



The new TV.
Live on the
Internet.



TVU Networks empowers any size broadcaster to effectively monetize their content through a live Internet TV platform that reaches the entire world, has unlimited channel capacity, and allows for very low broadcasting costs.

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 CDN technologies. RPR enables the delivery of a live TV signal, of up to HD quality, to millions of TV viewers around the globe using a single **TVUBroadcast** appliance and a single broadband connection. With RPR, all the viewers watching a channel cooperate and contribute band-



width to give everyone the best possible signal and viewing experience. The bandwidth required to broadcast therefore does not increase with the number of viewers and higher viewership actually enhances the viewing quality.

In essence, the **TVU Networks** platform ushers in a new era for broadcasters, offering opportunities

previously denied by the limitations of cable and satellite infrastructure or cost-prohibitive streaming technologies. With **TVU**, local broadcasters become global broadcasters, new channels can find a broadcast slot, and bigger broadcasters can create new channels to showcase content they own but don't have space to broadcast on their existing channels.

With **TVU**, broadcasters are offered a full suite of monetization tools, including subscription channels, pay-per-view events, and personalized in-stream ad insertion tools. Content rights management tools and geo-filtering capabilities allow

broadcasters to limit their coverage to specific regions, allowing them for example to honor existing cable distribution contracts while expanding their reach.

The company's **TVUAds** personalized advertising engine enables seamless in-stream advertising that is targeted to viewers based on their demographics and geographies. **TVUAds** enables the ingest of existing cue tones to empower broadcasters to effectively re-monetize their existing linear channels on the Internet, without the needing to recondition the signal. In summary, **TVU Networks** gives broadcasters complete control over where their content is delivered and how it is monetized.

TVU Networks was founded in 2005. Headquartered in Silicon Valley, California, **TVU** has offices in New York, Boston, and Shanghai.



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