

# SUPER TV

Watch TV, not your data

## Content Distribution Marketplace Information Kit

For International and local content distributors, film makers,  
independent TV producers and production companies.



# Content

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# Traditional Distribution vs Digital Distribution

## The Rise of Digital



### Theatrical

- Exhibitors (Cinemas)
- Distributors
- Content Providers (*Studios and independent distributors/producers*)



### Television

- Pay TV Operators
- Thematic channels
- Content Providers (*Studios and independent distributors/producers*)



### Digital

- Telcos
- VOD services providers (TVOD /AVOD/SVOD)
- Content Providers (*Studios and independent distributors/producers*)

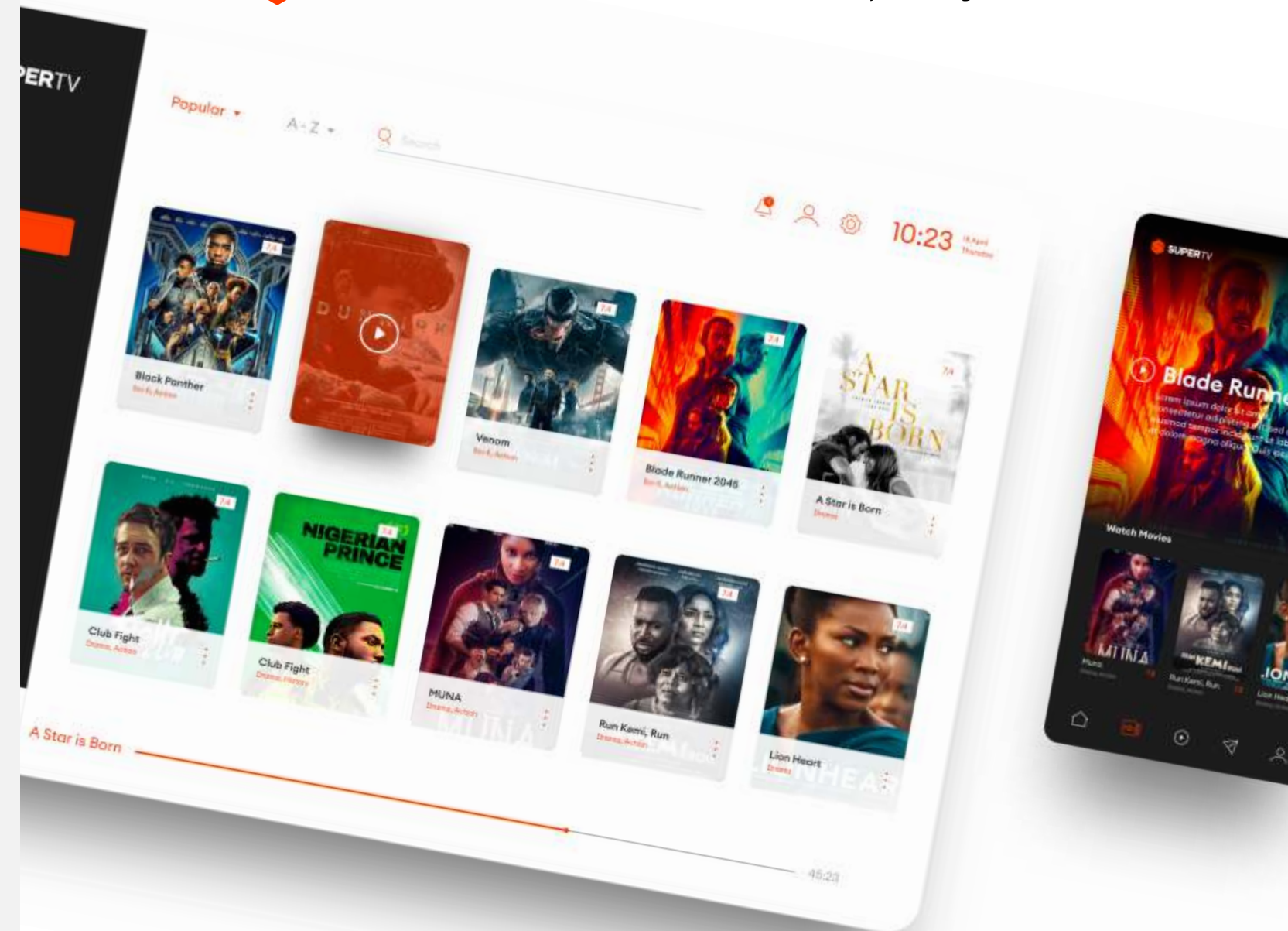
# Introducing SuperTV's Content Distribution Marketplace (CDM)

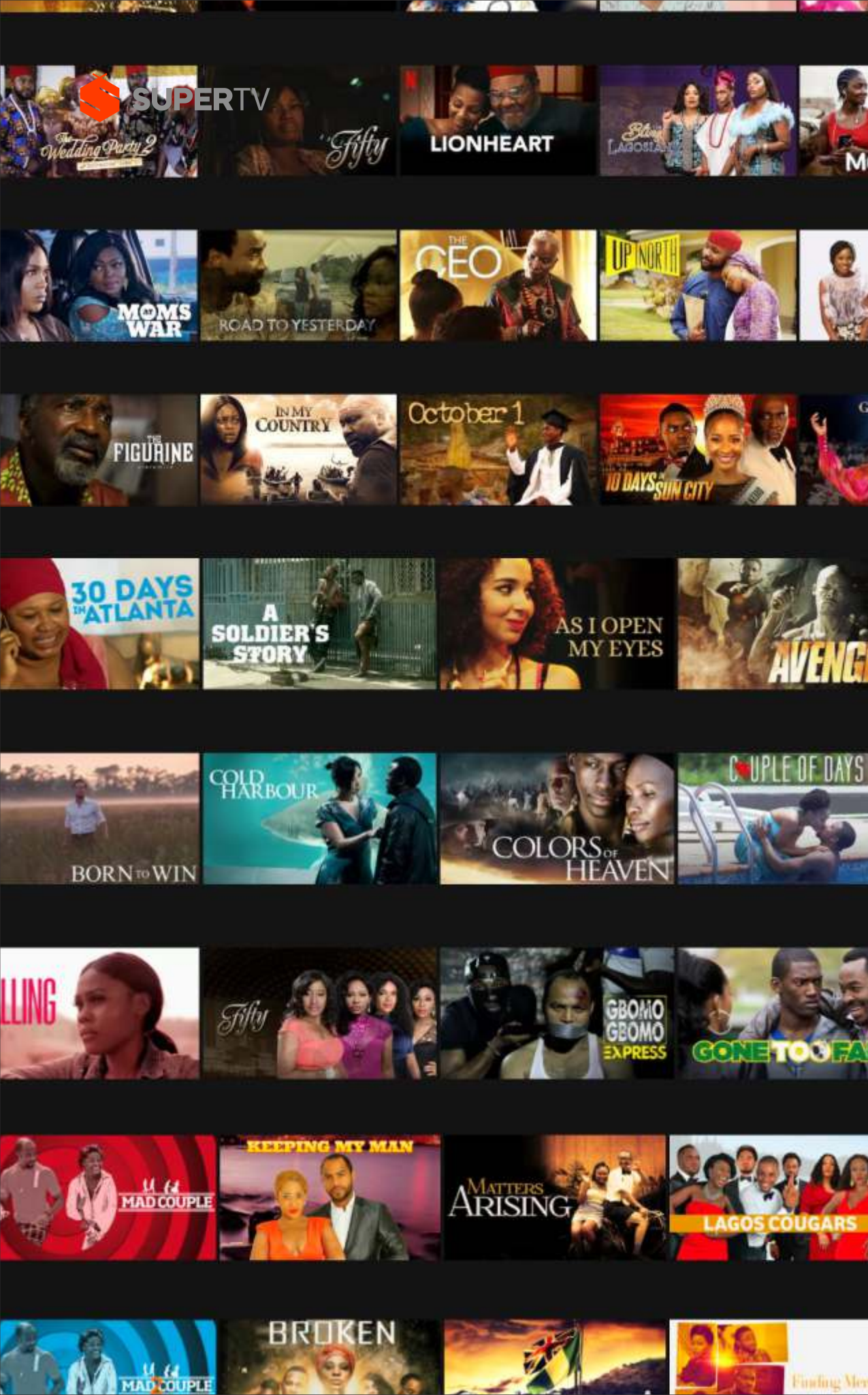
- ◆ Super TV's Content Distribution Marketplace is a platform designed for local and international content distributors, film makers and independent TV producers to monetize premium, fresh and library content directly to consumers (over 50 million mobile subscribers in Nigeria).
- ◆ With its unique ZERO DATA for streaming technology, SuperTV's Content Distribution Marketplace will create a content monetization ecosystem that will become a new revenue pipeline for earning additional and guaranteed revenue directly with consumers using various consumer-driven a-la-carte pricing for live TV channels. In addition, quality on-demand content will be offered with very low subscription pricing and technology that ensures streaming with zero strain on consumers' mobile data.
- ◆ SuperTV's Content Distribution Marketplace will be equipped with very strong local brand visibility and marketing propositions using various forms of media both traditional and digital to make it highly visible and easily recognized by content consumers, thereby driving traffic to SuperTV's Content Distribution Marketplace.
- ◆ The creative economy within Nigeria remains hugely an untapped and under exploited billion dollar industry because of the lack of B2C content monetization offering by streaming services. This huge gap will be filled using this SuperTV Content Distribution Marketplace in supporting the local industry in Nigeria thereby opening up new distribution channels. This will open up opportunities for increased revenue leveraging on the ZERO DATA on streaming technology for content providers to monetize variety of contents from different genres including live TV channels.



