



NEXT GENERATION BROADCASTING

SERKAN ŞEFİK | SATTUBETV



SATTUBE TV®

POWERED BY FG DIGITAL®

A DIGITAL WORLD WITHOUT LIMITS

THINK BIG – Be In the Game before its too late

WHAT IS SATTUBETV?

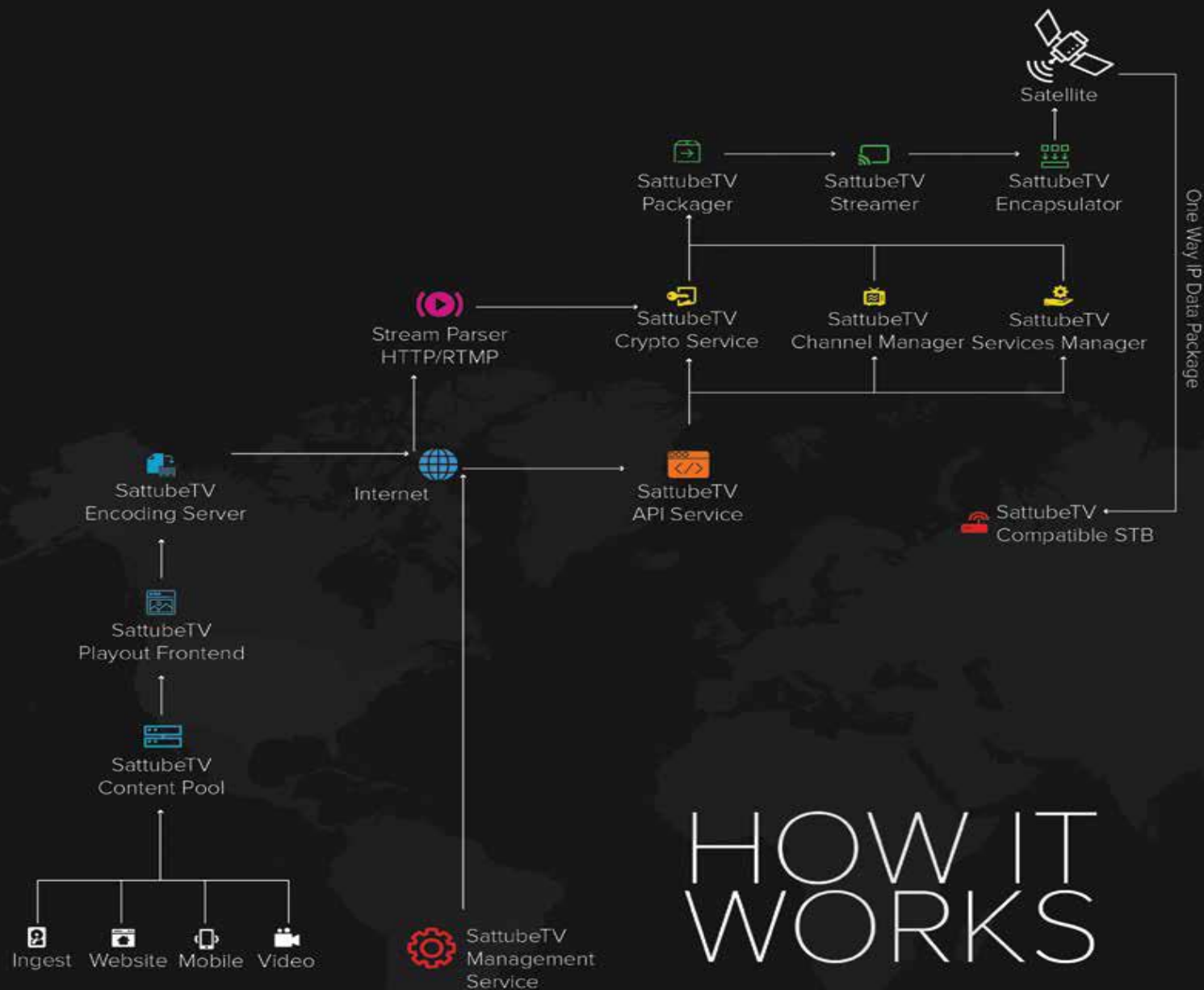
- SattubeTV is a new generation satellite based broadcasting solution developed by FG Digital.
- The flexible business approach of SattubeTV provides operators and content providers a solid, low cost turnkey broadcasting system that can be adapted to multi purpose cases without any additional infrastructural investments.
- Most of SattubeTV's functionality can be controlled through an easy to use web based administration panel allowing anyone with an active Internet connection to control and manage nearly every aspect of the platform.
- SattubeTV is designed as an eco-system that has the ability to provide an interactive user experience with or without an active Internet connection on the Set-Top-Box side.
- SattubeTV also provides a value added services layer that allows manufacturers and operators to easily implement additional business models around the concept with the help of SattubeTV's VAS API service.

