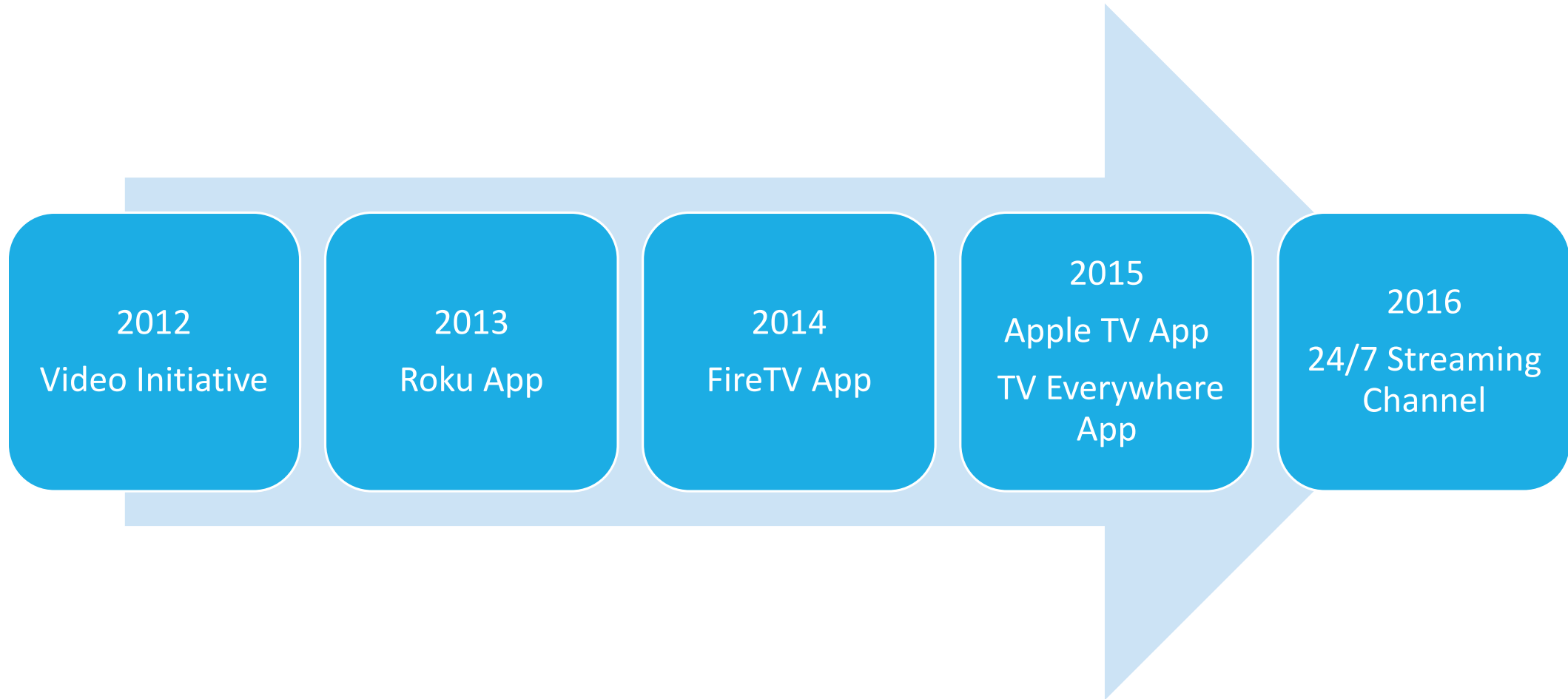


24/7 Streaming Channel

A DIGITAL TV STATION FOR 2017

A Brief Timeline ...



What is a 24/7 Streaming Channel?

- It's Not VOD
- VOD is ...
 - Video-On-Demand
 - User Controlled
 - Low Viewing Time
 - High Inventory
 - Low Rates



What is a 24/7 Streaming Channel?

- 24/7 Streaming Channel
 - Publisher Controlled
 - High Viewing Time
 - Limited Inventory
 - High Rates



What is a 24/7 Streaming Channel?

