PERCEPTION[™] NEWWAYE

- A revolutionary next generation unified SOCIAL MEDIA TV platform
- Combining OTT TV with Instant Messaging and Social Media functionality
- In a single user-friendly app covering connected TVs, desktop and mobile devices
- Including Lauchpad module for 3rd party app hosting



VISION

NewWave TV is a multi-play marketplace TVCDN private cloud service providing the most advanced OTT IPTV user experience. A next generation unified platform for any type of streaming: Egaming, Live TV, VOD & Social Media

PERCEPTION TVCDN™ IS THE MOST COMPLETE, PROVEN AND MODERN UNIFIED TVCDN TECH STACK

A MULTICHANNEL
SUBSCRIPTION INTERNET TV TO
COMPETE WITH CABLE & DTH

FREE TO VIEW INTERNET TV SERVICE TO COMPETE WITH YOUTUBE, PLUTO, TWITCH.. SVOD & PPV SERVICE TO COMPETE WITH NETFLIX, PRIME VIDEO..

SUPPORTING ANY TYPE OF LIVE AND VOD CONTENT INCLUDING USER GENERATED

PROVIDING THE MOST ADVANCED CLICK TO ACTION INTEGRATED TV COMMERCE

SUBSCRIPTION REVENUES

ADVERTISING REVENUES

TV COMMERCE REVENUES

PRIVATE INFRASTRUCTURE

FEATURES

Runs on dedicated software & hardware (wholly-owned servers and routers)

Delivers content across public internet
OR via co-located CDN edge servers located
inside ISP or telco WAN networks

User apps via public app stores (Apple, Google, Amazon, LG, Samsung) AND via private independent app store, including HTML5 apps running in browser

Secure dispersed mesh TVCDN architecture with replicated master /edge CDN nodes across 6 continents

BENEFITS

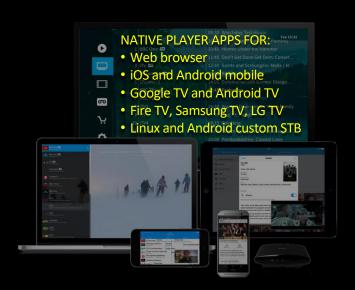
COST - Much less expensive than utilising public CDN services

SIMPLICITY - Private TVCDN is fully unified with the feature sets for IPTV + instant messaging + blog posting + TV commerce, providing a singular service delivery platform

SECURITY - Services running on private CDN not reliant on 3rd party cloud service providers

INDEPENDENCE - Services not subject to commercial decisions of 3rd parties

OTT IPTV WITH MESSAGING



IPTV AND OTT TV

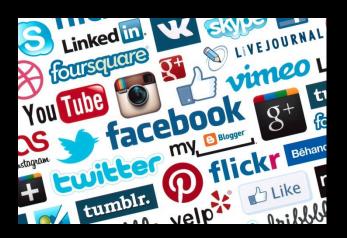
- Live linear TV delivery with fully interactive EPG
- Rewind live with video preview
- Fully automated 7 day catch-up Cloud DVR
- Video on Demand plus Linear TV Channels network PVR
- Automated TV channel playout and EPG generator
- Targeted Video advertising
- Multicast and unicast delivery supported
- Subscriber management and billing
- Multi screen user apps with all main platforms supported

INSTANT MESSAGING

- Uses industry standard encrypted XMPP protocol
- Private IM platform with support for group chats and calls
 - Text, picture and video sharing
 - Integrated with TV services for in picture chat
 - Messaging over live or pre-defined point in timeline



SOCIAL MEDIA WITH TV-COMMERCE



NEXT GENERATION SOCIAL MEDIA

- OTT TV with embedded social media advanced feature set is next gen viral platform
- Legacy social media platforms are expanding into TV with very simplistic approach and very limited TV functionality
- Perception TVCDN™ is expanding into social media arena by joining Fediverse federated private social multi-network project; solution includes custom integration of Mastodon, a fast-growing Twitterlike platform; also Friendica, a Facebook-style platform is fully supported.

