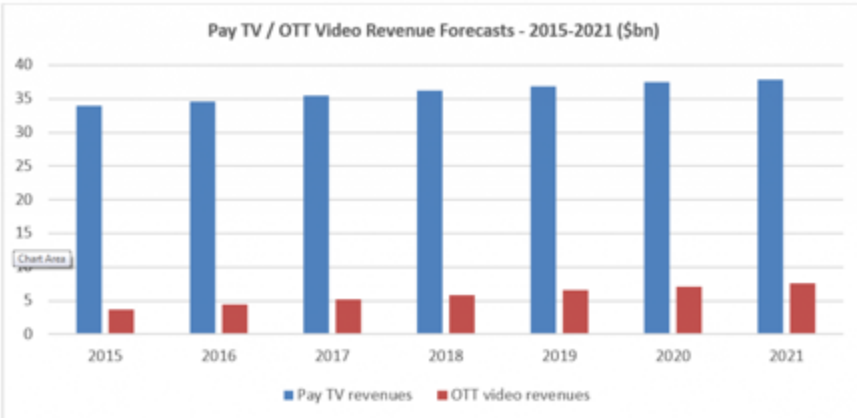
glomex THE GLOBAL MEDIA EXCHANGE

Media Delivery Service MDS

Pay-TV Market Research



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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.

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[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)
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Solid, slowly growing market

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

Marketing Content: Options

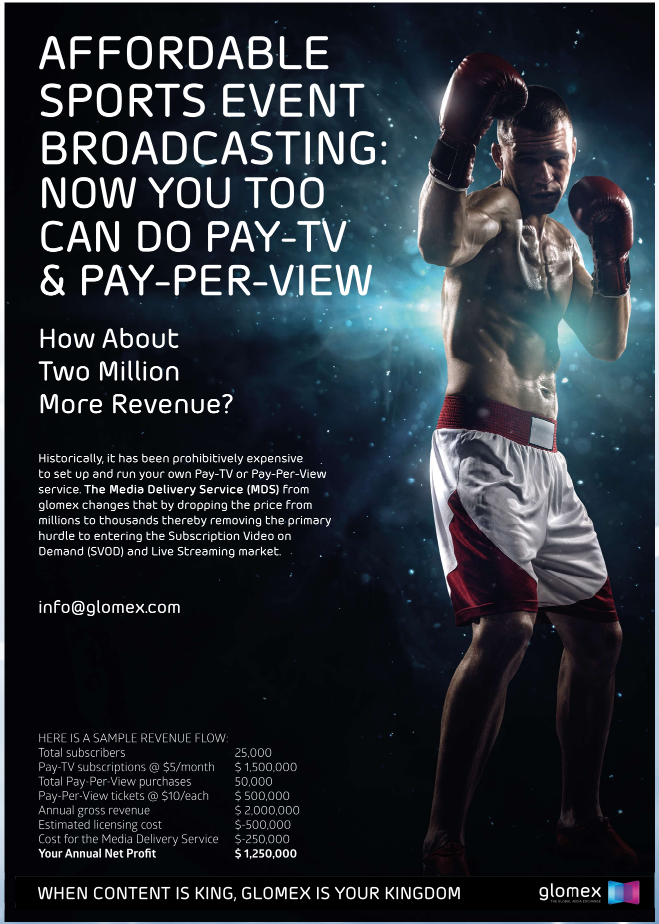
Marketing via	Revenue source	glomex product
Broadcast TV	Advertisements	Pro7 TV channel
OTT Pay-per-view	Fee	MDS
OTT Pay-TV	Subscription	MDS
Webpages / Apps	Advertisements	MES

Time sensitivity (LIVE)

MDS: Media Delivery Service (VoD/Live wokflow & distribution)
MES: Media Exchange Service (B2B portal for clip marketing)

