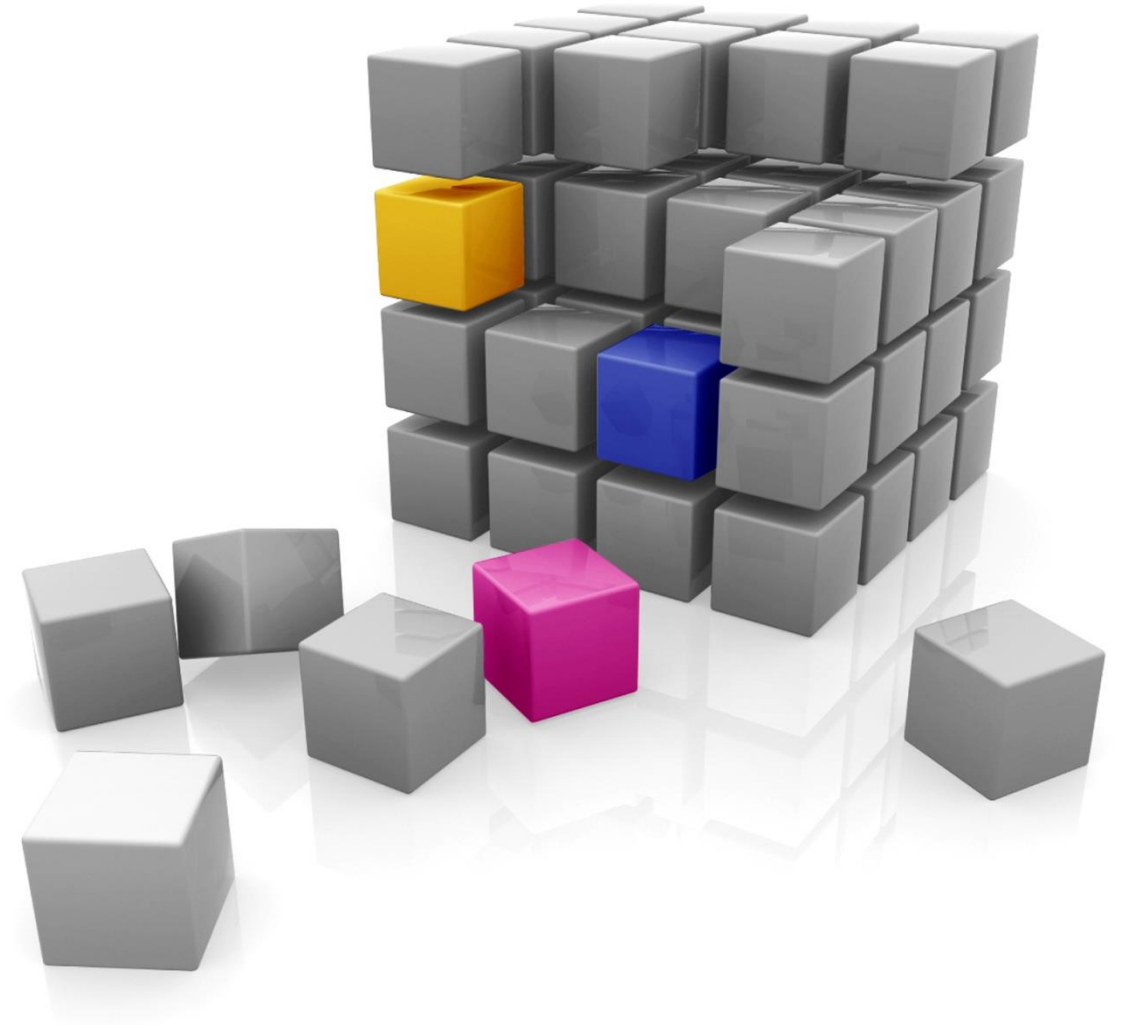# Digital Roundabout

Services Overview

Differentiators

- Digital Roundabout (DR) offers a fully customizable suite of services to develop uniquely curated feed.

- Customizable local feeds with local long form content, ads and/or graphics insertions.

- The service suite is an overlay to any existing workflow so there is no need to alter traffic, playout, encoding, or encryption systems.

- Service does not require SCTE markers. Leverages proprietary Fingerprinting and Watermarking technology to allow replacement.

- Stand-alone system, thus saving the complete cloud costs.

- 24 * 7 Remote monitoring service also provided from the monitoring center.
- The progressive ai based system can identify
  - advertisements and/or graphics (lower thirds, tickers/crawls, L-Bars, overlays))
  - Specific - long-form

- After Identification perform the following
  - Advert / graphics replacement
  - QR insertion
  - Local advert insertion
  - time delays
  - live-feed inserts with cross feeds.

