



MOBILE FIRST

MARCH 2017

The breakthrough entertainment service specifically created, designed and curated for the largest and fastest growing consumers of video worldwide: the mobile user.

MOBILE **FIRST**

MOBILE EVOLUTION



PAGER



**MOTOROLA
STAR TAC**
(Clamshell / Flip Phone)



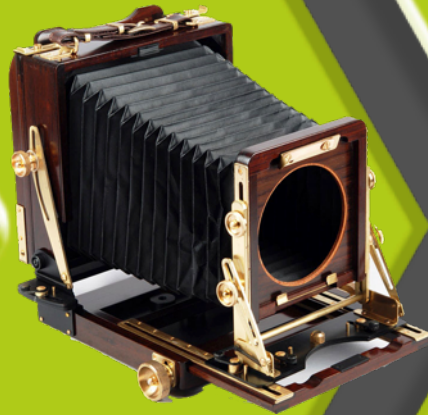
**BLACKBERRY
5810**



SMARTPHONE

MOBILE **FIRST**

PHOTO CAMERA EVOLUTION



FIRST 35mm
STILL CAMERA



NIKON
CAMERA



FIRST DIGITAL
CAMERA



SMARTPHONE

MOBILE **FIRST**

VIDEO CAMERA EVOLUTION



SONY
BETA MOVIE



SONY 8MM
HANDYCAM



FLIP VIDEO
CAMERA
5810



SMARTPHONE

MOBILE FIRST

A UGC REVOLUTION

Video's technology advancements have accelerated narrative and storytelling capabilities into the hands of everyone. UGC is quickly morphing into "PRO GC", creating a new category of content.

Mobile First is uniquely positioned to capture the best of PRO GC and secure the worldwide rights:

- A proven video search solution that seeks and identifies the best of PRO GC uploaded worldwide.
- A proven, turn key solution to secure exclusive, worldwide content rights for repackaging, distributing and monetizing.
- A proven, programmatic sorting strategy that pairs PRO GC based upon the most popular video categories.
- A team of 180 technicians and curators building and programming channels of engaging content, across the most consumable video categories.

MOBILE FIRST

PREMIUM EVERYDAY

An entire generation of 18-34 year olds are seeking quality video content - and they seek it on their mobile devices. However, top quality content is found only in long-form formats on traditional platforms. A missed opportunity until now...

Mobile First is a content service specifically designed to deliver premium quality, top notch storytelling and narratives in SHORT FORM to capture and engage a global audience of over 2 billion, the 18-34 year old mobile video consumers.

CURATE:

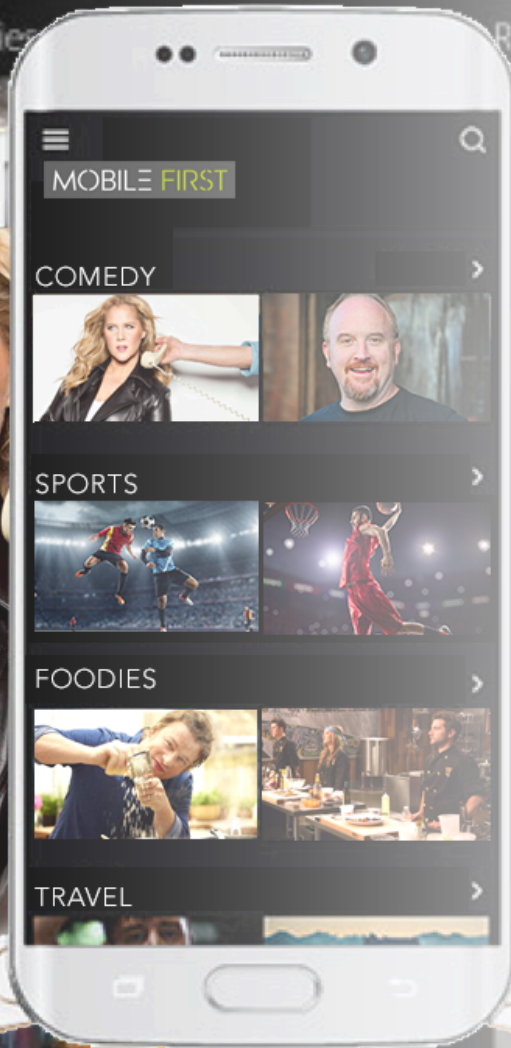
Mobile First has identified proven, highly engaged, storytelling talent and brands world wide...

