

DIGITAL BILLBOARD NETWORK

OUT-OF-HOME / IN-STORE DIGITAL BILLBOARD NETWORK

Powered by Phoenix Vision

PROFITABLE REVENUE

Need to create additional
PROFITABLE REVENUE vs.
cutting expenses

KNOW WHO'S VIEWING

Need for advertisers to KNOW WHO
IS SEEING THEIR ADVERTISING via
gender, age and actual location

INCREMENTAL SALES FOR RETAILERS

Enhancing the effectiveness of retail
stores to educate consumers and
generate INCREMENTAL SALES

CHANGE YOUR CULTURE

CHANGE YOUR CULTURE
to become an innovative
digital broadcaster

OFFENSE VS. DEFENSE

MEDIA COMPANY OBJECTIVES

The SCREENS Cometh...

Don't Lose Yourself

"Look, if you had, **one shot**, or
one opportunity **to seize everything**
you ever wanted. In one moment
Would you capture it, or just let it slip?

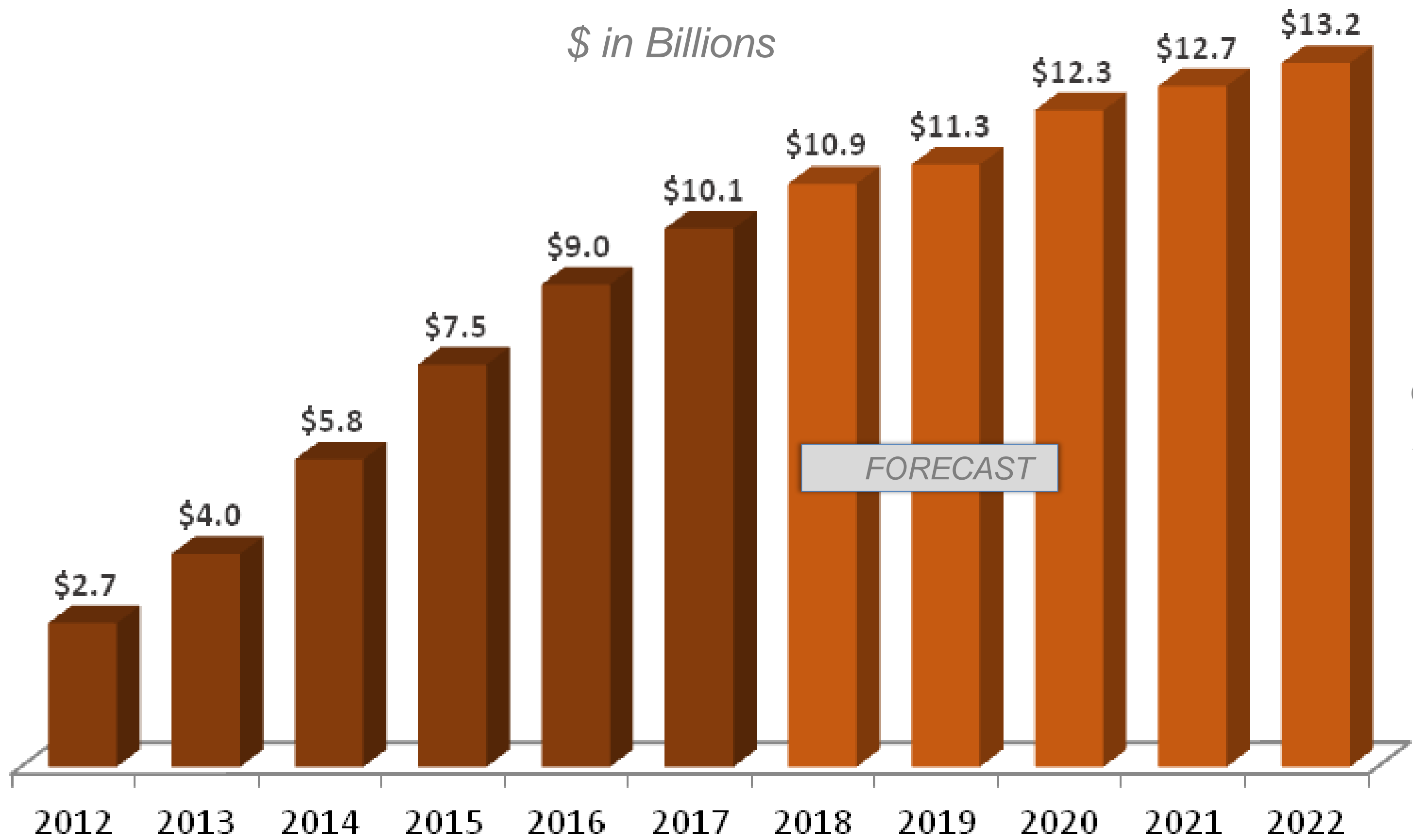
Yo!!!

EMINEM

EXTEND your Audience and INCREASE Revenues **NOW!**

The tools are here at MEGA....

US Local Online Video Ad Spending



© Borrell Inc., 2018.
All rights reserved

Source: Borrell Associates Inc.

TV Advertising was down 7.8% in 2017

WHY- TV is losing Share to tech companies investing heavily in on line Digital Video Distribution Channels.

A NEW MEDIA TECHNOLOGY

HOW TO **MONETIZE** DIGITAL VIDEO and BRANDED CONTENT via a LOCATION-BASED Multi Media Platform!

