



Enjoyable Entertainment





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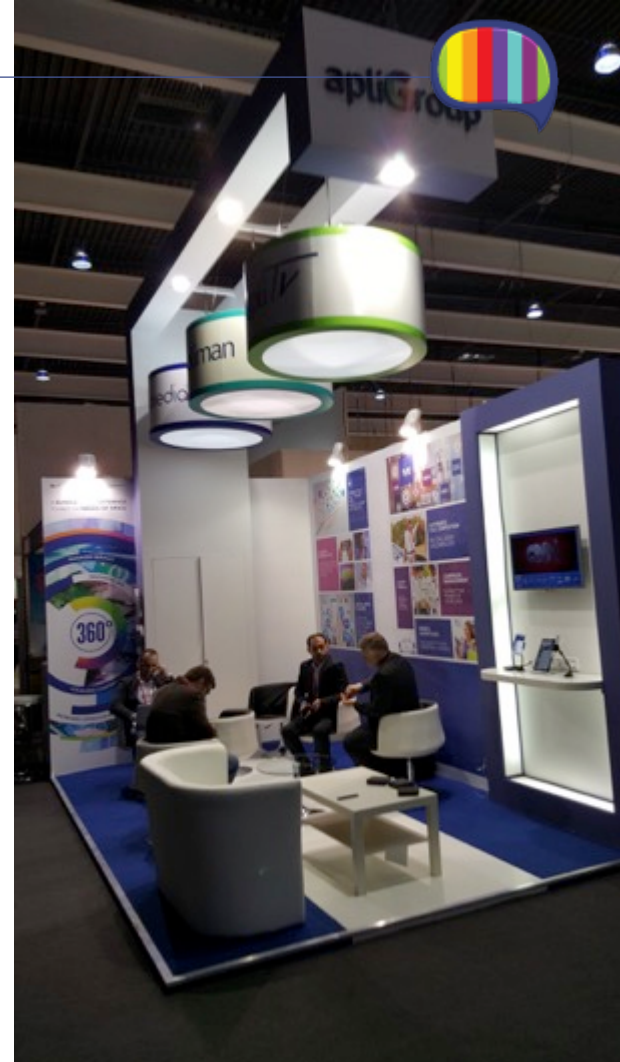
Business
Model

05

Roadmap

- apliTV is part of apliGroup.
- More than **25+ years** of experience with telecom operators worldwide.
- Proudly serving **75+ Operator.**
- Operating mainly in the Middle-East, Africa and East Asia.

apliGroup



The Need

- Revenue from voice and SMS is greatly decreasing.
- Price wars are leading data revenue to decrease and enforcing operators to offer **unlimited plans**.
- **Operator serving OTT** as data pipe without gaining the loyalty of the users or any other value.
- By 2020 the vast majority of video content will be provided by IPTV through 2 to 5 cornerstone providers.
- IPTV will replace satellite TV by becoming the de facto of TV Viewing due its mobility and interactivity.

The mobile operator is
best placed to drive the
growth of mobile video

~ Mobile World Live – 2017 Report



This is where apliTV Comes In



One-stop-shop **purely focused** on providing an end-to-end video delivery solution

An ever evolving
TECHNOLOGY



Localized and Int'l
CONTENT



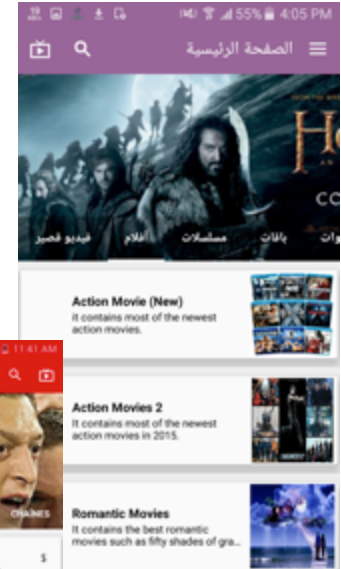
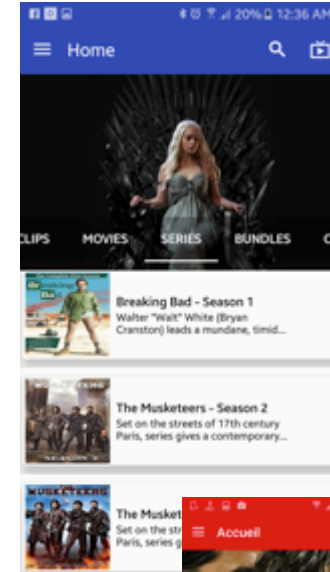
MANAGED SERVICES



