

Lightcast.com

Multi-Platform OVP & OTT Provider



Roku amazon fireTV androidtv Apple tv Web App iTunes Video & Audio iOS ANDROID
facebook SMART TV neo tv chromecast YouTube PlayStation® XBOX ONE

FROM A TO Z

The Complete Toolbox

1. **BUILD** - Sites, Channels and Apps
2. **MANAGE** - All Media In One Place
3. **DELIVER** - True Multi-Platform Publishing
4. **MARKET** - Utilize the Largest OTT AdNetwork
5. **MONETIZE** - Advertising, Subscriptions, Transactions

From building cutting-edge ConnectedTV Apps, OTT Solutions, mobile apps and websites; to providing you with the best-in-class OVP and intuitive media management system; to delivery of all your bitrate-adaptive on-demand content and live streams; to marketing your TV apps and other publishing properties via social media automation and ConnectedTV Advertising Campaigns; to driving new revenue your way via advertising and subscriber monetization - we have got you covered and will take care of every aspect along the way!



BUILD



MANAGE



DELIVER



MARKET



MONETIZE

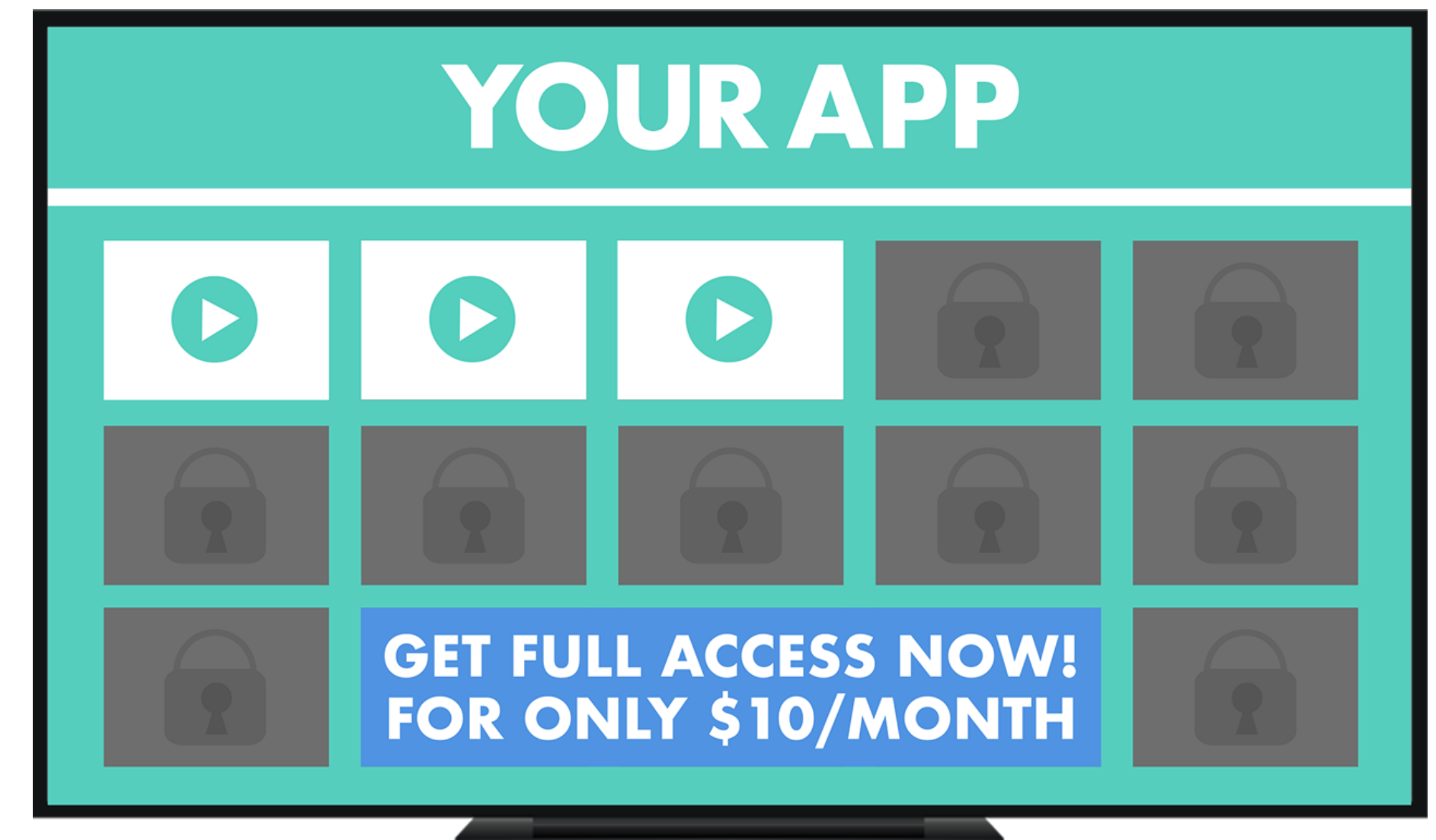
SUBSCRIPTION MONETIZATION

SUBSCRIPTIONS ("SVOD" & "SLIVE")