**DIGITAL
BILLBOARD
NETWORK**

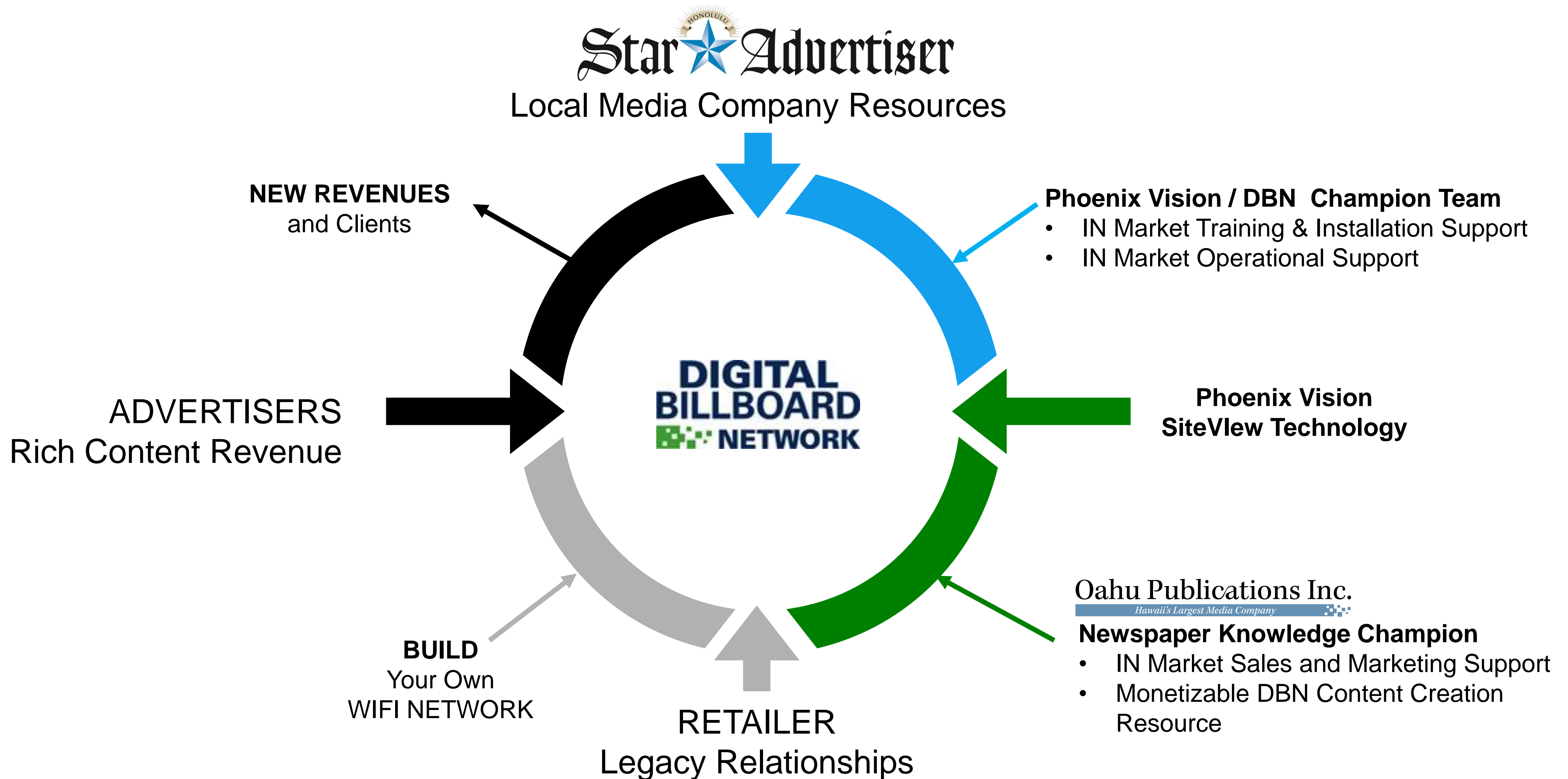


Leverage LEGACY Retailer Relationships



BROADCAST Branded Content and Digital Video Ads
via a location based multi-media platform