Mobile TV



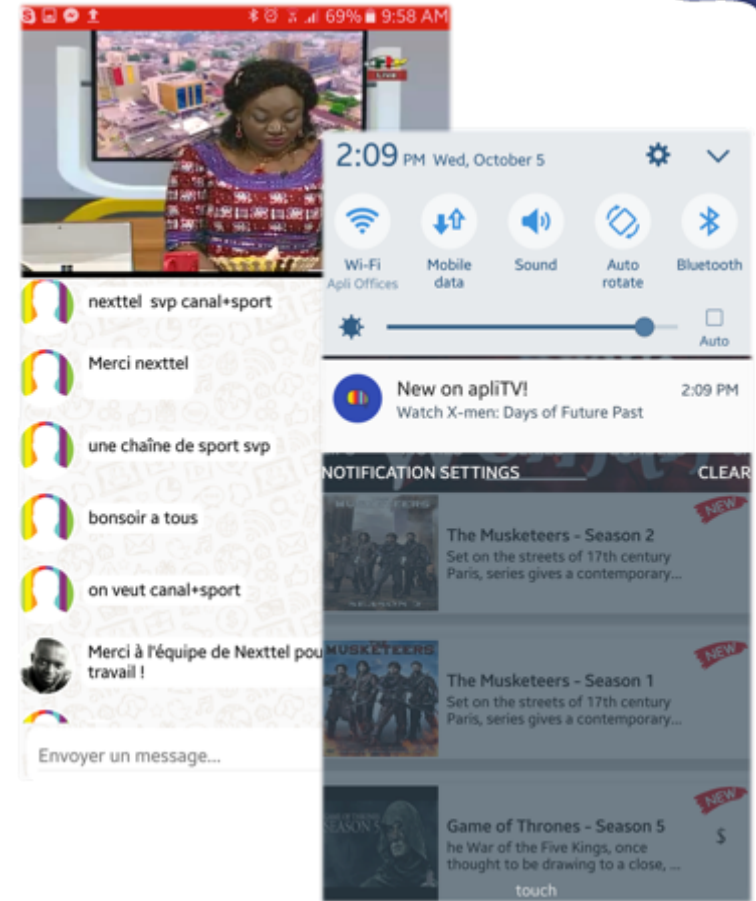
- MobileTV for smartphones and tablets allowing users to stream their favorite shows **ON THE GO!**
- Fully white-labeled, attractive and easy-to-use Interface offering Clips, Movies, Series and Live TV.
- Continuous upgrades and app customization to enhance customer satisfaction by **introducing new features based on local market and consumer behavior.**



Mobile TV



- Smart Notification Engine, to up-sell content based on user preferences and viewership habits.
- Favorite list to bookmark content for later viewing
- From Classic to **Social TV**
 - Chatting while watching live TV with people of similar interest (30% increase in time spent on App.)
 - Send a movie or a subscription as a gift to another user (Increase Social interaction)





Penetrating a user's mobile device is one thing, penetrating **his household** is another!

- Small and **portable** Set Top Box
- Turns a regular TV into a **smart** user experience.





- We even went beyond video to offer **APPS!**
- Complement your offering by providing TV-friendly utilities, games, e-books and open the doorway for IoT gadgets



But Wait There's More...



- Playback TV (NDVR)
- Electronic Program Guide, Subtitling...
- Ability to link multiple devices
- Flexible end user offering making it affordable for everyone (subscription, pay per view, pay to own...)
- Multilingual support.

