
glomex THE GLOBAL MEDIA EXCHANGE

Media Delivery Service MDS



© OVUM Oct 2016

<http://www.broadbandtvnews.com/2016/10/07/western-european-pay-tv-continues-grow/>

EU Pay-TV Market:

2016: 98 Mio subscribers

2021: 105 Mio subscribers

Western Europe Pay TV Operator Forecast:

Top 73 operators = 93% of 98 Mio subscriber (2016)

Top 73 operators = 92% of 105 Mio subscriber (2021)

Top 5:

Liberty Global 17.4 million subs,

SKY = 17.3 million subs,

Vodafone = 9.0 million subs,

Altice = 5.5 million subs,

Telefónica = 4.8 million subs.

© Digital TV Research 2016

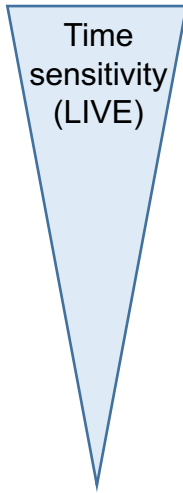
[Big four control majority of West European pay-TV market | Media Analysis | Business](#)

<http://www.rapidtvnews.com/2016092244406/majority-of-west-european-pay-tv-market-controlled-by-only-four-companies.html>

Solid, slowly growing market

Large platforms loose market share,
Smaller content owners enter the market

Marketing via	Revenue source	glomex product
Broadcast TV	Advertisements	Pro7 TV channel
OTT Pay-per-view	Fee	MDS
OTT Pay-TV	Subscription	MDS
Webpages / Apps	Advertisements	MES



Business Case

OTT Pay-TV Year 1

Content Right costs 500.000 €

Webpage / App and Backend platform 125.000 €

Media Delivery Service 125.000 €

Total Costs **750.000 €**

Accumulated Costs **750.000 €**

Subscriber 25000

Pay-TV revenues a 5€/m 1.500.000 €

Pay-per-view a 10€ 500.000 €

Total Revenues **2.000.000 €**

Accumulated Revenues **2.000.000 €**

Earnings **1.250.000 €**

Accumulated Earnings **1.250.000 €**

AFFORDABLE SPORTS EVENT BROADCASTING: NOW YOU TOO CAN DO PAY-TV & PAY-PER-VIEW

How About
Two Million
More Revenue?

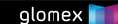
Historically, it has been prohibitively expensive to set up and run your own Pay-TV or Pay-Per-View service. The Media Delivery Service (MDS) from glomex changes that by dropping the price from millions to thousands thereby removing the primary hurdle to entering the Subscription Video on Demand (SVOD) and Live Streaming market.

info@glomex.com

HERE IS A SAMPLE REVENUE FLOW:

Total subscribers	25,000
Pay-TV subscriptions @ \$5/month	\$ 1,500,000
Total Pay-Per-View purchases	50,000
Pay-Per-View tickets @ \$10/each	\$ 500,000
Annual gross revenue	\$ 2,000,000
Estimated licensing cost	\$ -500,000
Cost for the Media Delivery Service	\$ -250,000
Your Annual Net Profit	\$ 1,250,000

WHEN CONTENT IS KING, GLOMEX IS YOUR KINGDOM



Pay-per-view (LIVE + 48h replay)

WOODLEY vs THOMPSON 2
UFC 209 | 5. MÄRZ, LAS VEGAS

Weltergewicht-Champion Tyrone Woodley und Karate-Wunderkind Stephen Thompson wiederholen bei UFC 209 ihren sensationellen ersten WM-Kampf. Nach dem bitteren Unentschieden streben nun beide einen Knockout an: Woodley mit seinen wuchtigen Schlägen, Thompson mit seinen trickreichen Kicks.

Schau die Main Card von UFC 209 live ab 4.00 Uhr auf ran FIGHTING!

HÖL DIR DEIN TICKET **14,99 €**

BLACK-PASS subscription (24x7 LIVE + VoD)

BERRAHAM vs FANA
PETKO'S FIGHT NIGHT | 4. MÄRZ, MÜNCHEN

Der ungeschlagene Hawk „der Löwe“ Berraham muss sich in seinem sechsten Profikampf mit dem Südafrikaner Mzonke Fana messen. Neben diesem Main Event von Petko's Fight Night liegt der Fokus auf Serge Michel, den spektakulären Neuzugang im Boxstall von Alexander Petkovic. Der „Räuberin Sniper“ will nach einer glanzvollen Amateur-Karriere, in der er u.a. Tyrone Zeuge besiegte, nun als Profi angreifen.