ALIGNED Partnerships

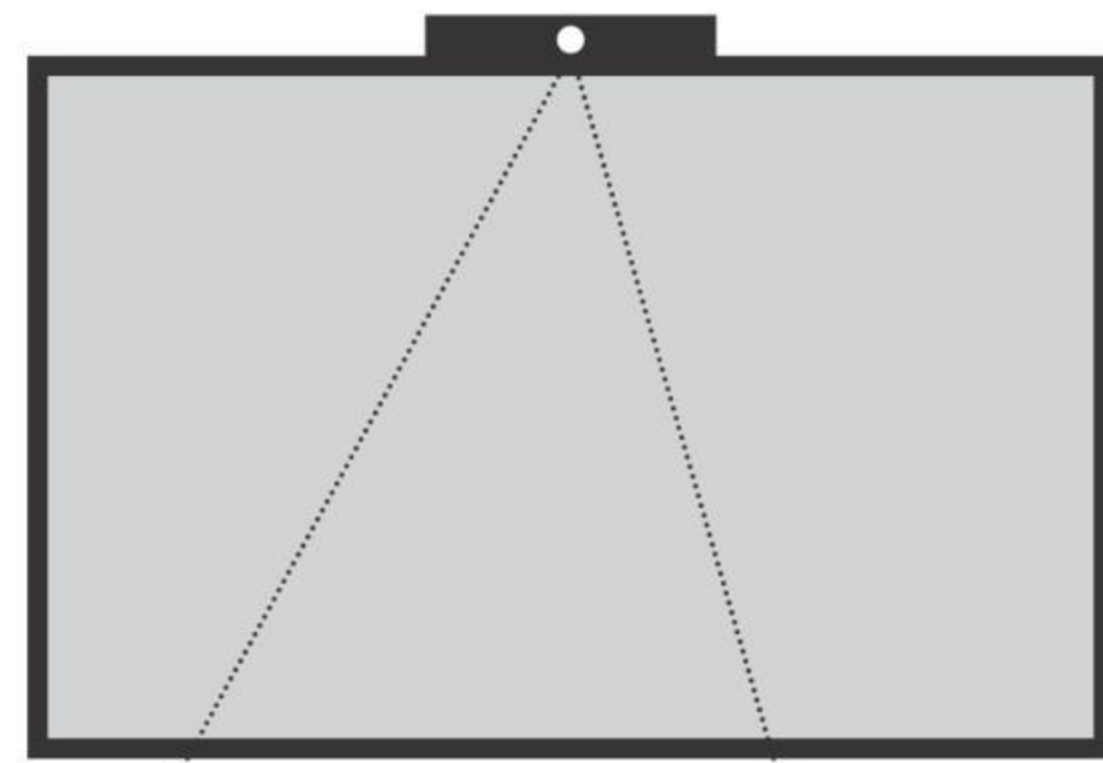


LOCATION BASED
MARKETING

SITEVIEW



PHOENIX VISION



Angle = 70°

Effective Distance = 15'



Phoenix Vision

DEMOGRAPHIC DETECTION & REPORTING TECHNOLOGY

Children <15

Young 16-24

Young Adult 25-34

Adult 35-49

Senior >50

Gender:
Female
Age:
Estimated
28

Gender:
Male
Age:
Estimated
68

Gender:
Female
Age:
Estimated
19

Gender:
Male
Age:
Estimated
41



Phoenix Vision

FIRST MEDIA COMPANY CLIENT OPI 100

 **Star Advertiser**

Oahu Publications Inc.

Hawaii's Largest Media Company



QUICK START SUCCESS STORY

- ① LAUNCHED IN OCTOBER 2017
- ① 96 RACKS / 16 SCREENS = 112 TOTAL
- ① AUDIENCE 841,293 VIEWERS / 2,908,660 Impressions *(January 2018)*
- ① ADVERTISERS (40)- 85% are new customers!

“420-SECOND CLOCK / 15-SECOND UNITS”