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# Overview of SuperTV's Content Distribution Marketplace

## Content strategies continue to evolve due to the following factors:

- Competition
- Budget
- Need for alternative and credible distribution platforms
- Help develop the creative economy through solid and mutual partnerships

## Local Content Driven Revenue Revolution

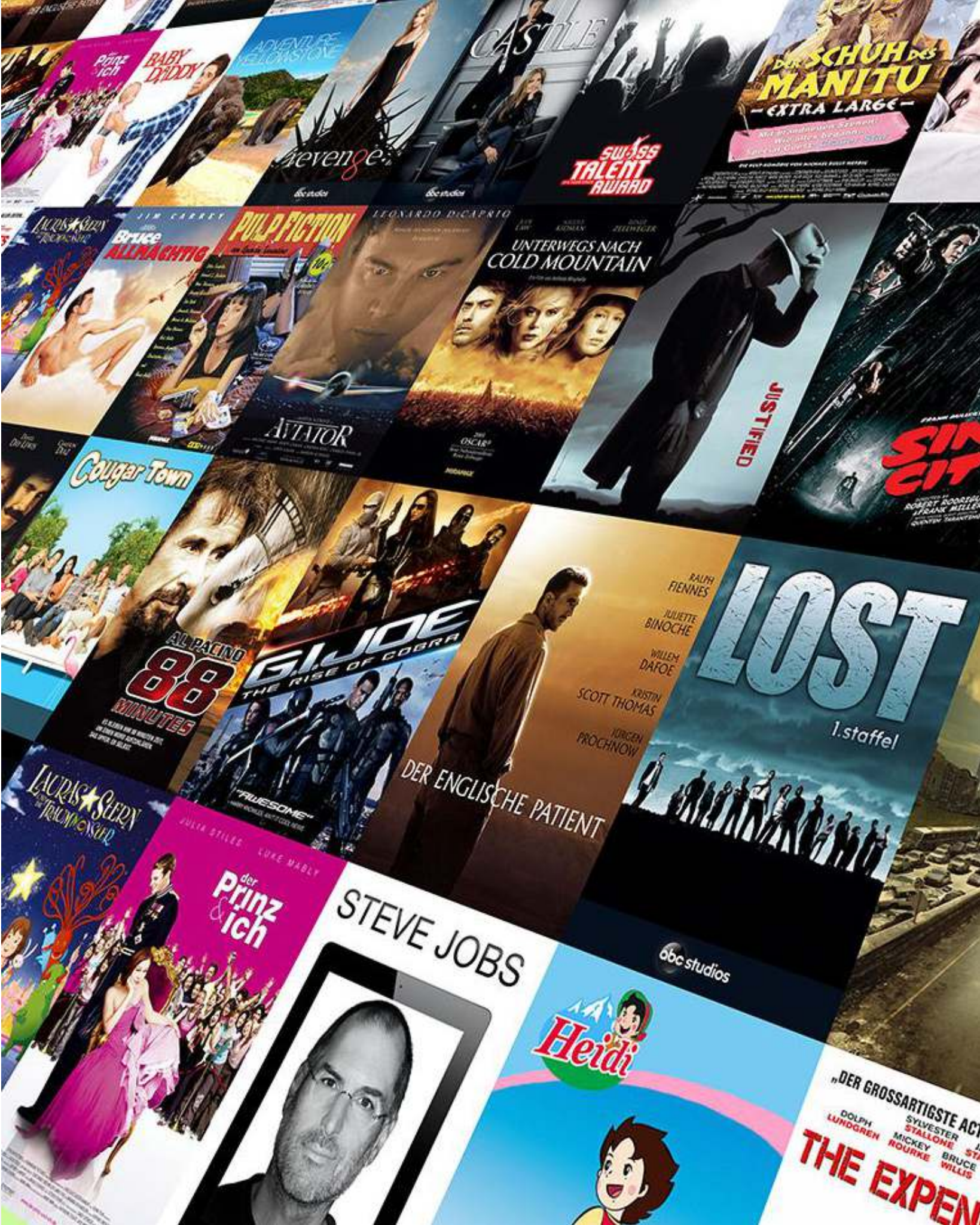
- Local industry is long overdue for a revolutionary strategy that will take it to the next phase of creating avenues for content monetization and sustainability within the creative economy with particular focus on film and television content.
- Open up a new and viable source of supplementary income for content distributors and producers with SuperTV's ZERO DATA for media streaming offering and flexible pricing model.

## Challenges of existing models vs SuperTV's CDM offering

- One-off licensing fees vs continuous monthly revenue and income flow.
- Licensing fees duration of 12 to 24 months vs multiple monthly revenue with possibility of surpassing flat fee.

## Opportunities Presented by the Content Distribution Marketplace:

- The primary objective is to develop creative economy and support entrepreneurship for creatives.
- Improve on existing models by creating a new revenue ecosystem for direct-to-consumer content monetisation especially for premium local content
- Creative economy driven approach of providing established film makers, as well as young and upcoming content creators the opportunity to monetize their content
- The CDM will serve as a platform to discover and encourage new talents in production and content creation.



# Overview of SuperTV's Unique Offering to Consumers.

- Unique opportunity for consumers to watch and stream their favorite live TV channels showing their favorite and scheduled TV programming anywhere on their mobile devices with **ZERO COST** to their data usage.
- Consumers have the flexibility to subscribe and pay for only their favorite channels (build their own bouquet!) on an à la carte pricing basis or select the bundled channels offerings.
- Consumers can pay subscription for live channels on daily, weekly or monthly basis through the unique à la carte channel pricing offering.
- Consumers can verify that their data usage on mobile devices is for other purposes - **ZERO DATA** watching live TV and VOD content consumption on SuperTV.
- Consumers must be pre-paid or post-paid subscribers to major telco operators in Nigeria to be able to access the service.
- Subscription to Live TV on an à la carte pricing basis can be paid for using airtime, or mobile wallet.
- Consumers can stream live event broadcasts on linear TV channels anywhere on the go with their SuperTV subscription to the live TV showing the live event or using the bundled channel subscription which includes their favorite TV channel.
- Consumers must download the SuperTV app on Play Store or Apple Store and have an active SIM card on any of the partner telco operators in Nigeria to enjoy SuperTV.
- The service is currently available only in Nigeria but with possibilities for expansion to other territories within Africa.

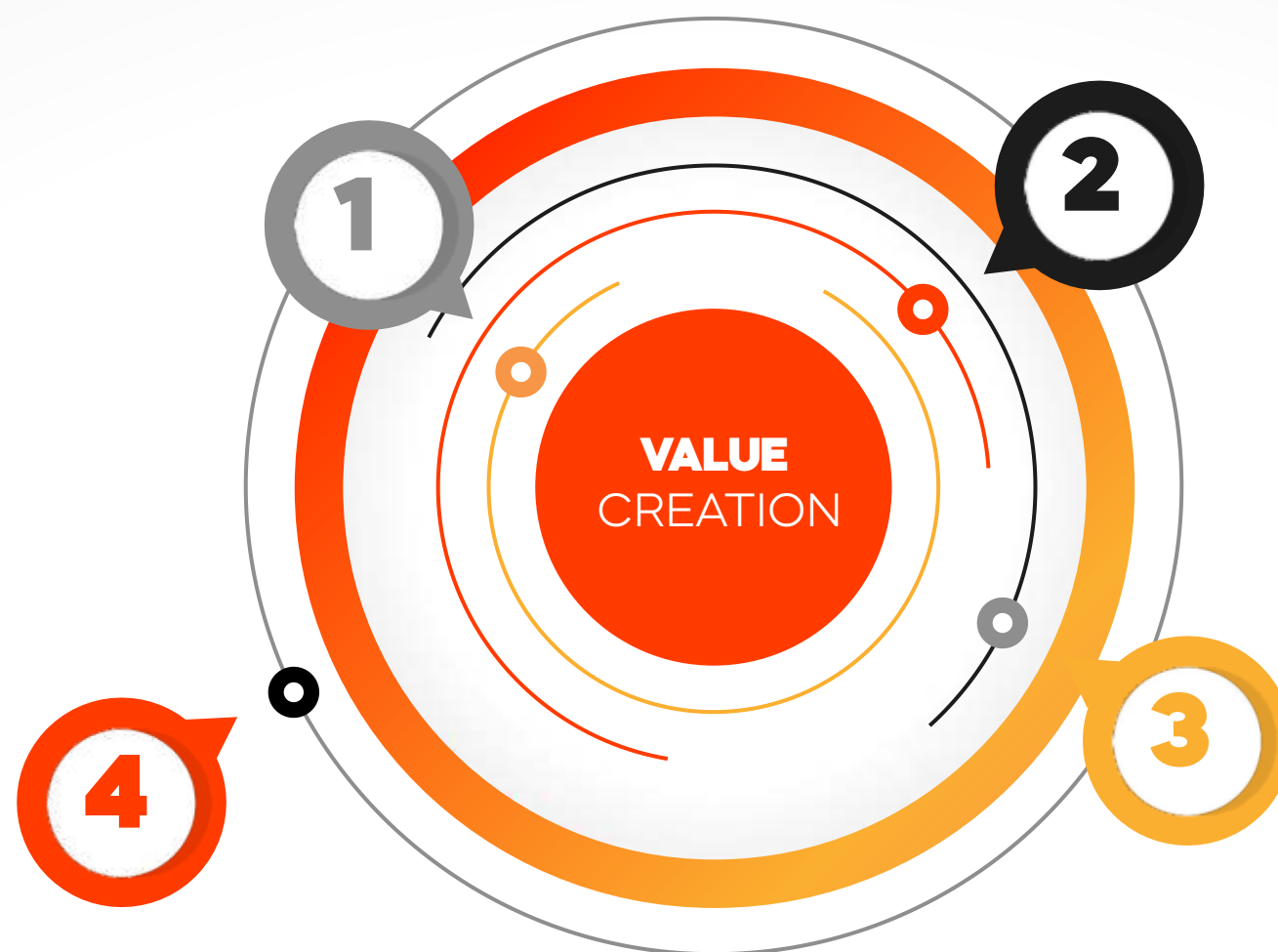
# Value Creation for Creative Entrepreneurs

## SuperTV Free Trial

On-boarding new users through Free Trials.

## Increased Subscriptions & Revenue

Pricing plus delightful content and marketing will result in increased subscriptions & revenue for the company.



## Offering High Traffic & Revenue Generating Platform to our 3<sup>rd</sup> Party Partners

This includes our Telco Partners & our Content Provider (Live TV & VOD) as well as 3rd Party APP Integrations.

