



All of the coveted extras that moviegoers crave, all in one place.





## .WHAT IS HARASTREAM

### The Ultimate Digital Box Set

Much like the most popular streaming services, HARASTREAM is a film and television OTT media services provider. It allows members to purchase and view complete box sets of film and television productions rather than just the theatrical version on all Smart TVs, mobile and desktop platforms. HARASTREAM members will also be able to see additional, unique content uploaded by the content/film creators. This content may include: cast and director interviews, “making of” documentaries, alternate endings, cut scenes, behind-the-scenes, bloopers, music videos and any other videos or clips related to the film.





01.VALUE PROPOSITION

UNLIMITED

genres  
categories  
outtakes  
documentaries  
episodes  
shorts  
trailers  
commentary  
trilogies

*MONETIZE*

previously unavailable or underutilized content, any video, any quality.

*UPDATE*

or remove content anytime with 24/7 cloud availability.

*RE-MONETIZE*

cult classics and fan favorites with never-before-seen content, interviews, and behind-the-scenes footage.

*PROTECTED*

by industry standard Digital Rights Management mechanisms.



02.CONTENT



FILMS



SERIES



MUSIC VIDEOS



MUSIC



GAMING



### 03. TECHNOLOGY PLATFORM

#### *VHX*

OTT server-side architecture and global load balancing provided by (Vimeo owned) VHX engineers.

#### *DRM*

All content is secured by Digital Rights Management: Castlabs, Playready, FairPlay.

#### *GLOBAL*

Entire network is backed by AWS elastic ecosystem for highest security, speed, and global accessibility.

#### *CRM*

Industry standard analytics and insights: recommendation engine, buying, renting and favorites habits, rental/purchase retention, etc.

