

Introduction

**STREAM
CIRCLE** 

Why Stream Circle ?

- The vast majority of viewers incline/recline to passive TV entertainment
- TV consumers demonstrate a higher tolerance for advertising messages and they tend to watch TV longer
- Viewers using non-linear / VOD tend to leave at the end of one clip, if not earlier
- It is impossible to skip advertisements within linear broadcasting
- Most viewers hate time lost searching for video clips



What is Stream Circle ?

Stream Circle is a tool that allows you to start your own attractive TV channel in a flash.



What can Stream Circle help you to achieve ?

- Create your own TV channels, marketing and promotion campaigns
- Simply plan your TV schedule and add attractive audiovisual effects
- Facilitate scheduled posting to social networks
- Set up repeating programme blocks
- Integrate with advertisement planning and selling tools



TV channels - examples

News station with live feed
text and visual effects



Jingle with visual effects,
3D animations

TV channels - examples



Movie channel with
logo and text

Sports channel with
live source and graphics



NHL 2016 Skills competition

How to broadcast your channel within Stream Circle ?

- The IP stream output from Stream Circle can be embedded into your website and/or used as a feed for
 - your mobile application
 - IPTV solution
 - corporate or private TV channel
- Distribution can be covered by:
 - common server (for channels with few viewers)
 - YouTube live channels
 - CDN services (such as Akamai, Level3, O2)
 - IPTV or OTT operators



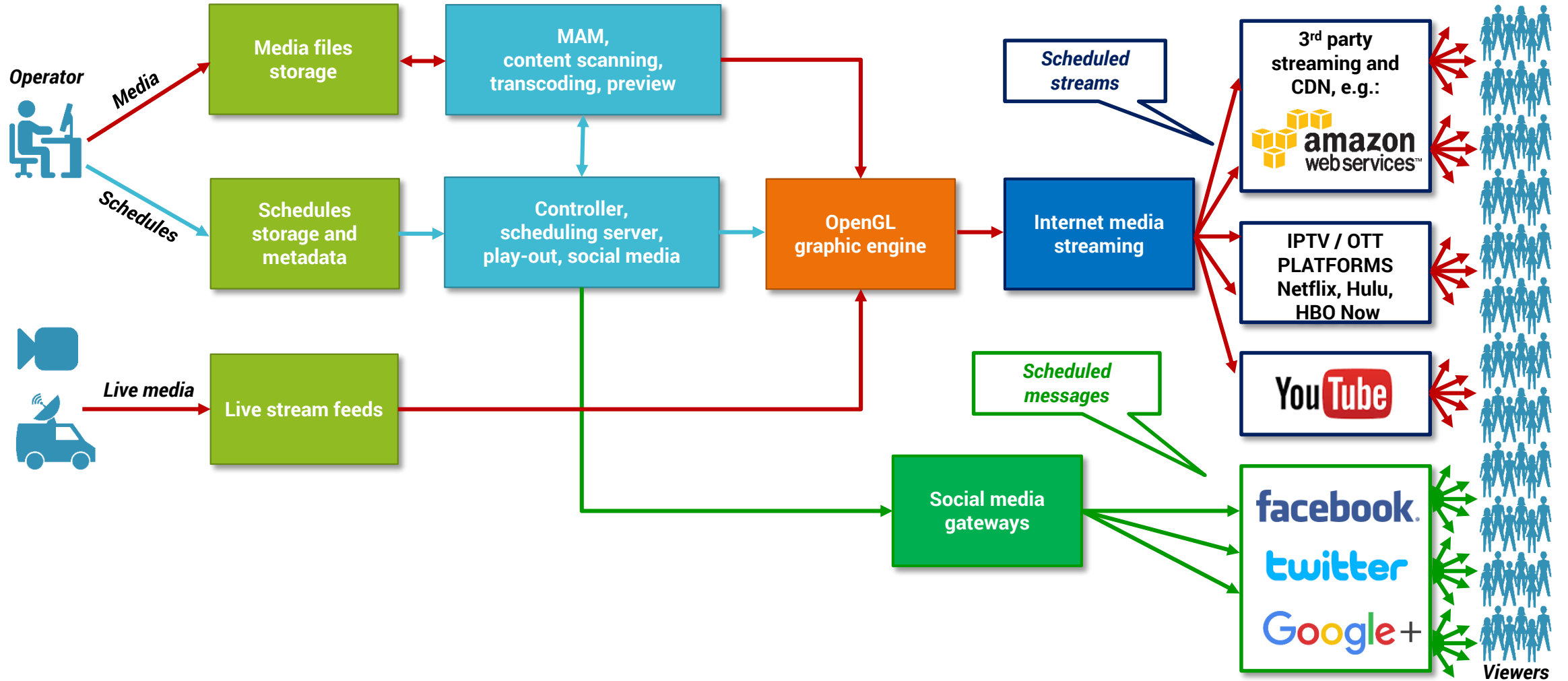
What assets do you need for channel creation via Stream Circle ?

- Files with audiovisual content intended to be broadcast
- Vision of graphical presentation for your channel
- Internet connectivity to Stream Circle
- Channel distribution means and location where to embed your programme
- Live feed sources (IP streams), if required





Stream Circle workflow diagram



Pricing

- No initial investment
- No need to purchase any hardware
- Fixed monthly price 1,700 EUR
 - Independent of the number of end-users
 - Independent of the volume of broadcast hours
- Monthly notice period (fixed term contract possible)



<http://streamcircle.com/>

** Looking forward to our cooperation**

**STREAM
CIRCLE** 