- **Hassle Free Service** –
directly connected to the user's mobile
credit



How It Works

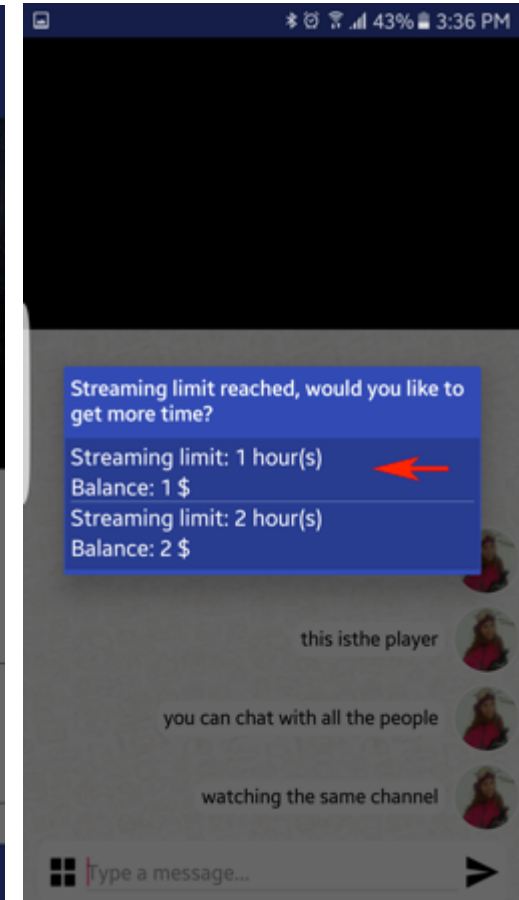
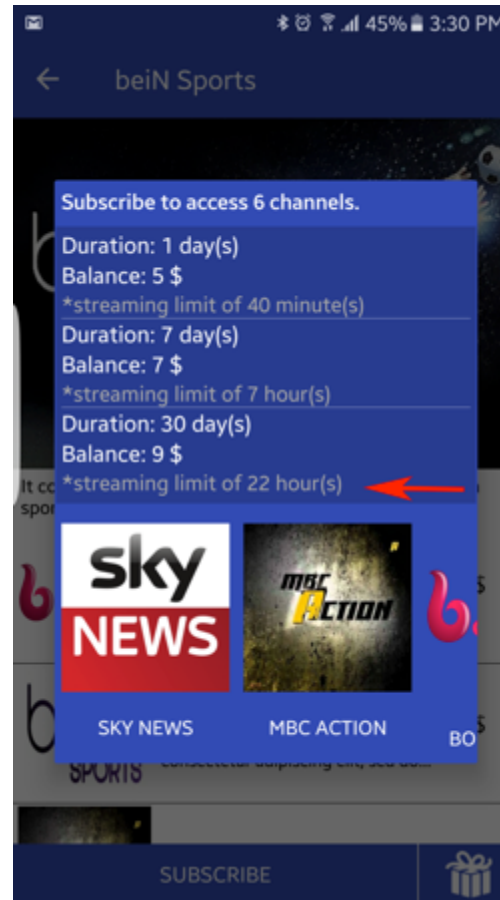
- apliTV's platform is fully deployed on operator's premises.
- Content is uploaded to be locally available.
- Linear channel signals are received either via Satellite or IP depending on the coverage.
- **Allowing a better streaming experience due to lesser hops.**



How It Works



- Service is marketed as **Zero-rated** giving it an advantage over OTTs
- Each asset can have multiple subscription plans
- Each plan has different duration, balance and time limit (Time capped as a fair usage policy)
- Once the user reaches his limit before the expiry of his subscription, he is prompted to purchase additional time