Lightcast Business Solutions Consulting

Requirements:

- ▶ Multi-Platform Subscriber Management & Payment Processing System with User Authentication on Web, Mobile Apps & TV Apps
- ▶ Self-managed Subscriber Accounts
- ▶ Subscriber DB & Admin Backend
- ▶ Access control service & DRM security (OVP)



Self-Evaluation: Do we have enough content? Is our content valuable enough to make our viewership want to pay for it?

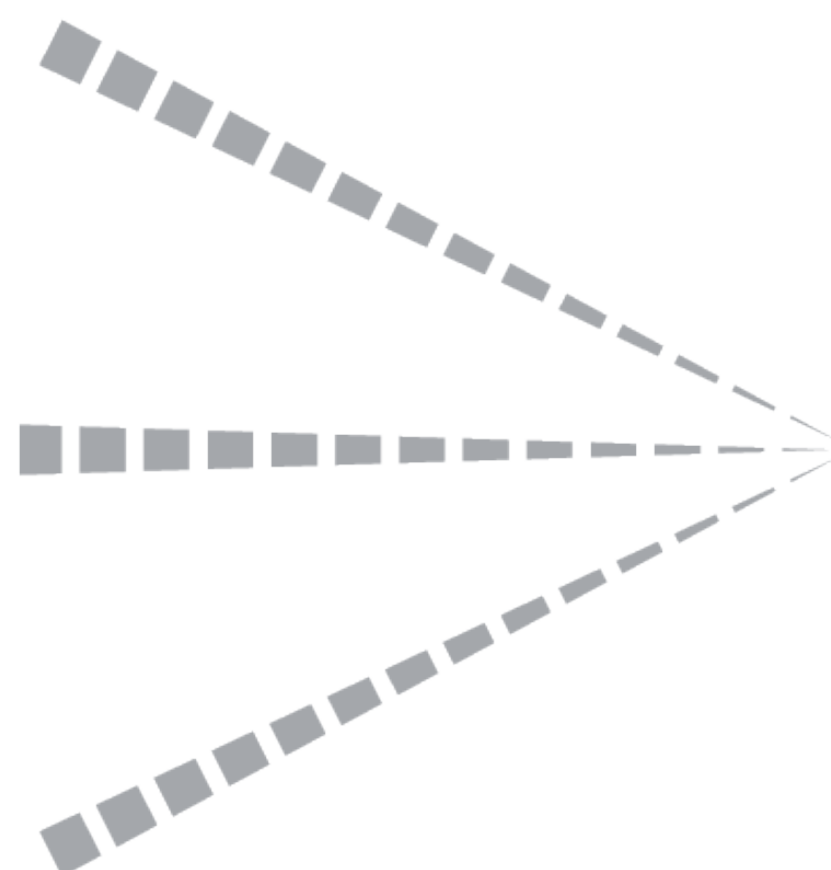
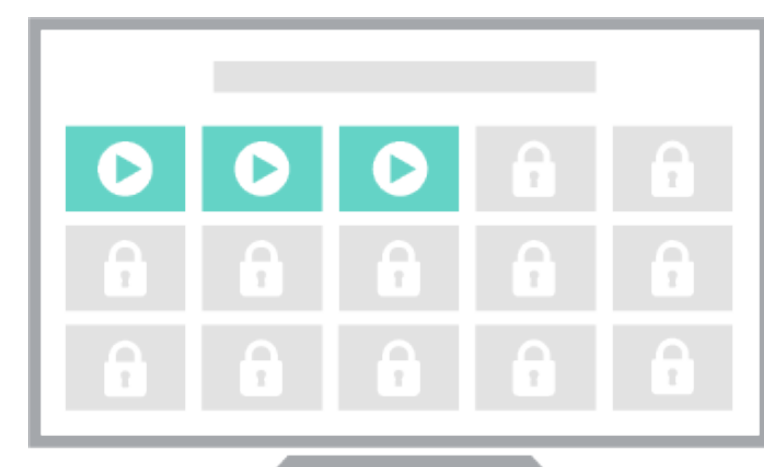
Can we offer access to live-events or videos produced for our subscribers exclusively? What's our setup budget?

