



PPV Webcasting Logistics

Ticketing Gateway, Viewer Security, Content Management System, Viewing Portal, Live & On-Demand Viewer Support System, CDN Services, Sales & Stream Statistics, Live & On-Demand Delivery, All Built into a PPV Portal with your web theme

www.webcastia.com

PPV Portal Service

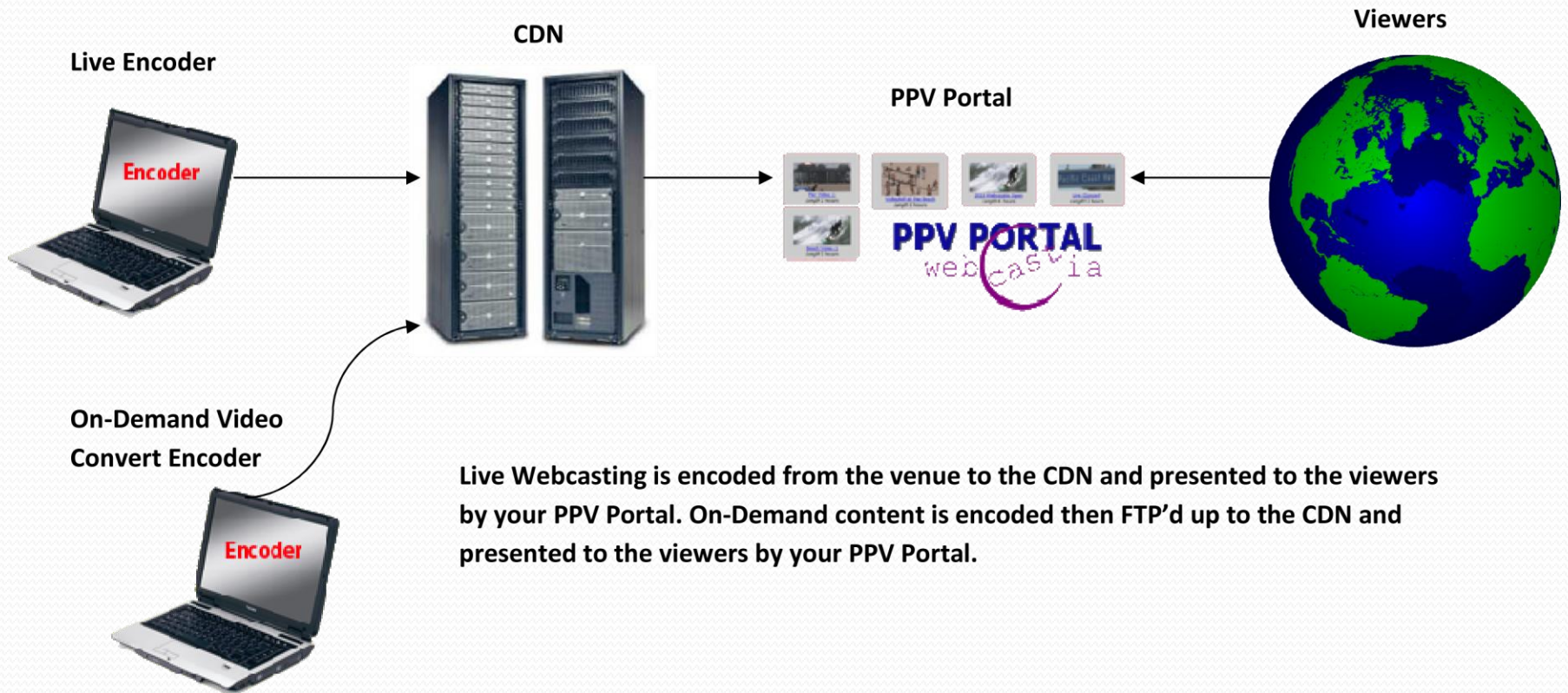
Your PPV Portal is built to have your website and/or project theme, with your own domain *yourname.ppvportal.com*. Your admin console allows you to setup multiple channels, with sub-categories for live and on-demand content.

Your content may be hosted at any CDN, or you can use our CDN service.

Our viewing pages can be by Flash, Microsoft Silverlight, Real Networks, or even a custom player.

Content-to-Viewer Flow Chart

PPV Webcasting



Look and Feel

A Sample of how we build your portal with your look and feel.