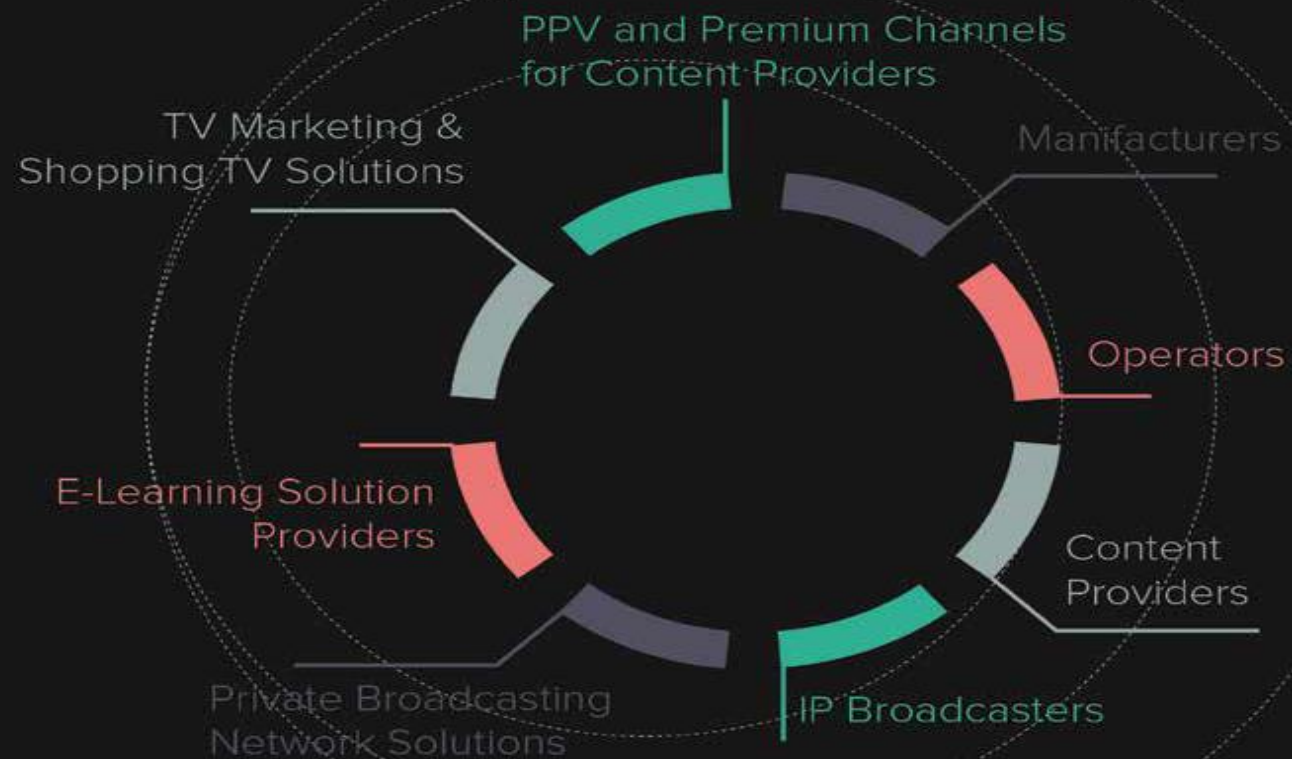
WHY SATTUBE TV?