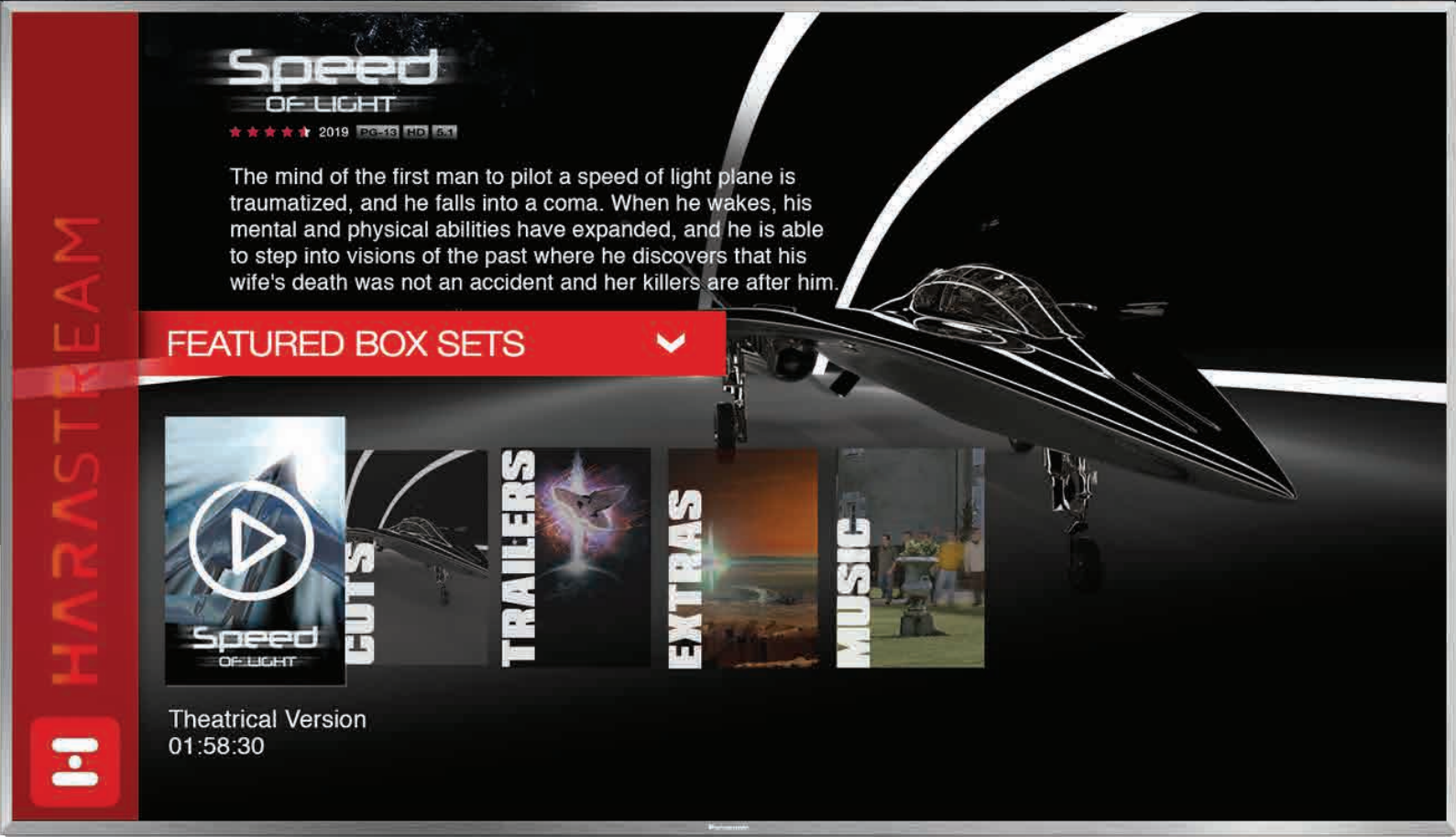
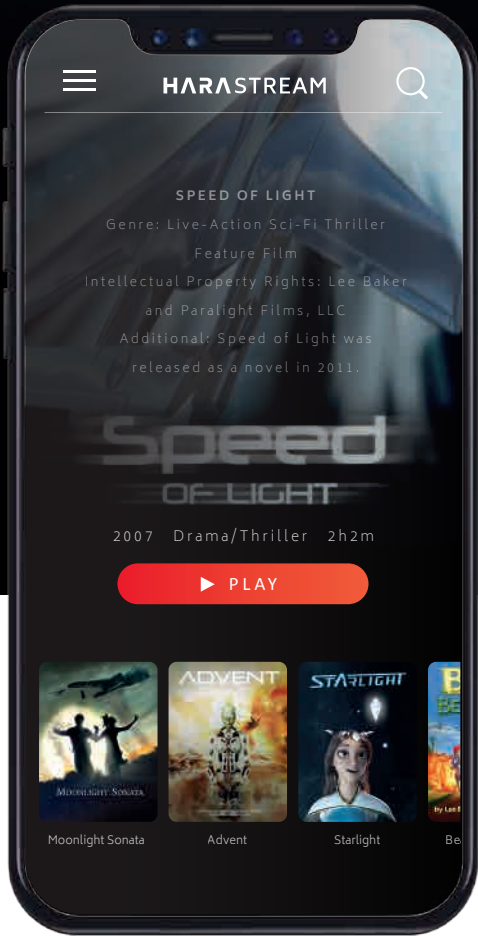