Today | Thursday, June 23

You're Watching
Shark Week Sharktacular 2016

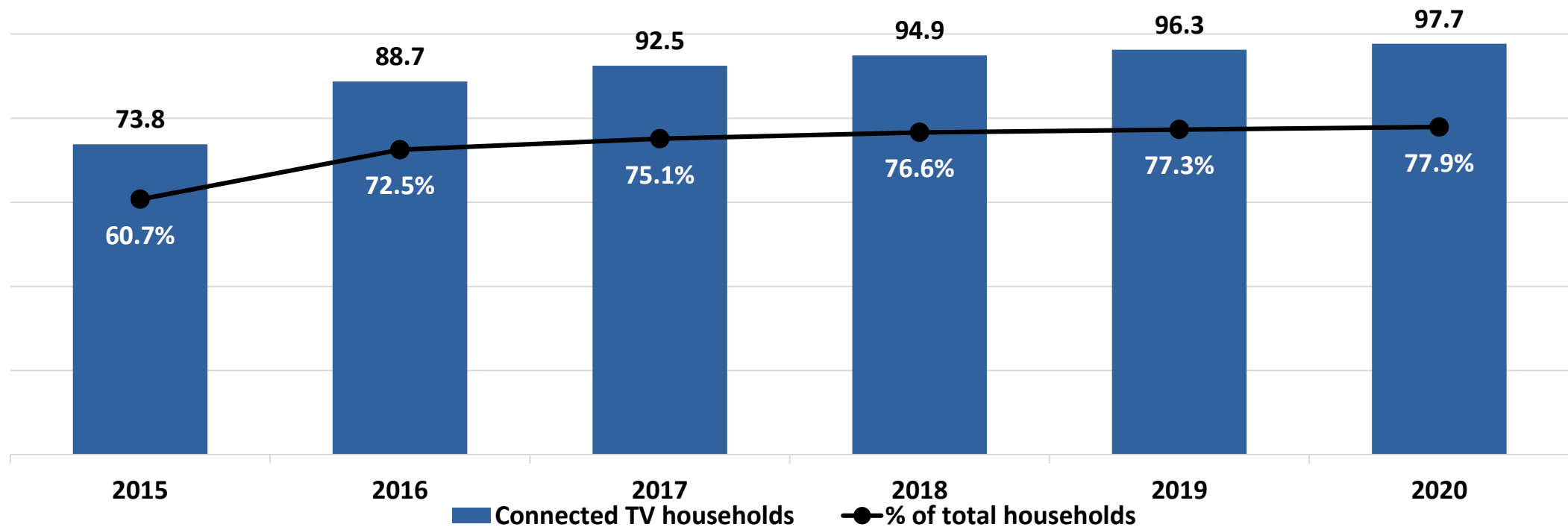
All Channels

Discovery Channel... Discovery en Espa... familia Discovery Familia ... Family Discovery Family life Discovery Life

3:30 PM	Fast N' Loud	El Dúo Mecánico	Doki	Cake Boss	Untold Stories of the
4:00 PM	NHRA and a '55 Pink CATCH UP	F100 Rápido CATCH UP	CATCH UP	Under the Sea CATCH UP	Deep Trouble C
4:30 PM	Fast N' Loud	La Carrera Increíble	Cake Boss	Jungle 2 Jungle	Trauma: Life in the E
	'71 Scat Pack Challenger, P...	Los tragó la jungla	CATCH UP		The Paramedics C
5:00 PM	CATCH UP	CATCH UP	Cake Boss		Trauma: Life in the E
	Fast N' Loud	Estómagos de Hierro	Cada Cosa en su Lugar		Severed Lives C
5:30 PM	'71 Scat Pack Challenger, P...	Finlandia - Círculo Ártico			Trauma: Life in the E
6:00 PM	LIVE	LIVE	LIVE	LIVE	The Residents
	Fast N' Loud	Alaska: Hombres Primit...	Vívala o Véndala	Garfield	Trauma: Life in the E
6:30 PM	Racing a '67 Dodge Dart, P...	Episodio 6			A Scream, a Shout
					Trauma: Life in the E
					In the Trenches
					Trauma: Life in the E