- **BECAUSE IT ENABLES YOU TO STREAM WITH 70% LESS COST FROM CURRENT SATELLITE BANDWITH CONSUMPTION**
- **BECAUSE IT IS UNIQUE**
- **BECAUSE YOU CAN STREAM IPTV OVER SATELLITE**
- **BECAUSE YOU CAN STREAM FROM YOUR MOBILE TO SATELLITE**
- **BECAUSE YOU CAN CUSTOMIZE YOUR OWN TV CHANNEL IN 5 MINUTES OVER SATELLITE**
- **BECAUSE YOU CAN CONTROL ALL STB'S INDIVIDUALLY WITH FULL CONTROL OVER THEM**
- **BECAUSE YOU CAN REACH WHEREEVER INTERNET DOES NOT REACH(ALL RURAL AREAS)**
- **BECAUSE YOU CAN EARN MILLIONS OF DOLLARS IN SECONDS WITH ITS EMBEDDED E-WALLET SYSTEM**
- **BECAUSE YOU CAN ENCRYPT YOUR STREAMING IN SECONDS WITH ITS UNIQUE DYNAMIC UNHACKABLE ENCRYPTION**
- **BECAUSE INTERNET IS GOING TO BE MORE COSTLY EVERYDAY AND SATTUBETV DOES NOT REQUIRE INTERNET**
- **BECAUSE YOU CAN PUSH ANY DATA WHILE STREAMING IS ON**
- **BECAUSE YOU CAN COLLECT THE BIGGEST «BIGDATA» THROUGH OUR TECHNOLOGY ONLINE**
- **BECAUSE YOU CAN HAVE ONLINE RATING WHICH DOES NOT EXIST AT THE MOMENT IN THIS INDUSTRY**
- **BECAUSE IT IS A TECHNOLOGY WHICH MAKES LIFE SO EASIER THEN BEFORE IN MANY INDUSTRIES SUCH AS HOTELS, GOVERNMENTS,RETAILCHAINS,EDUCATION(E-LEARNING),IP BROADCASTERS,CONTENT DISTRIBUTION FIRMS,SHOPPING TV AND MANY MORE**
- **BECAUSE YOU CAN OPEN LINEAR (VERTICAL) CHANNELS TO ANY EXISTING E-COMMERCE WEBSITES TO ENABLE THEM TO LET THEIR CLIENTS SHOP OVER REMOTE CONTROLS IN THEIR BIG SCREENS AT HOME OR OFFICES.**
- **BECAUSE YOU CAN CONTROL ALL SMARTHOME SYSTEMS THROUGH OUR STB'S.**

TARGETS :

- Our target today with the rapid technological developments, it is essential for the DVB solution providers to embrace the recent transformations.
- Our solution to these new-era requirements is SattubeTV - an innovative satellite broadcasting platform that combines the advantages of both satellite and IP based broadcasting technologies for a unified, and affordable, high performance & feature rich digital video broadcasting experience.
- Our main goal is to spread worldwide to make B2B and B2C clients to have the advantages of our unique INTERNET-FREE technology and make SATTUBETV an official STANDART in all SetTopBoxes manufactured in the World and to be one of the first for our country to bring a standart to the whole DVB+IPTV industry.





AREAS OF USAGE

SOLUTIONS

FOR MANUFACTURERS

- Current competition in the DVB open market only runs in the price area because the SoCs in these platforms are nearly identical in all technical aspects.
- SattubeTV has a huge potential that can help both SoC vendors and manufacturers to differentiate their products in this competition with additional content and functionality.
- SattubeTV also has a native OTA upgrade feature so that manufacturers can make sure they always reach the end customer with an up-to-date product.
- POTENTIAL MARKET : 2 BILLION USD - 5 BILLION USD

