



TVU networks

TVU networks: The Broadcaster's Choice



TVU Networks enables any size broadcaster to effectively monetize their content through a live Internet TV platform which reaches the entire world, provides complete broadcaster control, has unlimited channel capacity, and allows for very low broadcasting costs. The **TVU Networks** platform is distinguished by three key characteristics:

Global Reach: unlike traditional cable and satellite TV services, **TVU Networks** reaches the entire world. The **TVU** service, accessed via its free **TVUPlayer** application, has been downloaded 15 million times by viewers in over 200 countries.

Complete Broadcaster Control: **TVU Networks** gives broadcasters control over what content is broadcast, when it is broadcast, and to whom. Broadcasters can select their preferred monetization model – advertising, subscriptions, or both – and set the price for their content. **TVU's** rights management tools can be configured to allow for specific geographical content distribution.

Unlimited Scalability at Zero Traffic Cost:

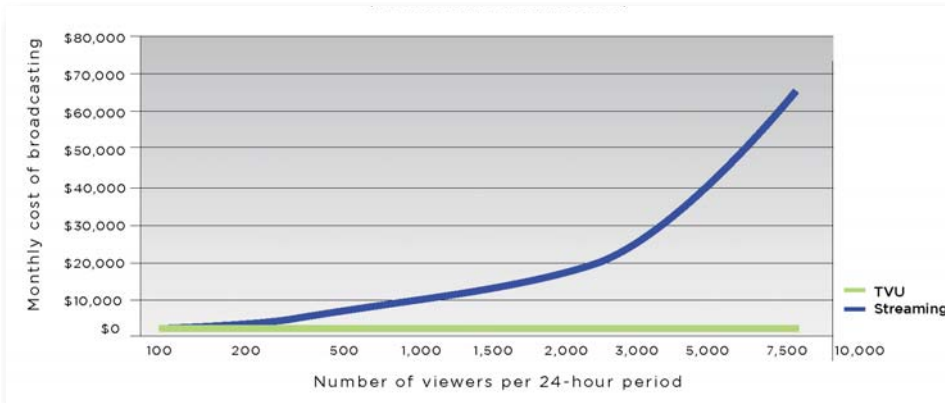
TVU Networks uses a new broadcast technology called real-time packet replication (RPR). Unlike typical Internet video broadcasts that use traditional streaming technologies, **TVU's** broadcasters do not need to dedicate incremental bandwidth for additional viewers. This allows broadcasters to reach very large numbers of viewers with a single broadband connection and zero incremental traffic costs.

The benefits to broadcasters are simple and clear:

1. There is never a charge to broadcast on **TVU**.
2. On the contrary, broadcasters are offered a full suite of monetization tools, including subscription channels, pay-per-view events, and personalized in-stream ad insertion tools.
3. All this – without having to change fundamental business models or needing to recondition existing linear TV signals.

TVU vs. Streaming

(Professional Broadcasters)



With the turnkey TVUBroadcast BD1000 appliance, broadcasters can now reach an unlimited number of viewers with the appliance and a single 5 mbps broadband connection.

The TVU Advantage

TVU Networks opens up opportunities to broadcasters previously denied by the costs and infrastructure limitations of cable, satellite, traditional streaming technologies and CDNs.

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The **TVUBroadcast BD1000** appliance ingests industry-standard advertising cue tones. With targeted seamless in-stream ad insertions, broadcasters can effectively monetize their existing linear channels on broadband, with no need to recondition the signal.

A rack-mounted 1U unit that fits right into the broadcast environment, the BD1000 has industry-standard digital and analog video/audio inputs and easy plug-and-play configuration. Thanks to **TVU's** RPR technology, bandwidth requirements do not increase as the number of

viewers goes up; this set-up can handle an unlimited number of viewers. **TVU's** broadcasting technology also provides a level of content security that is not available with traditional streaming. In addition, **TVU** offers broadcasters detailed viewer statistics, reporting and analytics.

