playwire™

Video Made Simple
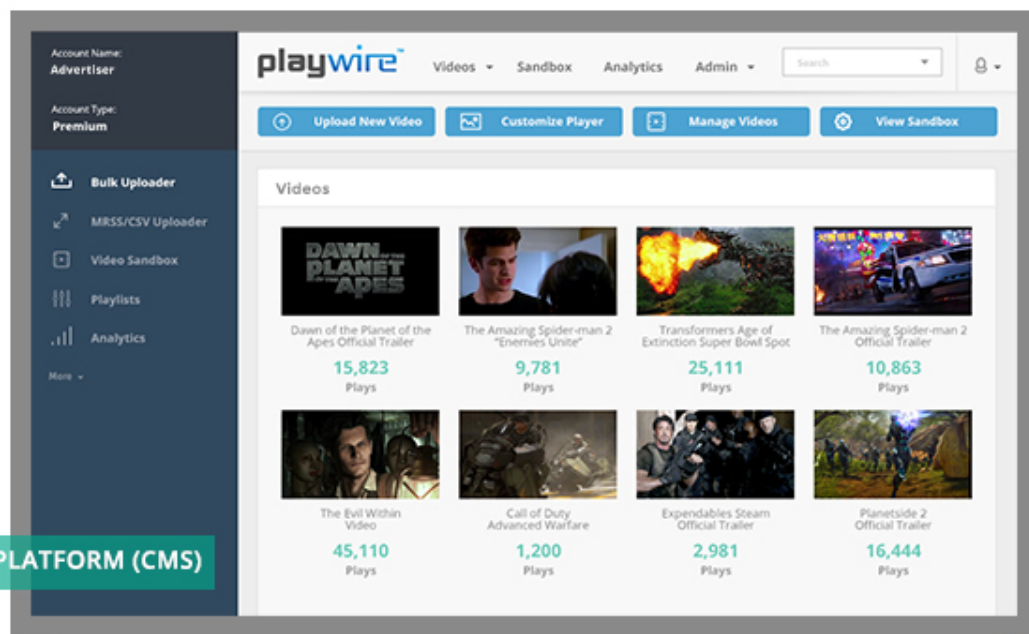
MAKE EVERY VIEW COUNT
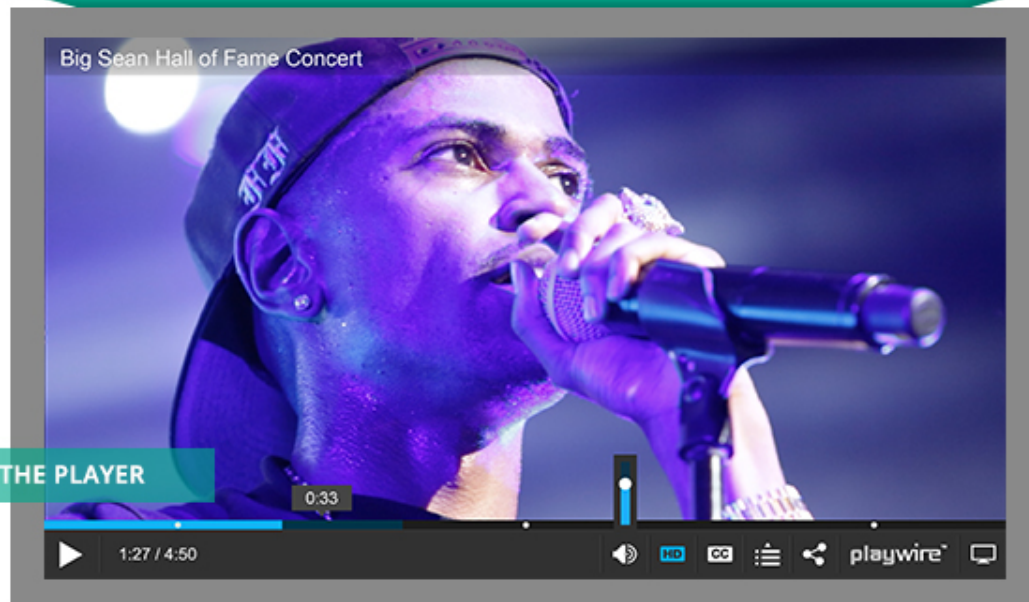
CMS & MONETIZATION PLATFORM   2014 MEDIA KIT

WHAT IS PLAYWIRE?