FOR OPERATORS

- SattubeTV can easily be integrated with the existing broadcasting equipment as long as the system supports IP based outputs. In this scenario, the operator runs the channel as usual but the output or a copy of the output is sent to SattubeTV IP gateway. After that, the content is encoded and carried to Satellite.
- SattubeTV's Services API can easily be integrated to operator's subscriber management system for a full featured low cost satellite based broadcasting solution.
- POTENTIAL MARKET: 3 BILLION USD – 10 BILLION USD

FOR CONTENT PROVIDERS

- Not everyone may have the required resources or technical know-how to run a TV channel but they may have “The Content”.
- With SattubeTV, even customers without any kind of broadcasting equipment can easily create their own TV channels.
- SattubeTV comes with an easy to use web based playout system that allows users to upload their content through an integrated web based file manager.
- Once the content is uploaded, schedule lists for multiple days can be created by dragging & dropping items from the asset screen. SattubeTV web playout solution also has a powerful CG engine so the users can create their own screen graphics without any additional tools.
- POTENTIAL MARKET: 4 BILLION USD - 12 BILLION USD

FOR IP BROADCASTERS

Today, with the assistance of services such as Youtube, Vimeo, Periscope and Twitch, individuals already broadcast the content they create through Internet and social media. SattubeTV can be integrated with these IP based broadcasts without any additional hardware requirements.

POTENTIAL MARKET: 3 BILLION USD – 10 BILLION USD

FOR PRIVATE BROADCASTING NETWORK SOLUTIONS

Each SattubeTV capable STB is equipped with a Unique Box and Group ID. With the content protection infrastructure, these Unique IDs can be used for broadcasting the content for a predefined closed subscriber group. Possible areas of usage are:

- Retail chains
- Hospitals
- Hotels
- Gas stations
- Pharmacies
- Regional TV channels
- Government organisations

POTENTIAL MARKET: 3 BILLION USD - 6 BILLION USD

FOR TV MARKETING & SHOPPING TV SOLUTIONS

SattubeTV infrastructure allows operators to embed files and meta tags into their contents. From a shopping TV perspective, this means all the technical details and price of the currently advertised product may also be embedded into the stream.

This versatility allows the subscriber to make purchases through the STB or an Internet enabled mobile phone.

Available payment methods for shopping TV are:

- Direct transactions with credit card
- Direct transactions with prepaid card through smart card reader
- Indirect transactions with mobile OS app stores in-app purchase Functionality (With custom SattubeTV application or an application custom tailored for the shopping TV operator)

Additional payment options can also be integrated to the system for 3rd party payment gateways such as Google Wallet, PayPal, AliPay etc.

POTENTIAL MARKET: 4 BILLION USD – 9 BILLION USD

Amazon TV *ULTIMATE SHOPPING EXPERIENCE ON BIG SCREEN*



All ▾

Q

Shop Mother's Day gifts

Hello Select your address

Departments ▾

Your Recommendations

Today's Deals

Gift Cards

Registry

Sell

Help

EN

Hello, Sign in
 Account & Lists ▾

Orders

Try Prime ▾

0 Cart

< "Alexa, call mom."
echo spot \$129⁹⁹



Gifts as unique as your mom



PERSONALIZED GIFTS



GIFTS UNDER \$30



MOM-MADE FINDS



ELECTRONICS



HEALTH & BEAUTY



CARD

shopbop

What's Your **Style** High?

Shop Spring

Free Express Shipping

AMAZON TV –SHOPPING OVER BIG SCREEN

SHOPPING EXPERIENCE HAS NEVER BEEN SO EASY ON BIG SCREEN....