Client Website

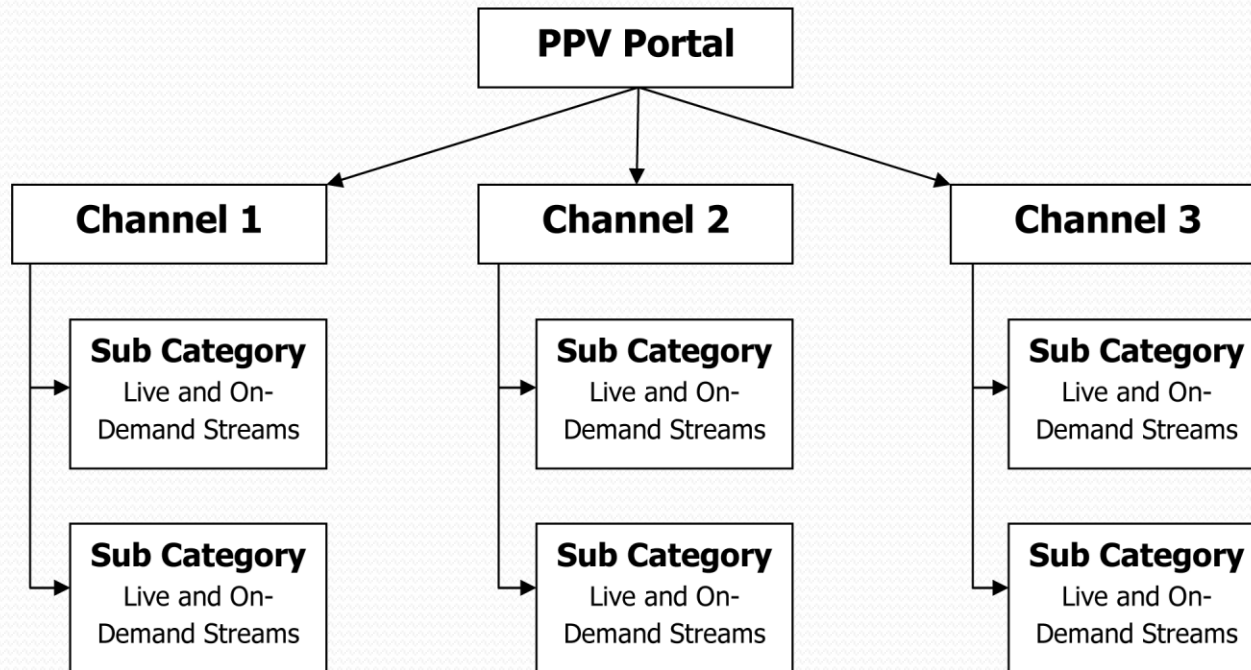
The screenshot shows the Dallas Cowboys website homepage. At the top, there are promotional banners for 'It's All Here' (sale), 'NEW ARRIVALS' (new items), and 'BACK TO FOOTBALL' (NFL tickets). Below these is a navigation menu with links for PROSHOP, NEWS, MULTIMEDIA, TEAM, FANS, TICKETS, STADIUM, COMMUNITY, CHEERLEADERS, and NFL. The main content area features a '3-Point Plan' article with a photo of a player and a 'COWBOYS TALK' section for 'COWBOYS LUNCH BREAK' on Wednesday, September 22, 10:30 AM. The page is branded with the Cowboys star logo and 'eM' logo, and includes social media links for mobile, facebook, twitter, and a fan club. Sponsors like at&t, Dr Pepper, and Sony are also visible.