COLLABORATE:

Mobile First is collaborating with these A-List celebrities, brands, storytellers and producers, directors and writers...

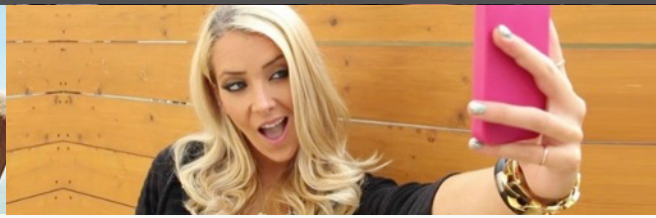
CREATE:

And together are creating world class, premium, short form content designed specifically to be delivered across a Mobile First AVOD and SVOD service.



MOBILE **FIRST**

THE SERVICE



We have identified the most consumed video categories worldwide and the most popular talent and channel brands in each of those categories. We will commission hundreds of hours of premium, short form series and shows and premiere them daily, exclusively on Mobile First.

- Many categories will have a dedicated, fully programmed Mobile First O&O channel. Deeply curated and packaged with the best PRO GC content from around the world. Over 12 distinct channels!
- These O&O channels will be hosted and anchored with a global talent endemic to the channel subject matter. And each O&O channel will commission and exclusively premiere original, top quality short form content from top creators and contributors in their field of expertise.
- And, we have identified the biggest, most popular existing content brands and channels. They will have their own programmed channels on Mobile First and will contribute premium short form content.
- Mobile First will deliver built-in followers of the top content brands, channel partners and mega talent by collaborating and creating original daily content exclusively for Mobile First.

MOBILE **FIRST**

THE CHANNEL CATEGORIES



- MUSIC
- COMEDY
- STYLE
- NEWS
- FOOD
- TRICK SHOTS
- TRAVEL
- HOW TO
- REACTION
- PRANKS
- SCARES
- FAIL ARMY
- SKATE
- GOSSIP
- SURF
- BASKETBALL
- SOCCER
- FEEL GOOD
- AUTO
- BEAUTY
- OPINION
- PETS



MOBILE **FIRST**

DAILY PREMIUM CONTENT

NEW EXCLUSIVE EPISODES EVERY DAY

NEWS



FASHION



BEAUTY



HOME & DESIGN



ACTION SPORTS



FEEL GOOD



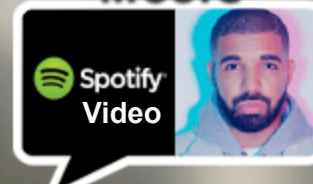
AUTO



COMEDY



MUSIC



FOOD



SURFING



SPORTS



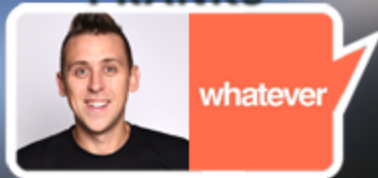
GOSSIP/OPINION



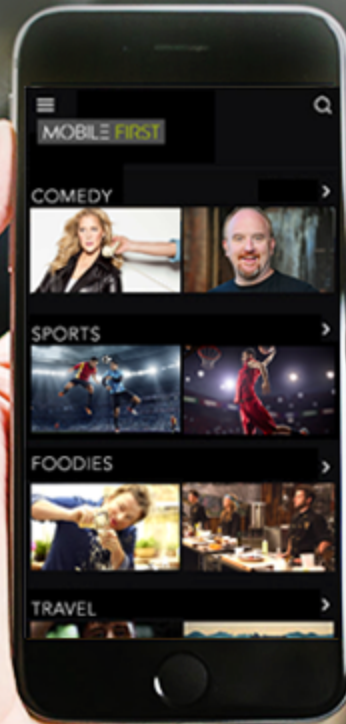
TRAVEL



PRANKS



PETS



MOBILE **FIRST**

OUR O&O CHANNEL CATEGORIES

Our hosts present the best of PRO GC and exclusive originals from contributing talent across 18 different categories



COMEDY – Chris Hardwick



TRAVEL – Jamie Chung



AUTO – Matt LeBlanc



SPORTS – David Beckham



BEAUTY – Kylie Jenner



NEWS – Richard Engel



FOOD – Michael Voltaggio



MUSIC – Ryan Seacrest



SURF – Laird Hamilton

MOBILE **FIRST**

OUR O&O CHANNEL CATEGORIES

Our hosts present the best of PRO GC and exclusive originals from contributing talent across 18 different categories