15 ADVERTISERS

PER NETWORK

STANDARD RETAILER CLOCK 7 MINUTES

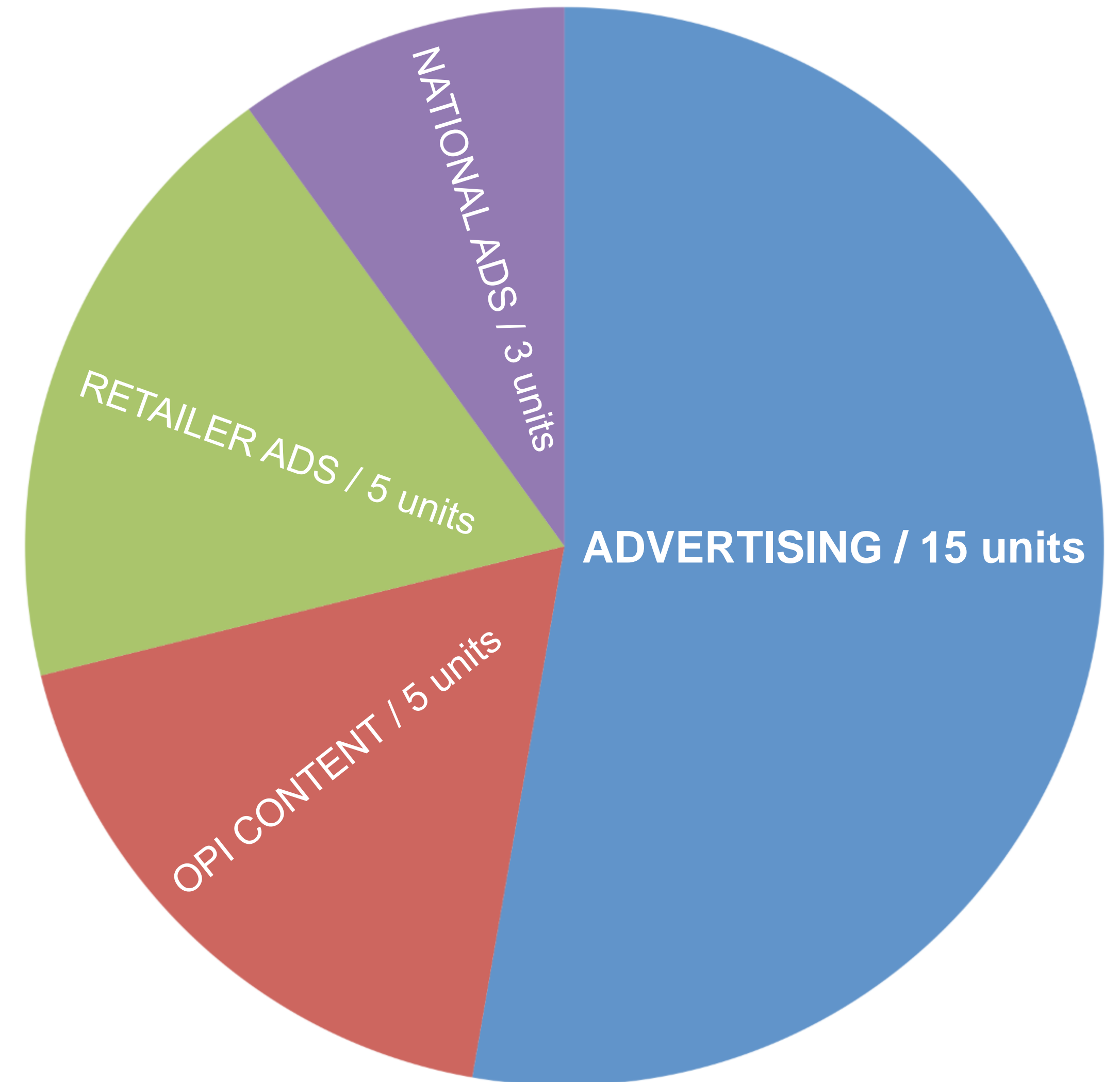
ADVERTISING / **15 units**

OPI CONTENT / 5 units

RETAILER Ads / 5 units

NATIONAL Ads / 3 units

GOAL: 4-6 Retailers to start 100 locations



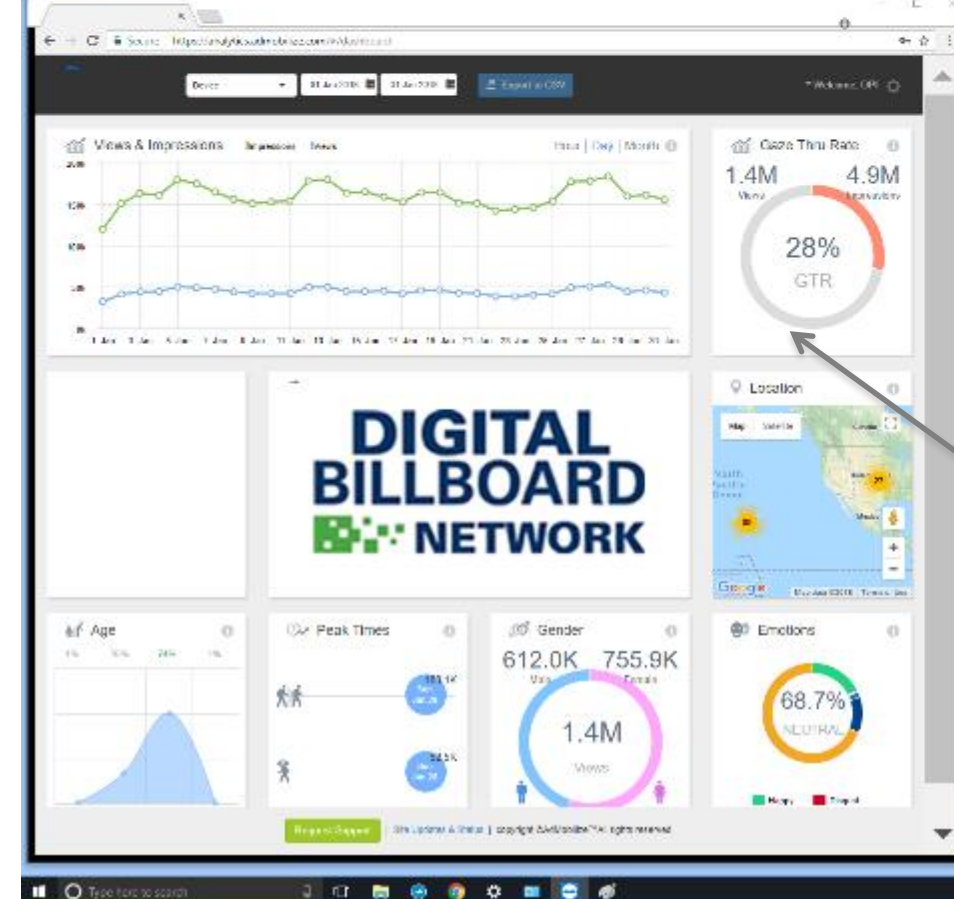
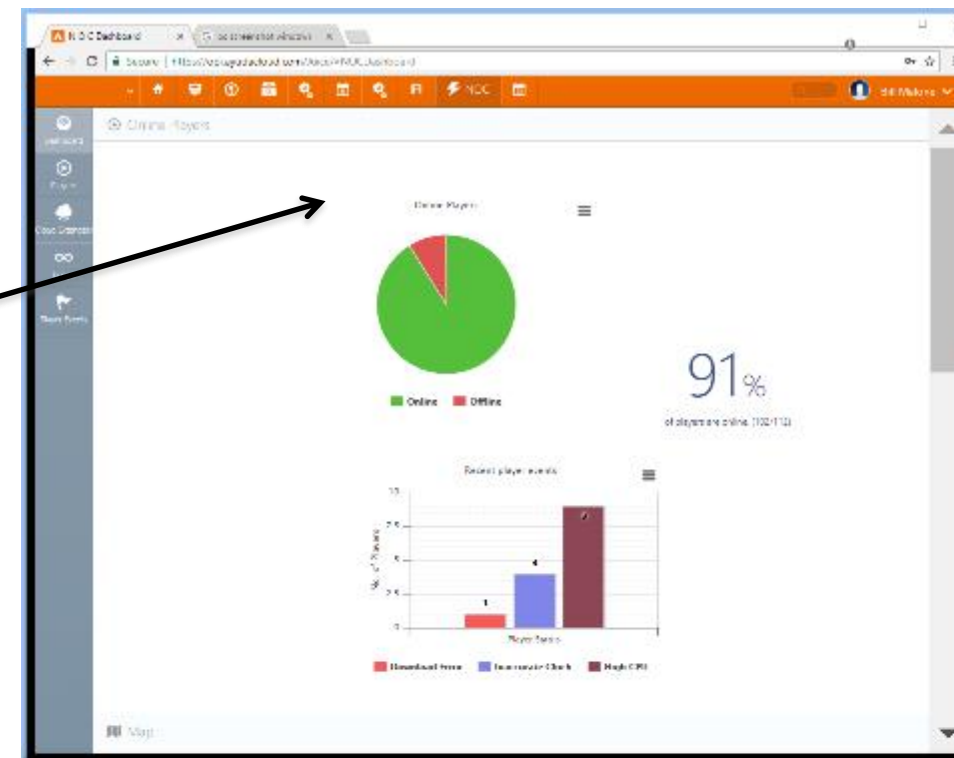
**DIGITAL
BILLBOARD
NETWORK**