Verpass nicht das Debüt live in München auf ran FIGHTING!

HÖL DIR DEN BLACK PASS **3,99 €**



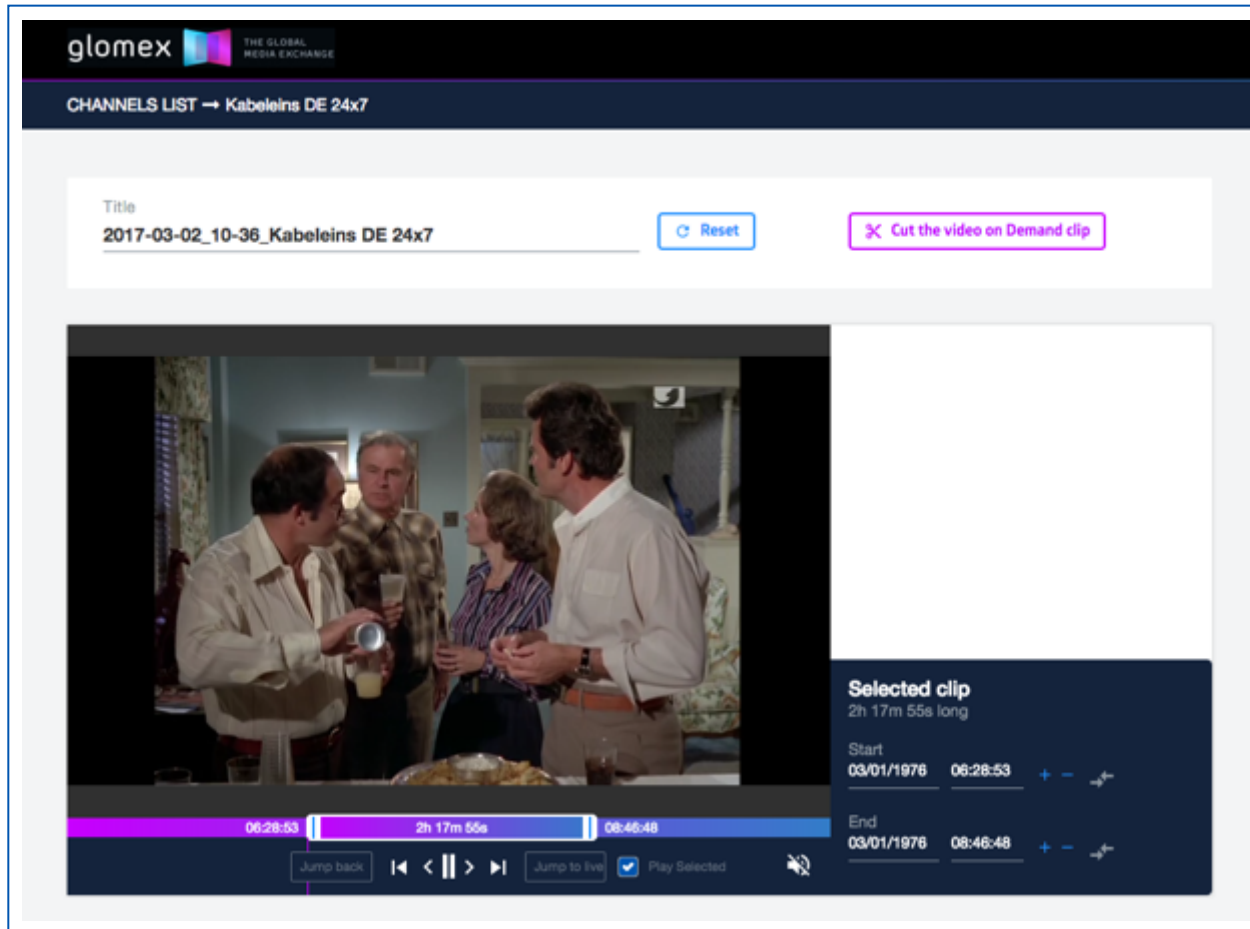
BLACK-PASS LIVE TV channel EPG

1 MÄRZ MITTWOCH

VORHERIGER TAG HEUTE NÄCHSTER TAG

24/7 KAMPFSPORT CHANNEL

24:48	Joe Calzaghe vs. Mario Vait I	HÖR DIR
24:47	Markus Beyer vs. Danny Green II	HÖR DIR HÖR DIR
24:48	Feder Chudinov vs. Felix Sturm II	HÖR DIR
24:01	KOTV Weekly	HÖR DIR
24:06	Evan Ortega vs. Byron Mitchell	HÖR DIR
24:27	Anthony Joshua vs. Eric Molina	HÖR DIR



