

**Film**  **n.TV**™

*an innovative approach to* **DIGITAL MARKETING**

# FILMON.TV IS THE WORLD'S LARGEST FREE IPTV SERVICE

## ABOUT US

FORMED IN 2006, **FILMON TV** IS THE WORLD'S **FIRST** AND **LARGEST** IP-DELIVERED DIGITAL TELEVISION PLATFORM WITH **TRUE TV EVERYWHERE CAPABILITIES**. AVAILABLE **GLOBALY** VIA COMPUTERS, SMARTPHONES, TABLETS AND IP-ENABLED SET-TOP BOXES AND DEVICES.

- ▶ **LATEST** MAJOR MOVIE STUDIO AND TV RENTALS
- ▶ OVER **100,000** VIDEO ON DEMAND TITLES
- ▶ **EXCLUSIVE CHANNELS** ONLY ON FILMON
- ▶ ORIGINAL PROGRAMMING PRODUCED IN LOS ANGELES
- ▶ **FREE DVR** FUNCTIONALITY
- ▶ TV - **ANYTIME, ANYWHERE**
- ▶ **FREE** TO CONSUMER



## FILMON *reach*

### GLOBAL

- ▶ **2 BILLION** MONTHLY IMPRESSIONS (ALL PLATFORMS)
- ▶ **70 MILLION** UNIQUE MONTHLY VISITORS
- ▶ **EXCLUSIVE PARTNERSHIP** WITH LENOVO DEVICES
  - ▶ FILMON APP PRE-LOADED ON EVERY UNIT
- ▶ **50 MILLION** APP DOWNLOADS WORLDWIDE
  - ▶ ANDROID, IOS, BLACKBERRY

### USA

- ▶ **90 MILLION** MONTHLY IMPRESSIONS (ALL PLATFORMS)
- ▶ **22 MILLION** UNIQUE VISITORS
- ▶ **3.8 MILLION** SPANISH LANGUAGE VISITORS MONTHLY

### DEMOGRAPHICS

- ▶ **65% MALE** | **35% FEMALE** | **21-55 YEARS OLD**





**FOTV FEATURES ORIGINAL PROGRAMMING, COMEDY, MUSIC, SPORTS AND LIVE BATTLECAM - 24/7 ON CABLE, SATELLITE AND ONLINE ON A GLOBAL SCALE**

**FOTV distribution & reach** REACHING OVER **100 MILLION** HOUSEHOLDS

- ▶ **FOTV USA MARKET - 100+ MILLION HOUSEHOLDS**
  - ▷ BROADCAST, CABLE, SATELLITE, SYNDICATION
- ▶ **FILMON.COM GLOBAL MARKET - 70 MILLION MONTHLY USERS**
- ▶ **LA MARKET - OVER 1.2 MILLION HOUSEHOLDS**
  - ▷ DISH NETWORK "CHANNEL 6"
  - ▷ CHARTER CABLE CH. 387 / 10.2 KIIO
- ▶ **EUROPE MARKET - 35 MILLION HOUSEHOLDS**
  - ▷ SKY CH. 237
  - ▷ FREE SAT CH. 410
  - ▷ OTHER SATELLITE CABLE NETWORKS ACROSS EUROPE ACTIVE OR COMING SOON



**ADVERTISE ON FOTV**  
 RATE CARD AVAILABLE - WEEKLY ROS PACKAGES  
 RUN OF NETWORK: \$150 | PRIMETIME: \$250  
 ASK ABOUT AD SPECIALS



CATCH THE **HOTTEST NEW MOVIES** HERE FIRST, INCLUDING **PRE-DVD RELEASES AND TITLES STILL IN THEATERS**. EXPLORE NEW RELEASES IN EVERY GENRE, INCLUDING ACTION, COMEDY, DRAMA AND MORE.



**FILMON** HAS PERFORMED COUNTLESS LIVE BROADCAST AND PPV EVENTS FOR SPORTS, ENTERTAINMENT AND CORPORATE LEADERS AROUND THE GLOBE.



FilmOn TV offers complete Digital Production to include LIVE PPV, HD & SD Live Event Management including both Fiber & Mobile Satellite Transmission; Fiber Connected Insert Studios & Tape Playout Facilities in Los Angeles. FilmOn has a turnkey approach to serve all of your live media event needs.