## Democratizing Streaming for Consumers

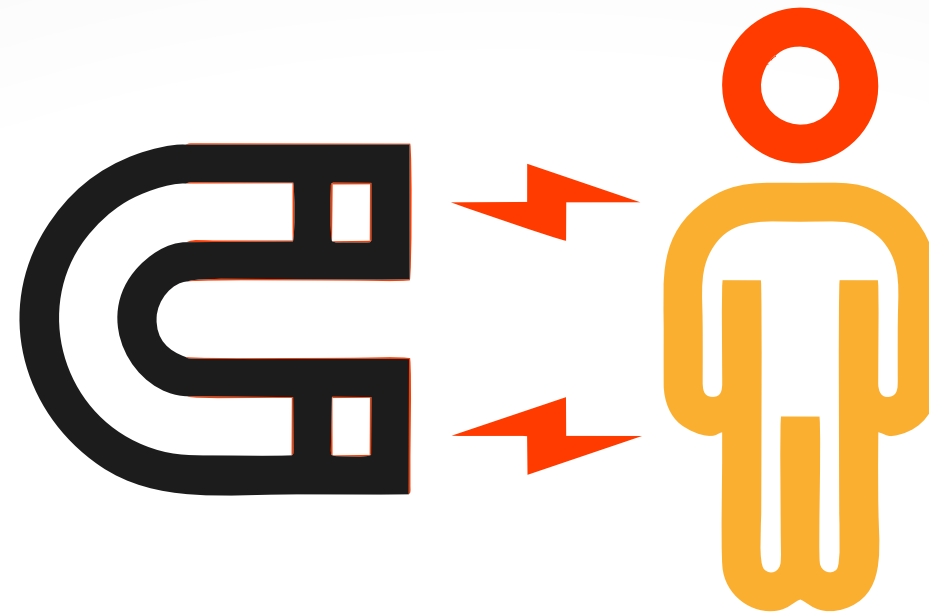
This is achieved by delivering total content & streaming costs ranging from N25/hour to as low as N7.30/hour to users nationwide.

# Media/Communication Objectives



## Reach

- Impactful launch
- Drive reach
- Achieve top of mind awareness



## Engage

- Engage at various touchpoints.
- Be fun
- Be relatable /Speak their language
- Drive download



## Retain

- Push for repeat usage of the App
- Drive download

# Media Strategy

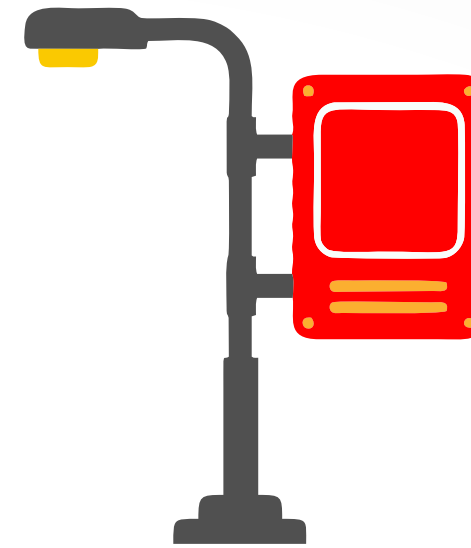
**To effectively reach our TG, we need to use multiple channels to deliver our message with Digital as our lead medium.**



As our lead medium, **Digital/Mobile** would be used to create awareness, drive app downloads (with every communication citing a call to action), audience engagement (stylised, fun way), grow followership on all platforms and community management.



For support and seeing as our TG is highly moved by what they; **TV** would provide support for Digital with impactful incidentals i.e. squeeze-backs, logo pop ups and bumper ads on lifestyle and music channels our TG consume.



For top of mind awareness and visibility, **Lamp poles and LED boards** would be used in high footfall areas to drive TOMA.



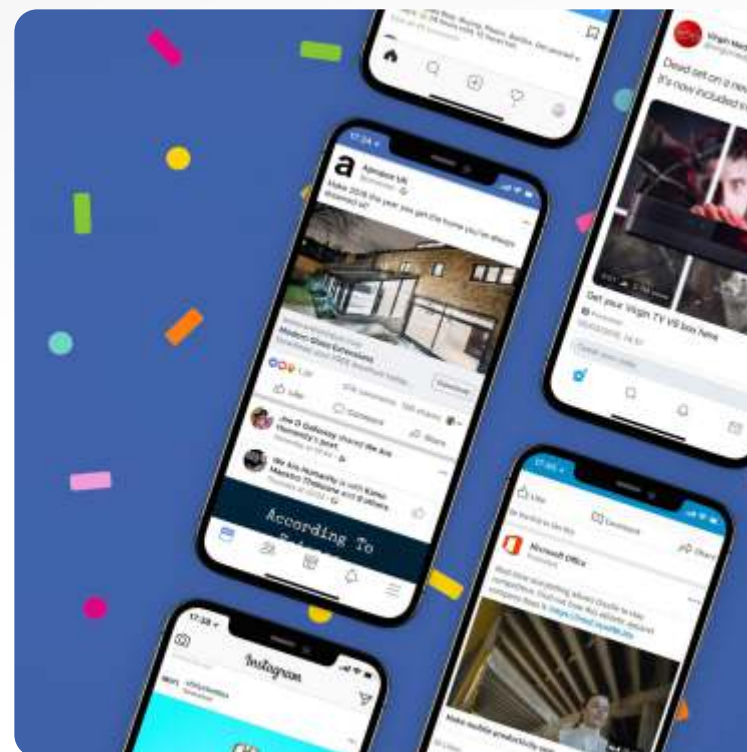
As a high impact yet low cost medium which drives reach, **radio** would be used to further create awareness.

# Execution Touchpoints



## Digital Media

- Google Ads
- Programmatic
- Social Media
- Influencer PR – Instagram/Twitter take over
- Email Marketin



## PR/Influential

- Teaser engagement - Twitter
- Influencer Marketing
- Newsprints – feature stories



## Cinema

- SuperTV Pre-Movie
- Adverts (all Screens)
- In-ambience advertising



## Traditional

- Radio
- Television – Squeeze backs, logo pop ups and bumper ads.
- Press placement

# Commercial Proposition for SuperTV's Content Distribution Marketplace Partners.



# SuperTV's B2C Content Distribution Marketplace Content Sales Partnership Levels

## 1. Premium-level Content Sales Partner (PCSP)

### On-Demand Content Model

#### Transactional Video on Demand on SuperTV Cinemart

- ◆ Nollywood Movie Premieres: Direct to **SuperTV Cinemart** (no theatrical release.)
- ◆ Theatrically released movies straight to **SuperTV Cinemart** after theatrical run.
- ◆ 2-3 months set revenue target optimization window before SVOD exploitation.
- ◆ Premium blockbuster titles with successful theatrical run.

Commercial Proposition for Direct- to-**SuperTV Cinemart** Movies and Box office Movies

*(Direct-to- SuperTV Cinemart movies are titles with NO local theatrical release)*

#### No Minimum Guarantee Option

- Non-exclusive TVOD rights
- Shared marketing cost between SuperTV and rights holders
- Marketing cost is non-recoupable for both parties
- **Duration:** 8 weeks minimum, 12 weeks maximum
- **Territory:** Nigeria only
- Sharing formula :Subject to negotiations

#### Minimum Guarantee Option

- Exclusive TVOD rights
- Must meet MG qualifying criteria (see below)
- Shared marketing costs between SuperTV and rights holders (50/50 sharing of agreed marketing cost)
- Marketing costs recoupable for Super TV
- Duration of exclusivity: 12 weeks
- Territory: Nigeria only
- MG to be recouped before share revenue
- Sharing formula: Subject to negotiations



#### Minimum Guarantee Qualifying Criteria

- Must be theatrically released with huge audience acceptance.
- If no theatrical release is applicable must not be any release on VOD platform prior to SuperTV Cinemart release.
- Box office gross revenue of not less than 50,000,000 (Fifty million) Naira during theatrical release window.
- Ensure joint marketing for theatrical release and TVOD release dates before or during theatrical release.

#### OR

- Must provide up to 50% of shared direct-to SuperTV Cinemart P&A marketing budget.

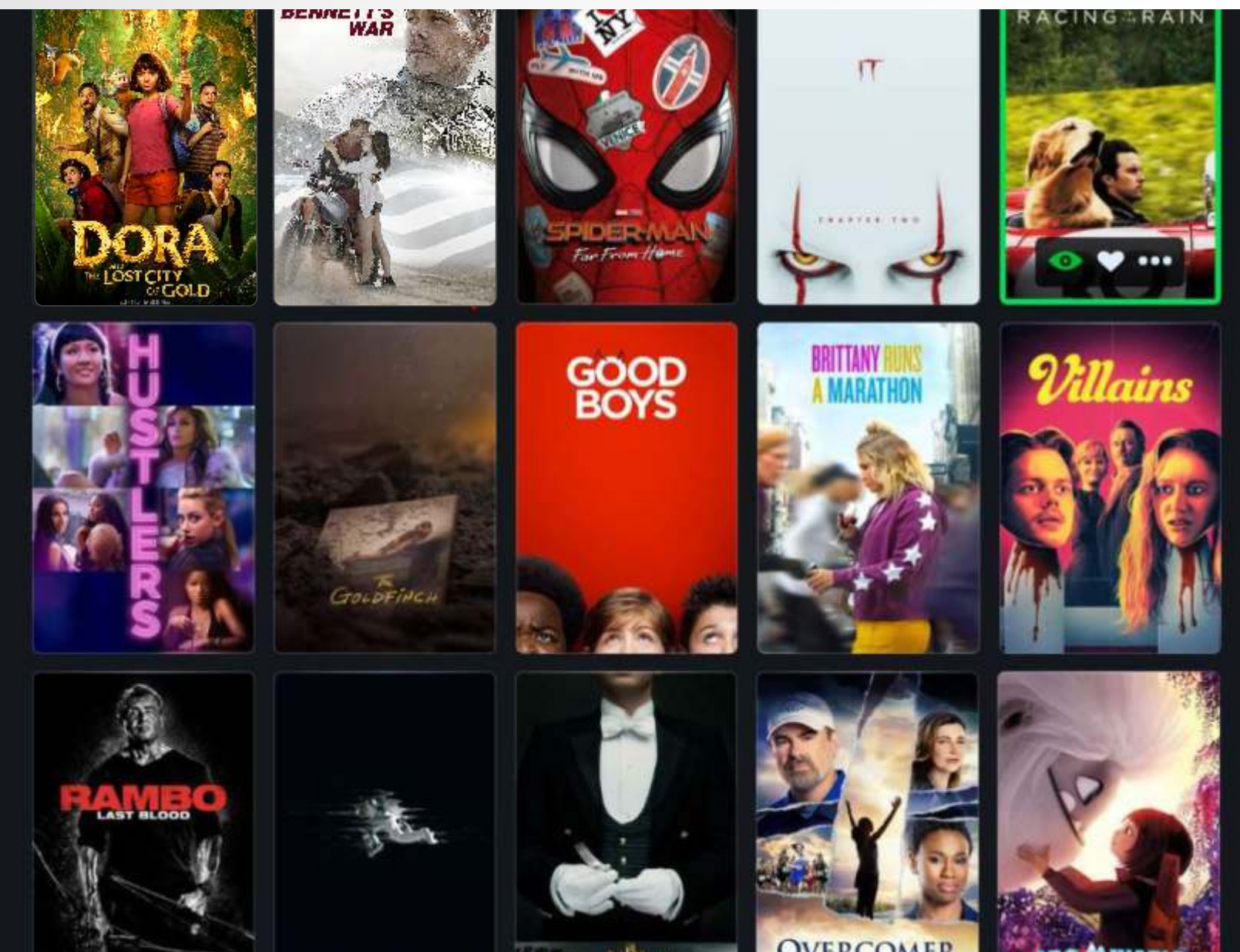
# SuperTV's B2C Content Distribution Marketplace Content Sales Partnership Levels