- With SatTubeTV technology E-Commerce gains a new model of selling over big screen apart from Mobiles,Desktops and Laptops on Small screen.
- Today it is scientifically proved that Big Visuals remains more in peoples minds and bring more value to the business.In Digital Signage recognition period is 6 seconds for a Visual running on LED Boards or LCD Panels inside a shopping mall.Big Screen brings more value and definition to the product wanted to be sold.
- With SatTubeTV technology a linear channel can be created such as AMAZON TV and clients can buy any product through a QR Scanner on their smartphones or by the remote control unit of the SatTubeTV SetTopBox.
- SatTubeTV technology will bring a huge Big Data collection for Amazon which will create Behavioral Profiling and push products on clients behavioural profiles and personal demands on their characteristics.
- With SatTubeTV ,Amazon Corporation will reach to all Rural areas where there is no Internet shopping which is nearly 50% of the entire World.
- Amazon TV can be also Encrypted and protected by our unique Encryption and Invisible Watermark technology which will bring a closed network such as differentiating like Amazon Tv and Amazon TV PRIME to sell over closed network and membership.
- With unique payment gateway and API service Payment will be collected in seconds from trusted payment systems such as VISA,MASTERCARD,DINNERS,AMERICAN EXPRESS,PAYPAL etc. Or embedded unique Crypto Payment system.

PPV & PREMIUM CHANNELS FOR CONTENT PROVIDERS

3rd party companies and individuals can create PPV channels through SattubeTV gateway. These channels can be configured to remain active from a few hours to a complete month depending on the operator's choice. Access for each channel can be managed for every subscriber individually.

Payments for these channels can be made through SattubeTV's own payment transaction system or 3rd party payment gateways such as Google Wallet, Paypal and Alipay.

POTENTIAL MARKET: 3 BILLION USD – 10 BILLION USD

OFFLINE VIDEO ON DEMAND SOLUTIONS

SattubeTV offers video on demand solution through pre-loaded content. In this case, the operator pushes pre-encrypted media content to users' STBs to be stored in the protected flash area.

After that, customers can select the content they'd like to watch. After the transaction, the system automatically decrypts the selected content, enabling customers to watch it for a predefined period of time.

POTENTIAL MARKET: 1.5 BILLION USD - 5 BILLION USD

DIGITAL SIGNAGE SOLUTIONS

Each SattubeTV compatible STB is equipped with a built-in digital signage functionality, enabling operators to easily send push messages and announcements to subscriber STBs. This messaging system comes with variable supports such as %name, %date, %time etc. and can be configured for transmission of the content based on a predefined group of users or even individuals.

This function can also be used inline with the file transfer function and additional rich media content can be displayed on the customer screen instead of text based messages.

POTENTIAL MARKET: 1 BILLION USD - 4 BILLION USD

FOR E-LEARNING SOLUTION PROVIDERS

- SattubeTV is a satellite based service, but the protocol is designed to provide a wide range of data transmission options using the same infrastructure. This flexible approach allows us to broadcast not only multimedia content but also different kinds of files such as PDF, DOCX, XLSX and PPTX documents.
- With the private broadcast network functionality and file transmission feature, SattubeTV turns into a powerful e-learning platform for educational organisations and companies.
- Customers can easily create e-learning programs with file attachments. So, necessary documents such as class notes are simultaneously downloaded to subscriber STBs during broadcast.

APPLICATIONS

CYRIO

- Cyrio is our value added service infrastructure; a completely scalable solution that can simultaneously serve millions of set top boxes.
- Cyrio allows us to provide our customers and end users a feature rich user experience.
- Cyrio is a fully API driven solution. Integration with 3rd parties is completely scalable and virtually seamless.
- Some of Cyrio's most important functions are:
 - Subscriber management
 - Payment management
 - Metrics and pro ling
 - Interactive EPG services with an object based approach
- NIELSEN advised value proposition for CYRIO TECHNOLOGY of SatTubeTV is 10 BILLION USD as of 2018.

DATA MINING & PROFILING

- SattubeTV collects anonymous user behavior data to provide additional services through the eco-system.
- The data can be used for data mining and profiling functions to provide a much more personalized user experience for the end user. Some examples for this scenario are:
 - Personalized advertisements through digital signage functionality
 - Personalized advertisements through UI functions
 - (Home screen branding etc.)
 - Content differentiation
 - Content recommendation