SUBSCRIBER SYSTEMS COMPARISON

Lightcast Business Solutions Consulting

Limited Access

- ▶ **free** preview content on all your publishing platforms



REGISTRATION PAGE

SUBSCRIBE

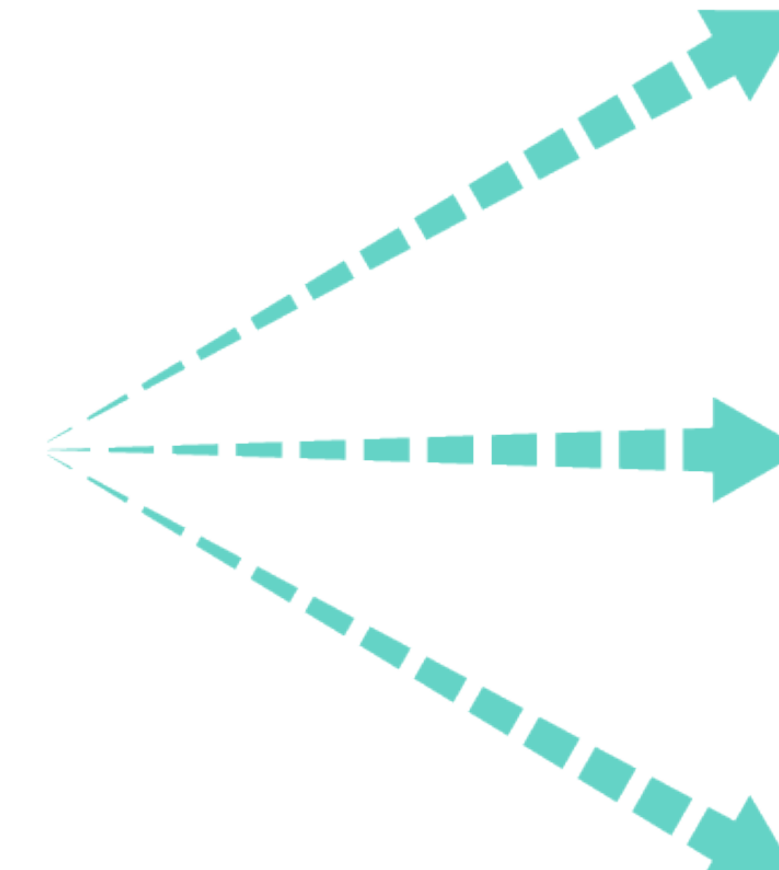
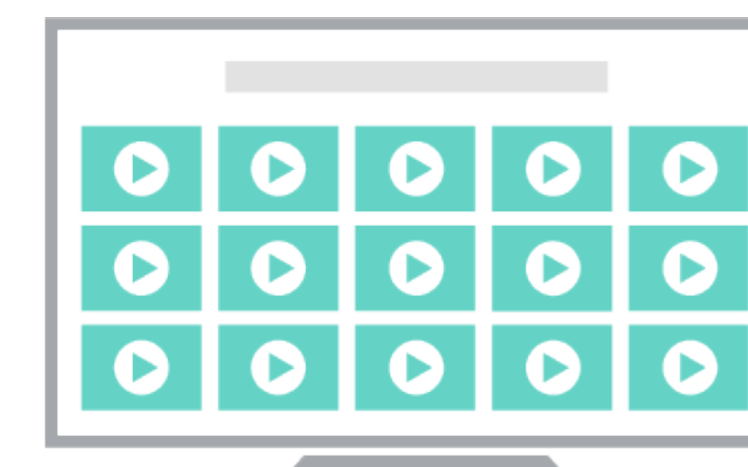


Lightcast EasyPay



Full Access

- ▶ **paid** content accessible after successful registration



SUBSCRIBER SYSTEMS COMPARISON

Lightcast Business Solutions Consulting

Evaluate the pros and cons of different solutions for your multi-platform/OTT subscriber processing system and which solution might be best for your business.

Multi-Platform Subscriber System	Subscriber System Setup Cost	Average App-Side Development Cost	Continuous Costs (includes processing, transaction, charge-back costs)	Advantages
LIGHTCAST EASYPAY	\$0	\$1-8k	20% to LC EasyPay	fast setup, low up front cost, true multi-platform authentication
BUILD YOUR OWN	Your Developer Cost	\$10-30k+	30% to App-Store	low continuous costs, in-house control
OTHER SUBSCRIBER SYSTEMS	\$5-20k	\$15-30k+	30% to App-Store and/or: \$0.80-1.50/month per subscriber to Subscriber System + 5-10% for Payment Processing	-

COMPARISON EXAMPLE ON \$4.99/MO

On a monthly subscription charge

Evaluate the pros and cons of different solutions for your multi-platform/OTT subscriber processing system system and which solution might be best for your business.