## 2. A-Level Content Sales Partner (ACSP)

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**GOLD PRICING  
BOUQUET**  
ACSP content to be  
sold in the SuperTV  
Gold pricing bouquet

### On-Demand Content Monetization Model Subscription Video on Demand with no advertising for the following genre

- Nollywood box office movies produced between 2018-2020 **with** theatrical release
- Premium Nollywood movies produced between 2018-2020 **without** theatrical release
- TV movies produced from 2018-2020
- Nigerian TV series produced from 2018-2020
- Nigerian telenovelas produced from 2018-2020
- Nigerian faith based movies produced from 2018-2020
- Foreign content for only the following genres with production year **not older** than 2018.
- Telenovelas: Mexican, Spanish, Brazilian
- Turkish drama series
- Korean drama series
- Chinese movies
- Japanese anime
- Bollywood drama series
- Documentaries, unscripted and reality TV shows
- Wrestling and sports shows
- Hollywood movies
- Hollywood TV series
- Hollywood faith-based movies



# SuperTV's B2C Content Distribution Marketplace Content Sales Partnership Levels

## 3. B-Level Content Sales Partner (BCSP)

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**SILVER PRICING  
BOUQUET**  
BCSP content to be  
sold in the SuperTV  
Silver pricing bouquet



### On-Demand Content Monetization Model Subscription Video on Demand with no advertising for the following genre

- Nollywood box office movies produced between 2014-2017 **with** theatrical release
- Premium Nollywood movies produced between 2014-2017 **without** theatrical release
- TV movies produced from 2014-2017
- Nigerian TV series produced from 2014-2017
- Nigerian telenovelas produced from 2014-2017
- Nigerian faith based movies produced from 2014-2017
- Foreign content for only the following genres with production year **not older** than 2014
- Telenovelas: Mexican, Spanish, Brazilian
- Turkish drama series
- Korean drama series
- Chinese movies
- Japanese anime
- Bollywood drama series
- Documentaries, unscripted and reality TV shows
- Wrestling and sports shows
- Hollywood movies
- Hollywood TV series
- Hollywood faith based movies

# SuperTV's B2C Content Distribution Marketplace Content Sales Partnership Levels

## 4. C-Level Content Sales Partner (CCSP)

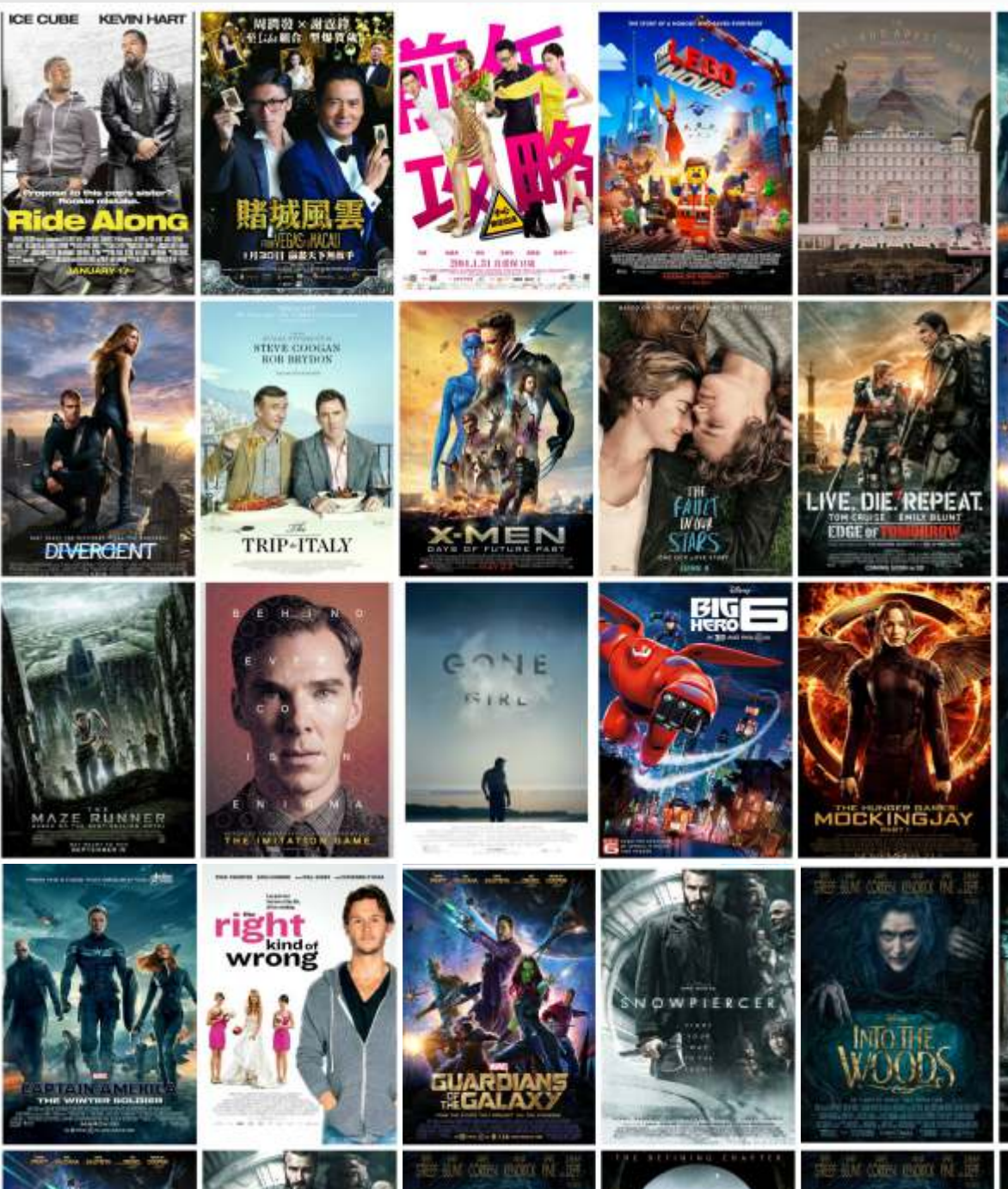
 **SUPERTV**  
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**BRONZE PRICING  
BOUQUET**

CCSP content to be sold in the SuperTV Bronze pricing bouquet

### On-Demand Content Monetization Model

**Subscription Video on Demand with advertising - AVOD + SVOD hybrid model for following content**

- Nollywood box office movies produced before 2014 with theatrical release (Library content)
- Premium Nollywood movies produced before 2014 without theatrical release (Library content)
- TV movies produced before 2014 (Library)
- Nigerian TV series produced before 2014 (Library)
- Recent Low budget Nollywood films (also known as Asaba movies )
- Short form content videos
- Comedy skits
- Hausa movies
- Yoruba movies
- Igbo movies
- Other Nigerian local language movies
- Do-it-yourself videos
- Cooking shows
- Fashion, music and lifestyle
- News, blogs and magazine shows
- Short movies
- Kids live action
- Kids edutainment
- Kids live action
- Kids animations
- Documentaries
- Reality TV shows
- Gospel shows
- Foreign content for only the following genres with production year older than 2014
- Telenovelas: Mexican, Spanish, Brazilian
- Turkish drama series
- Korean drama series
- Chinese movies
- Japanese anime
- Bollywood drama series
- Documentaries, unscripted and reality TV shows
- Wrestling and sports content
- Hollywood movies
- Hollywood TV Series
- Hollywood faith based movies



# SuperTV Content Distribution Marketplace: Content Sales Partner (CSP) Onboarding Process

## Step 1:

### Registration

All CSPs will be required to register with SuperTV's Content Distribution Marketplace portal. SuperTV's CDM registration process will ensure that each CSP will have a unique username and password for the purpose of content performance monitoring. This will provide CSPs with real-time insight into the cumulative number of views plus total duration of daily, weekly and monthly watch time as well as back end data of general content consumption trends, behavior and analytics.

## Step 2:

### Encoding

CSPs will encode video to SuperTV video specification for SD, HD, UHD, 3D and 4K resolution.

## Step 3:

### Uploads

CSPs will remotely upload ALL content to SuperTV video storage cloud after encoding to SuperTV technical specifications. Each CSP will provide and upload all necessary meta data for content onboarding and this includes the following:

- Marketing assets (minimum of three posters and still photos)
- Trailer(s)
- Title
- Format- number of episodes and duration
- Duration length of feature films/shorts
- Synopsis
- Cast( Stars)
- Producer
- Director
- Year of production

## Step 4:

### Quality Control

SuperTV quality control team will conduct technical test and vetting on the uploaded video for compliance with specified technical requirements before commissioning video content for viewing.