For viewers, the **TVU** technology is capable of providing a viewer experience directly comparable in quality to existing cable and satellite systems, with quality levels up to and including HD. The **TVU** service can be viewed either via the free downloadable **TVUPlayer** application, or directly on a web site via a seamlessly-installed browser plug-in. This allows a channel to be available on both **TVU's** service and the broadcaster's web site, if the broadcaster desires; this setup provides the best possible co-marketing between **TVU** networks and the broadcaster. **TVU networks** is also working with major set-top box manufacturers to allow the **TVU** service to be viewed directly on TVs via new generation set-top boxes.

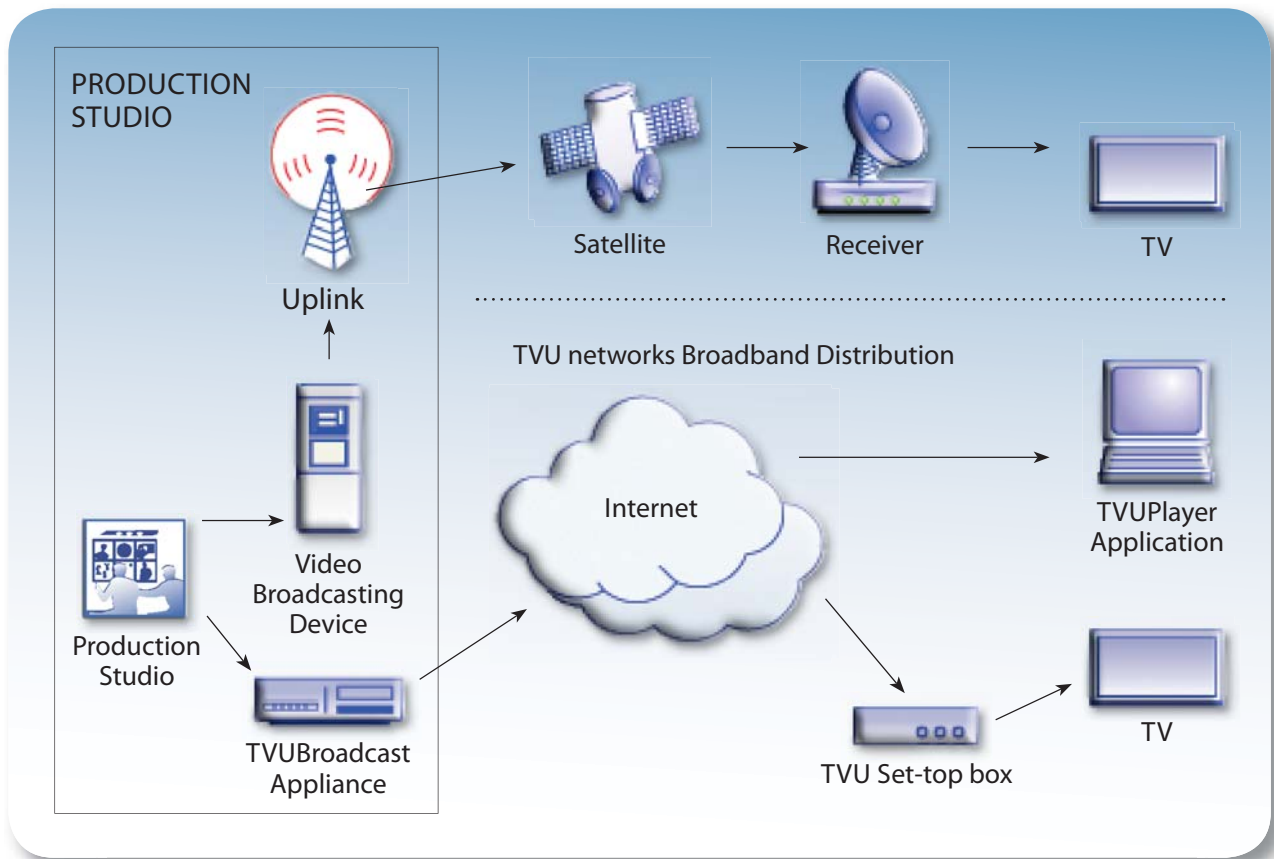


Figure 1: Direct Broadcast from Production Studio

Setting up New High-Quality Channels

For each new high-quality channel, the following elements are recommended: 1) a video/audio feed of the channel, 2) the TVUBroadcast BD1000 appliance, and 3)

a broadband Internet connection (5Mbps recommended). These can be set up in two ways. The recommended setup, leading to the highest-quality transmission, is to set up the BD1000 at the broadcaster's site.