Multi-Platform Subscriber System	Lightcast EasyPay	Other Systems
MULTI-PLATFORM AUTHENTICATION (THE “NETFLIX EXPERIENCE”)	Yes	No
EASYPAY FEE / APP STORE FEE	20%	30%
PAYMENT PROCESSING FEES (GATEWAY TRANSACTION + CREDIT CARD FEES + REGIONAL AND CARD-TYPE SURCHARGES + CHARGE-BACK FEES)	0%	5-10%
TRANSACTION FEES	\$0	\$0.20-0.50 per Transaction
CHARGE-BACK COSTS, RETRY TRANSACTION FEES	\$0	\$0.20-0.50 per Transaction
PER-SUBSCRIBER FIXED FEE	\$0	up to \$1.50 / month per subscriber*
EXAMPLE: TRUE NET REVENUE TO PUBLISHER ON A \$4.99/MO SUBSCRIPTION	\$4	worst case: \$1.00 best case: \$3.05
*EVEN FOR SUBSCRIBERS WHOSE PAYMENTS FAILED		

VIDEO WORKFLOW & APP VISUALS

HOW IT WORKS:

Publishing via Lightcast.com

Read more about the Media Cloud:

<https://www.lightcast.com/media-cloud-ovp/>



Camera



Encoder

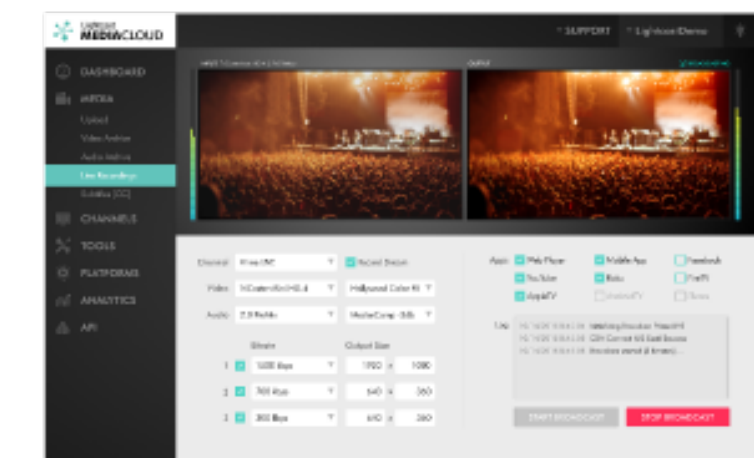
Transcoding Center

- ▶ creating 12+ renditions
- ▶ different bitrates and formats
- ▶ instant multi-platform delivery



Lightcast
MEDIA CLOUD

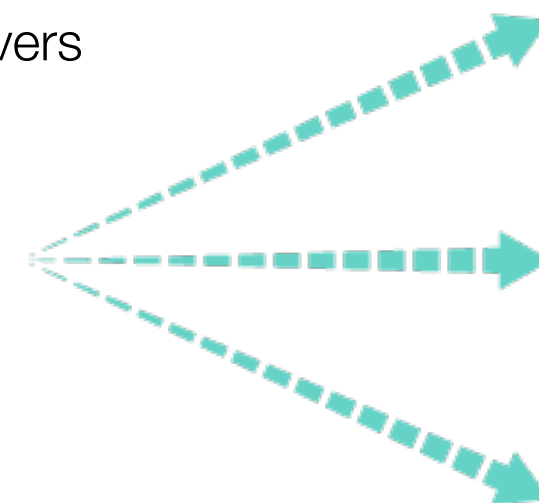
- ▶ update meta data, thumbnails, artwork, watermarks, subtitles
- ▶ manage geo targeting, DRM security, publishing preferences
- ▶ use player customization, cloud trimming & many more features



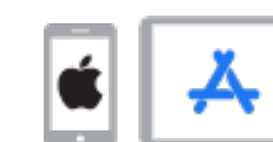
Upload Media

Content Delivery Network (CDN)

- ▶ global, high-performance delivery of your media
- ▶ utilizing the world's largest server networks
- ▶ 70 datacenters with over 100,000 streaming servers