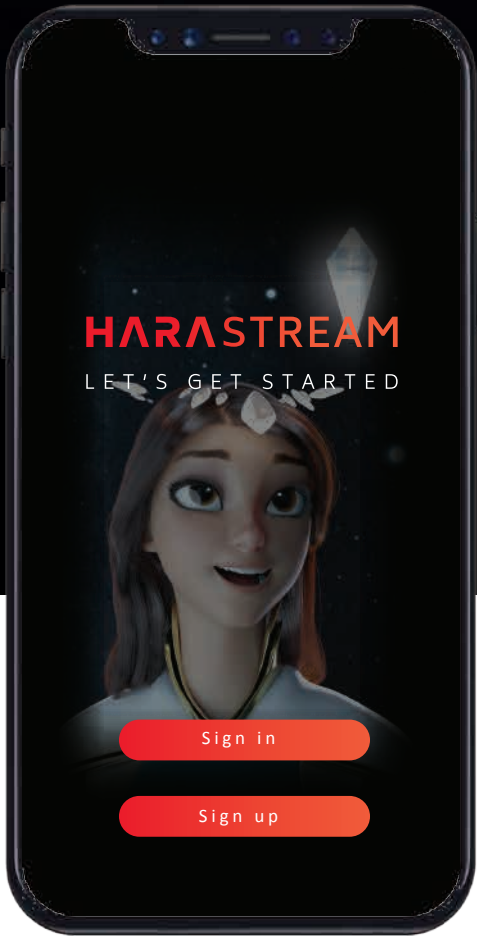
#### *AVAILABLE*