## Step 5:

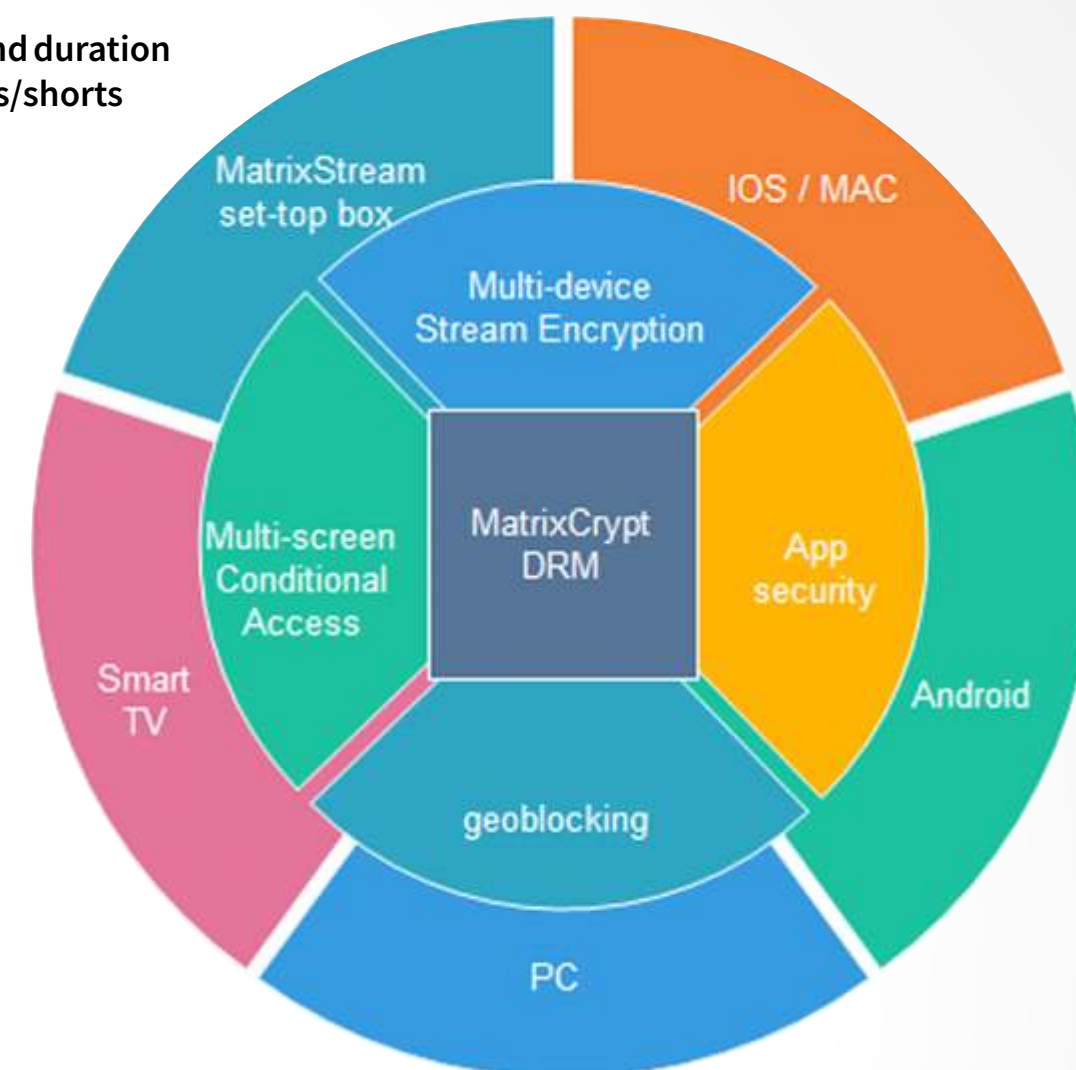
### Contractual Agreements

SuperTV content team will ensure that all contractual agreements detailing the agreed terms are fully executed before final onboarding and publishing of the content and accessibility of content by consumers.

## Step 6:

### Content Security

SuperTV provide full Digital Right Management (DRM) to CSPs for all video to avoid content theft and unauthorized access.





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## Content Pricing Offering

# Display Plans & Pricing

The subscription plans focus on the large numbers within the following two clusters

## YOUTHFUL EPICENTER




## ARTISANAL TARGETS



# Pricing Table

## Bronze Bouquet

	Bronze Daily 	Bronze Weekly	Bronze Monthly
› Price (NGN)	200	700	2,100
› Airtime Payment	✓	✓	✓
› Validity	1 Day	1 Week	1 Month
› Streaming Hours	3.3 Hours	12.2 Hours	43 Hours
› ZERO DATA	✓	✓	✓
› Blockbuster Movies	✗	✗	✗
› Live TV	✗	✗	✗
› Advertising (VOD)	✓	✓	✓

# Pricing Table

## Bronze Bouquet

### SuperTV Bronze Daily

#### Bronze Daily

Descriptions

# N200 /day



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Days**

Subscription is Valid for 1 Day

**3.3**

A Total of 3.3 Hours to Stream Within 1 Day



No Blockbuster Titles Available on VOD



No Local & International Live Channels Available



Advertising is present within VOD



## Descriptions

**N700 /week**

✓	NO Streaming Costs for Users – ZERO DATA
✓	Payments are Made with Airtime
1 Week	Subscription is Valid for 1 Week
12.2	A Total of 12.2 Hours to Stream Within 1 Week
✗	No Blockbuster Titles Available on VOD
✗	No Local & International Live Channels Available
✓	Advertising is present within VOD



# Pricing Table

## Bronze Bouquet

### SuperTV Bronze Monthly

#### Bronze Monthly

Descriptions

# N2,100 /month



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Month**

Subscription is Valid for 1 Month

**43**

A Total of 43 Hours to Stream Within 1 Month



No Blockbuster Titles Available on VOD



No Local & International Live Channels Available




Advertising is present within VOD



# Pricing Table

## Silver Bouquet

	Silver Daily 	Silver Weekly	Silver Monthly
› Price (NGN)	280	1,000	3,400
› Airtime Payment	✓	✓	✓
› Validity	1 Day	1 Week	1 Month
› Streaming Hours	3.3 Hours	12.2 Hours	43 Hours
› ZERO DATA	✓	✓	✓
› Blockbuster Movies	Some	Some	Some
› Live TV	✗	✗	✗
› Advertising (VOD)	✗	✗	✗

# Pricing Table

## Silver Bouquet

### SuperTV Silver Daily

Silver Daily	
Descriptions	
N280 /day	
✓	NO Streaming Costs for Users – ZERO DATA
✓	Payments are Made with Airtime
1 Day	Subscription is Valid for 1 Day
3.3	A Total of 3.3 Hours to Stream Within 1 Day
Some	Some Blockbuster Titles Available on VOD plus all Bronze Titles
✗	No Local & International Live Channels Available
✗	No Advertising interference with VOD



# Pricing Table

## Silver Bouquet

### SuperTV Silver Weekly

#### Silver Weekly

Descriptions

# N1,000 /week



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Week**

Subscription is Valid for 1 Week

**12.2**

A Total of 12.2 Hours to Stream Within 1 Week

**Some**

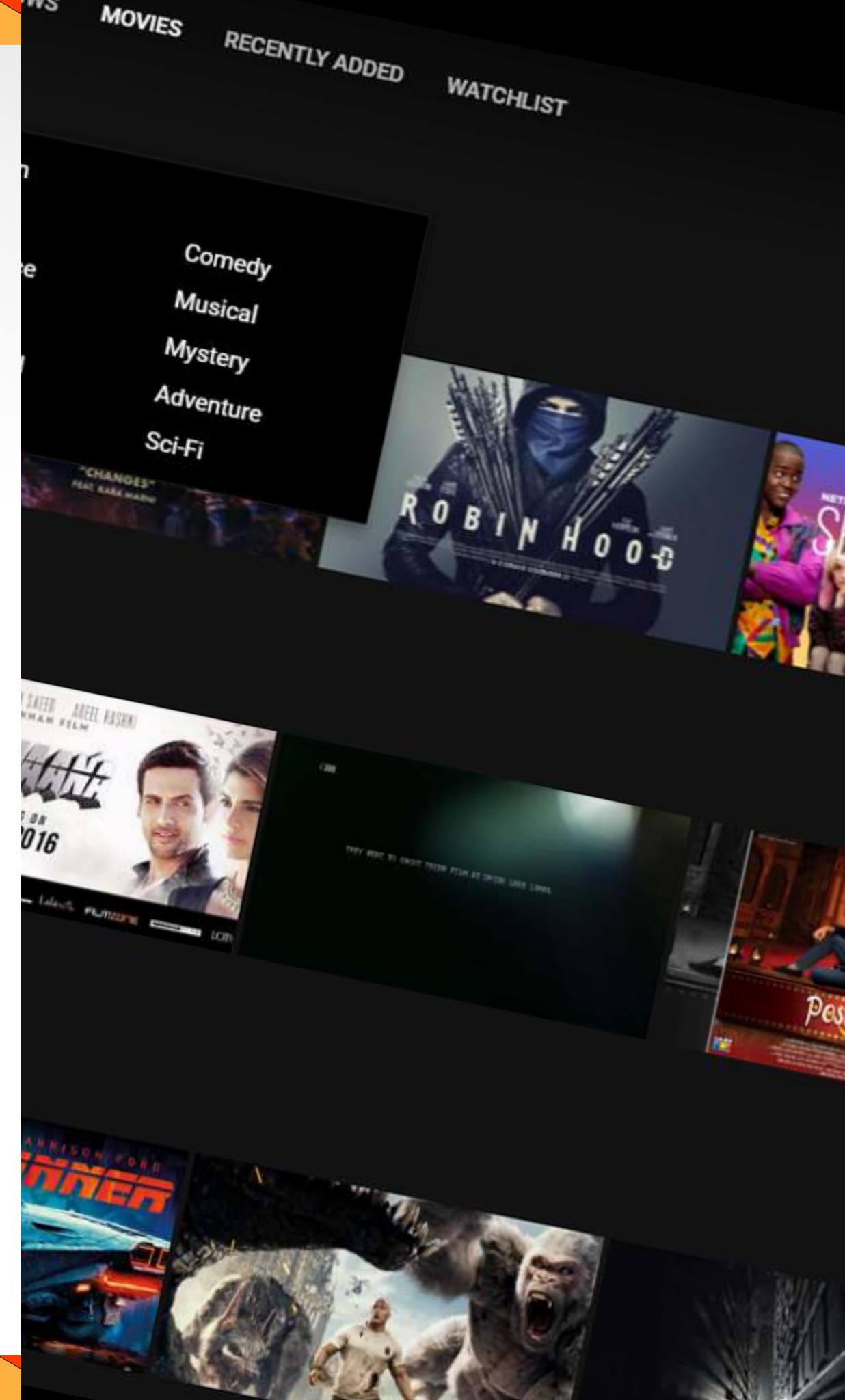
Some Blockbuster Titles Available on VOD plus all Bronze Titles