PLAYWIRE'S TECH EMPOWERS ARTISTS,
PUBLISHERS, AND CONTENT CREATORS
WITH A HIGHLY CUSTOMIZABLE VIDEO
PLAYER AND CMS PLATFORM THAT ALLOWS
THEM TO MONETIZE AND SYNDICATE THEIR
VIDEO CONTENT AT NO COST.

THE PLATFORM (CMS)

THE PLAYER

UNIQUE VALUE PROPOSITION

ON YOUR OWN	VS	WITH PLAYWIRE
ENCODING		
HOSTING		
VIDEO PLAYER		**PLAYWIRE COVERS ALL OF YOUR VIDEO NEEDS**
STREAMING		
AD NETWORKS		
DIRECT SALES		
ANALYTICS		
TECH SUPPORT		
PLATFORM		

PLAYWIRE IS THE ONLY SERVICE IN THE DIGITAL VIDEO SPACE THAT SUPPORTS PUBLISHERS AND CONTENT CREATORS WITH ONE SOLUTION FOR ALL OF THEIR ONLINE VIDEO MANAGEMENT, MONETIZATION, AND DISTRIBUTION NEEDS.

PLAYER CUSTOMIZATION

PROMOTE YOUR BRAND AND CUSTOMIZE YOUR PLAYER. CREATE AND SAVE SKINS OR CHOOSE FROM A VARIETY OF PRE-MADE TEMPLATES

Big Sean Hall of Fame Concert

0:33

1:27 / 4:50

playwire
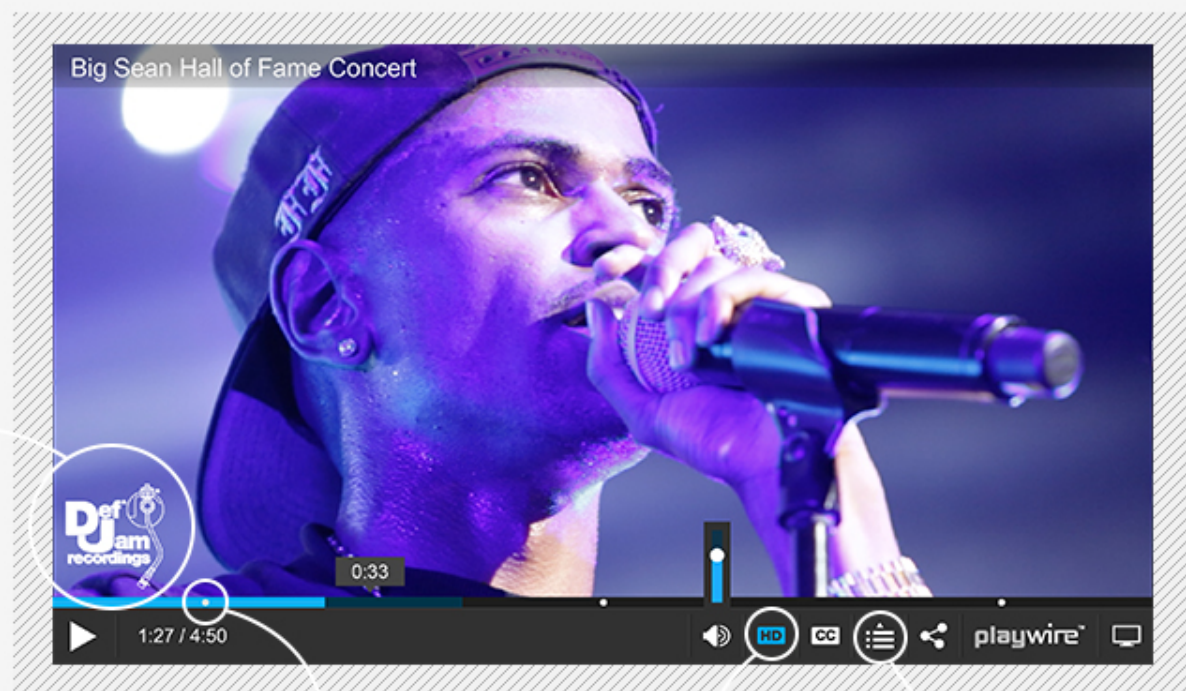
WATERMARKING
Add your custom branding URL