Business Case Content Owners

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 €**

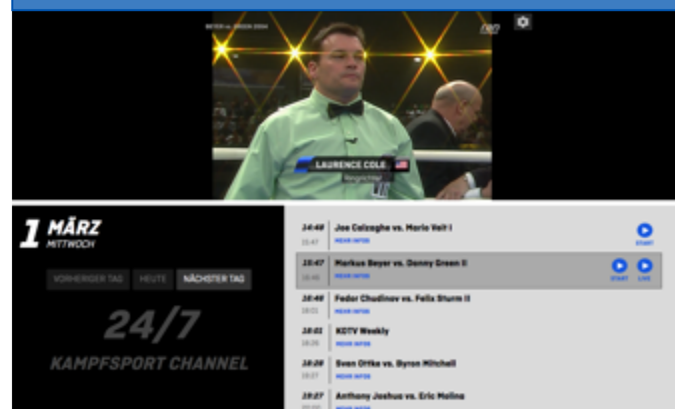


Marketing Boxing: RANfighting

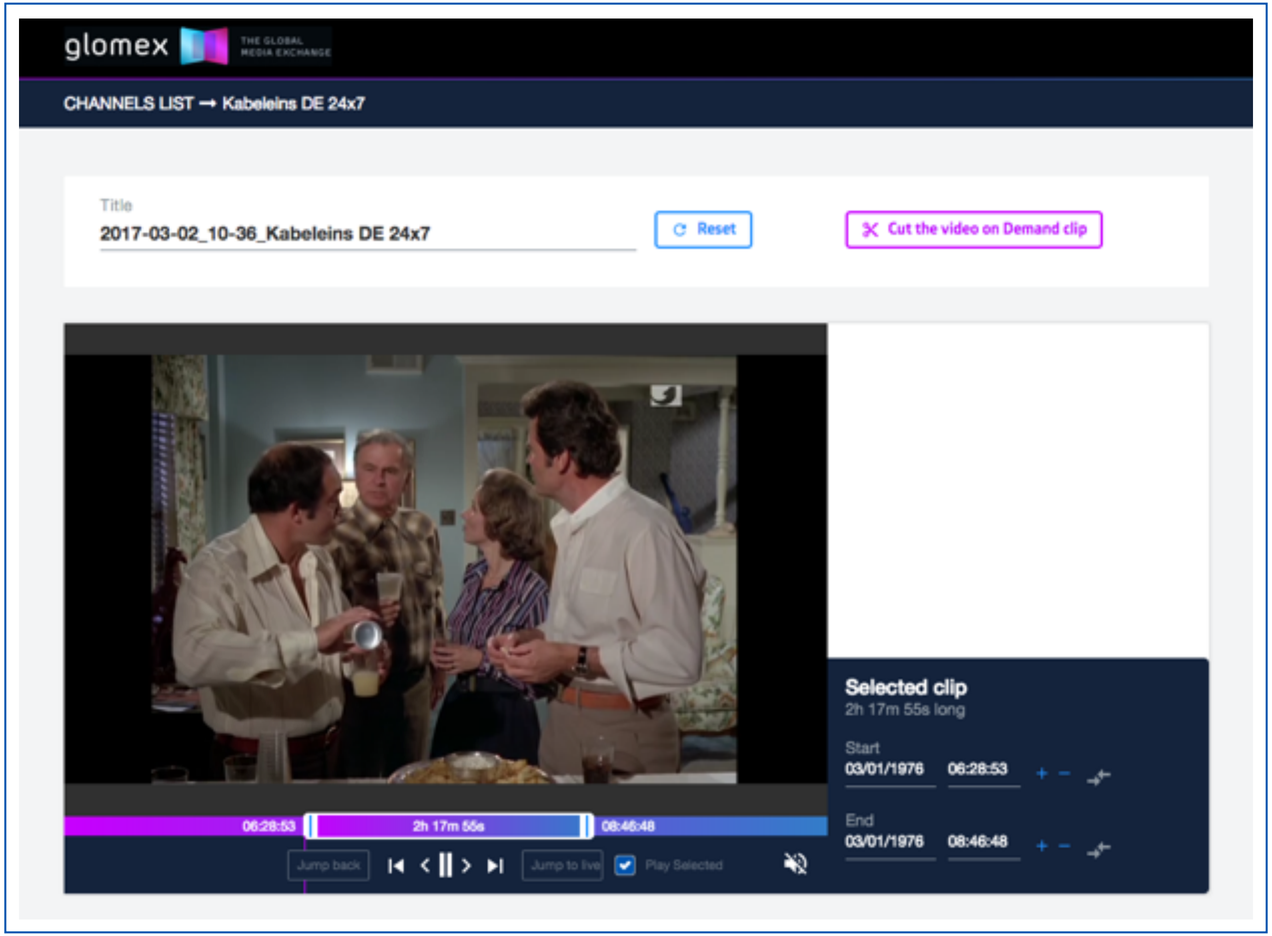
Pay-per-view
(LIVE + 48h replay)

BLACK-PASS subscription
(24x7 LIVE + VoD)