Market Opportunity

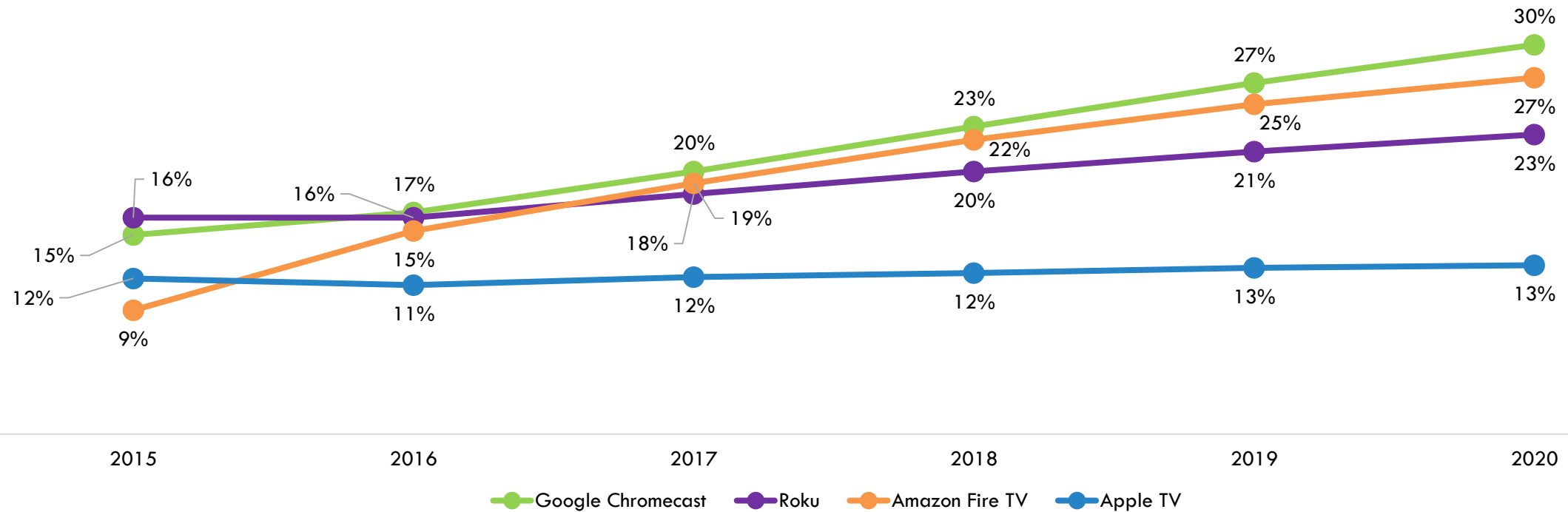
- The audience has shifted



Source: eMarketer, Oct 2016

Market Opportunity

Select US Connected TV Users by Device
% of total connected TV users



Source: eMarketer, Oct 2016

Revenue Opportunity

- 30 Second Spots
- 32 Spots Per Hour
- 24 Hours Per Day
- 768 Spots Per Day
- 365 Days Per Year
- 280,320 Spots Per Year



Revenue Opportunity

- 280,320 Spots Per Year
- \$1 Per Spot Average
- \$280,320 Revenue Opportunity



Revenue Opportunity

- 280,320 Spots Per Year
- \$5 Per Spot Average
- \$1.4MM Revenue Opportunity

Goals

- Follow the audience
- Extend the brand
- Limit our risk (expense)
 - Turned copy editors into TV producers




Bucks County Courier Times TV



Master Schedule

Like what you see? Follow us on our online streaming channel at couriertimes.com/watch to check out all of our shows. We're also accessible on Xfinity, Roku, AppleTV, and Amazon Fire TV.

FULL PROGRAM SCHEDULE						
M	T	W	TH	F	SAT	SUN
12:00am:	Make: Television					
12:30am:	Cook This!					
1:00am:	Eat This!					
1:30am:	Navigating Life					
2:00am:	Ask the Pet Vet					
2:30am:	Value This! with Dr. Lori					
3:00am:	Cheers to You					
3:30am:	White House Chronicle					
4:00am:	Eat This!					
4:30am:	Ask the Pet Vet					
5:00am:	Cook This!					
5:30am:	Eat This!					
6:00am:	Navigating life					
6:30am:	Ask the Pet Vet					
7:00am:	Value This! with Dr. Lori					
7:30am:	Cheers to You					
8:00am:	In the Garden					
8:30am:	Cheers to You					
9:00am:	Eat This!					
9:30am:	Cook This!					
10:00am:	Navigating Life					



anscoder



Playout Server



Looking Forward



News
Programming

Additional
Brand
Launches

Additional
OTT
Platforms

Cable
Carriage?

Thank You!

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