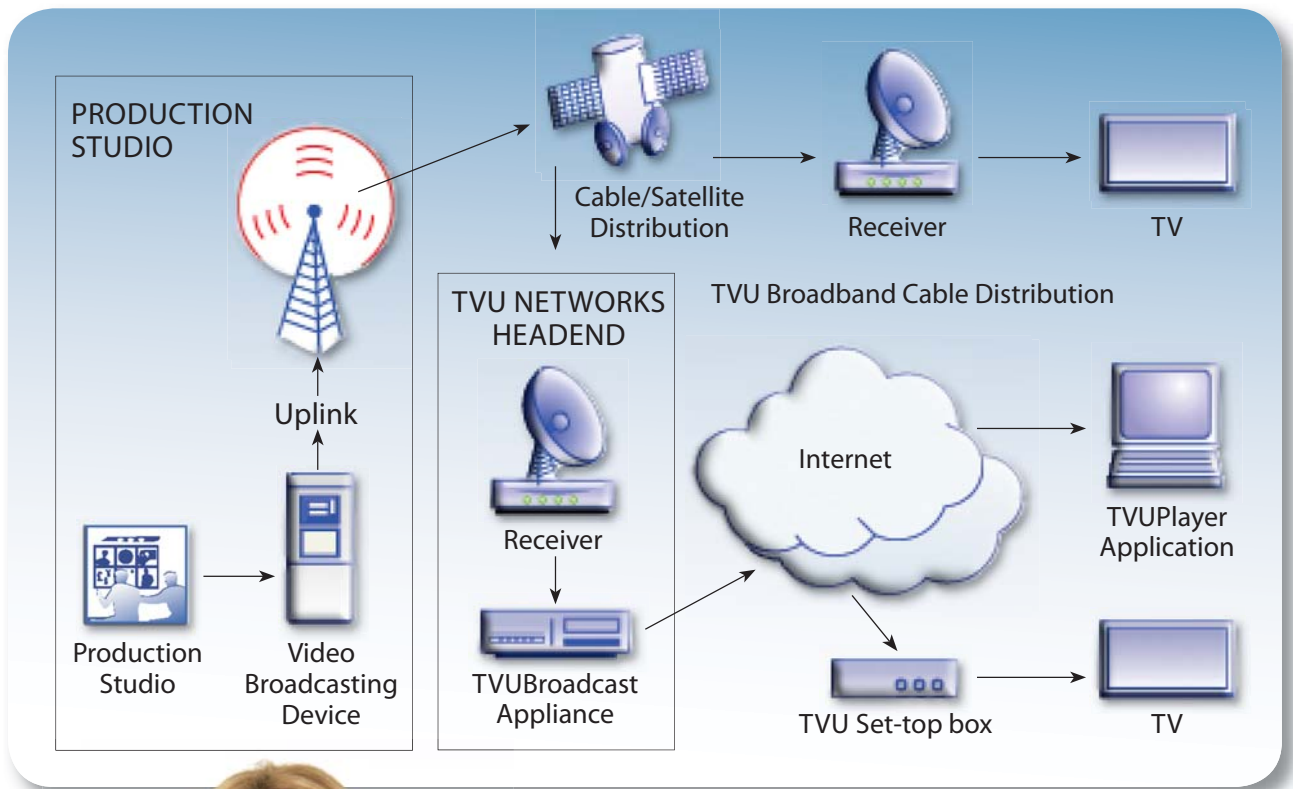


Figure 2: "Broadcast via TVU Networks' Headend"



As an alternative, the TVUBroadcast appliance(s) can be set up at the **TVU Networks** headend, with the TV signal coming down via satellite. This leads to slightly lower quality, as the signal experiences degradation in the satellite distribution.

In either case, the set-up is very easy - once the connections are made, each channel can be up within 15 minutes. Once the channel is "live", no supervision or maintenance is required.