everywhere: smart TVs (ROKU, AndroidTV, and FireOS at launch), AppleTV, IOS and Android.



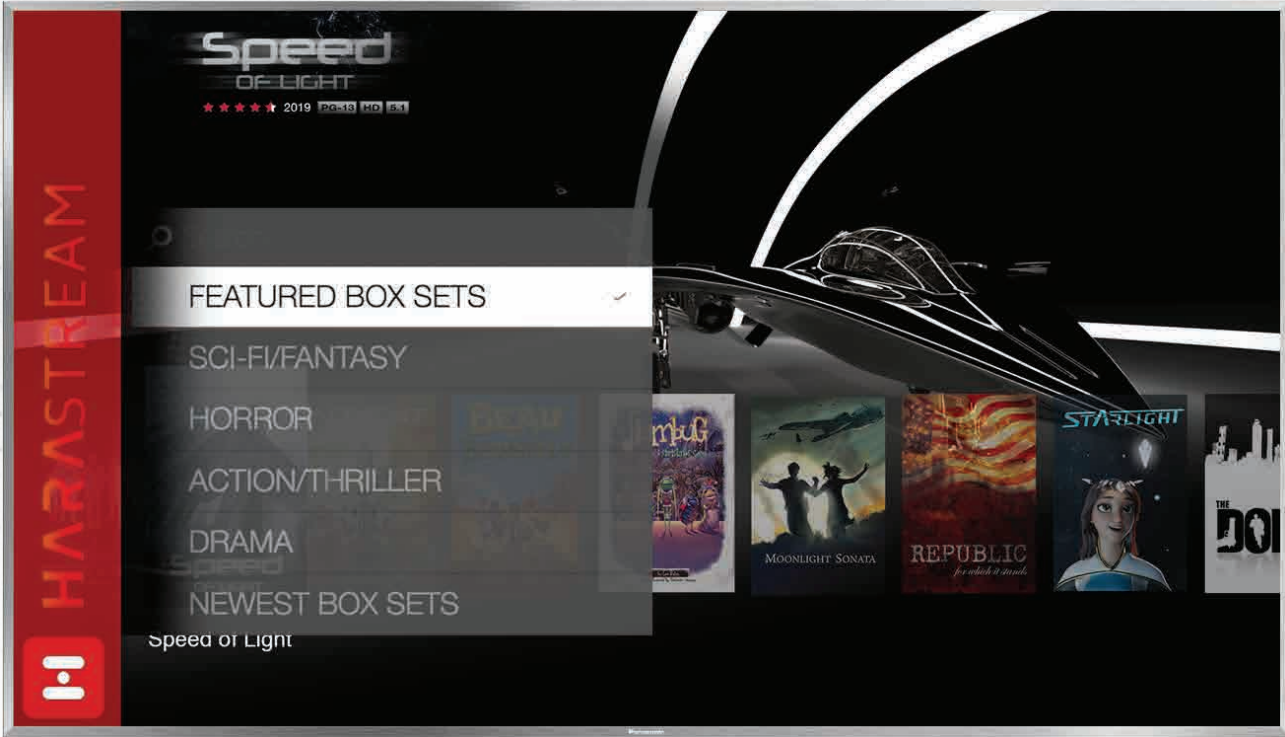


# HARASTREAM





H A R A S T R E A M



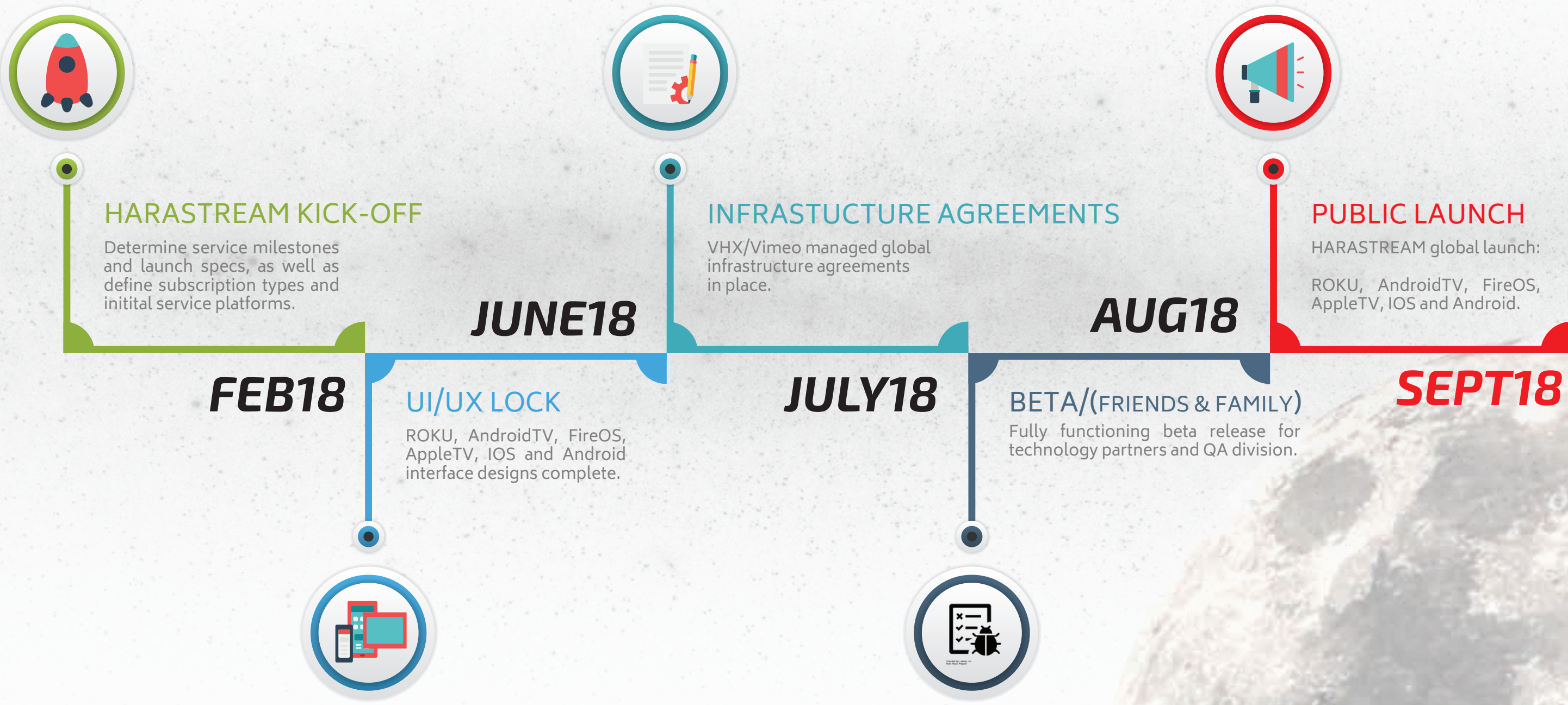


# HARASTREAM

ROAD MAP | MARKETING | MEMBERSHIP