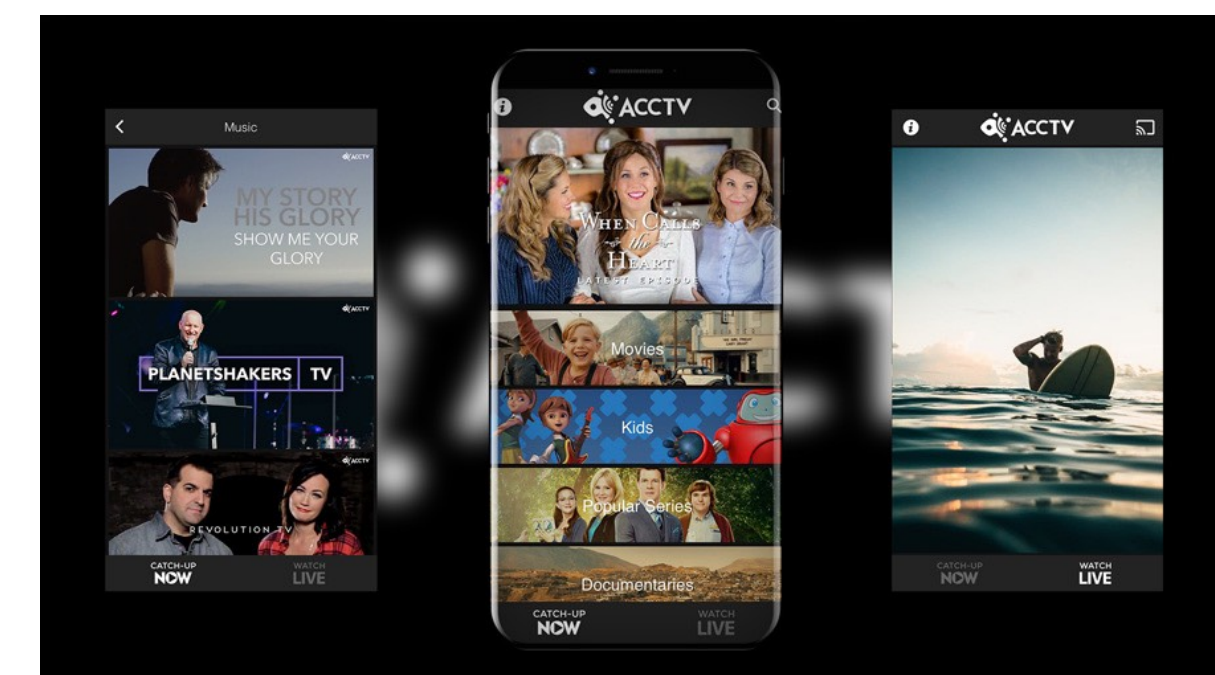
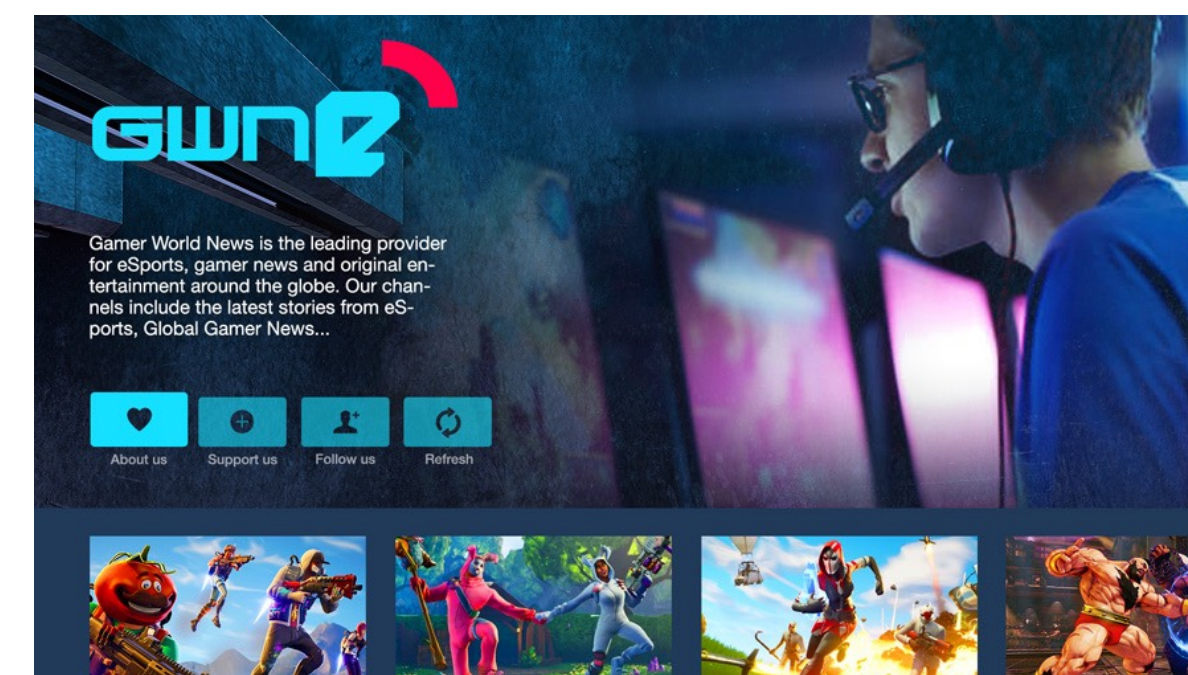
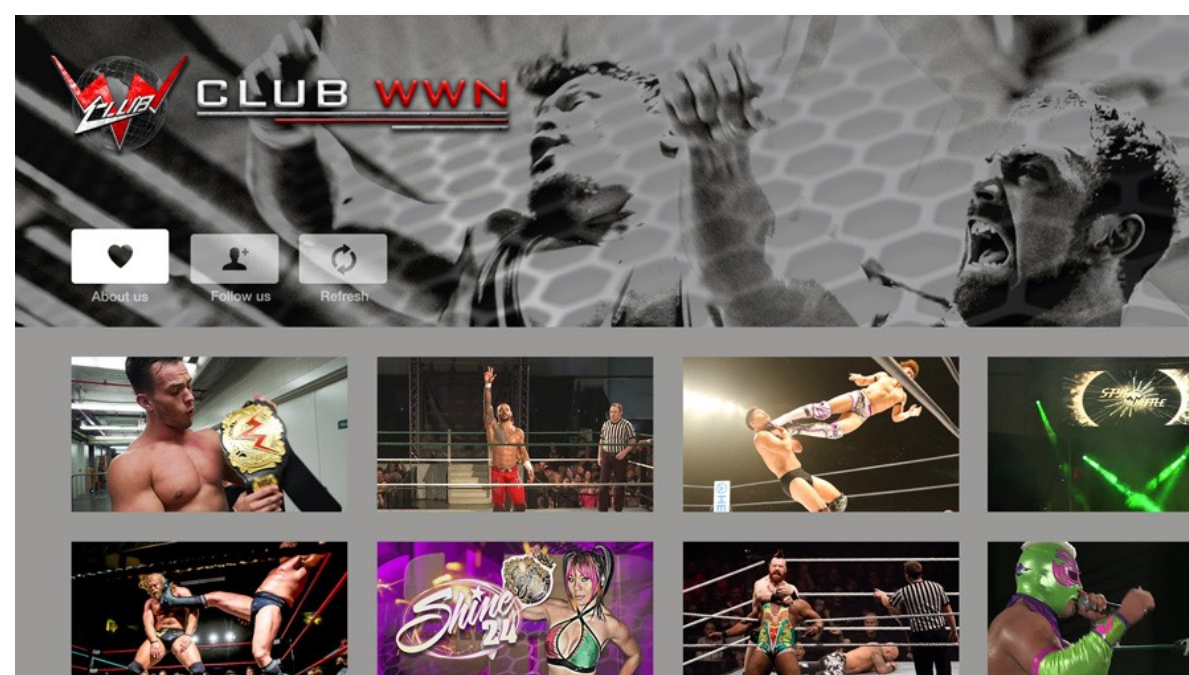
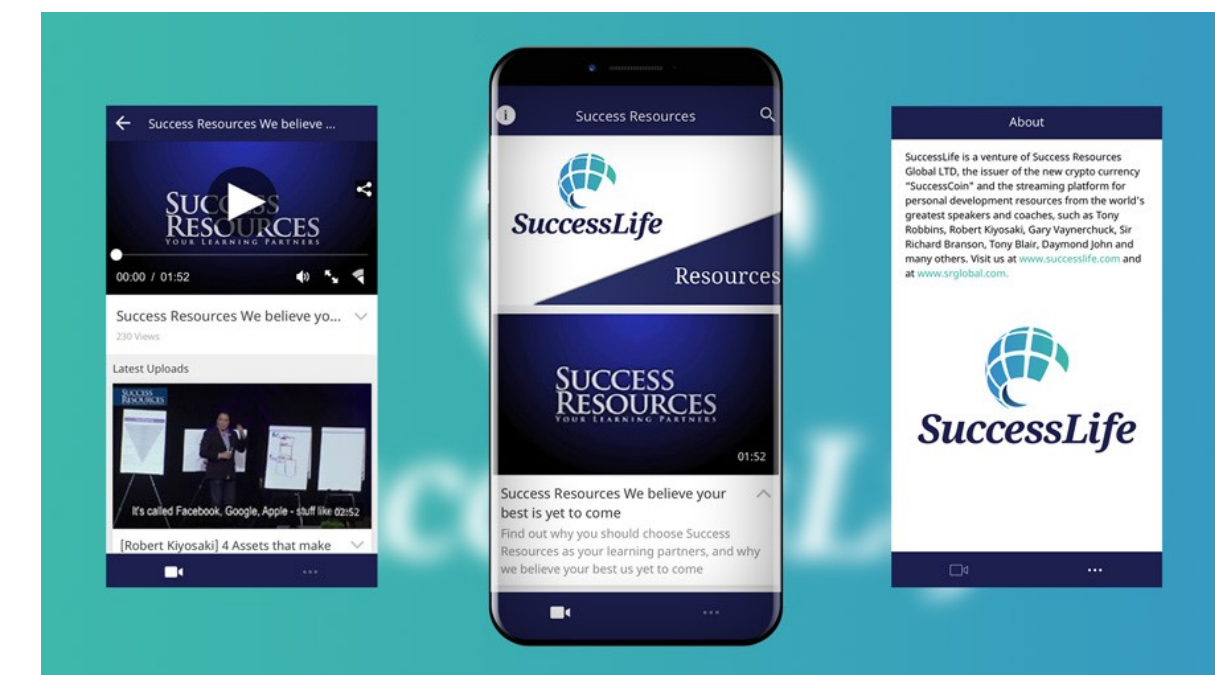