The screenshot shows the Live Cut Player interface. At the top left is the glomex logo and the text 'THE GLOBAL MEDIA EXCHANGE'. Below this is a navigation bar with 'CHANNELS LIST → Kabeleins DE 24x7'. The main area has a title field containing '2017-03-02_10-36_Kabeleins DE 24x7', a 'Reset' button, and a 'Cut the video on Demand clip' button. A video player shows a scene with four people. Below the video is a progress bar with a selected clip highlighted in purple, showing a duration of 2h 17m 55s. The progress bar has markers for '06:28:53' and '08:46:48'. Below the progress bar are playback controls: 'Jump back', play/pause, 'Jump to live', a checked 'Play Selected' checkbox, and a mute icon.

glomex THE GLOBAL MEDIA EXCHANGE

CHANNELS LIST → Kabeleins DE 24x7

Title
2017-03-02_10-36_Kabeleins DE 24x7

Reset

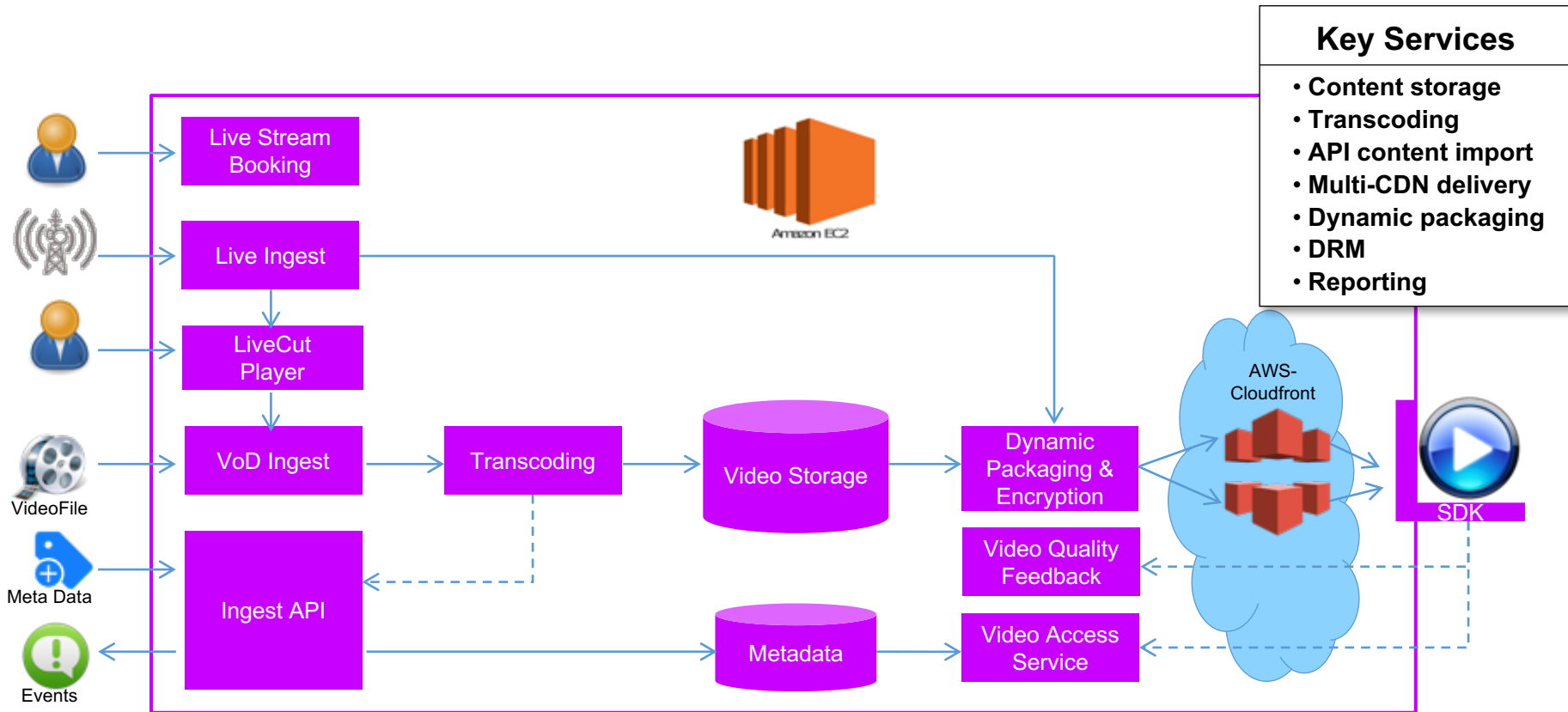
Cut the video on Demand clip

Selected clip
2h 17m 55s long

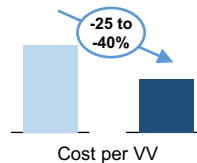
Start
03/01/1976 06:28:53 + - 🔊

End
03/01/1976 08:46:48 + - 🔊

Jump back ⏮ ⏪ ⏩ ⏭ Jump to live Play Selected 🔇



- ### Key Services
- Content storage
 - Transcoding
 - API content import
 - Multi-CDN delivery
 - Dynamic packaging
 - DRM
 - Reporting



	HLS	DASH	Progressive	HDS	HSS	PlayReady (DASH)	WideVine (DASH)	FairPlay (HLS)
	✓	✓	✓	✓	✓		v35+ ✓	
	✓	✓	✓	✓	✓		v47+ ✓	
	✓	✓	✓	✓	✓	v11+ ✓		
	✓	✓	✓	✓	✓	v10+ ✓		
	✓	✓	✓	✓	✓			v8+ ✓

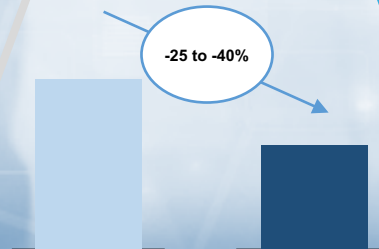
HTML5 Desktop Browser	Streaming Formats without DRM			Streaming Formats with DRM			