ONLINE RATING SYSTEM

- With Cyrio , SattubeTV becomes a powerful set of value added services provider for end users and companies. While end users enjoy the advantages of additional content on their TVs through the powerful VAS infrastructure, companies benefit from the system with detailed analytics and data that they can use for business oriented interactive solutions.
- With SattubeTV, it is possible to get detailed rating analytics from subscribers for SattubeTV and DVB channels.
- With this new and groundbreaking rating infrastructure, operators can monitor the ratings for their on-air content in real time.
- The boundaries of traditional rating methods are surpassed by the STRS approach by giving the opportunity to evaluate the real popularity of any TV show with large amounts of sample data.
- SattubeTV rating system is supported on all SattubeTV compatible STBs with an active Internet connection and it is activated based on subscriber preference.
- The system allows to monitor different sample groups simultaneously and filter audience preferences depending on different demographic properties.
- Rating system can be used in conjunction with advanced content tagging functions to monitor behavior patterns of individuals or specific groups for creating effective marketing strategies.

WORLDWIDE GLOBALIZATION

- SatTubeTV starting its EXPANSION programme in 2018 after having the 2.5M USD sale to Silicon Valley and enlarged its SET-TOP-BOX environment with 640.000 receivers worldwide and increasing everyday.
- SatTubeTV is now looking for Business Partners, Resellers, Distributors in 7 continents.
- A huge marketing Campaign is starting in Q2 of 2018

PROJECT SCHEDULE AND MILESTONES



ABOUT FG DIGITAL

FG DIGITAL was founded in 2007 and began to operate on DVB solutions. Satellite receivers and other DVB assign a signature to a lot of innovation related equipment, our company to later areas of activity, Aviation, Digital Electronics, Electronic Communications, Hardware / Software development has reached a wide operating range by adding Consulting and Media. constitute the basis for our company's R & D and innovation activities. Therefore, our growth strategy; As a result of sustainable innovative work is to sign inventions worldwide. the company determines the direction from a state actors in the field thanks to collaborations with a number of companies operating worldwide, we are operating on an international scale. With its commitment to R & D and innovation work, our company has been developing rapidly, 2012 in the Deloitte Fast 50 Awards 3, 2012 Deloitte Fast 500 EMEA awards in 21 and 2013 Deloitte Fast 50 Awards received an award as 4 and has registered rapid development.

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Technology Fast50



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awards



Merger & Acquisition Phases

PHASE I - STRATEGIC PLANNING

Stage 1 Develop or Update Corporate Strategy To identify the Company's strengths, weaknesses and needs

- a. Company Description
- b. Management & Organization Structure
- c. Market & Competitors
- d. Products & Services
- e. Marketing & Sales Plan
- f. Financial Information
- g. Joint Ventures
- h. Strategic Alliances

Stage 2 Preliminary Due Diligence

- a. Financial
- b. Risk Profile
- c. Intangible Assets
- d. Significant Issues

Stage 3 Preparation of Confidential Information Memorandum

- a. Value Drivers
- b. Project Synergies
- c. EBIDTA Adjustments

PHASE II – TARGET/BUYER IDENTIFICATION & SCREENING Stage 4

Buyer Rationale

- a. Identify Candidates

b. Initial Screening

Stage 5 Evaluation of Candidates

- a. Management & Organization Information
- b. Financial Information (Capabilities)
- c. Purpose of Merger or Acquisition Merger & Acquisition

PHASE III – TRANSACTION STRUCTURING

Stage 6 Letter of Intent

Stage 7 Evaluation of Deal Points

- a. Continuity of Management
- b. Real Estate Issues
- c. Non-Business Related Assets
- d. Consideration Method
- e. Cash Compensation
- f. Stock Consideration
- g. Tax Issues
- h. Contingent Payments
- i. Legal Structure
- j. Financing the Transaction

Stage 8 Due Diligence

- a. Legal Due Diligence
- b. Seller Due Diligence
- c. Financial Analysis
- d. Projecting Results of the Structure

Stage 9 Definitive Purchase Agreement

- a. Representations and Warranties
- b. Indemnification Provisions

Stage 10 Closing the Deal

PHASE IV – SUCCESSFUL INTEGRATION

- a. Human Resources
- b. Tangible Resources
- c. Intangible Assets
- d. Business Processes
- e. Post Closing Audit



THANK YOU