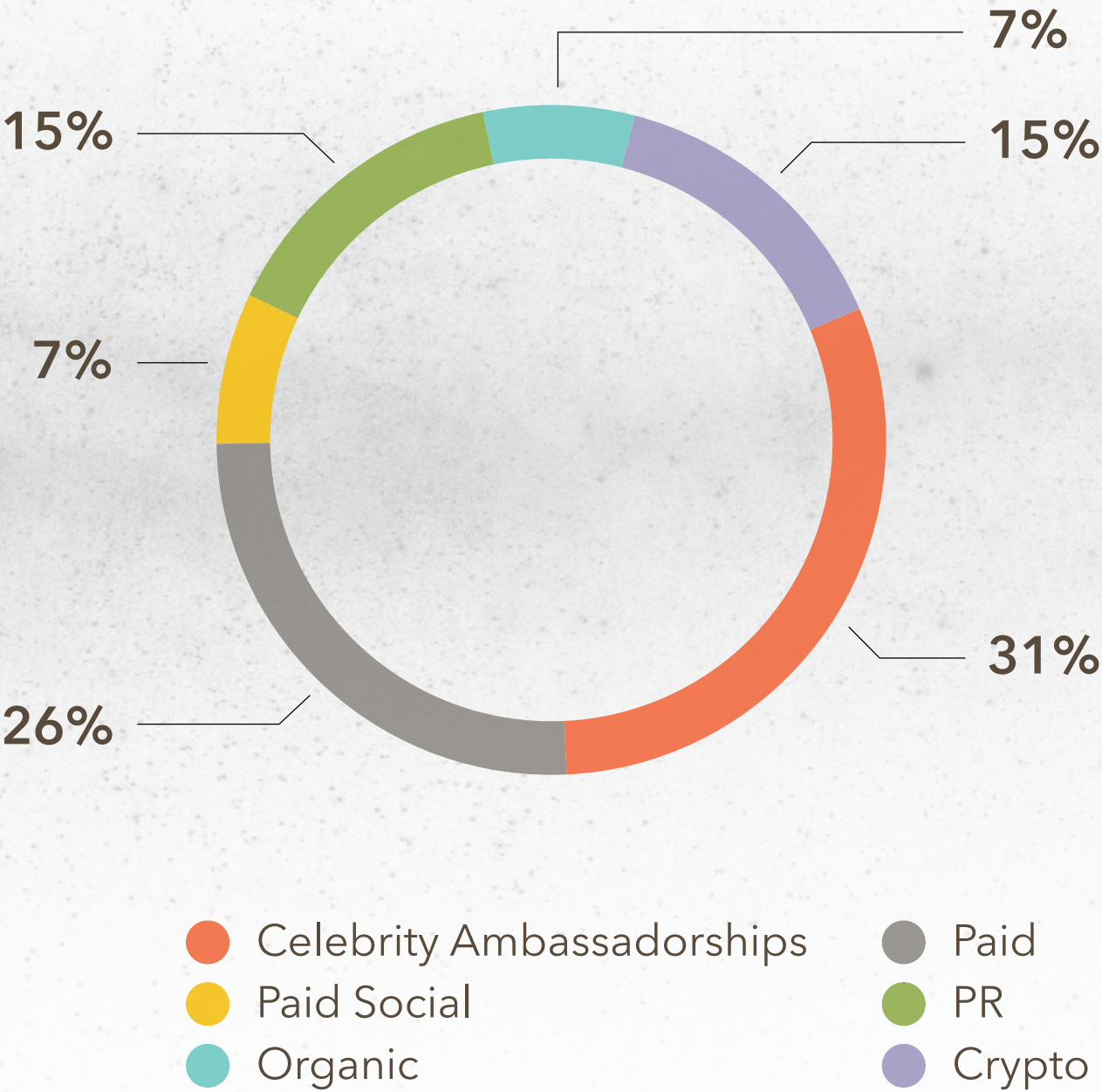
05.HARASTREAM ROAD MAP





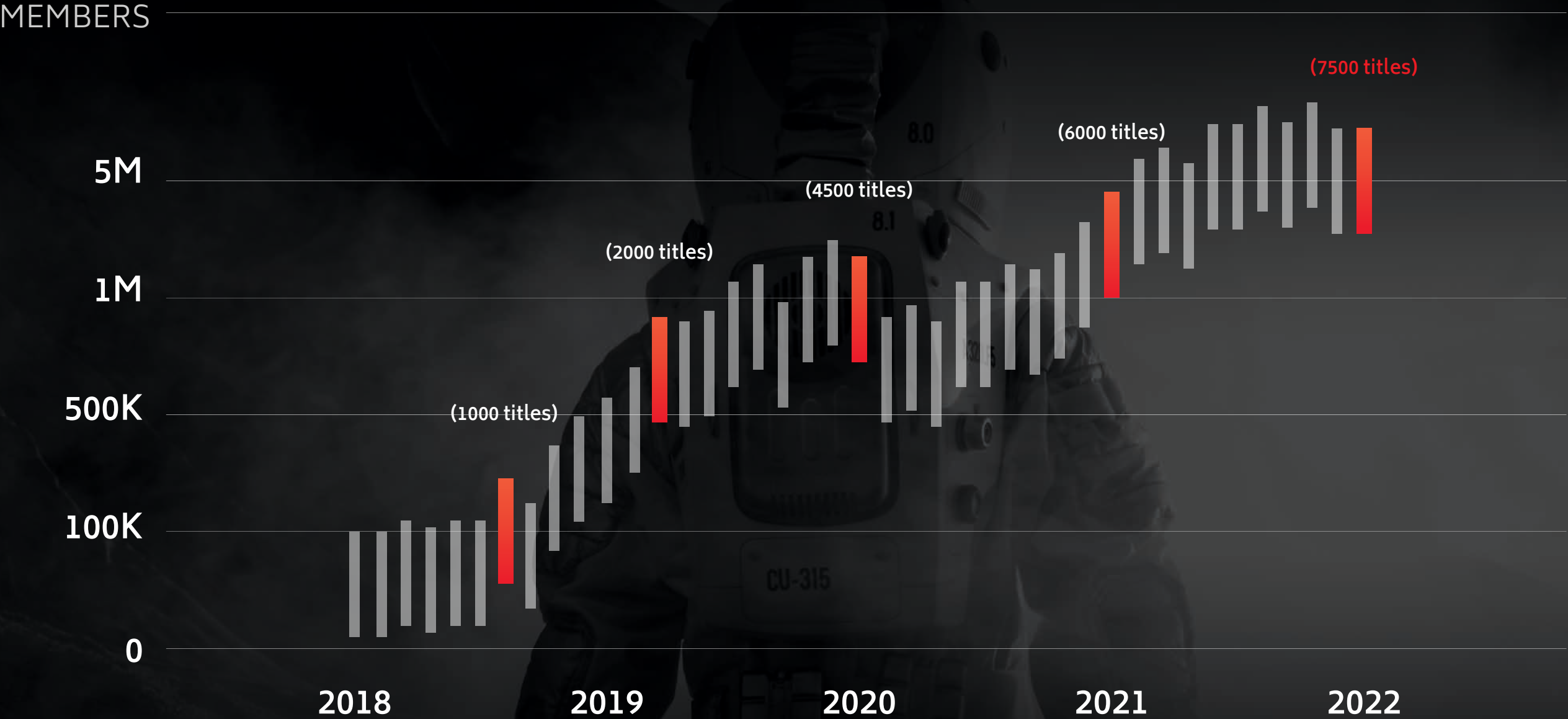
## 06.MARKETING ALLOCATION

The Hara brand has already taken advantage of one of the most powerful marketing industries in the world; the entertainment industry. From film, to television and the worldwide web, harnessing the public's fascination with Hollywood celebrity has created an engement reaching millions of people, and has brought an awareness of the Hara brand to the forefront.





