



Roadway Media is a dba of Roadway Intelligence, Inc.
A 501c3 CA Charitable Non-Profit Corporation

ROADWAY MEDIA HIGH-LEVEL OTT SOLUTION

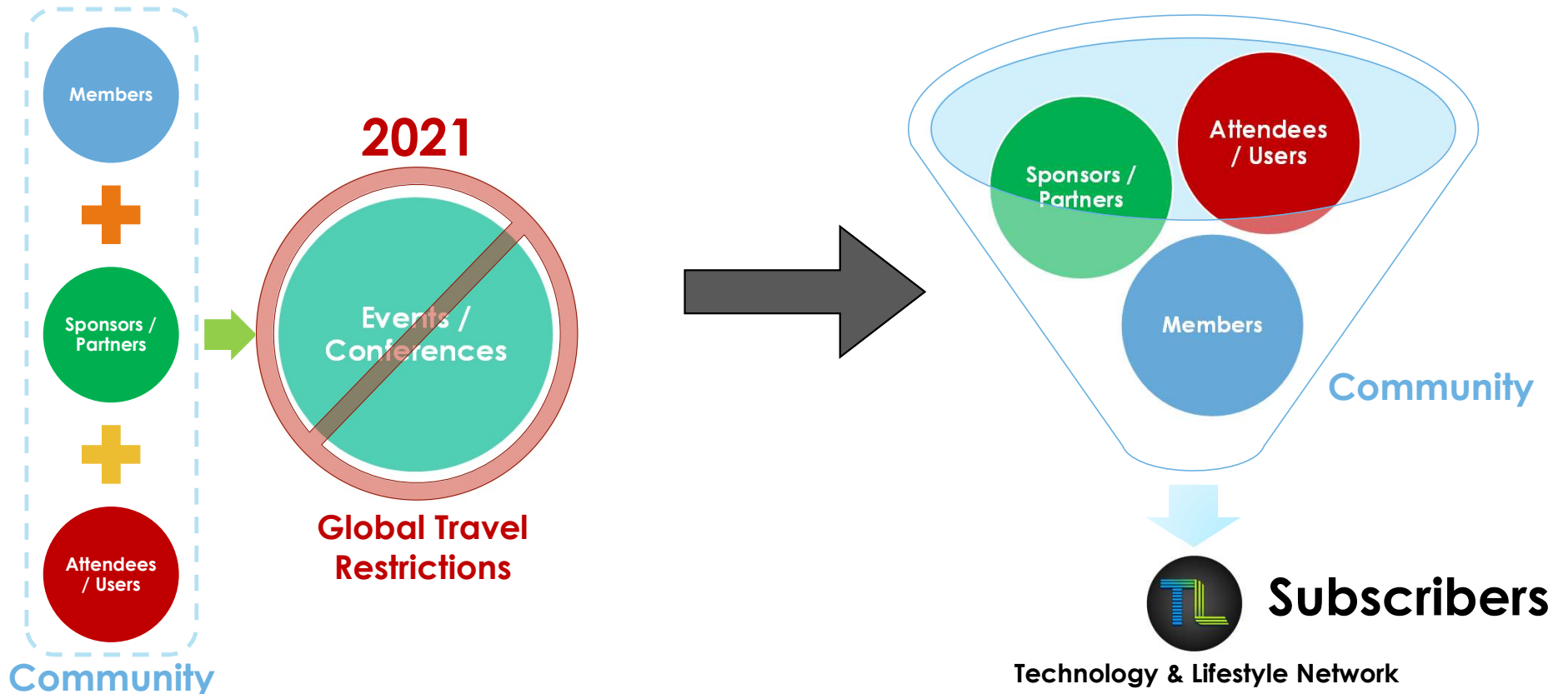
Roadway Media Concept Series – December 2020

Roadway Media - RMotHLCOM- Planning - Rv 01a - CONFIDENTIAL

12/02/2020



TECHNOLOGY & LIFESTYLE MESSAGING MIGRATION





Opportunity

OTT Subscriptions offered

Timed Based

3

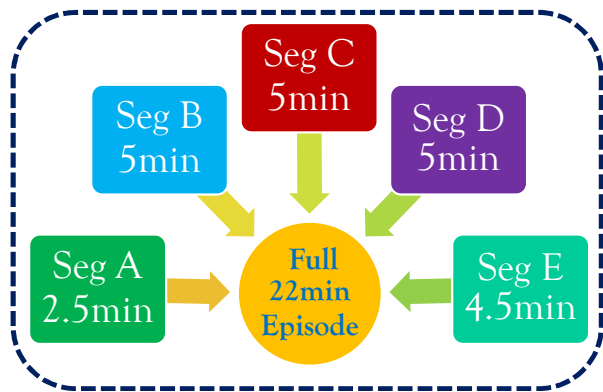
1, 3, 6 or 12 Months

JANUARY							FEBRUARY							MARCH						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2														
3	4	5	6	7	8	9	1	2	3	4	5	6	7	1	2	3	4	5	6	7
10	11	12	13	14	15	16	8	9	10	11	12	13	14	8	9	10	11	12	13	14
17	18	19	20	21	22	23	15	16	17	18	19	20	21	15	16	17	18	19	20	21
24	25	26	27	28	29	30	22	23	24	25	26	27	28	22	23	24	25	26	27	28
31							29	30						29	30					