HOME & DESIGN – Tarek El Moussa



GOSSIP/OPINION – Andy



FASHION – Alexa Chung



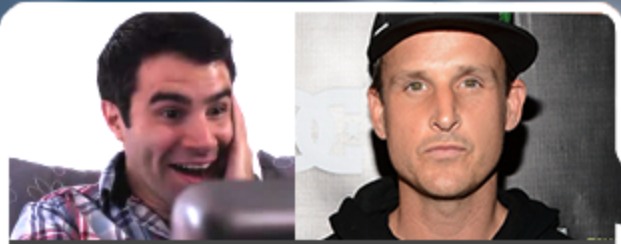
PRANKS – John Krasinski



SKATE – Tony Hawk



FEEL GOOD – Rainn Wilson



REACTION – Rob Dyrdek



PETS – Kirsten Bell



TRICK SHOTS – Brodie Smith

MOBILE **FIRST**

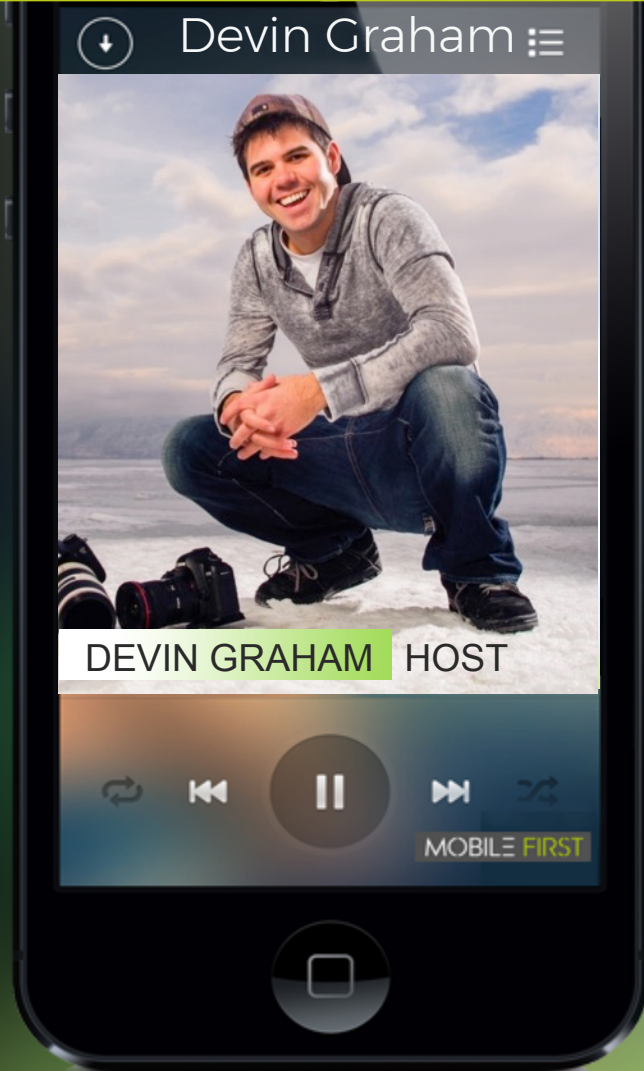
OUR PREMIUM CHANNEL PARTNERSHIPS: NEWS



Original daily content made by our NEWS channel partners, exclusively for Mobile First

MOBILE **FIRST**

OUR PREMIUM CHANNEL PARTNERSHIPS: **SPORTS**



Original daily content made by our **SPORTS** channel partners, exclusively for Mobile First

MOBILE FIRST

OUR PREMIUM CHANNEL PARTNERSHIPS: COMEDY



Original daily content made by our COMEDY channel partners, exclusively for Mobile First