- Cost effective opex based monthly charges on per channel basis. (including the servers provided by DR)
- Large base, which enables us to develop the technology and constantly keep improving the service provided.
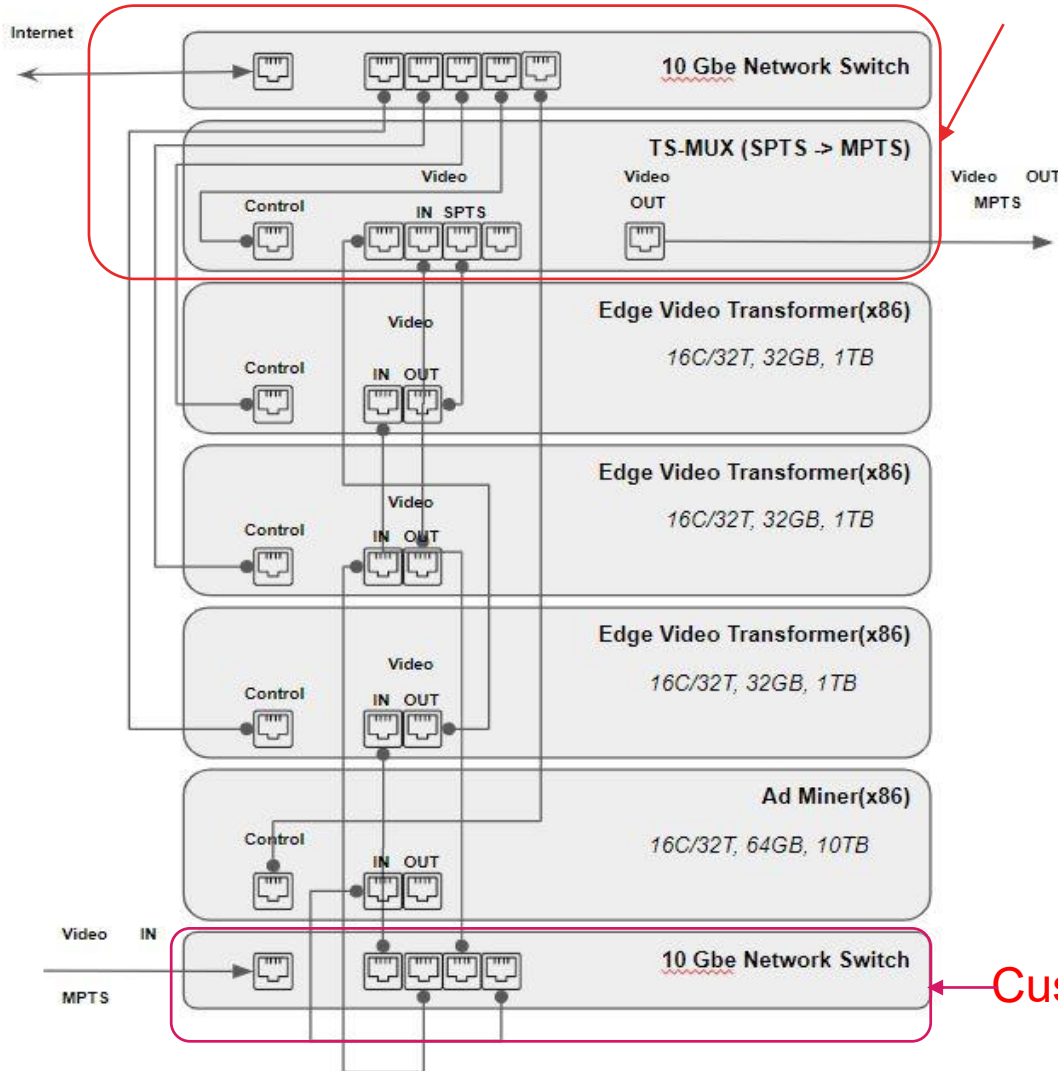
Digital Roundabout - Fingerprinting:

- Fingerprinting does not require the network to send content for processing prior to playout. Instead, the full 24/7 feed is simultaneously processed based on the client's specifications.

- The ad-miner generates the Fingerprint database and regularly sends to the Edge Video Transformer for processing the feed in real-time and taking appropriate action.

- Content is then replaced based on the Fingerprinted content with a 97+% accuracy rate

- As-run logs are generated and sent daily for reconciliation

Customer provided

Clean Feed Generator for 3rd party channels

A stack of 3 EVTs, along with an Ad Miner can process **12 channels**. Channels are fed through MPTS. Clean feeds are sent out through MPTS.

An external TS-Mux is used to create a composite MPTS feed from the cleaned feeds.

Customer provided

Commercials

Each Set is 12 channels

One time:
- Set-up   US$ 10,500 per 12 channels

Monthly based on 36 months contract:
- Per channel   US$ 500 per month
- Fingerprint mining   US$ 1,500 per 12 channel

Pricing for 36 channels

One time

    Set up   – 10,500 * 3 = **US$ 31,500**

Monthly

    Fingerprinting   -   1,500 * 3   = US$ 4,500
    Per channel   -   500 * 36   = US$ 18,000
    Total Monthly   **= US$ 22,500**

Note:
1. All customs, duties and taxes are extra.
2. Price exclude Edge Video Servers and Ad-miner servers are provided by customer.
3. Local installation is the responsibility of the customer.
4. Safe, stable power and Rack facility and environment at site is provided by the customer.
5. All payments are quarterly in advance.

THANK YOU