Content Captured in Community

Technology Organization
 Technical Conference
 Trade Show



Level Based





RM SOLUTION FINANCIAL BENEFIT 4

Current Event Expenses

Material Presentation	• Video Content Capture
Audio-Video for event	• Not needed for OTT
Event Facility Rental	• Not needed for OTT
Registration overhead / funds collections / badging	• Not needed for OTT
meals & coffee	• Not needed for OTT
Insurance	• Not needed for OTT
Housing for Conference Staff	• Not needed for OTT
Physical booths / registration area / signage	• Not needed for OTT
interface to expo hall	• Not needed for OTT
Assembly & setup Event	• Not needed for OTT
Promotion cost	• Traditional & OTT

NO UPFRONT COSTS TO MOVE TO RM OTT

RM OTT New Income Sources

Ad Revenue Split for Marketing & Outreach	• 12 ads per 30 min program
Ad Revenue Split for new member solicitation	• Ad localization by Region
Subscription replacement of Event Attendance Fee	• 24/7 available VOD Channel
Exhibitor replacement of Expo Space Fee	• Segment as minimum booth
Exhibitor purchase of Long Form Edutainment	• Larger booth = longer airtime
Guest Speaker Fee	• Higher \$\$ for larger audience
Co-located Events as Long Form Edutainment	• Easy to Include 3rd Parties
In Content Advertising Opportunity	• Branding in background / overlay
Subscription split Monthly	• Portion of the fees paid to Org

Basic OTT Subscription Cost Per Community Member

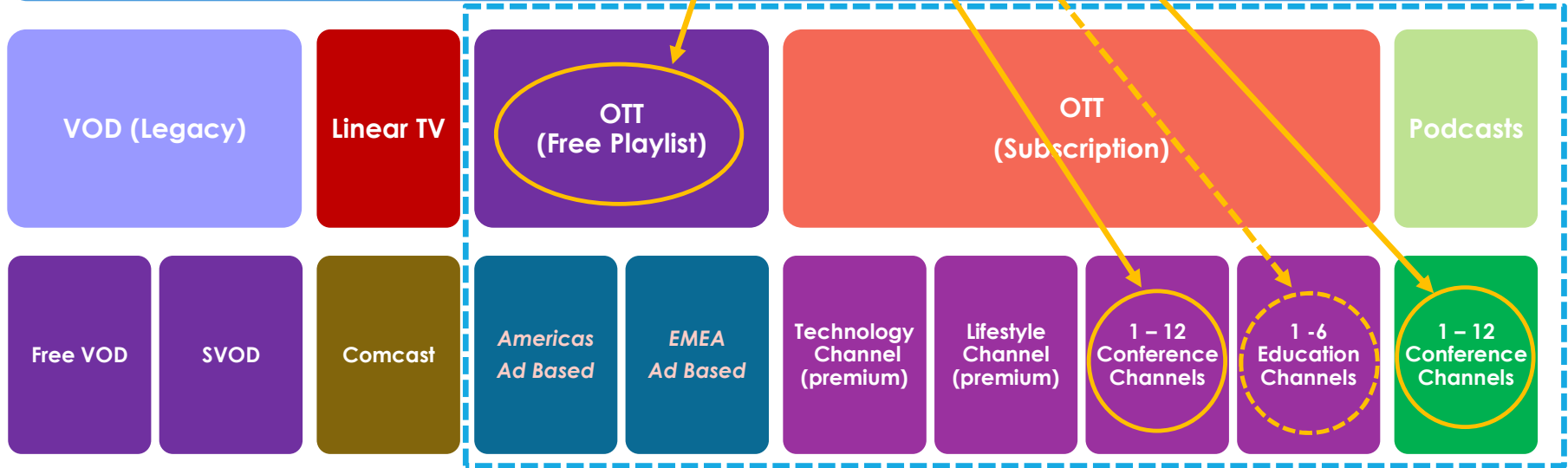
1 month





Broadcast Quality Content

Distribution



INTERNATIONAL CONTENT DELIVERY THROUGH LUMEN®