Client PPV Portal

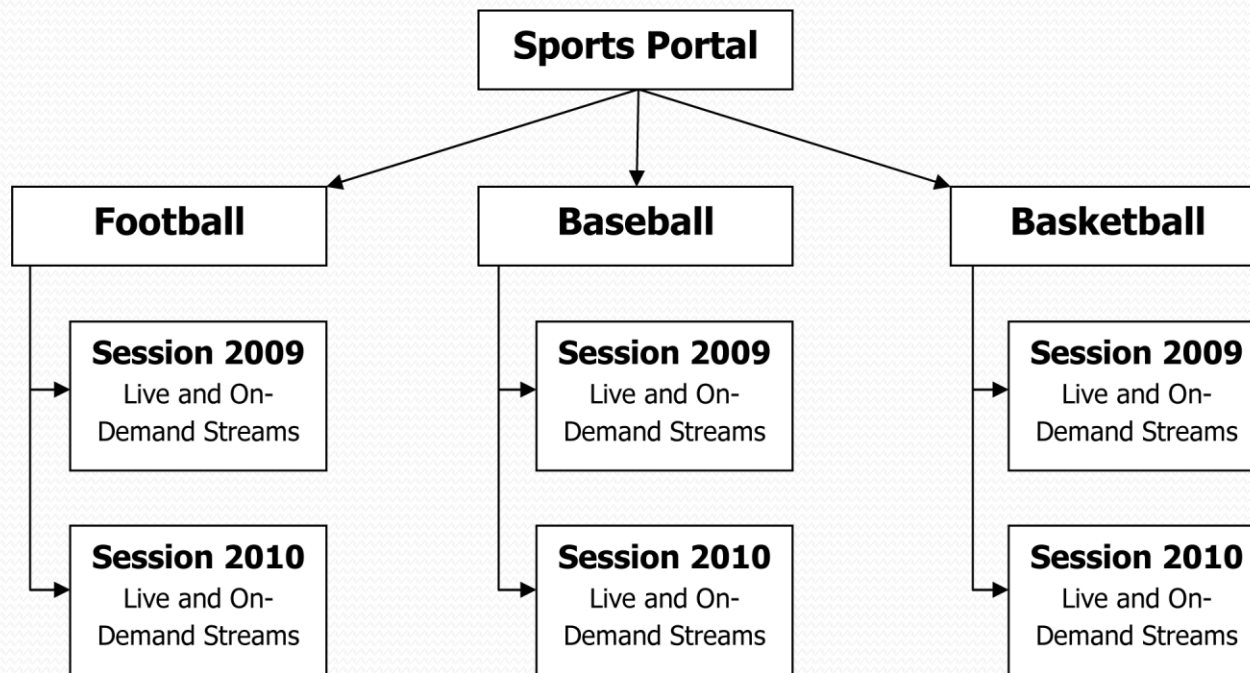
The screenshot shows the Dallas Cowboys PPV portal. The top navigation includes 'Contact/Support', 'Viewer Statistics', 'How It Works', and a search bar. The main header features the Cowboys star logo, 'eM', and 'Field Access'. The central image shows a group of Cowboys players in a huddle. Below the image, there is a section for 'Cowboys @ HOU NOON Audio Play-By-Play LIVE' on Channel 2010 Season, starting on 09/28/2010 at 12:00:00 PM Central Time. The price for the audio play-by-play is \$6.99. There are buttons for 'Get a Ticket', 'Access Stream', 'Watch Preview', and 'Test Your Player'. An 'ANNOUNCEMENTS' section at the bottom right promotes a 'SEASON PASS' for all 16 games for only \$29.99, with a 'Click Here' link.

Portal Content Structure

Channels, Sub-categories for live and on-demand content that you manage from your admin console.