**Studios | Production | Event Management | HD Encoding | Satellite | PPT**

**EVENT MANAGEMENT & PPV**

# FILMON STUDIO

*Beverly Hills, California*

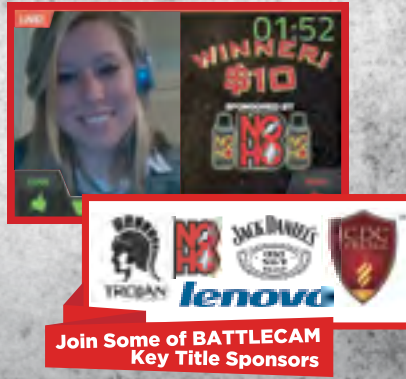
STUDIO BASED IN BEVERLY HILLS, CA PRODUCING ORIGINAL POPULAR CULTURE SHOWS, BATTLECAM, LIVE EVENTS & TV COMMERCIALS



**FILMON TV IS A GLOBAL MULTIMEDIA COMPANY**, PRODUCING FEATURE FILMS, TV AND WEB CONTENT WITH AN **AWARD-WINNING** TEAM OF PRODUCERS, WRITERS AND CREATIVE DIRECTORS.

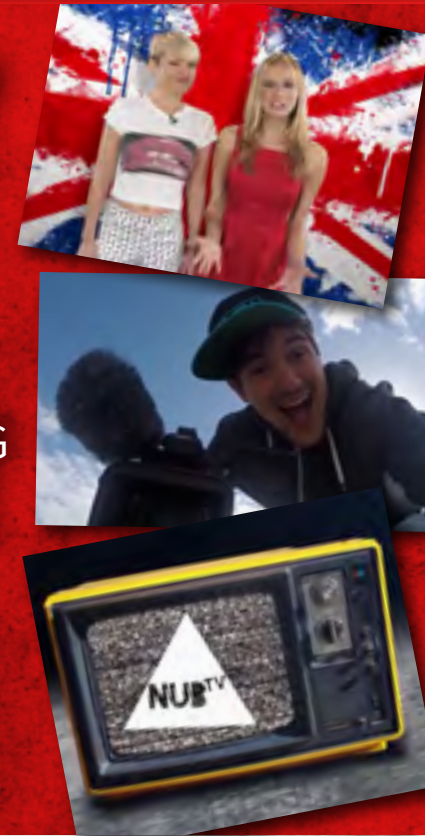
ORIGINAL SERIES

ORIGINAL SERIES



**FILMON SOCIAL IS A UNIQUE, LIVE, OVER THE AIR, CABLE AND INTERNET BASED REALITY TELEVISION CHANNEL AND SERVES AS A COMMUNITY FOR FILMON.COM. IT IS AN INTERACTIVE, SOCIAL TV EXPERIENCE THAT HAS A HIGHER LEVEL OF ENGAGEMENT & MORE TIME SPENT ON SITE. PRE ROLL, SPONSORSHIP AND TV ADVERTISING OPPORTUNITIES**

**3 DAREDEVIL BROTHERS WITH AN APPETITE FOR DESTRUCTION! THE GRAEFF BROTHERS AND THEIR FRIENDS WILL GO TO ANY LENGTHS TO PUSH THE LIMITS OF THEIR EVERYDAY LIVES, SOMETIMES ENDING IN PAIN, SOMETIMES ENDING IN GLORY. WATCH AS THE INSANITY OF THEIR LIVES UNFOLDS. IT'S A GOOD DAY FOR A REVOLUTION. PRE ROLL, SPONSORSHIP AND TV ADVERTISING OPPORTUNITIES**