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OUR PREMIUM CHANNEL PARTNERSHIPS: **FOODIES**



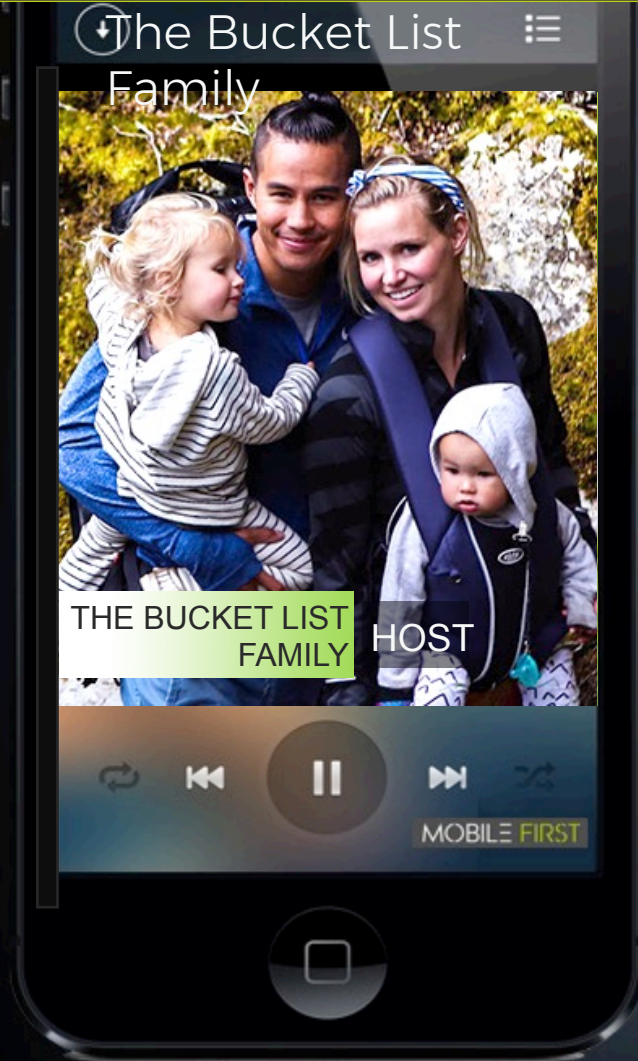
Tastemade



Original daily content made by our **FOODIES** channel partners, exclusively for Mobile First

MOBILE FIRST

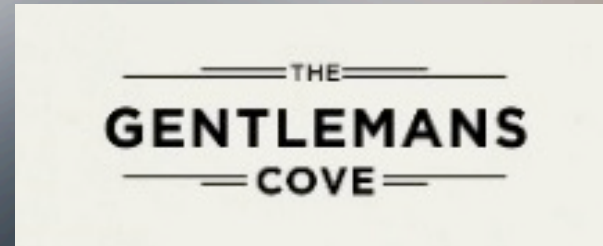
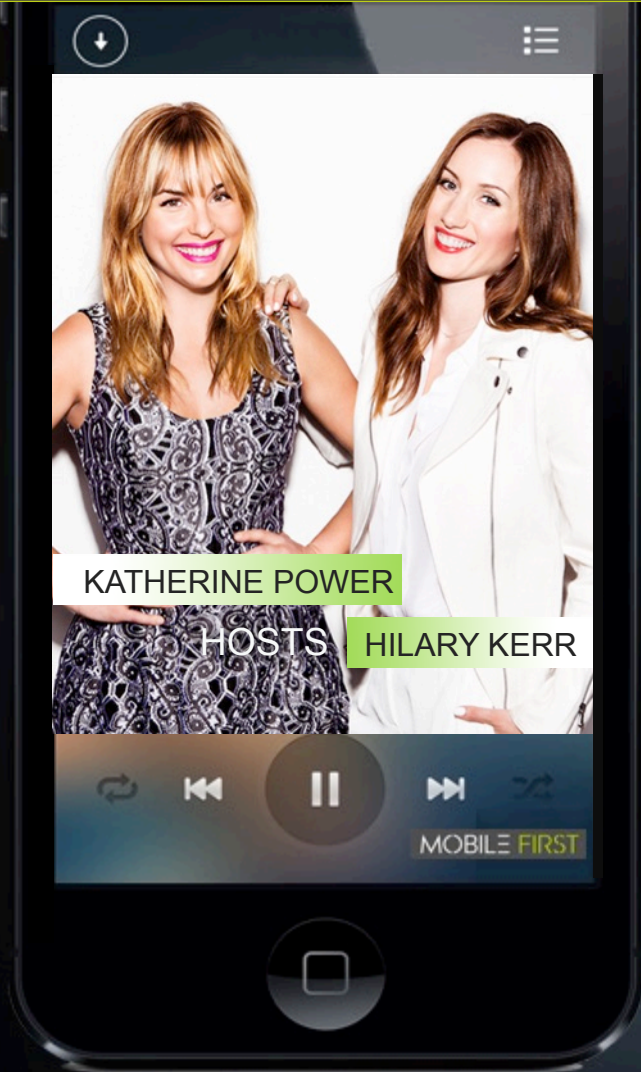
OUR PREMIUM CHANNEL PARTNERSHIPS: TRAVEL