No Local & International Live Channels Available



No Advertising interference with VOD



# Pricing Table

## Silver Bouquet

### SuperTV Silver Monthly

#### Silver Monthly

Descriptions

# N3,400 /month



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

1 Month

Subscription is Valid for 1 Month

43

A Total of 43 Hours to Stream Within 1 Month

Some

Some Blockbuster Titles Available on VOD plus all Bronze Titles



No Local & International Live Channels Available




No Advertising interference with VOD



# Pricing Table

## Gold Bouquet

	Gold Daily 	Gold Weekly	Gold Monthly
Price (NGN)	350	1,200	4,200
Airtime Payment	✓	✓	✓
Validity	1 Day	1 Week	1 Month
Streaming Hours	3.3 Hours	12.2 Hours	43 Hours
ZERO DATA	✓	✓	✓
Blockbuster Movies	All	All	All
Live TV	✗	✗	✗
Advertising (VOD)	✗	✗	✗

# Pricing Table

## Gold Bouquet

### SuperTV Gold Daily

#### Gold Daily

Descriptions

# N350 /day



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Day**

Subscription is Valid for 1 Day

**3.3**

3.3 Hours to Stream Within 1 Day

**All Titles**

All Titles Available on VOD plus all Silver & Bronze Titles



No Local & International Live Channels Available



No Advertising interference with VOD



# Pricing Table

## Gold Bouquet

### SuperTV Gold Weekly

#### Gold Weekly

Descriptions

# N1,200 /week



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Week**

Subscription is Valid for 1 Week

**12.2**

12.2 Hours to Stream Within 1 Week

**All Titles**

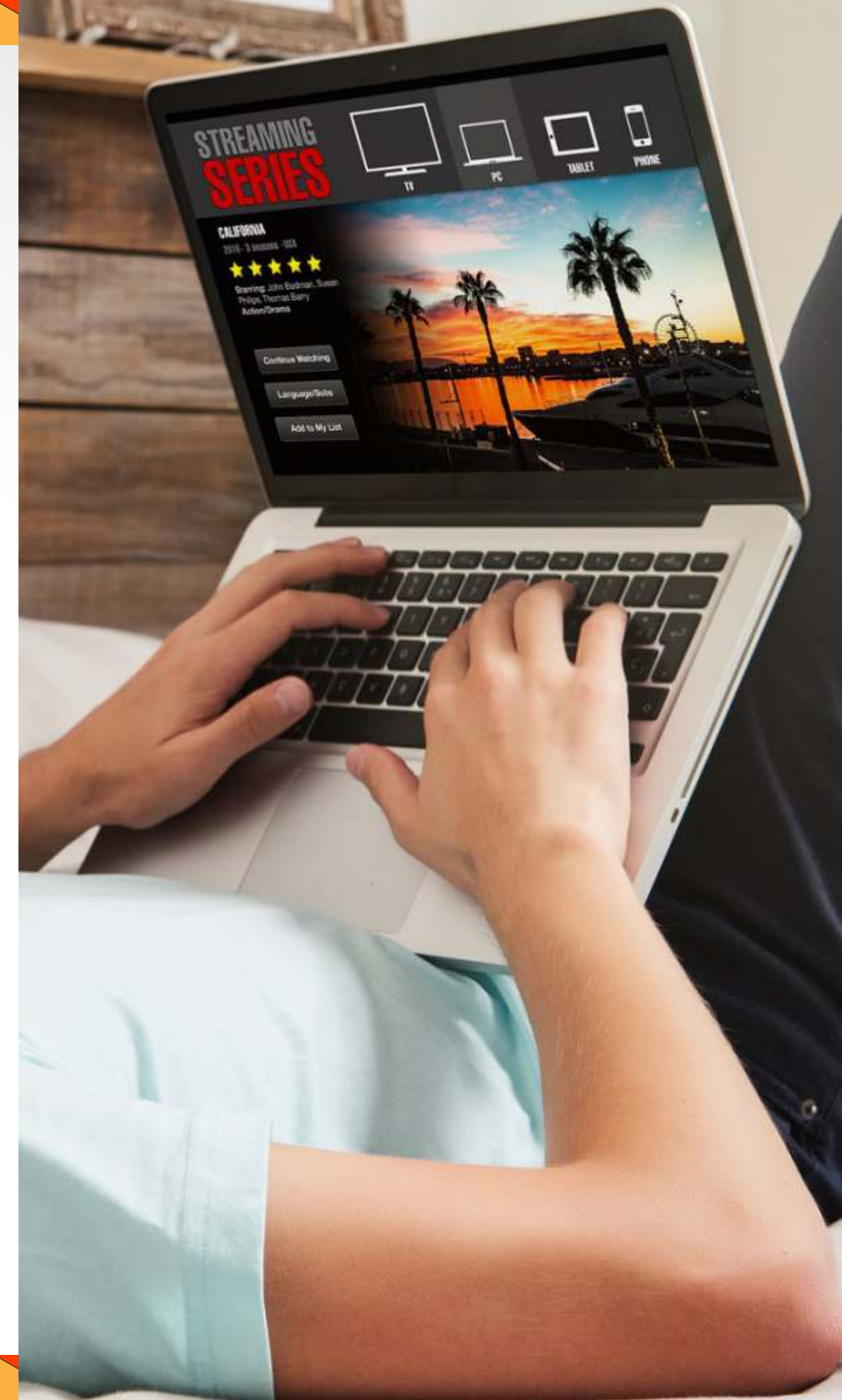
All Titles Available on VOD plus all Silver & Bronze Titles



No Local & International Live Channels Available



No Advertising interference with VOD



# Pricing Table

## Gold Bouquet

### SuperTV Gold Monthly

#### Gold Monthly

Descriptions

# N4,200 /month



NO Streaming Costs for Users – ZERO DATA



Payments are Made with Airtime

**1 Month**

Subscription is Valid for 1 Month

**43**

43 Hours to Stream Within 1 Month

**All Titles**

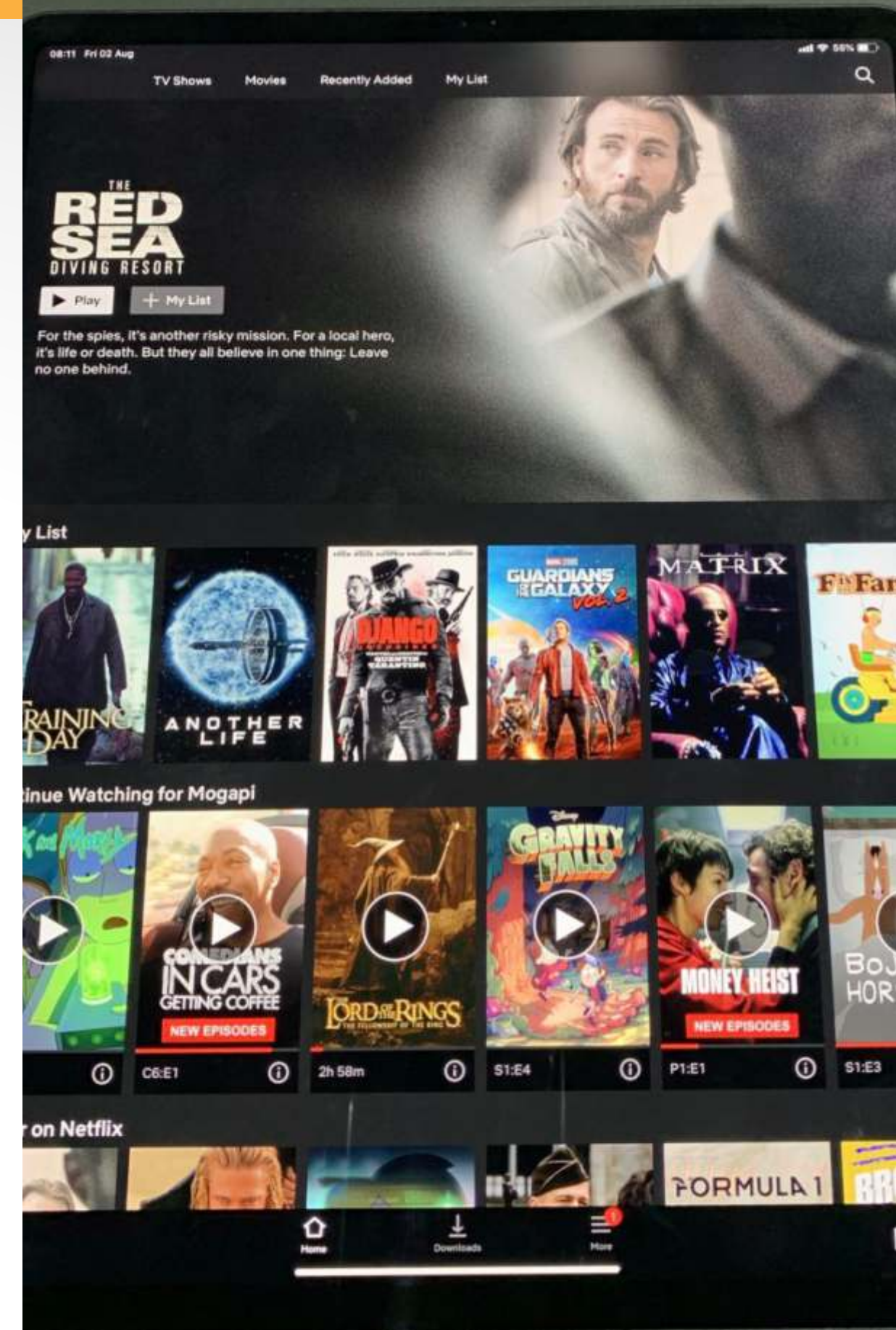
All Titles Available on VOD plus all Silver & Bronze Titles



No Local & International Live Channels Available





No Advertising interference with VOD



# Pricing Table



**SUPERTV**  
Cinemart

	Nollywood 	Hollywood 
› Price	300	550
› Airtime Payment	✓	✓
› Validity	1 Day	1 Day
› Streaming Hours	3.5 Hours	3.5 Hours
› Zero Data	✓	✓
› Live TV Access	✗	✗
› SVOD Access	✗	✗
› Advertising	✗	✗





# Pricing Table

## Kiddies Zone

	Daily	Weekly	Monthly
› Price (NGN)	200	700	2,100
› Airtime Payment	✓	✓	✓
› Validity	1 Day	1 Week	1 Month
› Streaming Hours	3.3 Hours	12.2 Hours	43 Hours
› ZERO DATA	✓	✓	✓
› Kids Movies	✓	✓	✓
› Live TV (Kids)	✓	✓	✓
› Advertising (VOD)	✗	✗	✗



**SUPERTV**  
**Cinemart**

# Marketing Plan

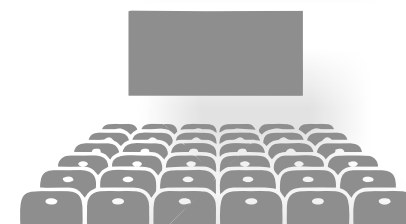
**For Direct-to-Supertv Cinemart Movies**  
**(no theatrical release)**



# Background



Over time, movie producers have leveraged the love of Nigerians for movies to engage them with premium & originals movies.