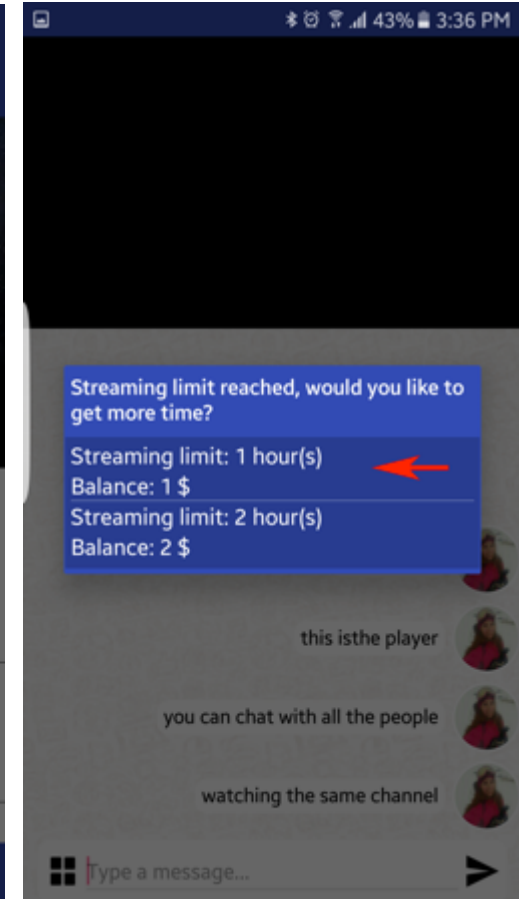
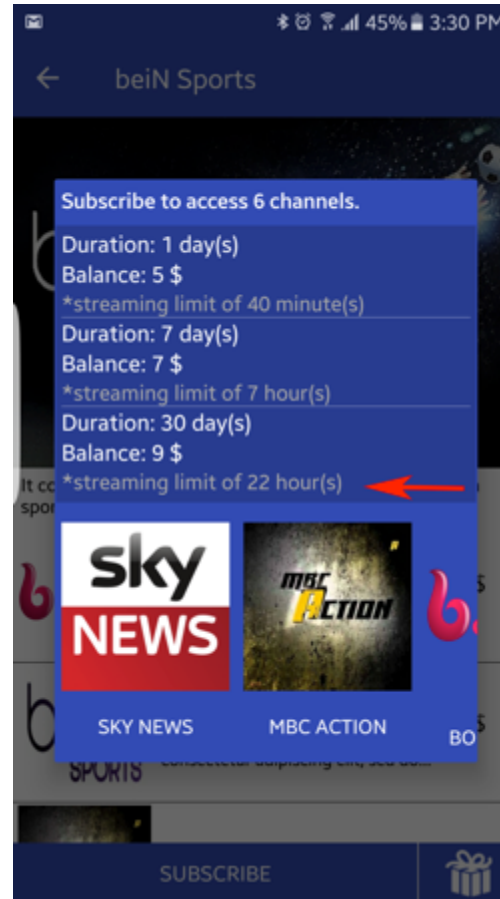


How It Works

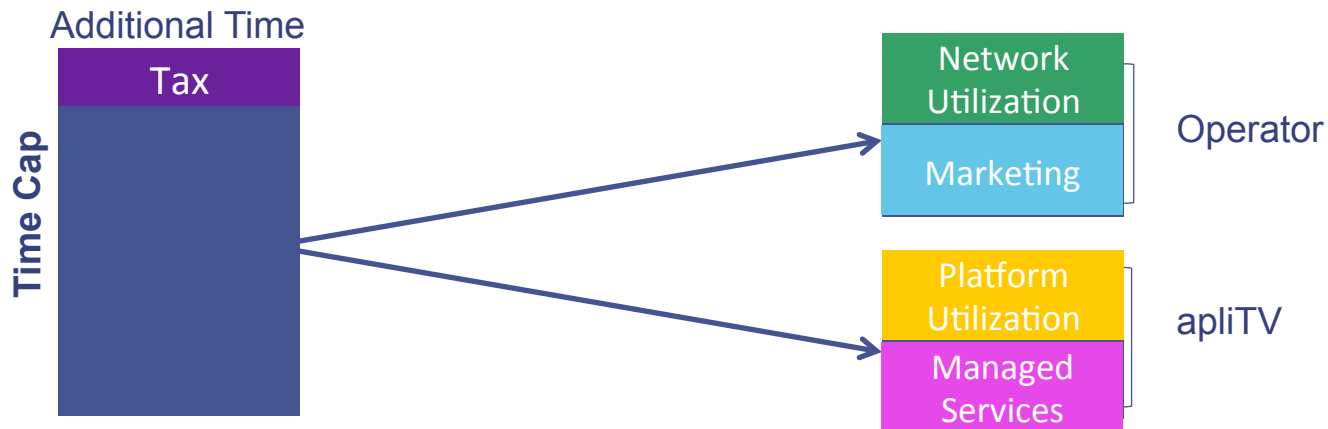
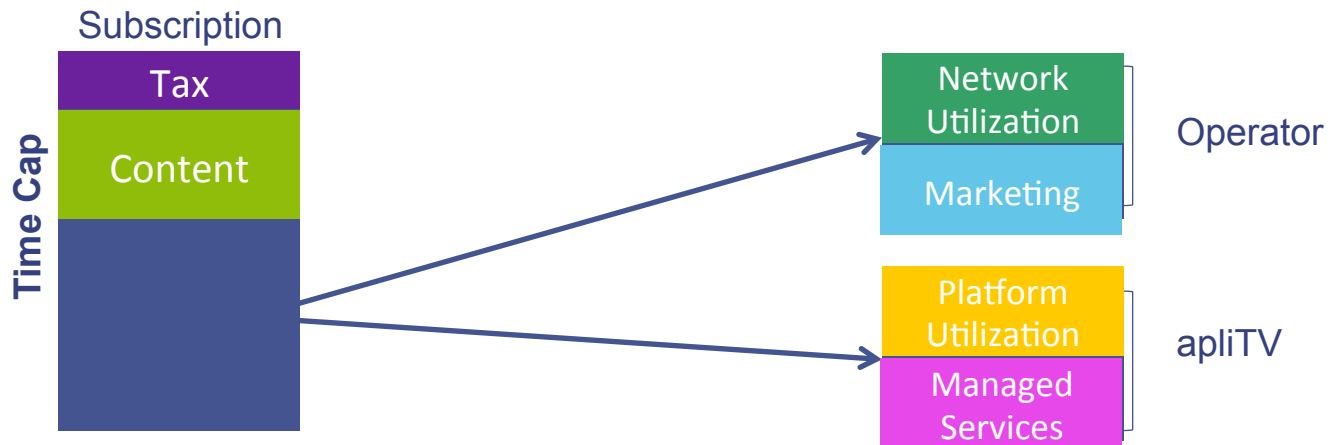