Original daily content made by our TRAVEL channel partners, exclusively for Mobile First

MOBILE FIRST

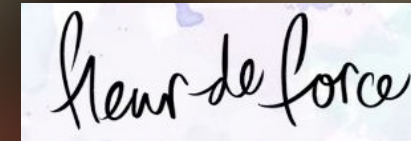
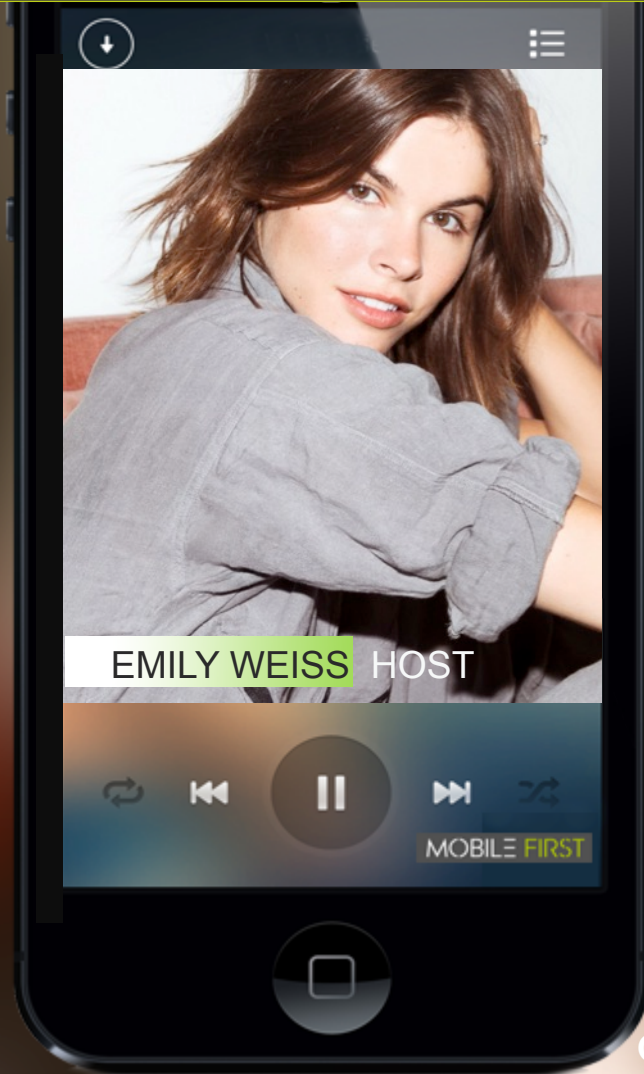
OUR PREMIUM CHANNEL PARTNERSHIPS: FASHION



Original daily content made by our FASHION channel partners, exclusively for Mobile First