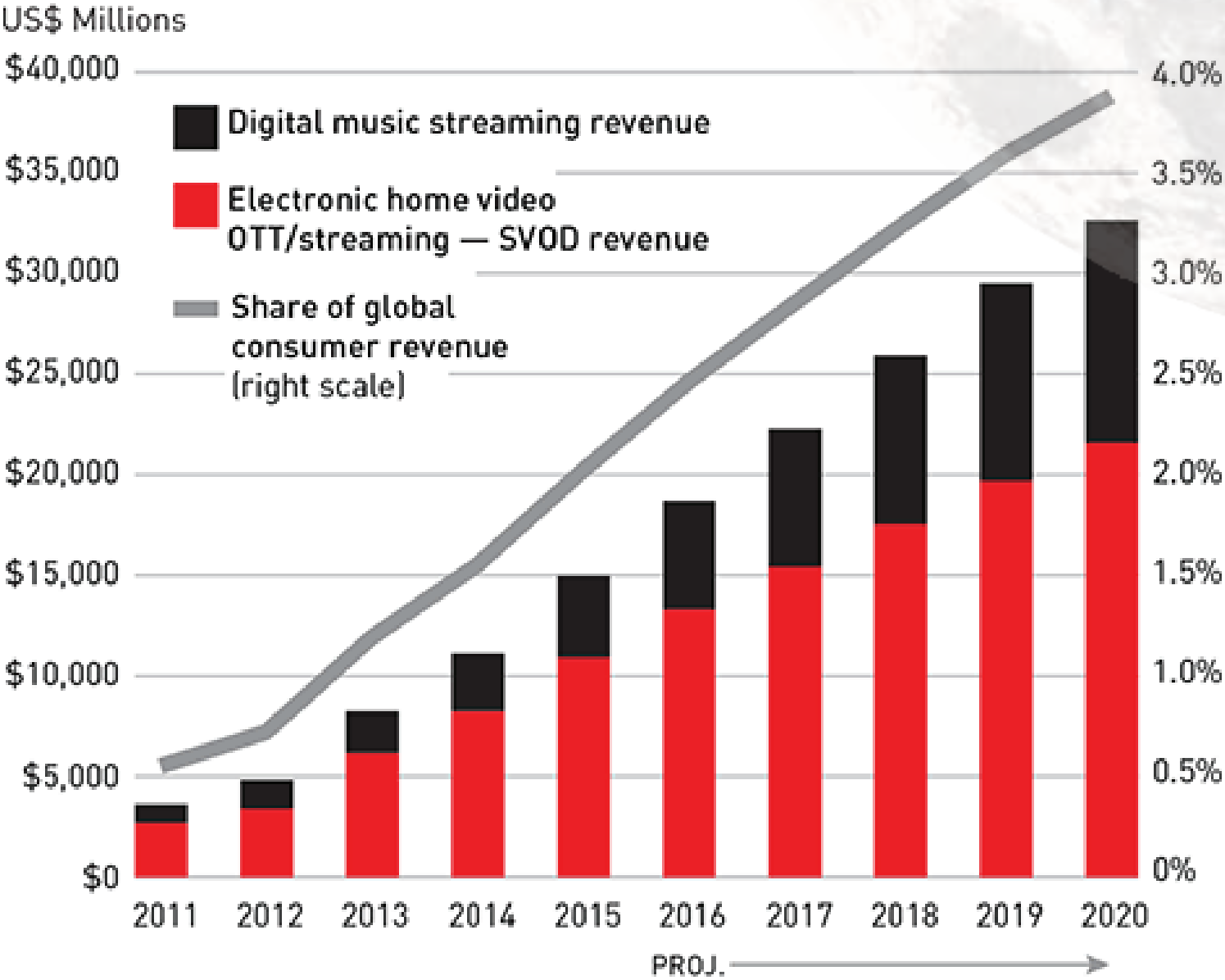
07.MEMEBERSHIP/SUBSCRIBER GROWTH





**Ai.MARKET GROWTH**

59.5 million homes used OTT in April of 2018, accounting for 63.5% of all homes with Wi-Fi. Since its inception, the number of households using OTT has risen an average of 17% year-over-year, equal to 8.8 million additional homes since 2017.



Source: Global Entertainment and Media Outlook 2016–2020, PwC, Ovum