Typically, these are shown in movie cinemas which are mostly located in urban cities in Nigeria.



To a large extent, the cinema culture is still elitist and restrictive to a small percentage of the Nigerian population.



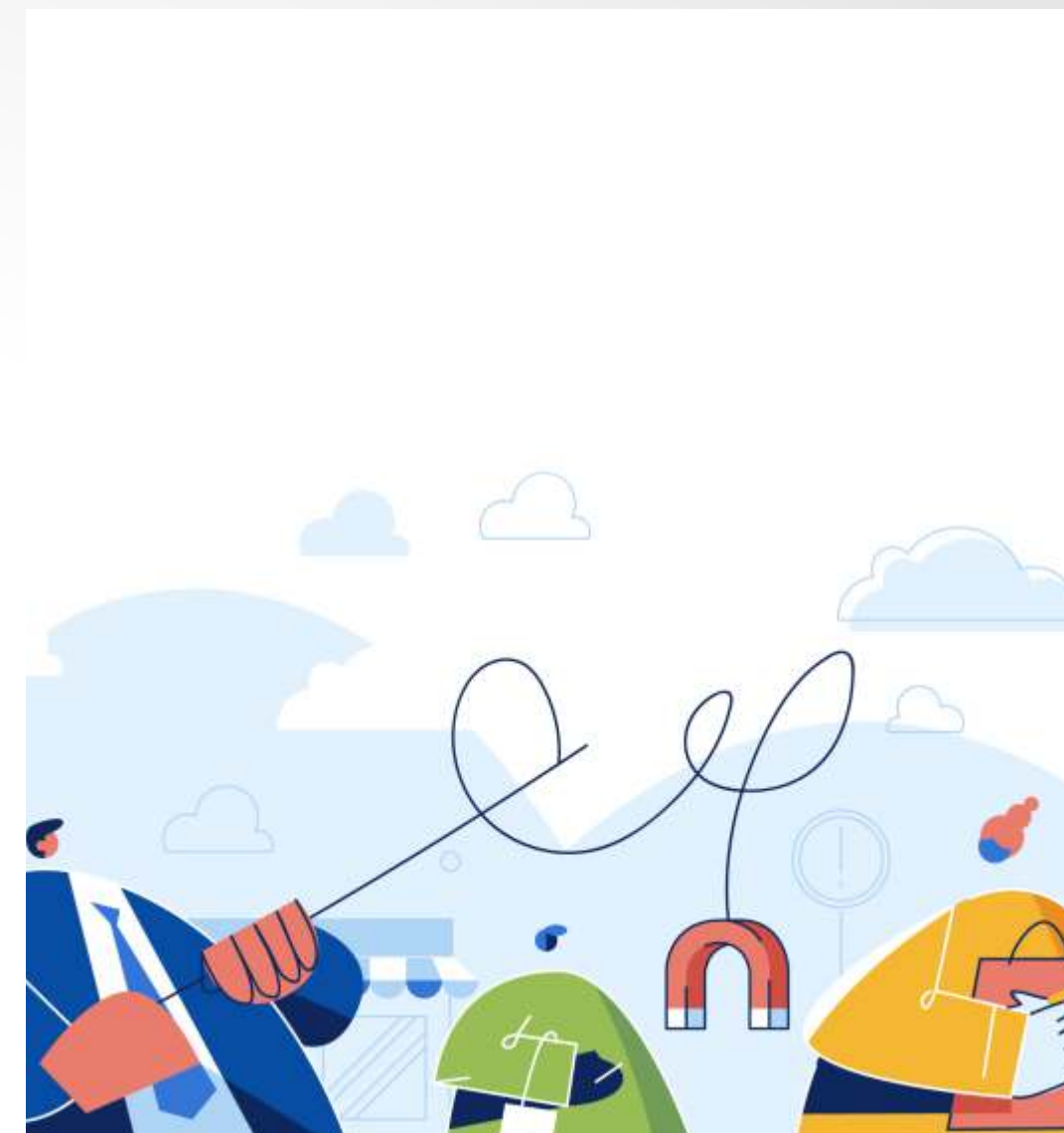
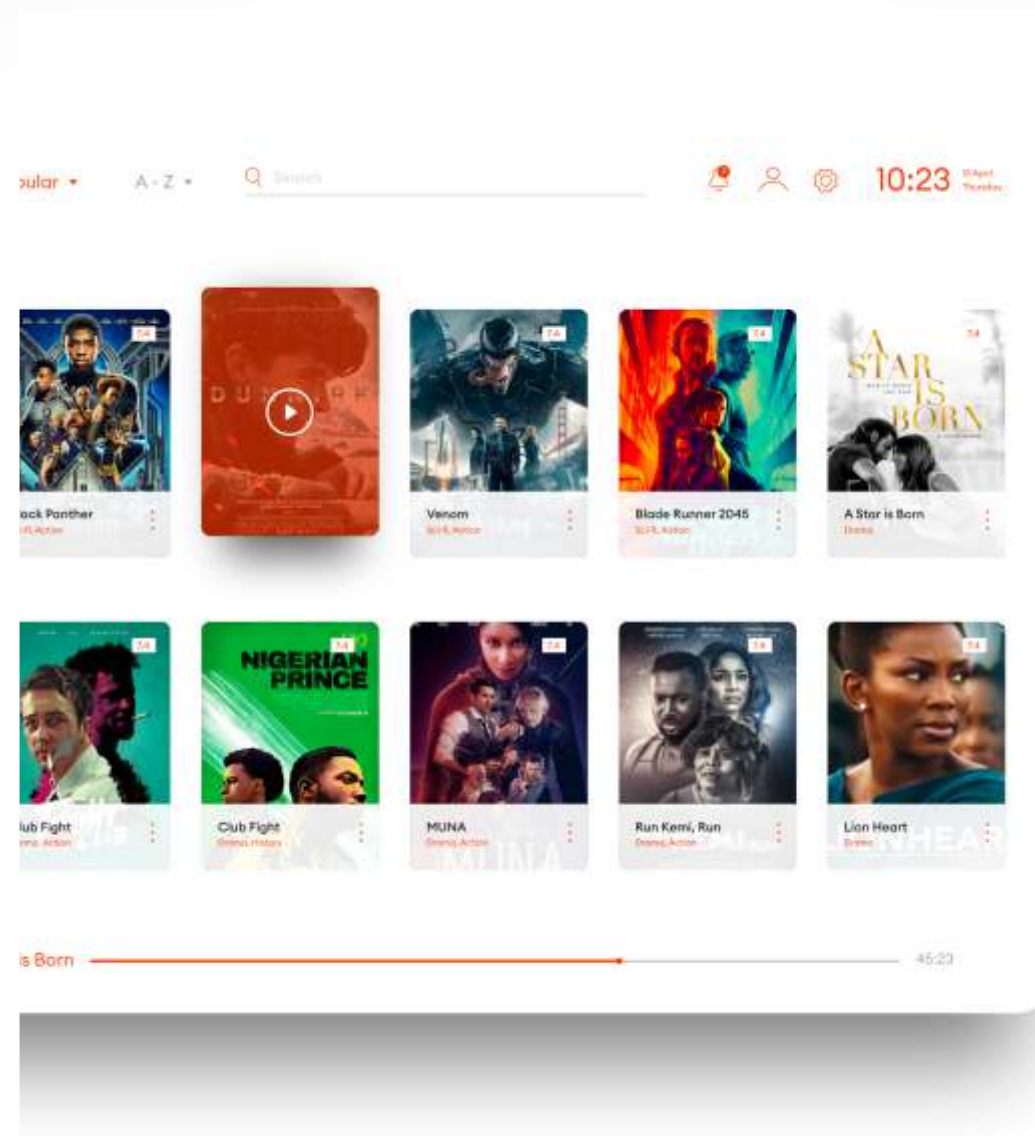
The TVOD offerings on SuperTV platform provides a huge opportunity to reach a wide range of people with premium and original movies, as well as provide a platform for movie premieres.