MOBILE FIRST

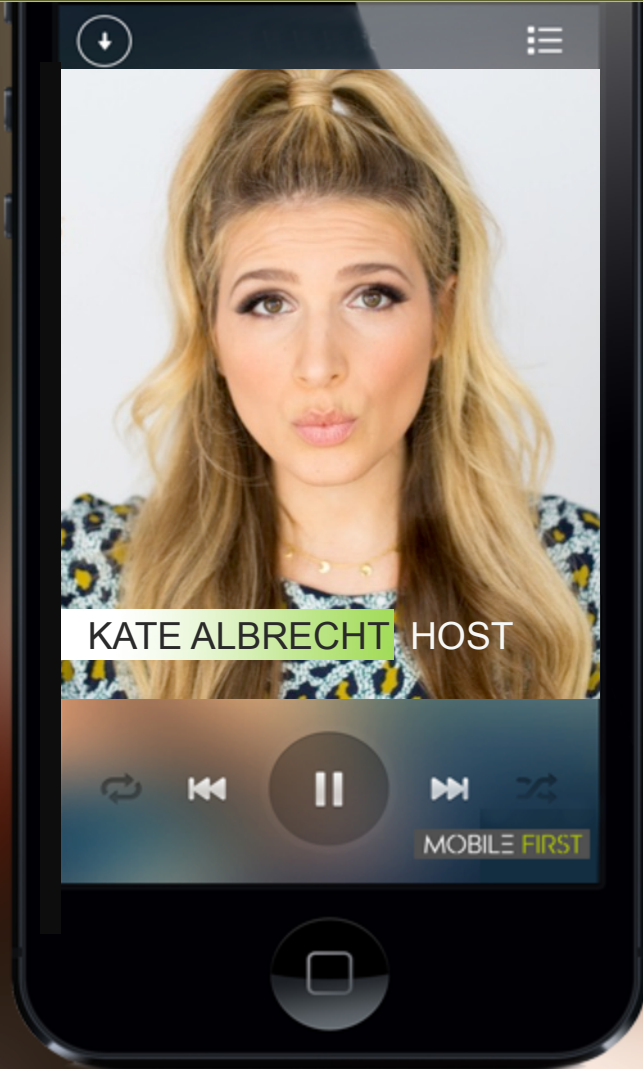
OUR PREMIUM CHANNEL PARTNERSHIPS: BEAUTY GURUS



Original daily content made by our BEAUTY GURUS channel partners, exclusively for Mobile First

MOBILE FIRST

OUR PREMIUM CHANNEL PARTNERSHIPS: HOME & DESIGN



THREAD
BANGER

Mr. Kate



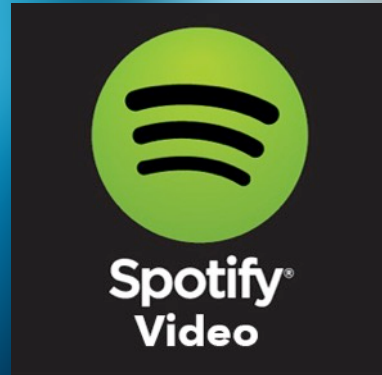
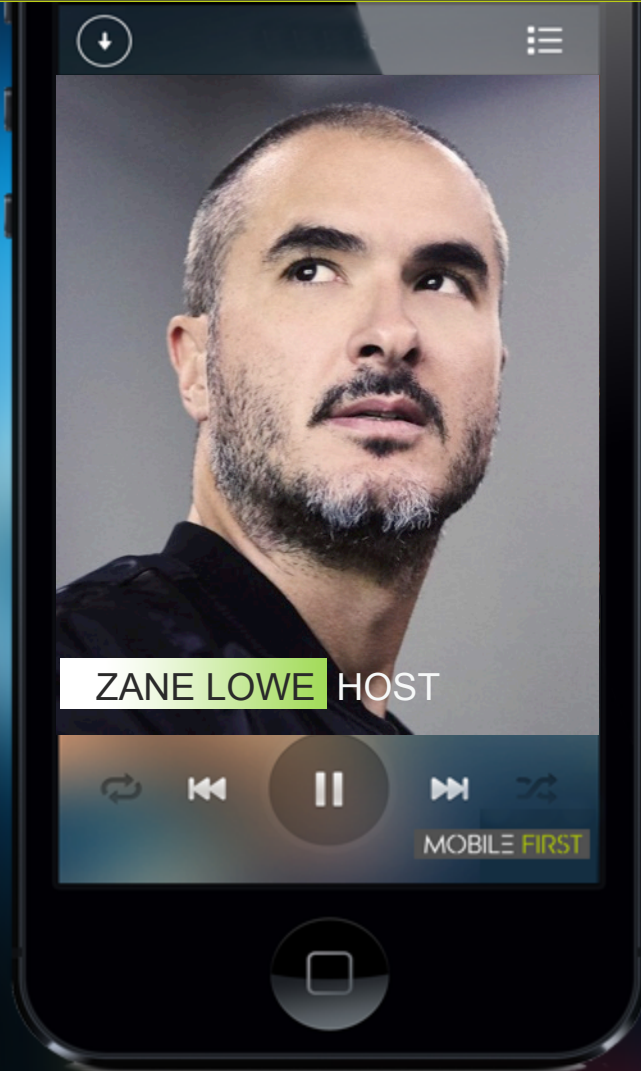
* Wit &
Delight

a Beautiful Mess
A BLOG BY ELSIE + EMMA

Original daily content made by our HOME & DESIGN channel partners, exclusively for Mobile First

MOBILE **FIRST**

OUR PREMIUM CHANNEL PARTNERSHIPS: **MUSIC**



Original daily content made by our **MUSIC** channel partners, exclusively for Mobile First