Network Operating System (NOC)

11 NETWORKS IN HAWAII

Network
Systems
Monitoring



Retailer / Advertiser
Monthly Report



Real Time
Retailer Location
Programming

**DIGITAL
BILLBOARD
NETWORK**

January OPI/DBN Report

OPI /DBN
Extended Audience
already RIVALS
a local TV Network.

Digital Billboard Network Report by Phoenix Vision

ADVERTISER: **ALL**

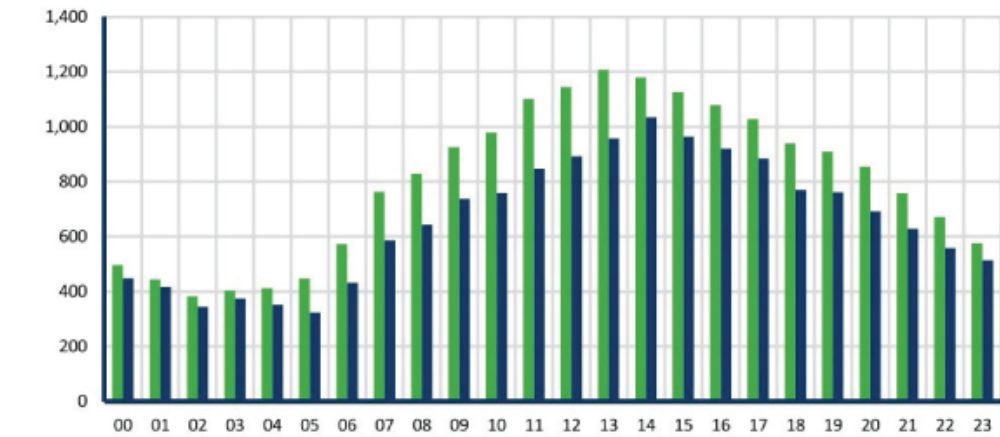
01/01/18 - 02/01/18

Total Viewers: 841,293
OTS: 2,908,660
(Total Opportunities To See)

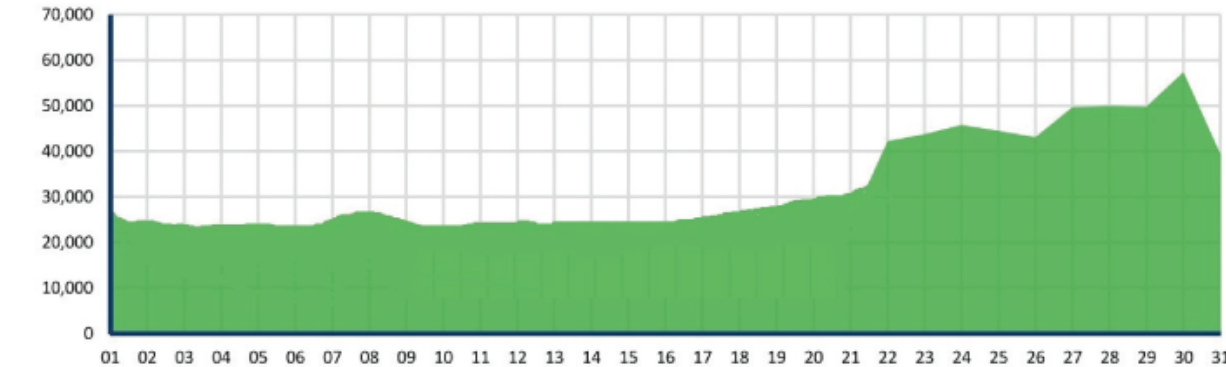
**DIGITAL
BILLBOARD
NETWORK**



VIEWERS BY HOUR / AVERAGE 1,461 PER HOUR



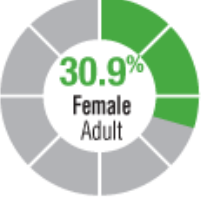
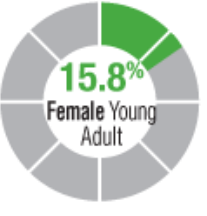
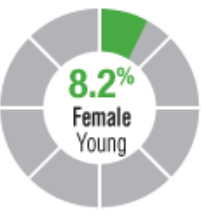
VIEWERS BY DAY / AVERAGE: 27,138 VIEWS PER DAY



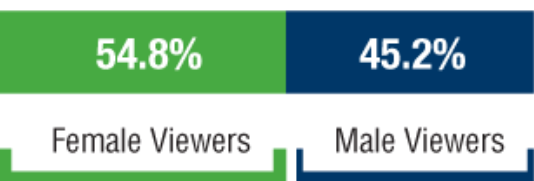
VIEWERS
BY DEMOGRAPHICS

Male Viewers

Female Viewers



GENDER OVERVIEW



AGE OVERVIEW

Young (<20)	14.6%
Young Adult (20-30)	27.4%
Adult (30+)	57.8%

**DIGITAL
BILLBOARD
NETWORK**

96 RACKS AND 16 SCREENS

OPI NETWORK MAP

RETAILER PARTNER NETWORKS

- JAMBA JUICE
- ALOHA ISLAND MINI MART
- HELE 76 C-STORES
- L&L HAWAIIAN BBQ
- TAMURA'S WAHIAWA
- TAMURA'S FINE WINE AND LIQUORS
- CVS LONGS DRUGS
- YOKOCHO WAIKIKI
- DON QUIJOTE
- ZIPPY'S