CUE POINTS
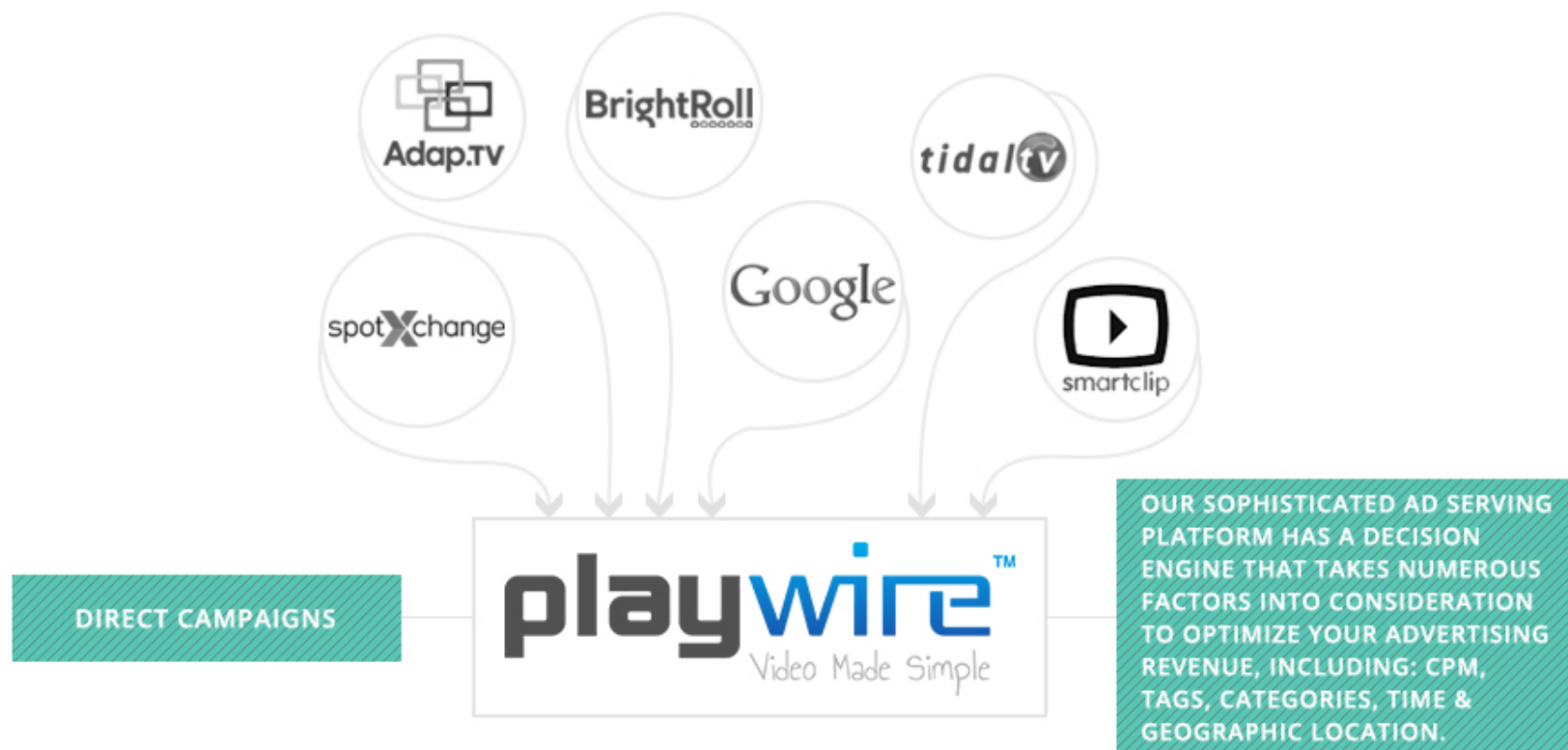Set custom ad points within the video

HD TOGGLE
Turn HD on/off or choose from adaptive streaming

PLAYLISTS
Create your own playlists or video channels

100% GLOBAL AD FILL

MONETIZE EVERY VIEW, ON EVERY DEVICE, ANYWHERE IN THE WORLD!

