



Net2Vu IPTV Presentation To ICT Conference

February 2011

Introducing



Net2Vu
VIEW THE WORLD

CHANGE IS HERE !

- TV HAS GONE DIGITAL & “ON DEMAND”
- INFRASTRUCTURE : CABLE REPLACED BY FIBRE
- INTERNET: Demand for – More BANDWIDTH ,
Increase LOAD & Added SERVICES
- REVENUES: Charge more from EXTRAS

VIDEO IS THE KILLER INTERNET APPLICATION
Growing more than 100 % per annum

- ❖ ISP can be a LIMITED BUSINESS
- ❖ Connected services can be an EXCITING BUSINESS
- ❖ Huge opportunity for GROWTH & PROGRESS

BUT HOW??

- ❖ How does an ISP keep up with:-
VOIP, TRIPLE PLAY, FUTURE INNOVATIONS?
- ❖ DIFFICULT For ISP To IMPLEMENT:-
TV, VOIP, VOD & MOBILE (Specialist Consumer Markets)

- ❖ LAWS... Basically there are none governing IP Video
- ❖ RULES... Basically there are none.
- ❖ AIMS... Satisfy the customer & earn more \$\$\$ from him

Remember...

Customer only wants to...

TALK, CLICK, & WATCH TV

CHALLENGES FOR AN ISP

- LIVE TV Content takes years to license – if ever
- Technology changes constantly
- New Set Top Boxes (STBs) bombard the market daily
- Need to understand Video compression intimately
(Example H.264, ON2 VP8, MPEG4 etc.)

MORE CHALLENGES

- High bandwidth demands cost \$\$\$ to ISP
- ISP will never think like a TV company
- Building a Headend costs \$M's
- Maintaining a Headend costs \$\$\$
- Major task for ISP managers to think & embrace **Home Entertainment**

Net2Vu arrives 'Just In Time'



www.net2vu.com



- ❖ A new IPTV Company based in Barbados
- ❖ Self-Funded
- ❖ Privately Owned
- ❖ Technology developed all over the world by the leading \$MM companies from Silicon Valley, India, China, UK.



**Watch millions of free internet videos
directly on your TV.**

Global Live TV Channels

Movies and TV Shows

Videos from Popular Websites

**Personal Media From Your
Home Network or External Drive**

...and much more!





Includes:

- VuNow PoD
- VuNow Remote
- HDMI Cable
- RCA Cable
- Power Adapter
- Ethernet Cable
- Easy Set Up Guide
- Wireless USB Adapter (802.11g)

Minimum Requirements:

- Broadband connection with minimum 768 Kbps
- Router with free Ethernet port or support for wireless 802.11g/n

HD VuNow PoD (back)



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Net2Vu Channel List

Food Network
HGTV (Home & Garden)
DIY (Do it Yourself)
Lifetime
Lifetime Real Women
Lifetime Movies
Discovery Channel
Discovery Kids
Animal Planet
People + Arts
DSC Home & Health
DSC Travel & Living
DSC Civilization
DSC Science
DSC Turbo
A&E
AXN
E! Entertainment
History Channel
Biography Channel
Warner Channel
Animax



Net2Vu Channel List

- BBC World
- BBC America
- BBC America HD
- CNN International
- CNN Head Line News
- CNN Espanol
- CNN Domestic
- CNN HD
- TNT
- Cartoon Network
- Boomerang
- BOOM
- TCM
- Space
- Space HD
- I-SAT
- Tooncast
- TRU TV
- TRU TV HD
- Much Music
- HTV
- Infinito



Net2Vu Channel List

Fashion TV
Lifestyle
Playboy
Private
Venus
Fox News
FOX News HD
FOX Headline News
FOX Soccer Channel US
FOX Sports en Espanol US
SPEED US
SPEED HD
FUEL TV US
CCTV International US
National Geographic Channel US
National Geographic Channel HD
Universal Channel US
ABC (Miami)
NBC (Miami)
CBS (WSEE)
PBS (New York)
WWOR



Net2Vu Channel List

WPIX
WGN
City TV
CBC (Toronto)
One Caribbean Weather Channel
ESPN
ESPN 2
ESPN Caribbean
Disney Channel
BET
BET Centric
BET Gospel
MTV
VH1
Nickelodeon
MTV Hits
VH1 Soul
MTV Jams
E!
E! HD
Style
GSN



Net2Vu Channel List

Bloomberg
PBS Sprout
G4TV
Style HD
Golf
Golf HD
Versus
Versus HD
TV Dominicana
RFD TV (Rural TV)
Outdoor Channel
American Life TV
Caracol
Venevision
EWTN English
EWTN Spanish
Gospel Music Channel
Sportsman Channel
Blackbelt TV
Hype TV
Caribvision
Eurochannel
of a Child JCTV Enlace