**DIGITAL
BILLBOARD
NETWORK**



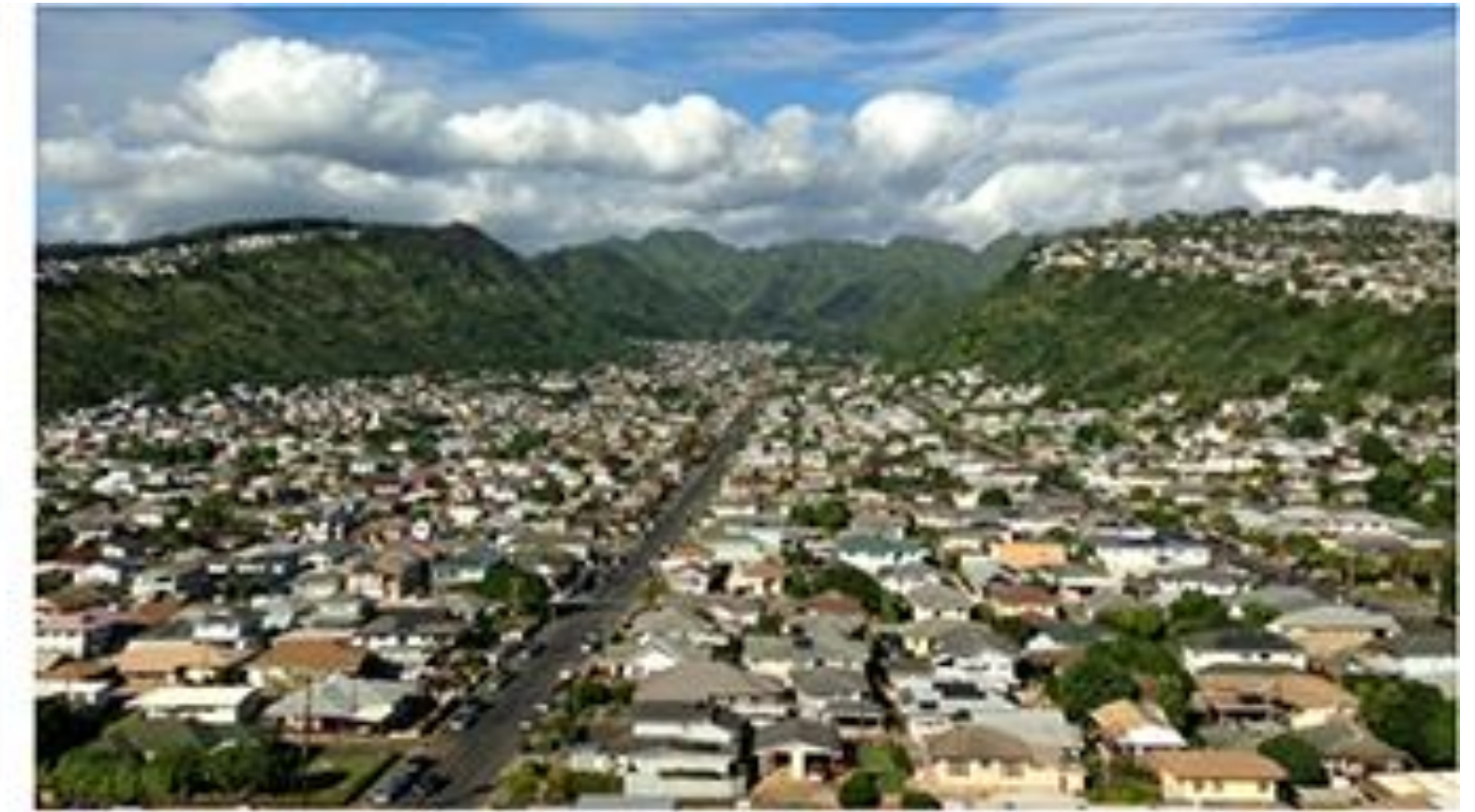


Longs Drugs

Live healthy. Live happy. Live Longs.