Content Structure Sample



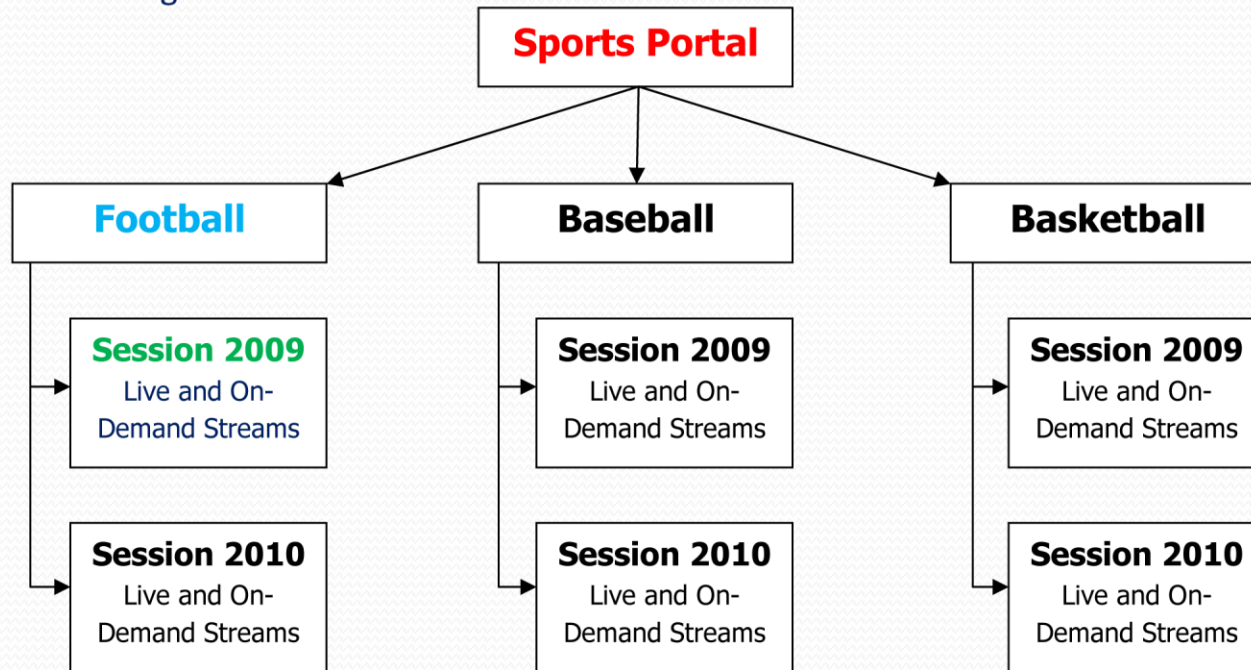
PPV Models

You can design your PPV model to allow viewer access to any or all of these areas:

- The Entire Portal (all channels)
- All Content within a Channel
- All Content within a Channel Sub-Category
- An Individual Stream (live or on-demand)
- Free Trial Pass for the Entire Portal

PPV Model Example


Buy a viewing pass for **the entire portal**, for **all content within the Football Channel**, for **all content within the Football Session 2009 category**, or for an individual game.



For each PPV Model level i.e. Entire Portal, Channel and Sub-Category, you can have two custom and one hourly purchase options. Each purchase option includes the following:

- Maximum number of hours for viewing
- Maximum number of days for viewing

The Individual Stream purchase option has one custom purchase option – max hours and max days.



The maximum number of viewing hours allows you to calculate your profit and loss for each PPV Model purchase option.

Content is streamed through a CDN (content delivery network) in which you pay for the bandwidth your viewers use to watch your content. Setting maximum number of viewing hours available per purchase option allows you to control your costs.

The Viewing Page

Each stream can use the Flash, Silverlight, Real Networks, or a custom player.

Streaming Portal 

[Main Page](#) [Contact/Support](#) [Viewer Statistics](#)



STAR MAZDA CHAMPIONSHIP
Mazda
PRESENTED BY GOODYEAR

Important Note

One connection per ticket code. You can only watch/listen from a single computer at any given time.

Do not sit idle on this page. We remove time from your ticket account once every minute. Time is not removed during StandBy.

The webcast is copyrighted by the Portal owner and unauthorized viewing and/or distribution is illegal, all rights reserved.



QUALIFICATIONS - FORMULA TOUR 1600

00:20 | 120:04

Back to Video List

0min

This is a Video/Audio Presentation

Email Support is available to handle your questions.

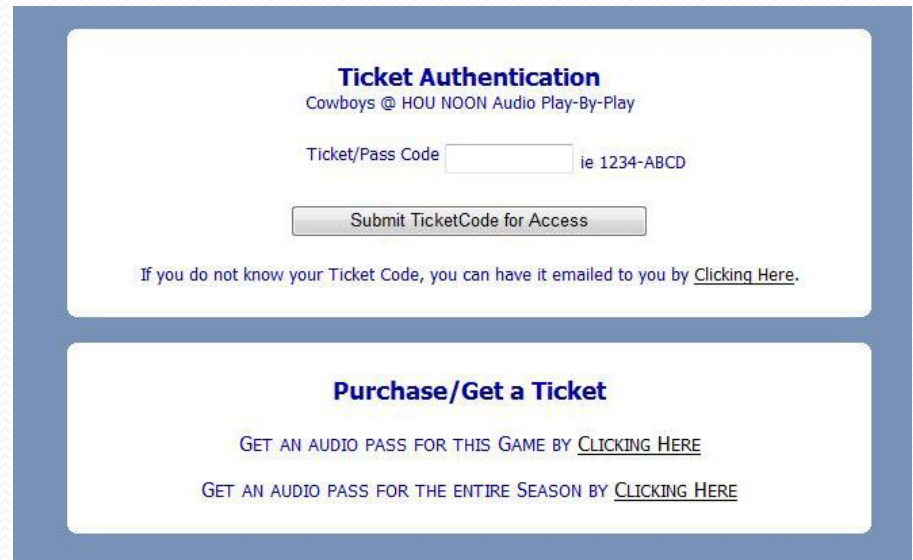
[Click Here](#) to send us an email.