Net2Vu Channel List

Euronews
Reggea TV
Russia TV
ART (Arab Radio & TV)
RAI International
RTPI (Portugal)
TV5
Al Jazeera
Zee TV
Zee Cinema
Bloomberg
Canal Adulto
Rumba TV
Hallmark
TBN
The Church Channel
Smile of a child
CineCanal East
Cinecanal West
The Film Zone
MSNBC
CNBC



Net2Vu Channel List

HBO (Caribbean)
HBO (West)
HBO (East)
HBO Plus (West)
HBO Plus (East)
HBO Family (West)
HBO Family (East)
Cinemax (West)
Cinemax (East)
Max Prime (West)
Max Prime (East)
Universal Channel
Outdoor Sports Channel
Men7



End to end solution

- Delivering over 150 Caribbean Licensed TV channels
- Delivering 24+ licensed HD channels
- Rent movies on demand in SD and HD
- Access YouTube videos on your TV
- Access hundreds of video websites on your TV
- Access hundreds of live WEB TV & Radio channels
- Browse the internet on your TV
- Access personal media on your TV
- Add your own internet content

End to end solution

- Listen to hundreds of online radio stations
- Bookmark favourite content
- Share web content with other Net2Vu subscribers

Traditional cable TV comparison

Cable TV

- Mostly analog systems
- Limited cable bandwidth and Channel line up
- Costly Set Top boxes
- Rents STB's
- No movies on demand
- No web content
- No personal content
- Must build a network
- High investment

Net2Vu

- Fully Digital up to 1080P
- No channel limit – channels added without upgrades.
- Inexpensive STB's
- Sell's STB's
- Rent Movies on demand
- Web content
- Personal content
- Use existing ISP network
- Low investment

Benefits of partnership

Develop IPTV system

- Huge capital investment
- Content negotiation and licensing
- Technology integration
- DRM licensing & integration
- Government licensing
- Time to market
- Technical trials and testing
- Product development
- High risk

Net2Vu Partnership

- Extremely low investment
- Includes licensed content
- Completely integrated system
- Includes DRM & CAS
- No Government licenses needed usually.
- Fast time to market
- Tested on ADSL, Wimax, FTTH
- Completely packaged, ready to market
- Low risk

How does Net2Vu Partnership work?

- ISP provides the network.
- ISP secures any local regulatory licensing required.
- ISP becomes Net2Vu distributor, reseller-partner, collection agent.
- ISP cross connects to Net2Vu facilities at Terramark's NAP of the Americas in Miami Via subsea fibre system and installs VOD servers in country if supporting more than 1000 customers.
- ISP and Net2Vu engineers integrate facilities and conduct tests.
- ISP buys Net2Vu Pods wholesale and retails them to customers at a profit.
- ISP or NET2VU bills customers and collects subscription payments.
- ISP may provide 1st level customer service and support.
- ISP pays Net2Vu monthly based on revenue share agreement.

How does Net2Vu Partnership work?

- Net2Vu provides end To end IPTV platform.
- Net2Vu manufacturers STB's and fills ISP's orders for product.
- Net2Vu integrates ISP's billing platform with Net2Vu subscription system and works with ISP's engineers on total system integration and testing.
- Net2Vu provides subscriber reports to content providers.
- Net2Vu Pays content providers monthly.
- Net2Vu maintains head-end, encoding, DRM, CAS and server facilities.
- Net2Vu negotiates with content providers internationally.
- Net2Vu updates VOD content continuously.
- Net2Vu provides marketing and branding concepts to ISP.
- Net2Vu provides training.
- Net2Vu provides second level customer support.



Benefits of offering IPTV service

- Broadband Internet subscriber base increases
- New revenue stream
- Ability to offer triple play – Voice, Internet, Video.
- Bundled services and billing.
- Traditional cable companies cannot compete against 2-Way interactive IP delivered digital TV service.
- Single offering telecoms companies cannot compete against triple play offering.
- Maximise use of existing network infrastructure

New services

- Net2Vu Mobile Live TV coming Q2 2011
- for Blackberry, iPhone, Android
- Catch-Up TV
- VOIP Net2Vu to Net2Vu

The Reality for Government Regulators

CHANGE IS HERE....

- The Internet has no domicile.
- You cannot regulate what you cannot Police.
- Can you regulate YouTube?
- Can you regulate Internet TV or Internet radio that originates offshore?
- The Internet will soon distribute all media to consumers globally.
- The Prediction – Broadcast licensing will soon be obsolete, when broadcasters originate content offshore and deliver to consumers via the Internet.
- The Prediction – The Internet will be fully mobile regionally within 3 years.
- The Prediction – Broadcasters will no longer Broadcast! They will stream to consumers via the Internet.....No more Towers....No more spectrum licenses needed.



Welcomes invitees to its sponsored lunch today.