- End user pricing is set based on:
 - Purchasing power (ARPU, GDP per capita,...)
 - Perceived value
 - Competitive analysis
 - Content cost
 - Network utilization

Virtually zero-rated
Time cap is calculated based on data volume to cover network utilization and **generate profit.**



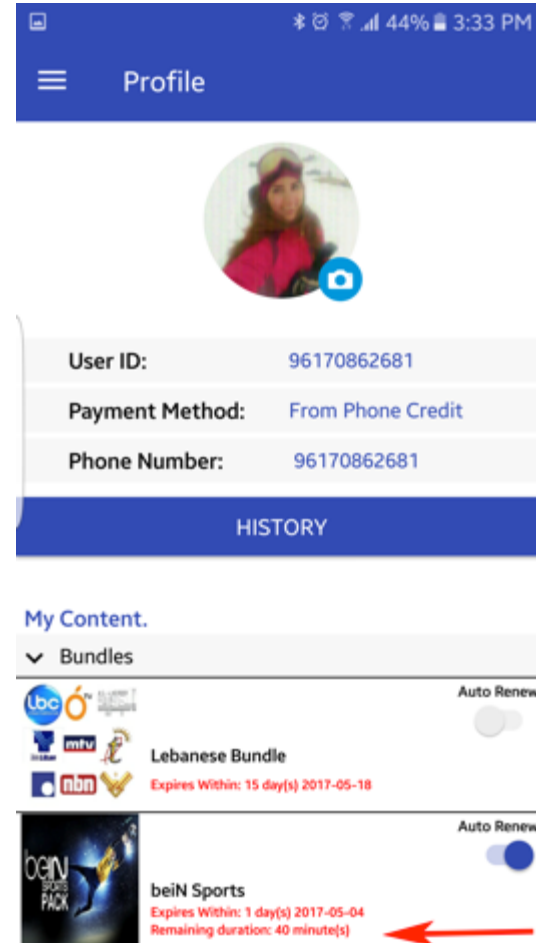
How It Works





• Anti-Churn

system to automatically renew the user's subscriptions based on his preferences.



Content Is KING



- Besides being a technology house, apliTV puts at the operator's disposal a full fledged content department.
- Continuous monitoring and updated localized content.
- Custom notifications based on each operator.
- Benefiting from the Group's expertise in acquiring content, apliTV is well connected with tier 1 content groups.



*These images are for illustration purposes only, to serve as example of the content we procure

aplTV platform is proudly validated by
top regional content providers for
SECURITY

-
- A magnifying glass with a silver handle and frame is positioned over a blue shield. The shield has a white keyhole in the center. The background is a light gray with faint, scattered alphanumeric characters, suggesting a digital or data environment.



Content we have

- Capitalize on the existing relationship to sub-license for a new operation.
- Included as part of the initial service library.