If the player is blank, ensure that you have the Flash Player plugins installed on your computer

Ticket Security

Our unique system provides ticket authentication and one computer viewing at any given time security. Ticket owners can move from computer to computer, but cannot give anyone else their ticket, or they lose viewing rights.

We track viewing access by the minute and by the stream being viewed.



The image shows a screenshot of a web interface for ticket authentication and purchase. It is divided into two main sections by a blue border. The top section is titled "Ticket Authentication" and includes the text "Cowboys @ HOU NOON Audio Play-By-Play". Below this is a form with a label "Ticket/Pass Code" followed by a text input field containing "ie 1234-ABCD". A button labeled "Submit TicketCode for Access" is positioned below the input field. A link is provided: "If you do not know your Ticket Code, you can have it emailed to you by [Clicking Here.](#)". The bottom section is titled "Purchase/Get a Ticket" and contains two links: "GET AN AUDIO PASS FOR THIS GAME BY [CLICKING HERE](#)" and "GET AN AUDIO PASS FOR THE ENTIRE SEASON BY [CLICKING HERE](#)".

Live and On-Demand Support

Our live support manager, available on your admin console, allows you to help viewers with technical issues, place a live stream on Stand By, provide viewers with important messages, and help viewers with our support ticket system. Support statistics are available for every stream you provide to your viewers.

Access to ticket accounts allow to you give them more time, suspend their access and view purchase and viewing statistics.

Ticket Gateway

Ticket purchases are processed through our credit card merchant account with functions such as issuing refunds to viewers that request their money back.

Our easy-to-use gateway makes it easy to purchase a ticket, with lost ticket retrieval and email confirmation of each purchase. Our gateway is well suited for international purchases.

Content Delivery

Our portal service can stream via your CDN account, or you can use our CDN services. The viewing pages can stream Flash, Silverlight, Real Networks, or any other custom player.

We are also able to handshake with CDN security measures, such as SWF verification, HTTP referral and custom applications such as the Limelight Media Vault.

Sales and Viewer Statistics

Through your admin console, you have full access to sales and viewer statistics. Know who purchased what and when and how long they viewed content. Stream statistics allow you to know the total amount of time content has been viewed.

Have access to viewer names, email addresses, city, state, and country.

What We Charge

PPV Portal we charge a one-time \$2500 setup fee for building the portal, training and look and feel design. Payment options are available. If you don't need a portal, you can stream through the Webcastia PPV Portal with no setup fees.

Ticket Gateway w/ Viewer Security we charge .50 cents + 8% - 20% of the ticket price. The percentage is determined by the estimated gross revenue of the live event or monthly usage.

CDN Bandwidth we charge a per hour sold per ticket fee for our CDN service. For example if you sell a ticket with 10 hours of viewing, you may pay \$ 1.00 per ticket for viewer bandwidth. The per hour fee is determined by volume.

Live Support we can handle live support for you, pricing is determined on an individual event basis.

Non-Guaranteed Minimum

To enable us to provide the highest level of service and not take a loss when clients only sell a few tickets, we have created a non-guaranteed minimum policy. We may require a NGM for live events or monthly usage that is a fee minimum. For example, we may require a \$500 NGM for a live event that means we want to make a minimum of \$500 for our ticket gateway fees. Non-guaranteed means that you are not responsible for paying the minimum if you don't sell enough tickets to cover the minimum. In this example, if you only sell \$300 worth of tickets, we would keep the \$300 and not charge you for the additional \$200 to meet the minimum.

Reseller Portals

Our Portal service is designed to allow resellers to manage their client's PPV content. You are capable of up-selling the per ticket percentage, for example, we charge you 10%, you charge your clients 20%. The admin control reporting tools allow you to know streaming totals for channels, sub-categories and individual streams, making it easy to bill your clients.