



OVERVIEW

Abroadcasting is an innovative technology and service that enables consumers to access TV programming from foreign markets. Because of Abroadcasting's low cost technology and the ubiquitous demand for TV programming, the potential market is significant and can lead to several differentiated revenue opportunities.

Abroadcasting partners with local broadcast TV stations in international countries to broadcast their programming over the Internet, at minimal bandwidth costs. Viewers can access the programming directly from Internet for free. As the programming is sent over the Internet, Abroadcasting's highly specific demographic and psychographic data will provide advertisers with unprecedented, extremely targeted TV marketing. Additionally, the robust technology behind the service is scalable to an unlimited number of channels and viewers.

MARKET OPPORTUNITY

The global market for international TV programming is vast. One hundred seventy-nine countries have TV stations and 7,943 TV stations are available outside of the U.S. The majority of foreign programming, however, is not available beyond local markets, despite strong demand for global media content. In the U.S. alone, over 51 million people speak a language other than English. Though the most common foreign language in the U.S. is Spanish, Asian languages also are widely represented: over 12 million Asians live in the U.S. These statistics represent a widespread population with ties to foreign languages and markets. Consequently, there is a significant opportunity to bring local foreign TV programming to viewers in the U.S. and across the globe.

PROBLEM

Consumers

Although cable and satellite TV offer hundreds of channels, most foreign local broadcast stations do not have enough funds or strategic influence to gain distribution through these media outlets. Consequently, many consumers do not have access to the majority of foreign programming.

Technology

Traditional Video-Over-Internet-Protocol can allow streaming of international TV content, but the bandwidth costs of live streaming to millions of people can be prohibitively expensive.

THE ABROADCASTING SOLUTION

Abroadcasting's innovative technology allows a foreign TV station to deliver programming across the Internet, with little cost to the broadcaster and free access for the viewer. Abroadcasting has been developing its unique technology since 2003 and has four patents pending. The company is set to release its beta software and prototype in the second half of 2007.

How Abroadcasting Works

After downloading a small application, viewers can search the Abroadcasting site for international TV programming, which is then time-shifted to their local time zone. For example,

on Friday at 6:00pm, New York time, viewers in New York can select and view a TV program that was aired in Mumbai, India on Friday at 6:00pm, Mumbai time.

Abroadcasting sends the stream to millions of viewers. The connectivity's quality is uncompromised and stable, regardless if someone in the network turns off or switches the channel. Moreover, the robust technology behind the service is scalable to an unlimited number of channels and viewers.

For advertisers, Abroadcasting can capture extensive demographic and psychographic viewer information and user preferences. Advertisers can gain unprecedented, powerful control over how they target audiences.

REVENUE STRATEGY

Abroadcasting has spent over two years in ASEAN (Association of Southeast Asian Nations) countries and the U.S. to develop its business model and initial TV station relationships.

Abroadcasting will generate revenue through advertising spots sold through local sales representatives and online auctions. Additional sales, especially outside the U.S., can be managed through local content owners and TV stations. Pricing will be based per viewer and will vary by city, genre, gender, category, and other exact demographic elements. Another potential revenue stream includes premium service pricing, which will provide DVR functionality and on-demand viewing to Abroadcasting subscribers.

MANAGEMENT

Abroadcasting's executive management and advisory board have several years of international management experience and extensive relationships in international markets.

Art Pharn, CEO and Co-Founder

Mr. Pharn is of Vietnamese descent and was born in Thailand. Before founding Abroadcasting, he worked as an ASIC chip designer in several high tech companies, including Broadcom, LSI Logic, and Xerox. Mr. Pharn was senior chip designer at Broadcom for over nine years, providing leadership in areas such as Local Area Network communications, High Definition Digital TV, and Video Compression. He holds a B.S. and M.S. in Engineering from UCLA.

Manny Tansavatdi, President and Co-Founder

Mr. Tansavatdi was born in Thailand. He currently is a Hardware Engineering Manager for a major program at Raytheon and has over 20 years of product development experience. Mr. Tansavatdi also provides a valuable association with NutriBon Co., a trading company with established experience and local relationships in Thailand, Malaysia, Singapore, China, and other Asian countries. Mr. Tansavatdi holds a B.S. in Engineering from UCLA and a M.S. in Engineering from California State Polytechnic University, Pomona.