CVS
pharmacy

**DIGITAL
BILLBOARD
NETWORK**





Grocery Store Model

SCREENS AT EVERY REGISTER

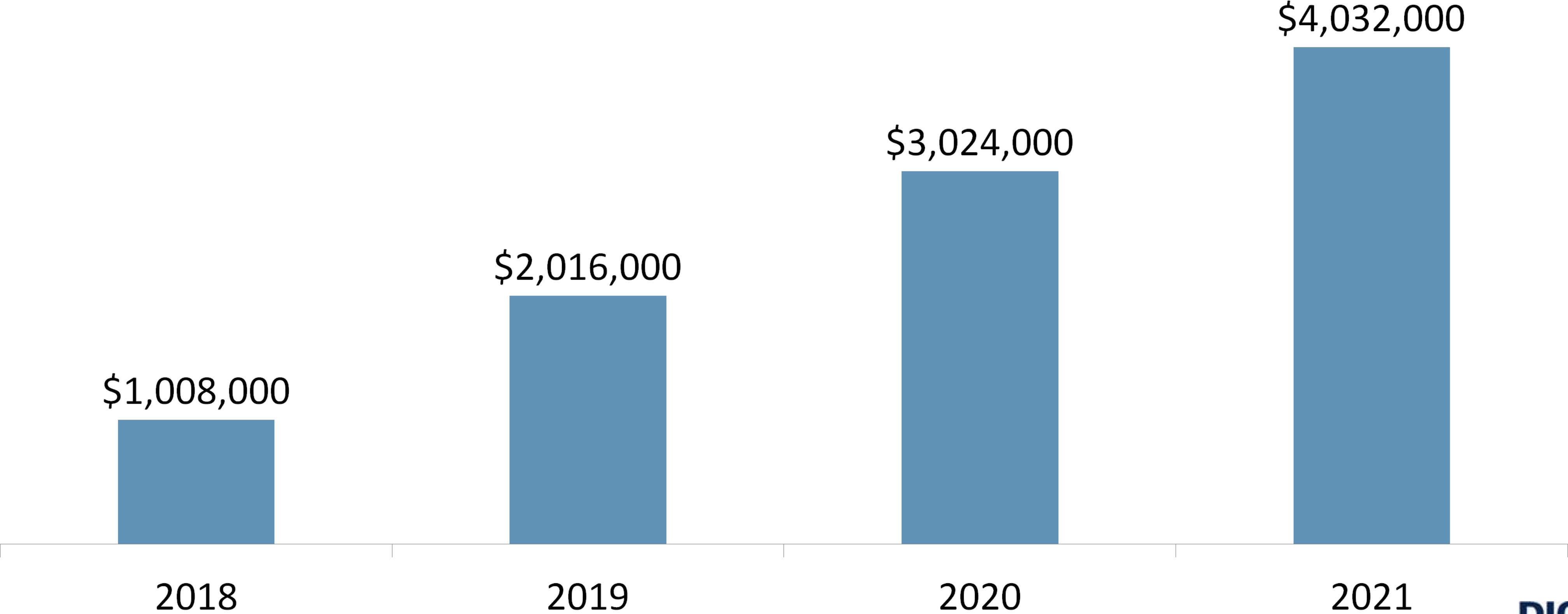
DIGITAL
BILLBOARD
NETWORK

King Windward Nissan CASE STUDY

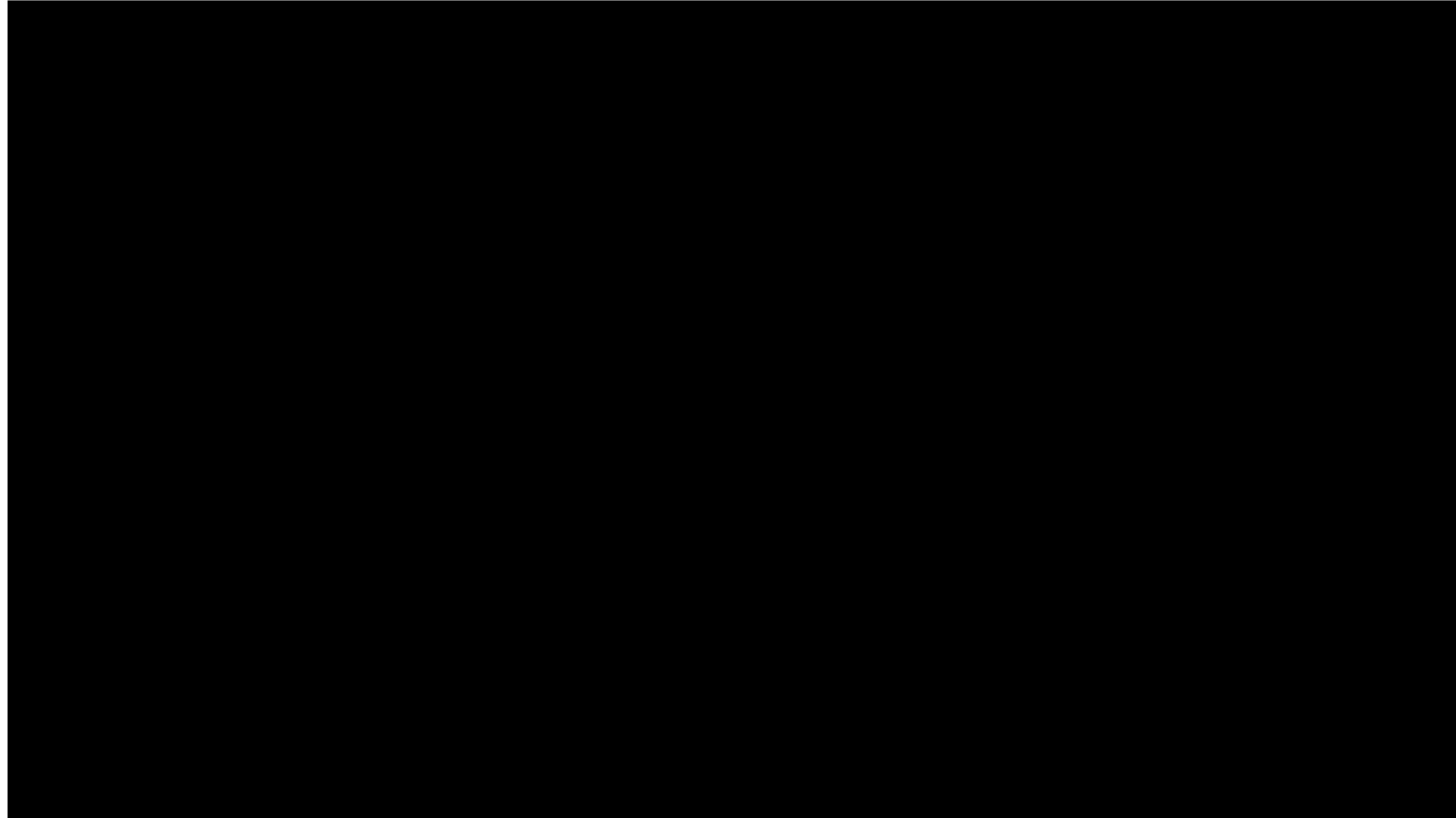


Generating \$1,250,000 of NEW Business

DBN Growth Trajectory



OPI / DBN Branded Content



Location Based Multi-Media Marketing Solution

DIGITAL
BILLBOARD
NETWORK



In-Store
DBN



Free In-Store
WiFi Log-in



Out-of-Store
Mobile

DIGITAL
BILLBOARD
NETWORK

Become Your Own Broadcaster

- ① **Build Out Your Digital Billboard Network** – Legacy Retailer Partners
- ① **Garner Quick New Revenue** – TV and Digital Video Budgets
- ① **Robust Content Management System** – 11 Unique Networks
- ① **“SiteView” Powered By Phoenix Vision** – Plugged directly into our infrastructure
- ① **Identifies Age And Gender Of Viewers**
- ① **Advertisers And Retailers Receive Monthly Reports**

DBN RATE CARD Model

(100 Racks-Screens)

NETWORK #1 – 25 Racks

- GOAL - **\$840 Per Rack per Month** – 15 Advertisers per network
 - Ex - $25 \times \$840 = \$21,000$
 - $\$21,000 / 15 \text{ Advertisers} = \$1,400^{**}$ per Month for each advertiser

NETWORK #2 – 2 Screens

- GOAL - **\$2,500 Per Screen per Month** – 15 Advertisers per network
 - Ex - $2 \times \$2,500 = \$5,000$
 - $\$5,000 / 15 \text{ Advertisers} = \333^{**} per Month for each advertiser

***DBN Advertisers are paying \$.20 per view. Substantially less
than average Internet Cost per Click rates

NEWSPAPER BUSINESS MODEL — YEAR ONE

(100 RACKS)

➤ ADVERTISING REVENUE = \$840 Per Rack per Month

30 Days X \$28 per day = \$840 Per month Per Rack

\$840 per month X 100 Racks = \$84,000 Revenue Per month

\$84,000 X 12 Months = \$1,008,000 Gross Advertising Revenue

➤ DIGITAL RACK AND DMA EXCLUSIVITY CAPITAL EXPENSE

One Rack is \$999

100 x \$999 = \$99,900

DMA Exclusivity / Training/ Playbook = \$35,000 Year One then \$20,000 in subsequent years

➤ Phoenix Vision—Site View Usage and Maintenance Fees