ADVANCED E-COMMERCE

- Shoppable CTA video (contextual on-screen 'call-to-action' adverts translating into e-commerce) is a huge new revenue opportunity
 - Perception Universal Wallet enables one-click purchase
 - Any payment method architecture, fiat and digital cash
 - Ultra modern architecture with SQL and DLT database support



USE CASES

CONTENT OWNERS

- Regional and global **OTT IPTV service** operators
- Social media community platform operators
- Hotel TV and in-flight entertainment operators
- Large mass market brands and retailers
- Vertical communities and education:
 - o Ethnic, linguistic or gated community groups
 - Megachurch congregations
 - Political party memberships
 - Corporations, governments and NGOs
 - Trade unions

NETWORK OWNERS

Software infrastructure upgrade for:

- Fibre operators or MVNOs expanding into multi-play telco or OTT social media service arena
- ISPs looking to become multi-play operators
- Cable companies migrating to IP delivery



PERCEPTION NewWave™ CORE MODULES

Unified OSS/BSS Back-office

- · Subscriber management
- Payment processing
- Network operations control
- · Ad space management & ad serving
- Stats reporting

IPTV/OTT TV Module

- Live Stream Feed Contribution
- TV channels EPG data processing
- VOD ingest
- Content management, packaging, promotions and syndication

Real-time Messaging and IP Voice/Video call Module

- Encrypted XMPP protocol
- Pictures, audio and video sharing
- Group conference call/video call support

Tweeting/blogging Module

- Pictures, audio and video sharing
- Posts with rich media syndication to internal users and to third party sites

Content Partners Web Portal

- Studios, Indy Film & TV Producers, TV channels, Users live and VOD contribution
- New partner applies via registration form on the B2B web portal, application is KYC-ed, after new partner is VAS approved, the new contribution account is activated

User can register as content contributor

Registered Users

- User can register for free and have access to ad funded FAST service and to PPV PVOD/TVOD
- User can upgrade to SVOD to receive ad free service; in addition there are upgrades available to premium SVOD packages and to exclusive live PPV events

Perception TVCDN

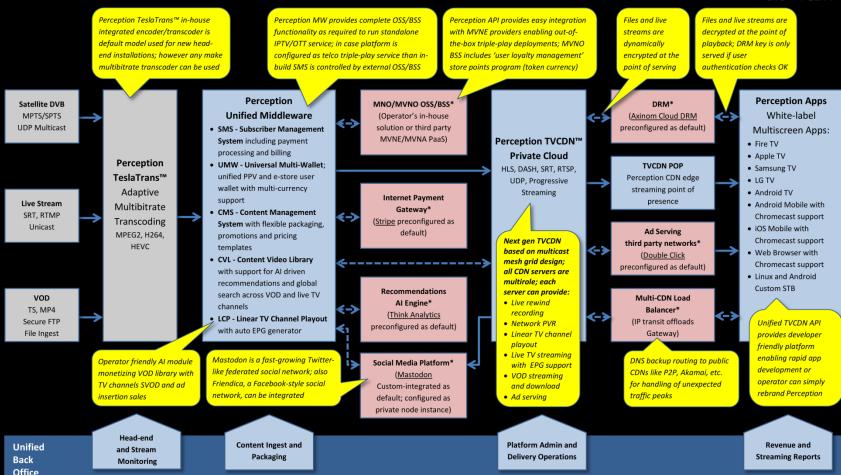
- Private Cloud CDN Platform
- Scalable unified multi-service delivery platform
- Secure services not reliant on 3rd party cloud hosting or CDN service providers
- Operator has ultimate control over all of its services with no dependencies to commercial decisions of any 3rd parties

Client Apps for all popular devices

- Web browser
- iOS and Android mobile
- Fire TV, Apple TV, Roku
- Google TV, Android TV, Chromecast
- LG TV, Samsung TV
- Linux and Android custom STB

Perception TVCDN™ Unified Platform Architecture Block Schematic





JOIN US AS A CONTENT PARTNER

Flexible Monetisation

For each content title item, the content contributing partner can choose to earn royalties based on:

- Streamed Total Time (minutes per month),
- Streamed Total Transit (GB per month),
- PPV Revenue Share (VOD rentals and purchases per month),
- Subscriptions Revenue Share (SVOD and Channels per month),
- Ad impressions (AVOD and FAST CPM sales per month),
- or any combination of above options.



Perception.TV/Partners

Direct and Syndicated Reach

Content titles and channels published via Perception TVCDN platform can also be available through smart syndication to 3rd party social media and telco IPTV platforms for delivery to any region as per given content licence permissions. Perception platform is supporting delivery to all popular devices — Fire TV, phones, tablets, Smart TVs and Web browsers.

Comprehensive Analytical Reporting

With performance metrics such as minutes streamed, number of subscribers, projected revenue and payment history, partner can control and optimise the way their content is offered and promoted to desired target users in any target region worldwide.

ABOUT US

Perception TVCDN™ is a mature proven telco IPTV/OTT/CDN platform which has been in commercial use from 2005.

Perception Group Inc., via regional JV partnerships, provides out of the box turn-key solution based on 100% private technical infrastructure (hardware and software) on which your internet TV, e-commerce, communications & social media services can run successfully, securely and cost-effectively.



For further information or to schedule a call, please contact: info@perception.tv