MOBILE FIRST

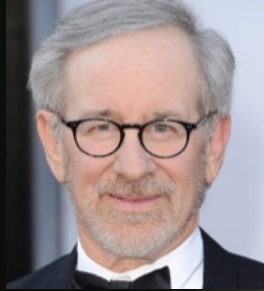
THE ORIGINAL MINI SERIES



- Exclusive, ad free, short form premium scripted and unscripted series from the top actors, writers, directors, and producers working today
- Top quality series and shows with narratives specifically designed to engage short form mobile consumers
- Most popular genres of DRAMA, COMEDY, SCI FI/FANTASY, ACTION ADVENTURE, HORROR, THRILLERS AND REALITY/TALK/PERFORMANCE
- Over 47 premium series a year. Episodes premiering every week, 52 weeks a year

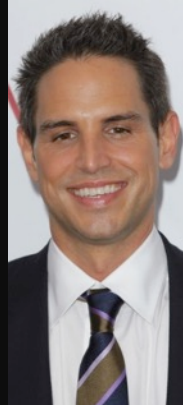
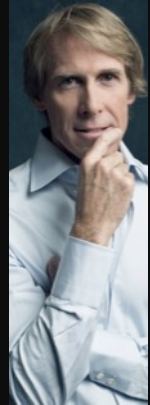
MOBILE **FIRST**

AWARD-WINNING CREATIVES



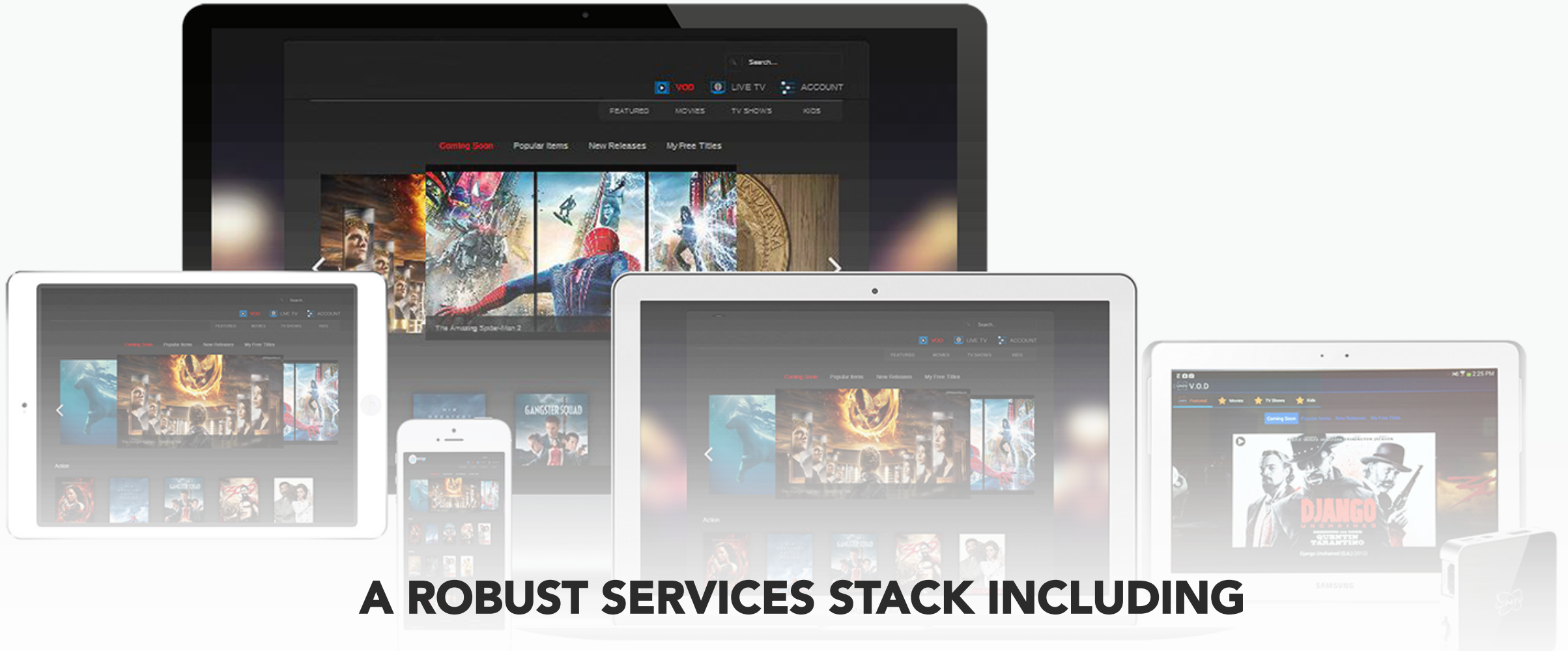
J.J. Abrams
Steven Spielberg
Michael Bay
Shonda Rhimes
Joss Whedon
Greg Berlanti
Lena Dunham
Jon Favreau
Mike Judge
Peter Berg
Jenji Kohan
Mindy Kaling
Charles Segars
James Cameron
Vince Gilligan