Adap.TV

BrightRoll

tidaltv

spotXchange

Google

smartclip

DIRECT CAMPAIGNS

playwire™
Video Made Simple

OUR SOPHISTICATED AD SERVING PLATFORM HAS A DECISION ENGINE THAT TAKES NUMEROUS FACTORS INTO CONSIDERATION TO OPTIMIZE YOUR ADVERTISING REVENUE, INCLUDING: CPM, TAGS, CATEGORIES, TIME & GEOGRAPHIC LOCATION.

WE TAKE AWAY THE MANUAL SET UP, HASSLE & CONTRACTS FOR EACH INDIVIDUAL NETWORK AND PROVIDE YOU WITH 140 AD NETWORKS AND A WORLDWIDE DIRECT SALES TEAM. HAVING A LARGER POOL OF ADS TO OPTIMIZE FROM, WITH 100% GLOBAL AD FILL, YIELDS A HIGHER CPM.

SALES TEAM LOCATIONS:
UNITED STATES | UNITED KINGDOM | LATAM | CANADA | AUSTRALIA

ANALYTICS & REPORTING

PLAYWIRE PROVIDES TRANSPARENT REPORTING AND ANALYTICS ON HOW YOUR CONTENT IS BEING CONSUMED, REGARDLESS OF WHAT WEBSITE OR DEVICE THE CONTENT IS BEING CONSUMED FROM.