Content we work on having

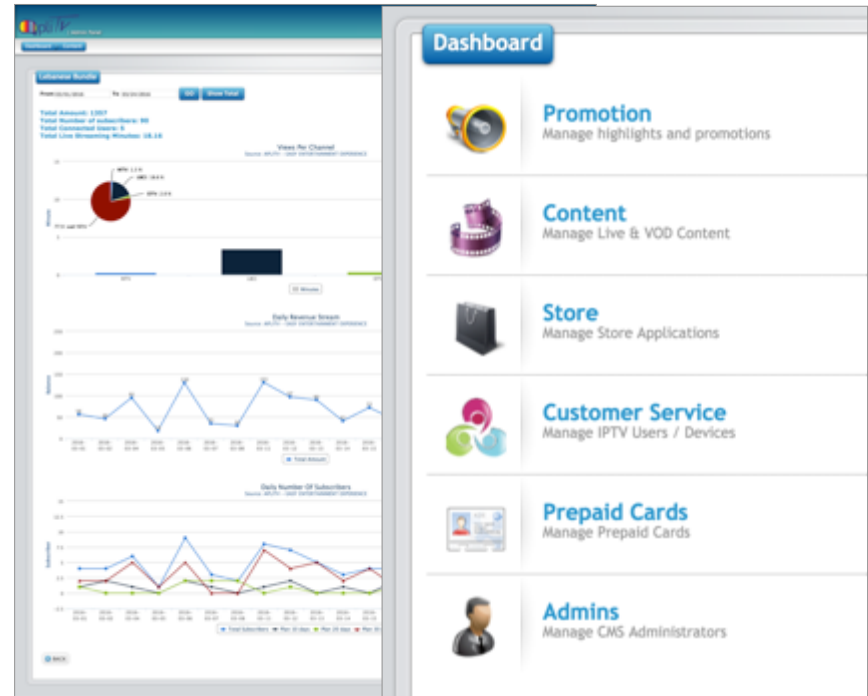
- Requires negotiation with licensors.
- We provide all the required materials.
- Team specialized in corporate negotiation to acquire best terms possible.

Go LIVE!



- apliTV provides the operator as well as content providers with access to its Centralized Management System
- enabling them to moderate, and monitor in real-time all content, statistics and actions for full control over the service.

Current Version : 5.3



We Are Here To Help!


Our friendly team is here to assist every step of the way providing consultancy, support, and insights.

- Installation, customization, Integration
- Continuous monitoring to effectively enhance application.
- Project Management
- 24/7 support
- 99% SLA
- Direct phone line
- Ticketing system



OTT vs. apliTV

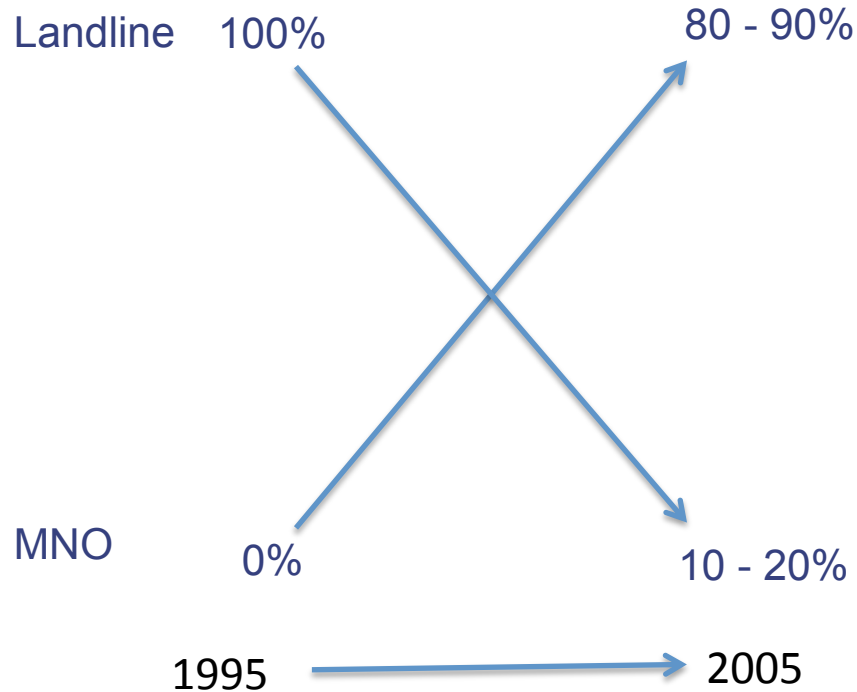


OTT (such as Netflix, Hulu, etc..)	 apliTV
General Content – International	Localized & International Content
HVC Segment	Mass Targeting
Global Segment	Local Targeting per operator/ country
No Operator Role – Data Pipe only	Operator Value and Benefit while still winning subscriber.
Publicly accessible internet	Private fully controlled network
Internet (Best Effort)	Better streaming experience (QoS)