Colin Trevorrow
Judd Apatow
Paul Feig
Ryan Murphy
Jonathan Groff
Kenya Barris
Tina Fey
Lee Daniels
Carlton Cuse
Ross and Matt Duffer
Sam Esmail
Joel Fields
Joe Weisberg
Alex Gansa
Courtney A. Kemp



MOBILE **FIRST**

TECHNOLOGY PLATFORM



A ROBUST SERVICES STACK INCLUDING

■ PRODUCTION

■ MASTER CONTROL

■ RIGHTS MANAGEMENT

■ TRAFFIC PLAYOUT

■ VOD

MOBILE FIRST

YEAR 1 COSTS

SVOD

Assumptions	\$ Per Week	\$ Per Year	Subtotal
<u>10 exclusive channels</u> <ul style="list-style-type: none">Daily Sports, News, Comedy, Lifestyle, + more weekly series\$37,500 per episode	\$1.4MM	\$73MM	\$125MM
<u>20 + partner channels</u> <ul style="list-style-type: none">1-5 new exclusive packages per week\$37,500 per episode	\$1.0MM	\$52MM	
<u>"Blockbuster" series</u> <ul style="list-style-type: none">18 series / 1 every 3 weeks\$10MM per series	\$3.4MM	\$180MM	\$325MM
<u>Premium series</u> <ul style="list-style-type: none">18 series / 1 every 3 weeks\$5MM per series	\$1.8MM	\$93MM	
<u>A-tier shows</u> <ul style="list-style-type: none">10 shows\$100K per episode	\$1.0MM	\$52MM	

Year 1 Total: \$450MM

TYPICAL PRODUCTION COST

Assumptions

\$Per Episode

\$Per Minute

Prime time

Competition (e.g. Ninja Warrior)

\$1.5MM

\$34K

Reality (e.g. Real Housewives)

\$1MM

\$23K

Travel (e.g. Bizarre Foods)

\$350K

\$7.9K

Home (e.g. Trading Spaces)

\$260K

\$5.9K

Food (e.g. Cutthroat Kitchen)

\$230K

\$5.2K

Afternoon / evening

Talk shows (e.g. Ellen)

\$225K

\$5.1K

Magazine shows (e.g. ET)

\$200K

\$4.5K

Morning

News (e.g. Today)

\$250K

\$5.7K

Late Night

Talk shows (e.g. Tonight Show)

\$300K

\$6.9K

UNSCRIPTED

Prime time

Drama (e.g. Scandal)

\$5MM

\$113K

Comedy (e.g. Blackish)

\$2.25MM

\$103K

SCRIPTED

TYPICAL TALENT/HOST COST

Assumptions
(5 eps/wk, 52 wks/yr)

\$Per Episode

\$Per Minute

UNSCRIPTED

Prime time

Competition (e.g. Survivor)	\$195K	\$5K
Reality (e.g. The Bachelor)	\$115K	\$2.5K
Travel (e.g. Bizarre Foods)	\$107K	\$2.3K
Home (e.g. Flip or Flop)	\$57K	\$1.2K
Food (e.g. Iron Chef)	\$57K	\$1.2K
Sports (e.g. SportsCenter)	\$13K	\$350

Afternoon / evening

Talk shows (e.g. Ellen)	\$100K	\$2.5K
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Morning

News (e.g. Today)	\$110K	\$2.6K
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Late Night

Talk shows (e.g. Tonight Show)	\$75K	\$1.6K
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SCRIPTED

Prime time

Drama (e.g. Scandal)	\$115K	\$2.5K
Comedy (e.g. Blackish)	\$95K	\$4.1K

MOBILE **FIRST**
SUBSCRIBERS

BREAK EVEN

**9,500,000M
Subscribers**

\$5.00

BREAK EVEN

**6,000,000M
Subscribers**

\$8.00

BREAK EVEN

**4,400,000M
Subscribers**

\$11.00

60 Days Free / 12 Months

MOBILE **FIRST**

MADE FOR MOBILE



EXCLUSIVE. EVERY. DAY.