DISTRIBUTION

TOTAL VIEWS

MINUTES ENCODED

BANDWIDTH USAGE

GOOGLE ANALYTICS SYNC

TOTAL REVENUE EARNED

TRAFFIC BREAKDOWN

LIMITLESS SYNDICATION

DISTRIBUTE

MONETIZE TRAFFIC ON ANY WEBSITE

TURN YOUR WEBSITE INTO A DISTRIBUTION HUB
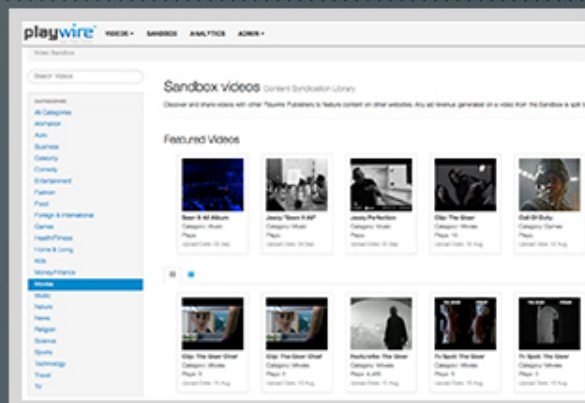
MONETIZE SOCIAL AUDIENCE

YOUR SITE

THIRD PARTY SITES

SOCIAL NETWORKS

SANDBOX: PLAYWIRE'S VIDEO LIBRARY

ALLOW OUR NETWORK OF PUBLISHERS TO FEATURE YOUR CONTENT ON THEIR WEBSITES

GENERATE REVENUE AND COLLECT DATA ON ANY WEBSITE

SUBSIDIARY ACCOUNTS

OUR ADMINISTRATION TOOLS ALLOW PARTNERS TO MANAGE ACCOUNTING AND
ACCESS PERMISSIONS FOR SUB ACCOUNTS FROM ONE LOCATION. THIS SOLUTION
IS FOR PARTNERS MANAGING MANY WEB PROPERTIES WHO WANT TO
KEEP ACCOUNTING AND ANALYTICS SEPARATED FOR EACH PROPERTY.
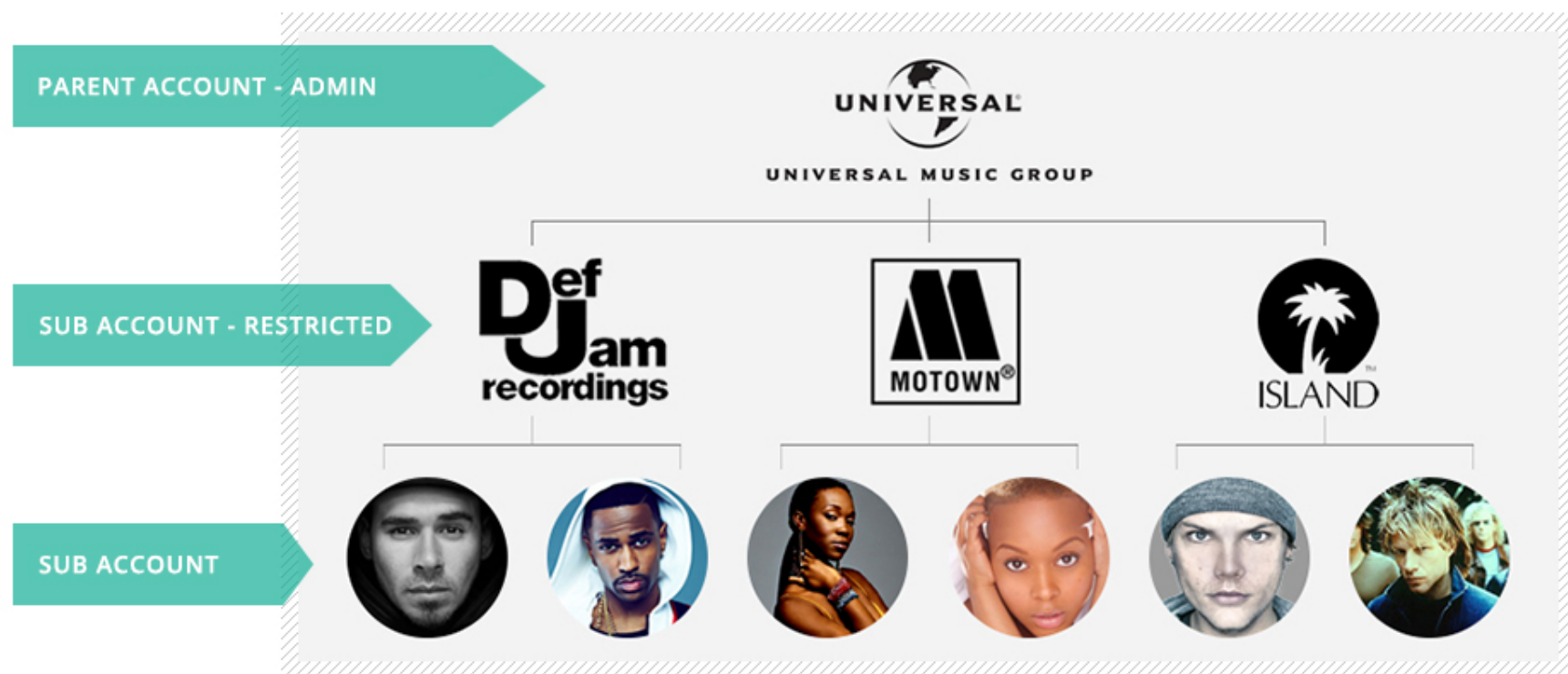
PARTNERSHIP OPPORTUNITIES

PREMIUM

FREE HOSTING, ENCODING, STREAMING

FREE CMS AND ANALYTICS TOOLS

NO FEES OR CONTRACTS

100% GLOBAL AD FILL RATE

50/50 REVENUE SHARE

ENTERPRISE

FREE HOSTING, CMS AND ANALYTICS TOOLS

PAY FOR BANDWIDTH STREAMED EACH MONTH

PAY FOR ENCODING MINUTES EACH MONTH

IMPLEMENT YOUR OWN AD INVENTORY WITH OUR ADS SET TO 2ND DEFAULT. PARTNER KEEPS 100% OF REVENUE

THANKS FOR YOUR CONSIDERATION

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MAKE EVERY VIEW COUNT

CONTACT INFORMATION

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