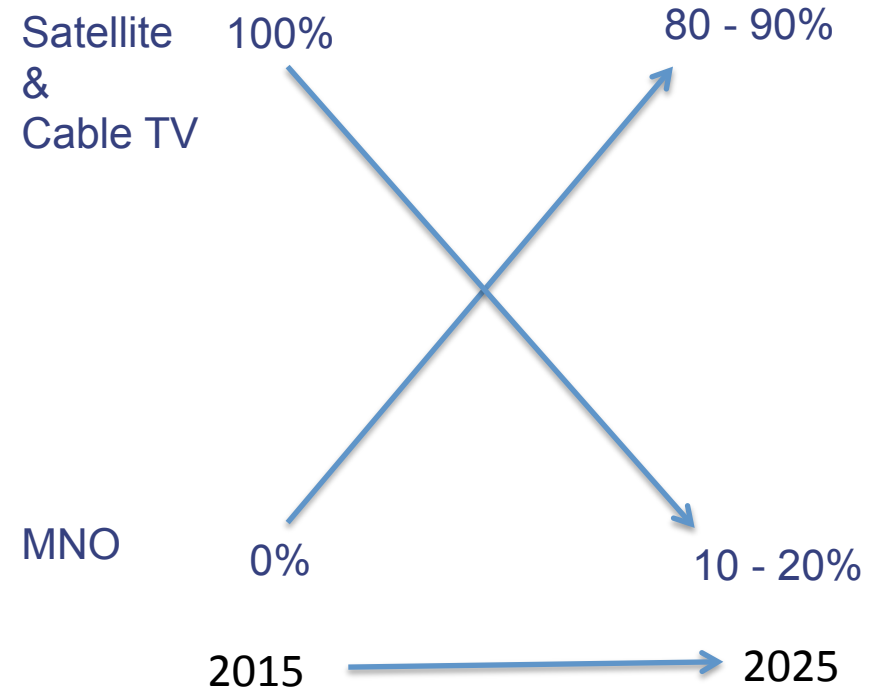
THE NEW CORE BUSINESS SOLUTION



Voice Revenue



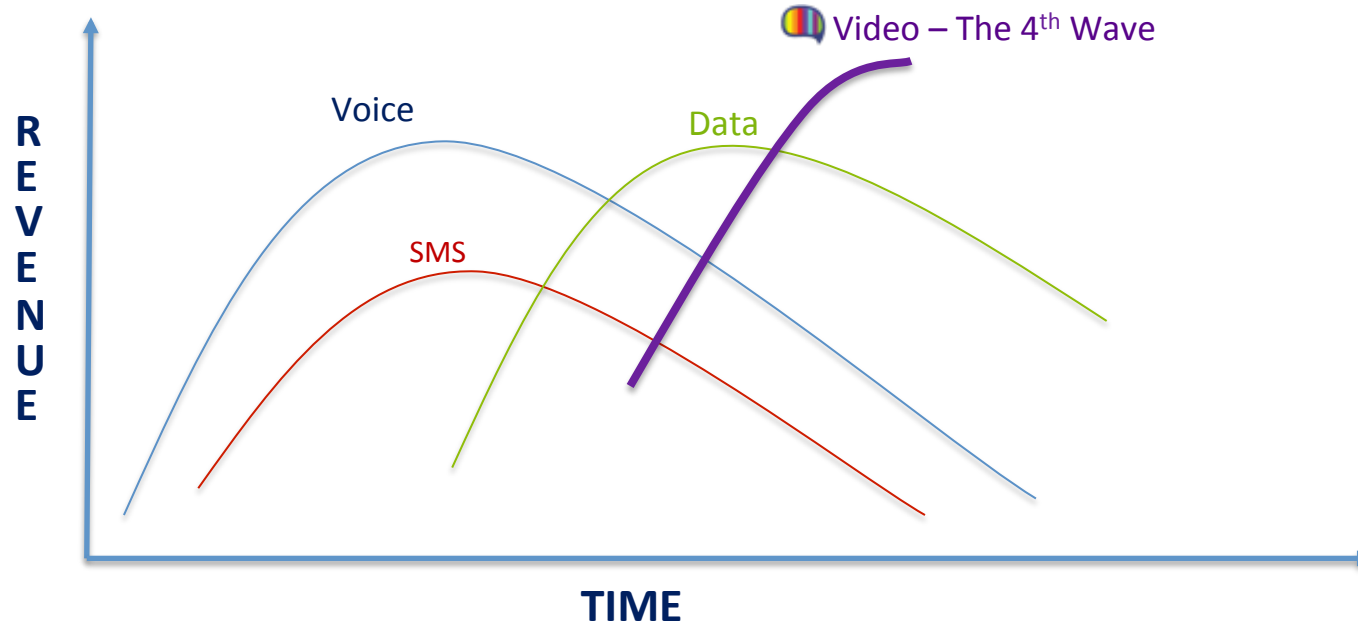
Video Revenue



The video revolution started – Few major players will dominate



Revenue Growth Curves





Capex

- In the Capex model, the network operator purchases the full platform as a turnkey solution.
- apliTV will deploy the SW licenses based on the technical Scope dimensions agreed upon, Hardware, and professional services.
- After the 1st year we provide maintenance based on the BOQ provided.

Revenue Share

- apliTV provides HW, SW licensing, updates and patching, consultancy and management, expertise in the fields of content aggregation, performance analysis, commercial recommendation, day-to-day follow-up, notifications, and on ground data gathering.
- Operator provides access to the network and manages the necessary marketing for the service.

Monetization

Direct

- Organic subscription revenue generated from direct users transactions
- Additional Time purchases based on fair usage policy (over-quota).
- Organic rental revenue from Video on Demand.

Indirect

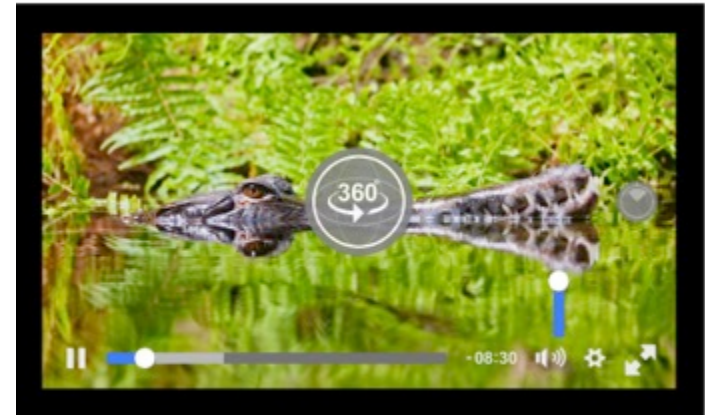
- Utilize the platform effectively for in-house (VAS) advertising and 3rd party advertising.
- We provide 100% accurate statistics as we know the exact viewership of our subscribers.
- These statistics can be used by the operator for internal and external marketing purposes to generate revenues by targeting highly viewed channels and programs.

