



TVU networks

Broadcast Your TV Channel on Your Website - Live

Immediate Revenue, Multiple Ways

Broadcasters start to earn revenue immediately from video advertising with **TVUAds**, the first cue-tone driven integrated video ad platform for Internet TV.

TVUAds is powered by a personalized advertising engine that enables in-stream video ads that targets viewers based on demographics and geographies. Using industry-standard cue tones, TVUAds enables you to re-monetize your existing ad inventory within your current linear channels onto the Internet, without needing to recondition the signal.

More importantly, **TVU** does all the selling for you, and through its global video ad network, will bring high value ads to your

channel instantly in multiple regions, regardless of whether you have your own ad sales force in that region or not. The automatic TVU ad auction system not only assures that your ad inventory is fully monetized, but does so ensuring the highest possible ad revenue.

In addition to TVUAds, broadcasters can also leverage the full suite of TVU monetization tools, including integrated billing and a credit card system for subscription channels and pay-per-view events. Content rights management tools and geo-filtering capabilities allow broadcasters to limit coverage to specific regions, allowing you to honor existing cable distribution agreements while expanding your reach via TVU and the Internet.



Potential Broadcaster Ad Earnings on TVU (Monthly)			
Average simultaneous viewers	100	1000	5000
Pre-roll ads only	\$500	\$5,000	\$25,000
Pre-roll and in-stream ads *	\$1,700	\$17,000	\$85,000
* Assumes 5 minutes of ads per hour			

The Company

TVU Networks was founded in 2005 by veterans of the TV and Internet industries. Headquartered in Silicon Valley, California, TVU has offices in New York, Boston, and Shanghai.



Unlimited Streaming at a Fixed Low Cost

In the last 50 years, the television industry has seen distribution expand from terrestrial broadcasting to cable and satellite.

Now, we are into the age of the Internet. As the base of broadband users reaches 450 million worldwide, having your TV channel online is essential to retain the loyalty of your existing viewers and to expand your reach to a broader audience.

But streaming via Content Delivery Networks (CDNs) is expensive - with no effective way to recoup the costs or monetize your channel. In today's financial environment where positive ROI is a critical success metric, traditional Internet streaming is cost-prohibitive and not an option.

And mobile? Navigating the myriad of technology options to go mobile is complicated, and requires an investment of research, precious human resources, and money. And what if you were to make the wrong technology choice?

Enter TVU Networks

To enable you to protect and best capitalize on your investment, **TVU Networks** brings you a powerful cross-platform, live Internet TV streaming, monetization and syndication platform that ensures you get the highest return at the lowest cost available in the industry today.

With TVU, you are assured of these immediate benefits:

- Unlimited streaming and unlimited global reach at a fixed low cost
- The ability to start earning revenues immediately upon channel launch through our multiple monetization tools - including cue-tone driven in-stream ads and subscription services



- Cross-platform support – your channel goes live via a single stream on your website, PCs, Macs, mobile devices, iPhone and TV.

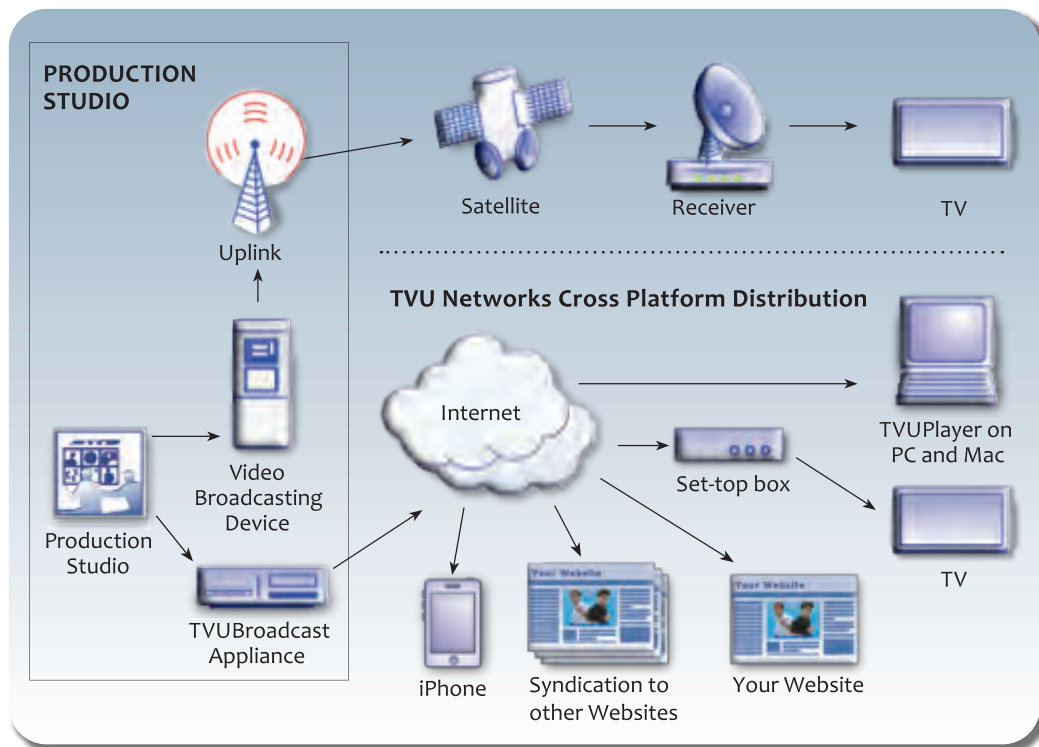


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TVU is a proven platform in use at major television stations around the world. Our cadre of top-tier broadcasters includes Deutsche Welle, Star TV and Telemundo.