	Progressive (only VOD)	DASH	HLS	HTML5 Desktop Browser	Playready (MPEG-DASH)	Widevine (MPEG-DASH)	Fairplay (HLS)
Chrome	✓	✓	✗	Chrome ² v35+	✗	✓	✗
Firefox	✓	✓	✗	Firefox ² v47+	✗	✓	✗
Internet Explorer	✓	✓	✗	Internet Explorer ³ v11+ on Win 8.1+	✓	✗	✗
Microsoft Edge	✓	✓	✗	Microsoft Edge ⁴ Windows 10+	✓	✗	✗
Opera	✓	✓	✗	Opera ³ v31+	✗	✓	✗
Safari	✓	✓	✓	Safari ⁵ v8+ on OS X	✗	✗	✓
				¹ Only supported on Chrome version 35+ ² Only supported on Firefox version 47+ ³ Only supported on IE v11+ on Windows 8+			
				⁴ Only supported on Microsoft Edge Windows 10+ ⁵ Only supported on Opera version 31+ ⁶ Only supported on Safari version 8+ on OS X			
Plugins				Plugins			
Adobe Flash	✓	✗	✓	Adobe Flash	✗	✗	✗
Mobile Browser				Mobile Browser			
Android Stockbrowser	✓	✓	✓	Android (4.3+) Stockbrowser	✗	✗	✗
Android Chrome	✓	✓	✓	Android (4.3+) Chrome	✗	✓	✗
iOS Safari	✓	✗	✓	iOS Safari	✗	✗	✗
Mobile Players				Mobile Players			
Android	✓	✓	✓	Android (4.3+)	✗	✓	✗
iOS	✓	✗	✓	iOS (8+)	✗	✗	✓

Market challenges

Consumers are used to getting **best video quality**: Industry needs a best-in-class video delivery platform

Cost of innovation is huge: Industry needs a shared resource in a multi-tenant context

Infrastructure cost largely depends on volume: Industry needs to bundle all volumes in one platform

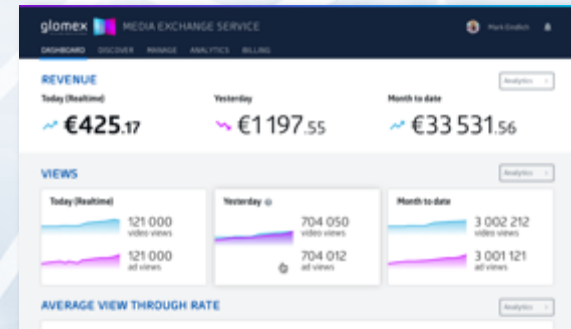


Cost per VV

Our solution

MEDIA DELIVERY SERVICE

Multi-tenant **video delivery platform** combining innovation, highest quality and flexible SaaS model



Benefits:

- State of the art video delivery combined with best in class cost leadership
- No upfront investment (SaaS)