A sneak-peak to what's coming



- Improved recommendations for a better personalized experience.
- 360 degrees video.
- User generated content, allowing users to also become publishers.
- Roll-out a virtual reality app enabling the user to choose the context surrounding the virtual TV for a fully immersive experience [Oculus - Cartboard].

We are constantly developing and updating our products



Nexttel TV- Launching Event





90%

Revenue generated from Live TV

10.3%

Penetration from data users after 6 months

30%

Increase in downloads the day a bulk SMS is sent

34%

Average content cost from revenue

45%

Growth in revenue when releasing new live bundle

170K +

App downloads in 6 months

1.63\$

ARPU of the service

5%

Monthly increase in downloads generated by word of mouth

25%

Increase in daily revenue when there is a live event (e.g: Football match)

30%

Increase in time spent on app when chatting was released

45%

Of users stream for an average of 40 mins per day



Nexttel TV won the
ASCOM prize for
best mobile app in
2016



A couple is seen from behind, sitting on a couch in a living room. The man is holding a remote control, pointing it at a television mounted on the wall. The television screen shows a blue-toned image, possibly a landscape or a sky. The room is decorated with a wooden wall hanging on the left and a white shelf on the right. The overall atmosphere is cozy and domestic.

“Go for it now. The future is promised to no one”

- Wayne Dyer

Thank you for your time