It's simple and fast to get started with TVU, and we'll have you broadcasting your channel on your website in minutes.

With traditional TCP/IP unicast streaming, high volume and wide area video delivery are problematic. The incremental bandwidth and server resources for each viewer make the service very costly and not scalable.

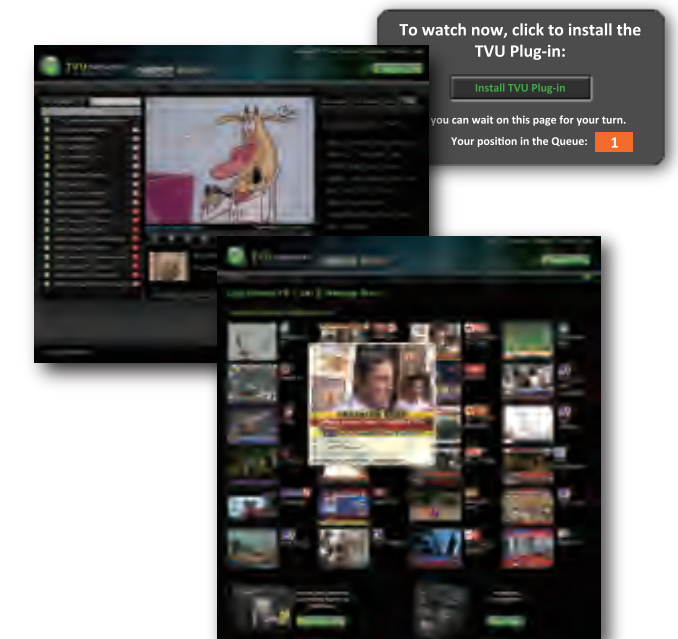
TVU's RPR technology is based on a distributed mesh network where all viewers watching a channel collaborate in sharing bandwidth to give everyone the best possible quality and viewing experience. The real time protocol developed by TVU is specifically designed to handle live video transmission and streaming: the server spreads video packets to multiple peers, and in turn those peers serve their video packets to other peers in real-time.

The bandwidth required to broadcast therefore does not increase with the number of viewers and higher viewership actually enhances the viewing quality.

With RPR, TVU broadcast partners achieve the highest quality and unlimited scalability at an extremely low cost.

The TVU Viewing Experience

Broadcasters can now empower their audiences with a choice on how their channel is consumed.



Viewers have a choice of watching your channel via the free TVUPlayer application, downloaded by over 50 million viewers in 200 countries - or directly on your website or your syndication partners' websites via a seamlessly-installed browser plug-in.

TVU has a best-selling iPhone application and a new Android application.



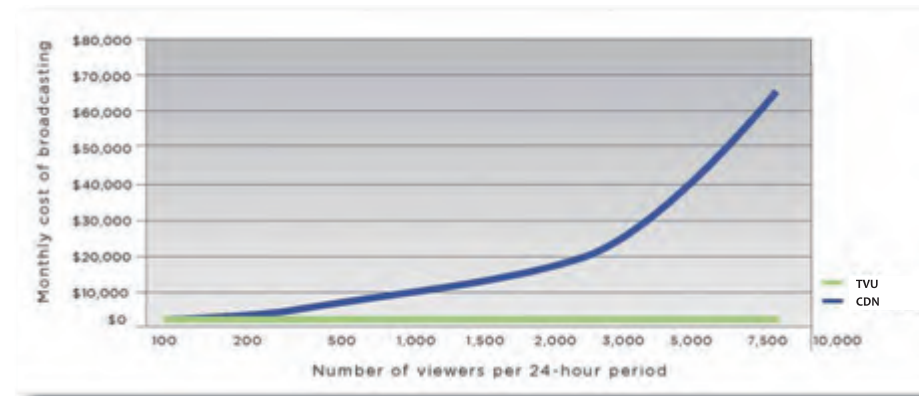
TVU offers the only cross-platform live streaming service, enabling broadcasters to create a true, consistently high quality "tv everywhere" experience for your viewers – making your channel watchable anytime, anywhere, and on any device.



All you need is a video feed of your channel, the TVUBroadcast BD1000 rack-mounted plug-and-play appliance, and an Internet connection with upload bandwidth of 512 kbps.

Most importantly, the TVU platform will allow you to reach our 50+ million users in 200 countries and to monetize your content instantly.

TVU vs. CDNs (Professional Broadcasters)



The Technology

At the core of this platform is TVU's patent-pending Real-time Packet Replication (RPR) technology. RPR allows broadcasters to achieve massively higher reach and significantly lower broadcast costs over traditional streaming and Content Delivery Network (CDN) technologies.

With RPR, you can effectively deliver a live TV signal of up to HD quality to millions of TV viewers around the globe using a single TVUBroadcast BD1000 appliance and a single ADSL connection.