**NUB** TV

ORIGINAL SERIES

ORIGINAL SERIES

**BEVERLY HILLS** *live*



**BEVERLY HILLS LIVE IS AN INTERACTIVE, BRAND-CENTRIC, LIFESTYLE TALK SHOW THAT HIGHLIGHTS ONE SPECIFIC BRAND PER HOUR WHERE YOUR BRAND "OWNS THE HOUR." THE SHOW FEATURES: HOSTED, IN-STUDIO BRAND INTRODUCTIONS, MAN ON THE STREET TESTIMONIALS, BRAND-RELATED NEWS & TRIVIA SEGMENTS, AS WELL AS CALL-INS THAT COMMENT ON HOSTED TOPICS DIRECTLY RELATED TO THE "BRAND OF THE HOUR." PRE ROLL, SPONSORSHIP, TV, BRAND INTEGRATION AND "OWN THE HOUR" ADVERTISING OPPORTUNITIES**

**"THE CHONG SHOW" IS A JOINT VENTURE BETWEEN FILMON TV, THE WORLD'S LARGEST FREE STREAMING DIGITAL PLATFORM, AND TOMMY CHONG, LEGENDARY ACTOR, COMIC, AND ACTIVIST FOR THE MARIJUANA LEGALIZATION MOVEMENT. "THE CHONG SHOW" FOLLOWS WORLD-FAMOUS ICON TOMMY CHONG IN A COMEDY-SEGMENT AND INTERVIEW SERIES WHERE HE INTERVIEWS CELEBRITIES, DOES SKETCH COMEDY, AND DISCUSSES COOL LIFESTYLE BRANDS.**



*the* **CHONG SHOW**



# TARGETED AD PLACEMENT

## PRE ROLL & DISPLAY advertising

### Pre Roll – up to :60

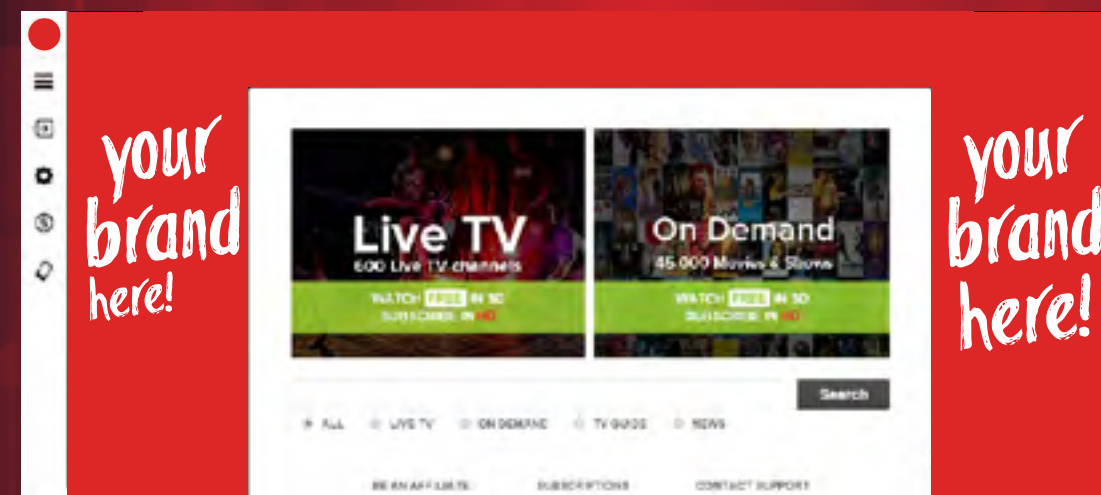
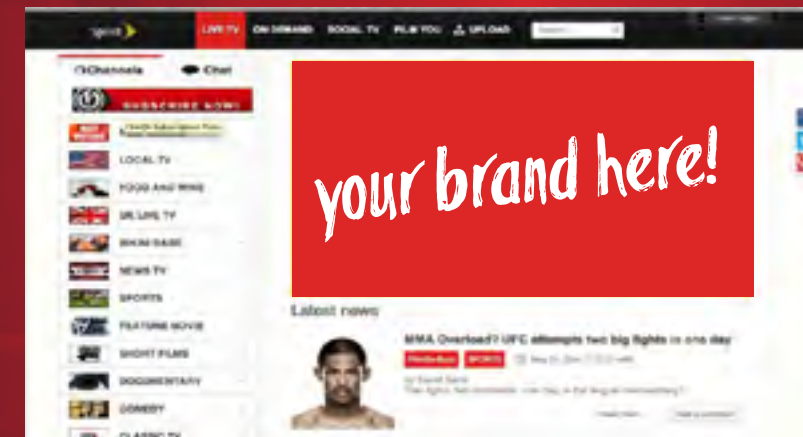
- ▶ ONE PRE ROLL AT LOGIN
- ▶ ONE PRE ROLL PER CHANNEL CHANGE
- ▶ SUPPORT RICH MEDIA, RICH MEDIA PLUS
- ▶ IAB VAST & VPAID COMPLIANT
- ▶ AVERAGE VTR - +90%
- ▶ ATF – PLAYER 642 X 480 CUSTOM, GOOGLE IMA SDK
- ▶ AVERAGE CTR – 1.5 – 2.5% (MOBILE + 5%)