BLACK-PASS LIVE TV channel EPG



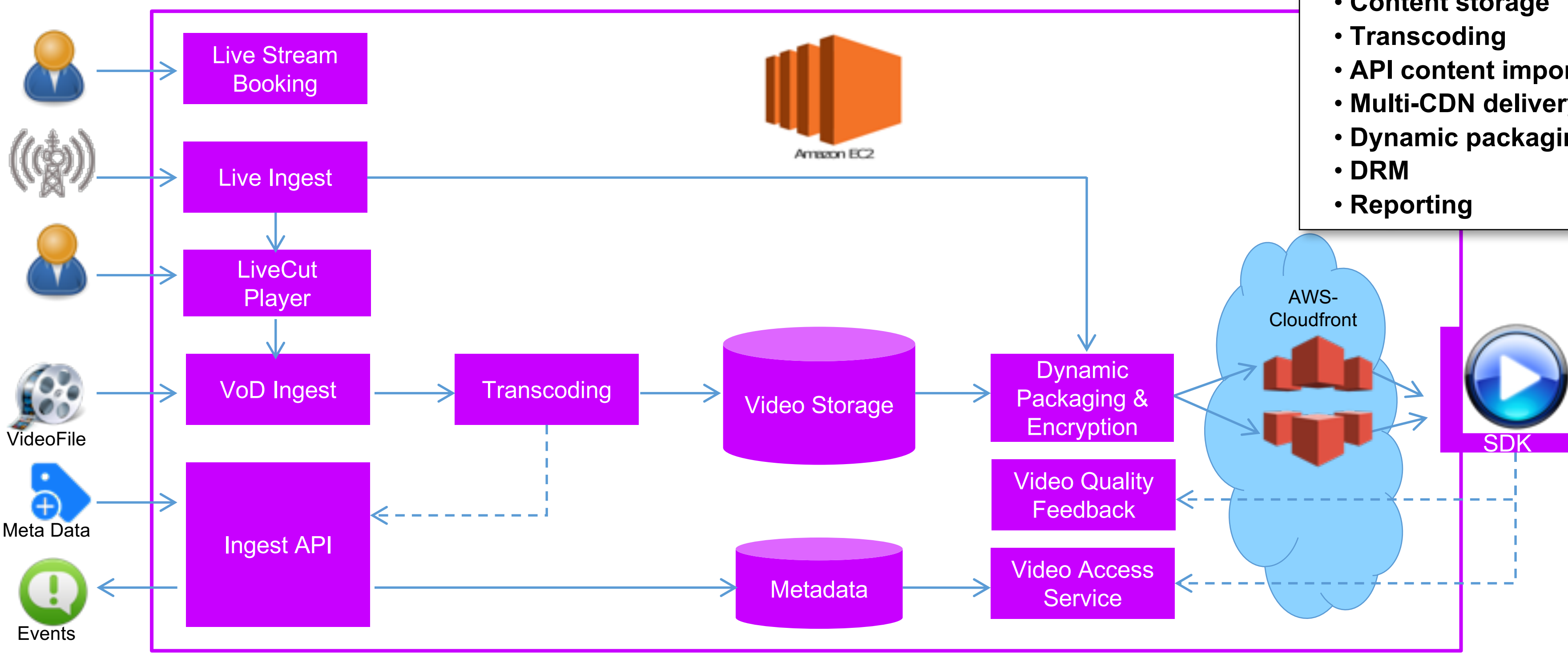
Live Cut Player

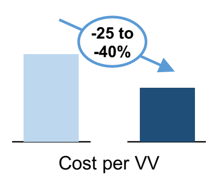


glomex MDS = Multi-CDN for VoD & LIVE

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+ ✓

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THE GLOBAL MEDIA EXCHANGE

Streaming Formats without DRM

HTML5 Desktop Browser	Progressive (only VoD)	DASH	HLS
Chrome	✓	✓	✗
Firefox	✓	✓	✗
Internet Explorer	✓	✓	✗
Microsoft Edge	✓	✓	✗
Opera	✓	✓	✗
Safari	✓	✓	✓
Plugins			
Adobe Flash	✓	✗	✓
Mobile Browser			
Android Stockbrowser	✓	✓	✓
Android Chrome	✓	✓	✓
iOS Safari	✓	✗	✓
Mobile Players			
Android	✓	✓	✓
iOS	✓	✗	✓

Streaming Formats with DRM

HTML5 Desktop Browser	Playready (MPEG-DASH)	Widevine (MPEG-DASH)	Fairplay (HLS)
Chrome[1] v35+	✗	✓	✗
Firefox[2] v47+	✗	✓	✗
Internet Explorer[3] v11+ on Win 8.1+	✓	✗	✗
Microsoft Edge[4] Windows 10+	✓	✗	✗
Opera[5] v31+	✗	✓	✗
Safari[6] v8+ on OS X	✗	✗	✓
Plugins			
Adobe Flash	✗	✗	✗
Mobile Browser			
Android (4.3+) Stockbrowser	✗	✗	✗
Android (4.3+) Chrome	✗	✓	✗
iOS Safari	✗	✗	✗
Mobile Players			
Android (4.3+)	✗	✓	✗
iOS (8+)	✗	✗	✓

[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 OSX

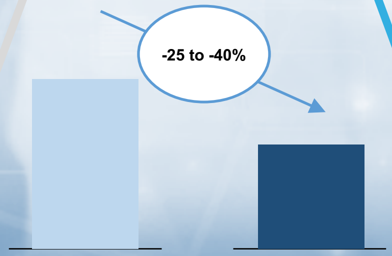
glomex MDS = cost reduction by pooling traffic

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

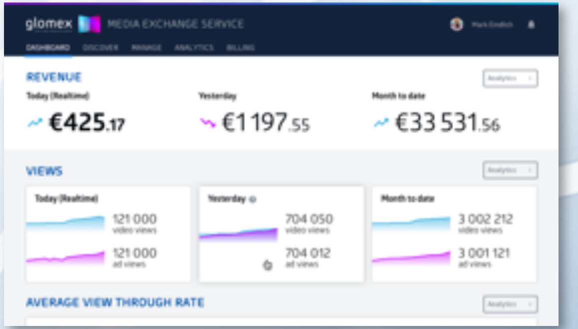
Infrastructure cost largely depends on volume: Industry needs to bundle all volumes in one platform



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)