# Objectives



**Create Awareness For Premium Movies**

**Leverage Premium Movies To Increase App Downloads**



**Drive Engagement & Retention of Subscribers**

# Our Audience



**Students** who have a strong appetite for rich movie contents; but are otherwise restricted by lack of proximity to cinemas or the cash outlay

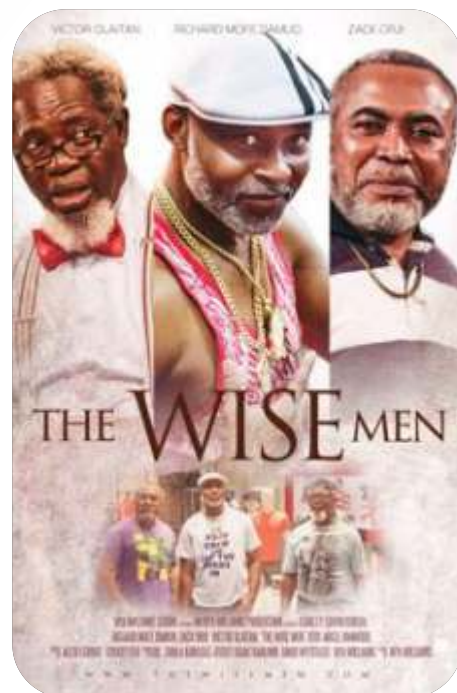
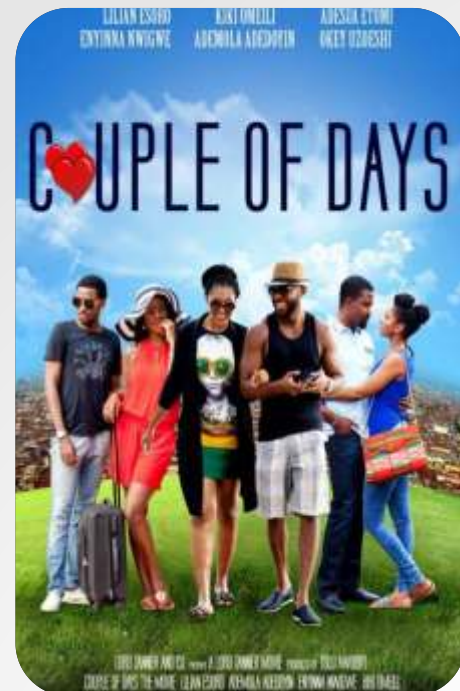


**Young workers** in who missed out on the movies when they were showing at the cinemas . The flexibility of SuperTV platform is an attraction for them .



The flexibility and affordability of TVOD movies on SuperTV provides convenience to **families** who can gather to watch movies .

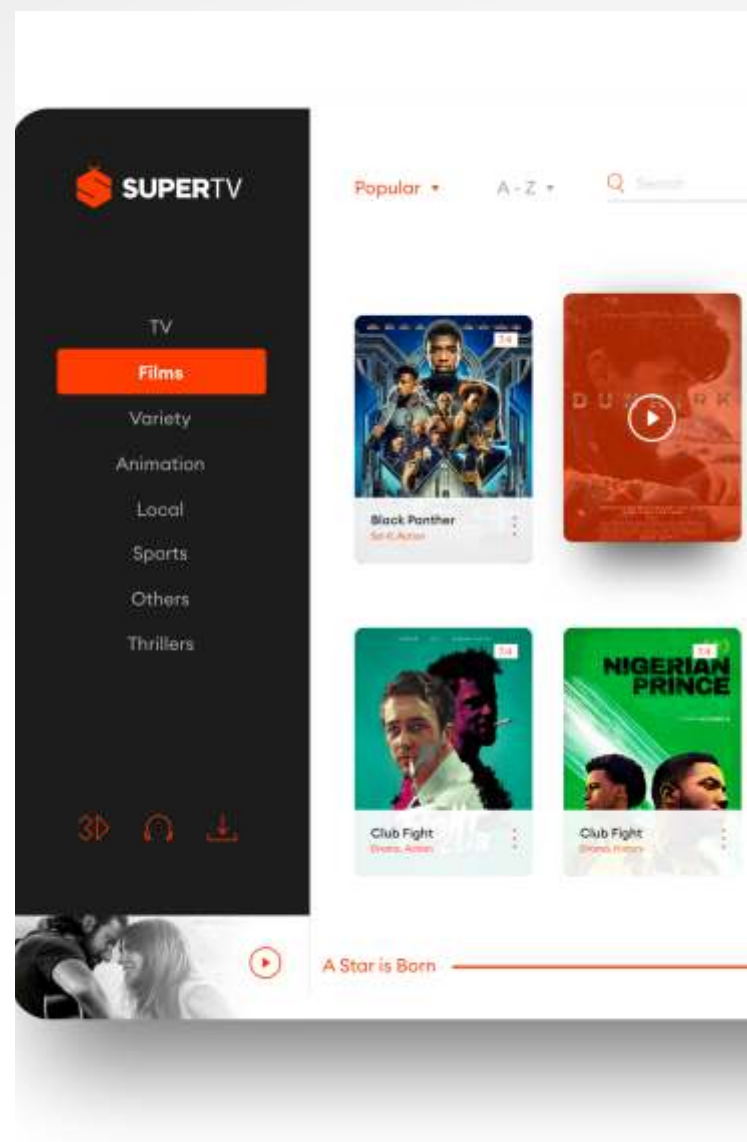
# Movie Offerings



# SUPERTV Value Drivers

## Convenience

Watch it in the comfort of your space.



## Flexibility

You are able to pay for just what you watch



## Value for money

The same premium movie for a fraction of what was paid at the cinema



## Feel Good Factor

Though may have missed the cinema viewing – an opportunity presents itself



# Strategy

Deliberately use the TVOD movies to drive hype & “new news” on the SuperTV platform through phased execution.



## Drive Contents

Drive anticipation through graphical content communication.

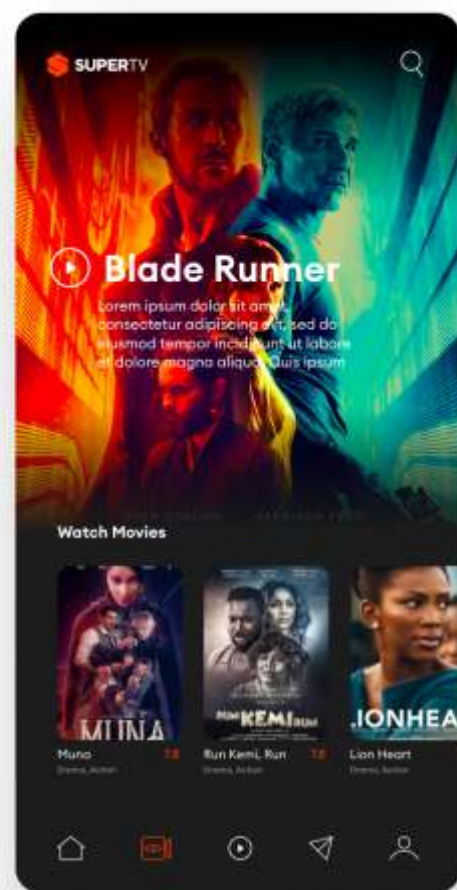
Give customers a view into what is on offer through 10secs thrillers.



## Engagement

Leverage the followership of partners/influencers to drive engagement and talkability for the movie.

Drive engagement of customers through online discussions & giveaways.



## Movie Premiere

SuperTV will be the platform to premiere new movies.



## Premium Movies

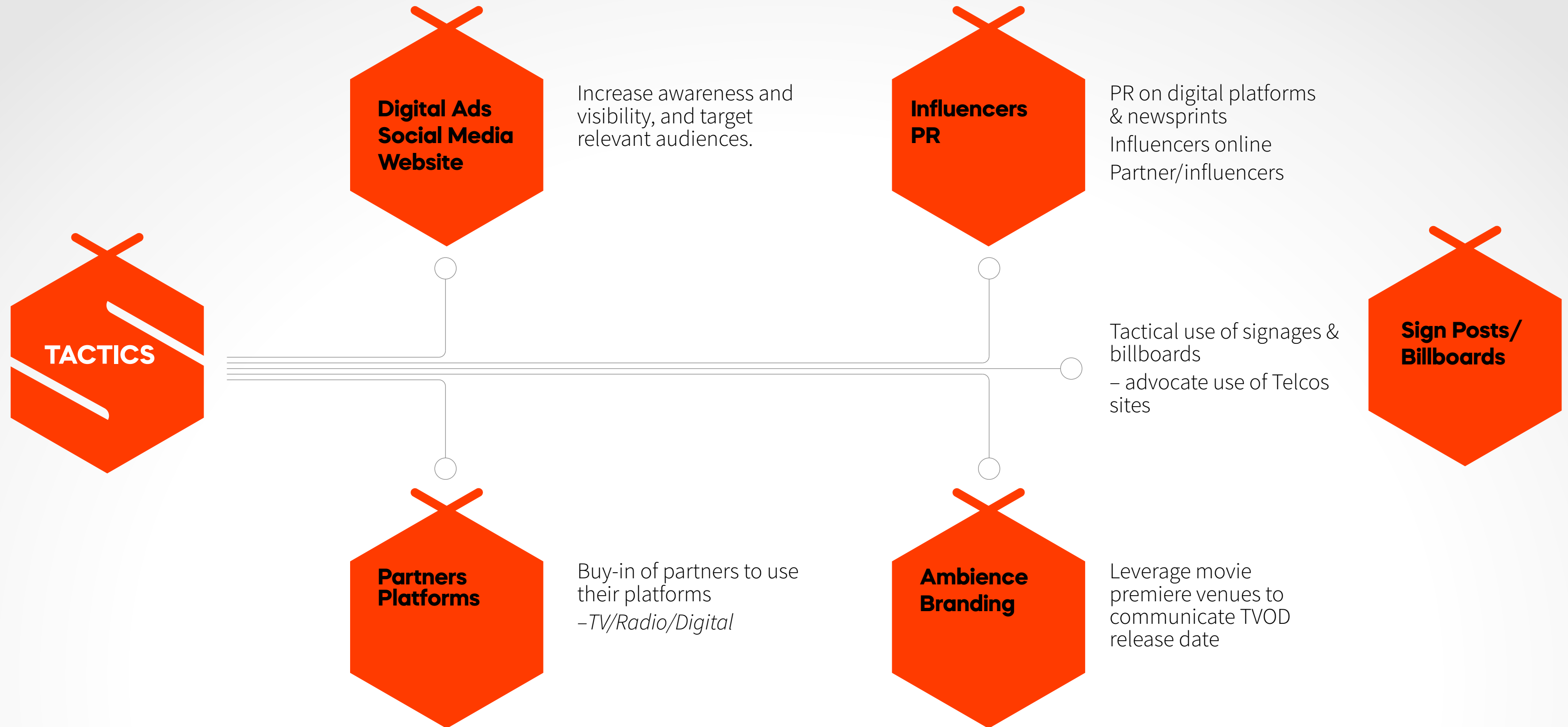
Completed premium movies.



## Originals

Block-buster originals in partnership with movie producers and content creators

# Communication Framework





# SUPERTV

Watch TV, not your data



# *Thank You!*