### Display

- ▶ SUPPORT ALL AD FORMATS
- ▶ IAB FORMATS – LEADERBOARDS, MPU, MASTHEADS, DOUBLE MPUS
- ▶ MOBILE DISPLAY – LEADERBOARDS & SKIN TAKE OVERS
- ▶ • CTR 0.9 – 1.5%

\*\*Vertical targeting including Male, Female, Music, Sports etc.

\*\*Precise tracking of served ads with Google DFP Ad Server



# FilmOn.TV™

WHY  
ADVERTISE  
WITH

## DIGITAL ADVERTISING ON FILMON

The FilmOn Network currently serves over 2.5 Billion pre-roll video ads and display banners each month from its platform from across 70 million monthly unique visitors – approximately 50% are in the USA.

## ADVERTISING PARTNERS

FilmOn has active partnerships with ALL major trading desks and Networks like Videology, BrightRoll, LiveRail, Yahoo Publishers etc. FilmOn offers these partners pre-roll advertising and display banner advertising across FilmOn properties.

## YOUR ADVANTAGE

FilmOn offers premium inventory procured through programmatic channels paired with audience targeting delivering improved performance

- ▶ Take advantage of premium traffic inventory currently going to networks and trading desks
- ▶ Networks are retailing filmon's floor cpm's at more than double benchmark without maximizing traffic

## THE OFFERINGS

\$12 CPM Highly Targeted & Engaged Video Traffic

- ▶ Saving Agencies and Clients as much as 50% on traffic by going direct

By working with FilmOn directly we will ensure:

- ▶ Premium content offerings are bundled and promoted across our network
- ▶ Ads are targeted
- ▶ Much higher click through ratios and conversion

\*This service is not made available by Run of Network offerings.

## PREMIUM TRAFFIC

THOUGH **LIVE TV** IS WHAT **FILMON** IS FAMOUS FOR, FILMON NOW OFFERS ALL **MAJOR HOLLYWOOD MOVIES AND TV SHOWS ONLINE AND ON DEMAND.**

FilmOn offers premium movies for sale or rent from major studios just like the ones you would see on sites like Amazon Prime and iTunes.

FilmOn also offers a free to watch model in lower resolution for tens of thousands of films documentaries and TV shows.

You can watch these movies on the Web, Smart TVs, apps and connected devices.

Adding more power to the reach FilmOn.TV is a Network of over 6500 affiliate sites with an easy to use management console. Like Youtube... other websites can embed FilmOn channels or even build their own mobile apps using FilmOn App builder tools. About 30% of all FilmOn traffic is made up of Affiliate traffic.



# HOLOGRAM USA

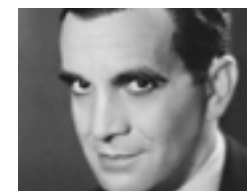
THE WORLD'S **FIRST** AND **LARGEST** HOLOGRAM ENTERTAINMENT COMPANY

**ORIGINAL CONTENT** CREATED UTILIZING FILMON'S EXCLUSIVE PARTNERSHIP WITH SISTER COMPANY **HOLOGRAMUSA** ENABLES ADVERTISERS TO TAKE ADVANTAGE OF DIGITAL LIKENESS RIGHTS THAT HOLOGRAMUSA EXCLUSIVELY OWNS TO INCLUDE: **WHITNEY HOUSTON, BOB MARLEY, PATSY CLINE, LIBERACE, ANDY KAUFMAN, REDD FOXX** AND MANY MORE <http://www.hologramusa.com/talent/>