PV Licensing Fee is \$250 per Screen. \$250 X 12 = \$3,000 per year per screen

100 X \$ 3,000 = \$300,000

PV Maintenance Fee is \$2,000 per month per DMA .

\$2,000 X 12 = \$24,000 per year per screen

ONE YEAR REVENUE SUMMARY

\$1,008,000

NEWSPAPER
Net Revenue

\$684,000



Phoenix Vision



NEWSPAPER BUSINESS MODEL — YEAR TWO

(1,000 RACKS)

> ADVERTISING REVENUE = \$840 Per Rack per Month

30 Days X \$28 per day = \$840 Per month Per Rack
\$840 per month X 1000 Racks = \$840,000 Revenue Per month
\$84,000 X 12 Months = \$10,080,000 Gross Advertising Revenue

> DIGITAL RACK AND DMA EXCLUSIVITY CAPITAL EXPENSE

One Rack is \$999
1,000 x \$999 = \$999,000
DMA Exclusivity / Training / Playbook = \$35,000 Year One then \$20,000 in subsequent years

> Phoenix Vision—Site View Usage and Maintenance Fees

PV Licensing Fee is \$250 per Screen. \$250 X 12 = \$3,000 per year per screen
1000 X \$ 3,000 = \$3,000,000
PV Maintenance Fee is \$2,000 per month per DMA .
\$2,000 X 12 = \$24,000 per year per screen
5 Markets at 200 Screens each X \$24,000 = \$120,000



Phoenix Vision



NEWSPAPER BUSINESS MODEL — YEAR THREE

(10,000 RACKS)

➤ ADVERTISING REVENUE = \$840 Per Rack per Month

30 Days X \$28 per day = \$840 Per month Per Rack
\$840 per month X 10,000 Racks = \$8,400,000 Revenue Per month
\$84,000,000 X 12 Months = \$100,800,000 Gross Advertising Revenue

➤ DIGITAL RACK AND DMA EXCLUSIVITY CAPITAL EXPENSE

One Rack is \$999
10,000 x \$999 = \$9,990,000
DMA Exclusivity / Training / Playbook = \$35,000 Year One then \$20,000 in subsequent years

➤ Phoenix Vision—Site View Usage and Maintenance Fees

PV Licensing Fee is \$250 per Screen. \$250 X 12 = \$3,000 per year per screen
10,000 X \$ 3,000 = \$30,000,000
PV Maintenance Fee is \$2,000 per month per DMA .
\$2,000 X 12 = \$24,000 per year per screen.
50 Markets at 200 Screens each X \$24,000 = \$1,200,000

ONE YEAR
REVENUE SUMMARY

\$100,800,000

NEWSPAPER
Net Revenue

\$89,610,000



Phoenix Vision

