Guidance for Christian Content Providers:
Optimizing Distribution Across Telco IPTV and OTT Services Globally

Perception offers a comprehensive content distribution service on a global scale, inclusive of SRT feed delivery, live TV and VOD transcoding, along with local language EPG and VOD metadata processing. This service enables Christian content providers to place their content in telco networks across any country they desire. With a distribution network that spans over 800 telco operators worldwide, including both large-scale international operators and smaller regional ones, Perception ensures a wide-reaching connectivity.

It's important to note that the telco industry is subject to regulatory norms, requiring local language subtitles in many jurisdictions. Consequently, content must either be localized or distributed exclusively in countries where the original language is accepted. Should there be a need, our state-of-the-art AI-powered real-time translation and subtitling service is available for localizing content, ensuring broad accessibility.

Before crafting a tailored distribution strategy, we assess the content's viability based on a series of questions listed below. Our proposal will outline potential country placements and telco partnerships, accompanied by a commercial offer that might include either a carriage fee, a revenue-sharing model, or a hybrid of both, depending on the content provider's preferences and agreement to ad sales arrangements.

For indicative purposes, our carriage fees can be as minimal as **$1.50 per month per 1,000 users** for platforms of 10M and above, or maximum $30 per month per 1000 users for platforms with 150k users or less; or we could propose a **50% revenue share from net ad sales and subscriptions** we will generate for the Content Provider's partner channels via our IPTV/OTT ad sales and subscription billing distribution platform.

Content Provider Assessment Questionnaire

For Live TV Channels please provide the following information:
- Total number of live TV channels represented. Please provide the list of channels with web site link so that we can preview the channels.
- Availability and quality of SRT feed (SD, HD, UHD).
- Presence of SCTE-35 triggers in the stream in case ad replacement is allowed.
- Availability of EPG and its format, with a preference for XMLTV format as required by telcos.
- Original language audio.
- Availability of foreign language dubbing or voice-over tracks, and their languages.
- Availability of original and foreign language subtitles, and their languages.

For VOD Content please provide the following information:
- Total hours of VOD content represented.
- Availability of metadata, preferably in ADI.XML format; or we can provide the translation services available from Excel spreadsheet.
- Original language audio.
- Availability of foreign language dubbing or voice-over tracks, and their languages.
- Availability of original and foreign language subtitles, and their languages.

Commercial Questions - please provide the following information:
- Desired countries for distribution.
- Preferred telco operators.
- Existing distribution and marketing budgets.
- Availability of promotional adverts (this is essential so that telco can successfully market new channels to their user base); or we can provide AI video marketing bot services available on request if required.

This comprehensive approach ensures that Christian content providers are equipped with the necessary information and services to effectively distribute their content globally, while adhering to regulatory requirements and maximizing outreach and earnings.

For additional information please email to info@perception.tv.