- ▶ PROPRIETARY, LIFELIKE "3D" TECHNOLOGY.
- ▶ AVAILABLE FOR CONCERTS, TRADE SHOWS, AND EVENTS OF ALL KINDS.
- ▶ COMING SOON: HOLOGRAM TOUR EXPERIENCE

## HOLOGRAM *productions:*

- ▶ HOLOGRAM INNOVATIONS: [WWW.HOLOGRAMUSA.COM](http://WWW.HOLOGRAMUSA.COM)
- ▶ JIMMY KIMMEL LIVE FROM THE COUNTRY MUSIC AWARDS [CLICK TO VIEW](#)
- ▶ TUPAC COACHELLA [CLICK TO VIEW](#)
- ▶ MARIAH CAREY ACROSS 5 COUNTRIES, SPONSORED BY T-MOBILE [CLICK TO VIEW](#)
- ▶ HOLOGRAM TRUCK [CLICK TO VIEW](#)



# HOLOGRAM USA

## 2016-2017 FilmOn Hologram LIVE CONCERT SERIES

SPONSORSHIP, BRAND INTEGRATION, VENUE, TITLE SPONSORSHIPS, AND OTHER HOLOGRAM ADVERTISING OPPORTUNITIES

2016  
2017

- Liberace**
- Roy Orbison**
- Billie Holiday**
- Buddy Holly**
- Patsy Cline**
- Tammy Wynette**
- Whitney Houston**
- Bob Marley**
- Bing Crosby**
- Nat "King" Cole**

*\*Disclaimer: This line-up is subject to approval. All events are to be confirmed via talent, featured talent, venue & estate.*



## CLASS 15



**CLASS15.COM** is a platform that connects advertisers to **influencers** seamlessly. Advertisers use Instagramers with a prominent following to promote their brand or product, in a simple, easy-to-use, automated website. Class15 takes viral & social marketing to the next level. Our Internet Influencers will advertise your brand, product or service to hundreds of millions of followers. Class15 makes it easy for you to achieve massive brand awareness.

## ADVIRALLY



**ADVIRALLY.COM** "Viral **Video-Seeding**" where advertisers can place their video ads or shows on sites like YouTube, Vine and Vimeo and buy millions of viewers to watch their videos generating likes, dislikes and commentary. This methodology is divisive in kick-starting a video's presence online.

## MONDOTUNES



**MONDOTUNES.COM** utilizes the same distribution channel used by Lady Gaga, Black Eyed Peas, One Republic, U2, Rihanna and other Universal Music Group artists to allow streaming and download **distribution to 700 digital music retailers** across the web.

MondoTunes has the resources and network infrastructure needed to seamlessly distribute music, video and mobile products. What makes MondoTunes unique is unmatched ability to provide the largest global digital distribution channel in conjunction with comprehensive marketing campaigns to maximize artists hype and exposure.

**FILMON MUSIC PROVIDES ARTISTS INSTANT OPPORTUNITY ON A GLOBAL SCALE TO A GLOBAL ENGAGED AUDIENCE.**

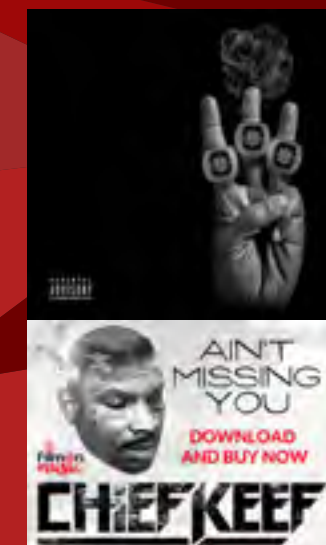
**ARTIST SPOTLIGHT: CHEEF KIEF**



**HIT SINGLE:**  
AIN'T MISSING YOU

**FEATURING:**  
JENN EM

**ALBUM:**  
BANG3



**WEBSITE:** [filmon.com/tv/chief-keef-live](http://filmon.com/tv/chief-keef-live)



**FilmOn Music** is the only full-service digital music and entertainment firm with resources in Livestream Events, Digital Music Distribution, Video Distribution, Hologram Concerts and Comprehensive Viral Marketing Services.



film**on**.TV™