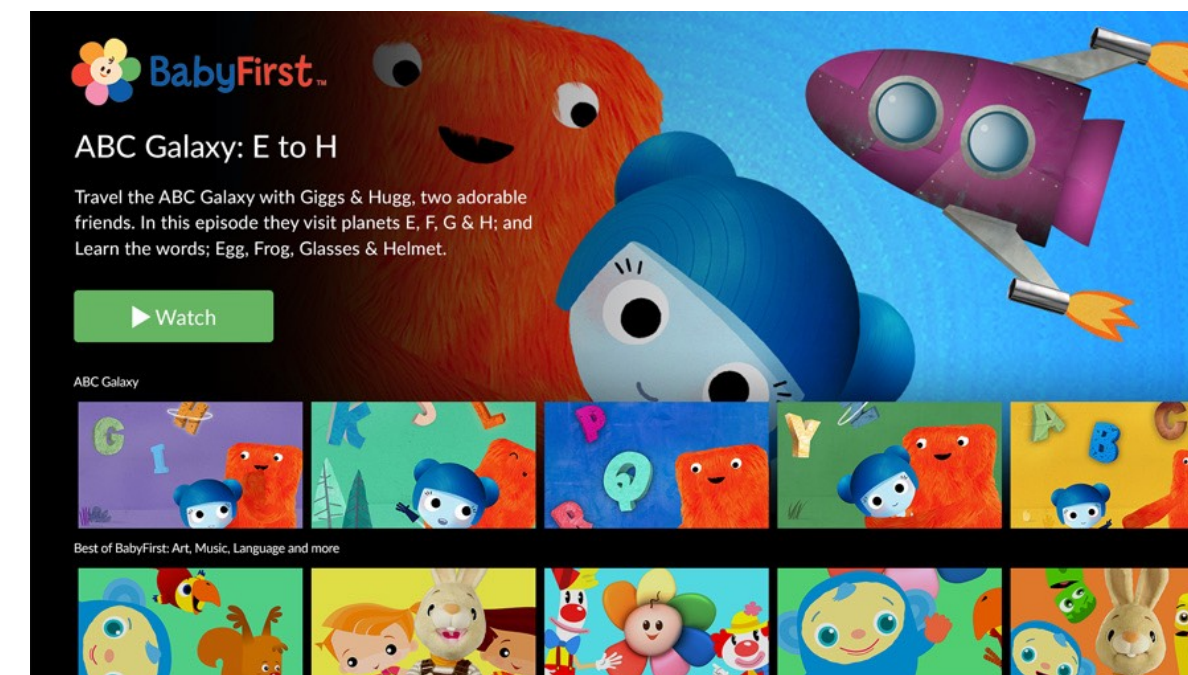
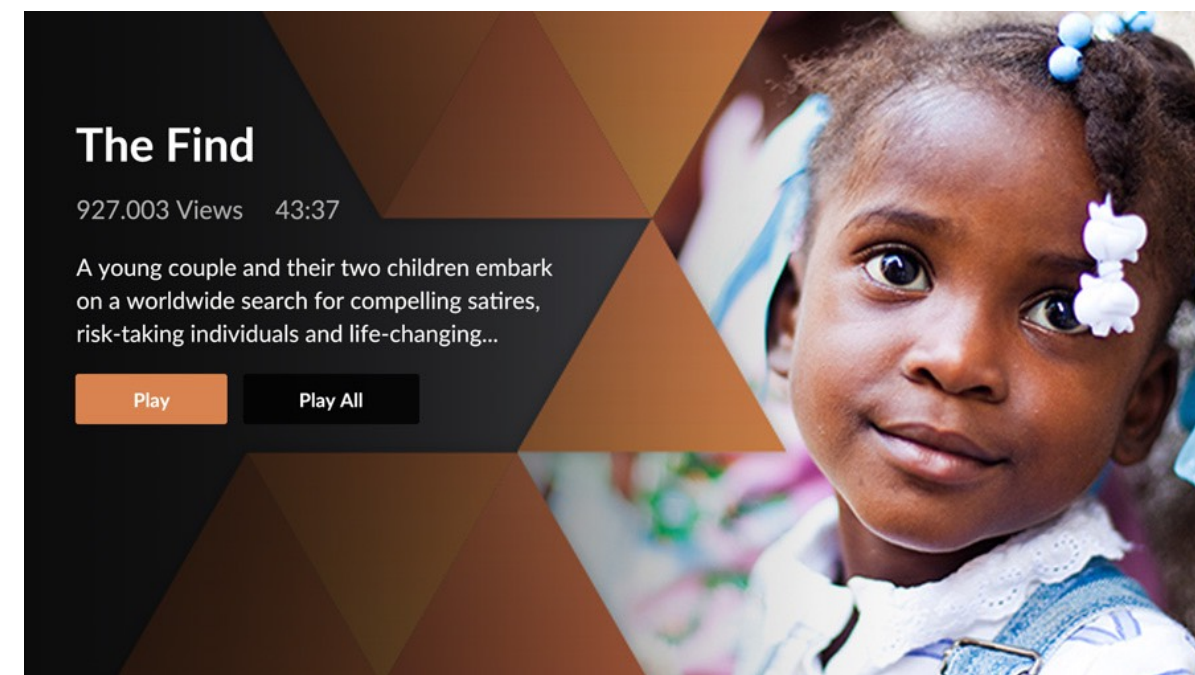
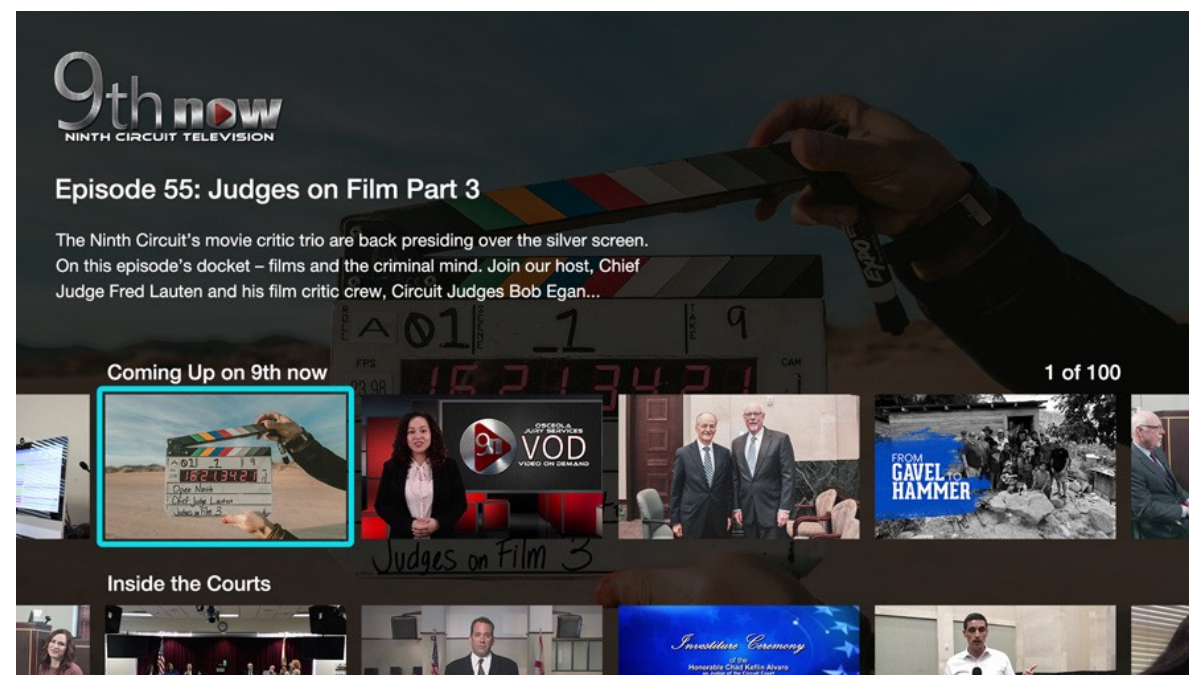
Your TV & Mobile Apps, Social Media, Websites & other Outlets:



TURNKEY MULTI-PLATFORM OTT SOLUTION

Launch and Expand Beautiful Native TV Apps, Mobile Apps & WebApps.

- ▶ Build & Control your Navigation Structures with Categories, Channels, Series in Real-Time.
- ▶ Control Graphics, Metadata, Branding.
- ▶ Customize and Expand Continuously.



DEVELOP THROUGH LIGHTCAST

Grow your viewership across websites, mobile apps and TV apps

