

# Introduction: The Vision

- We propose a unified media ecosystem for Nepal where DishHome OTT, BLQ Studios (Production House), BLQ Agency, and Action Sports Linear TV operate as one integrated powerhouse. This structure eliminates fragmentation, reduces foreign dependency, and maximizes monetisation, enabling Nepal to build a globally competitive media infrastructure.

# Industry Problem

- Nepal faces five major gaps:
- 1. Dependence on foreign production companies (Transcend, Absolute).
- 2. No unified OTT + TV + Production + Agency system.
- 3. Rapid growth in sports viewership without adequate infrastructure.
- 4. Rising OTT consumption with no dominant local platform.
- 5. Brands forced to buy TV, OTT, and digital separately, reducing efficiency.

# Ecosystem Solution

- Our ecosystem has four pillars:
- 1. DishHome OTT – Nepal's entertainment and sports hub.
- 2. BLQ Studios – Full-scale production house for sports, OTT originals, and digital.
- 3. BLQ Agency – Monetisation engine covering sponsorship, ads, and brand marketing.
- 4. Action Sports – 24/7 linear TV channel for sports and national reach.
- Together, they form a single pipeline: Create → Produce → Distribute → Monetise.

# DishHome OTT: Vertical Expansion

- DishHome OTT expands through 11 Netflix-like verticals:
- 1. Sports
- 2. Entertainment (films/series)
- 3. Infotainment
- 4. Kids
- 5. News
- 6. Music
- 7. Lifestyle
- 8. Gaming & E-sports
- 9. Learning
- 10. Regional Languages
- 11. Global Nepali Diaspora

# OTT Revenue Model

- Primary:
  - Subscription
  - Advertising (pre-roll, mid-roll)
  - Sponsored Originals
  - Pay-per-view
  - Sports rights monetisation
- Secondary:
  - Licensing
  - Merchandise
  - Offline events
  - Data monetisation

# BLQ Studios (Production House)

- BLQ Studios solves Nepal's largest media bottleneck—foreign dependency.
- Production House Capabilities:
  - Sports broadcast production
  - Web-series and OTT fiction
  - TV shows and reality formats
  - Corporate films and digital content
- Revenue Streams:
  - Production fees
  - Original content licensing
  - Corporate production services
  - Equipment rental in off-season

# Sports Production Infrastructure

- International-standard cricket production (NPL-level):
  - 12–16 camera setup
  - Sony HDC-4300 main cameras with 95x box lenses
  - Mid-wicket ENG cameras
  - Runout cameras (2)
  - Boundary cameras (2)
  - Drone camera
  - RF wireless cameras for crowd/dugout
  - Optional: Spidercam / Umpire cam
- This setup matches PSL, SA20, ILT20 quality standards.

# Sports Production Technology Stack

- Broadcast-Level Systems:
- Replay: EVS XT-VIA (6–12 channel)
- Switcher: Ross Carbonite Ultra / Vizrt Kayenne
- Graphics: Vizrt / WASP 3D Cricket Package
- Audio: 16–20 field mics + commentary booth integration
- OB Van with full PCR, audio, replay, engineering, ingest
- Fiber/Satellite/IP uplink for live transmission

# Content Production Studios

- Three specialized studios:
- Studio A: News & Talk Shows
- • 800–1000 sq ft
- • LED wall + PTZ cameras
- Studio B: Entertainment & Digital
- • 500–700 sq ft
- • Modular sets and RGB lighting
- Studio C: Cinematic OTT Originals
- • 1500–2000 sq ft
- • Full set construction and acoustic treatment
- Cameras:
  - RED Komodo / V-Raptor
  - Sony FX9/FX6
  - Blackmagic 6K

# Post-Production Infrastructure

- Editing & Post:
  - 10–12 editing stations
  - DaVinci Resolve color suite
  - Adobe Premiere/After Effects pipeline
  - Audio mixing suite
  - Central server with shared storage
- Digital Content Pipeline:
  - Daily shows
  - Short documentaries
  - Social media content for RONB and OTT

# BLQ Agency: Monetisation Engine

- Functions:
  - Sports sponsorship sales
  - OTT advertisement sales
  - Action Sports TV ad sales
  - Brand integration and product placement
  - Full brand management for IME Group (35% margin)
  - Creative services + influencer network
- Purpose:
  - Maximise revenue across OTT, TV, Sports, and Digital simultaneously.

# Action Sports Linear TV

- A 24/7 nationwide sports channel:
  - Live leagues and tournaments
  - Studio analysis shows
  - Athlete documentaries
  - School & college sports (massive new market)
- Dual distribution model:
  - Drives TV ad revenue
  - Pushes viewers to upgrade to OTT subscription

# Cross-Ecosystem Synergy

- The entire structure works as a single engine:
- 1. BLQ Studios → creates and produces content
- 2. DishHome OTT → digital distribution
- 3. Action Sports → national broadcast
- 4. BLQ Agency → monetises all inventory
- 5. Sports IPs → fuel subscriber and sponsorship growth
- This circular revenue loop creates compounding growth.

# Financial Opportunity Overview

- Revenue Streams:
  - OTT subscriptions
  - OTT advertising
  - TV advertising
  - Sports sponsorship
  - Production services
  - Original content licensing
  - Pay-per-view events
  - Corporate films
- Margins:
  - Break-even in 24–30 months
  - Long-term margins: 25–40%

# CapEx Requirements

- 1. Sports Production Equipment – NPR X Cr
- 2. Studio Build & Cameras – NPR X Cr
- 3. OTT Platform Upgrade – NPR X Cr
- 4. Original Content Fund – NPR X Cr
- 5. Advertising & Promotion – NPR X Cr
- 6. Hiring & Training – NPR X Cr
- 7. Contingency & Reserve – NPR X Cr
- [\*Provide numbers and I will calculate full tables.\*]

# Team & Talent Structure

- Technical:
  - Directors, camera operators, replay operators, audio engineers
- Creative:
  - Producers, writers, editors, colorists, VFX
- OTT:
  - Backend, DevOps, UI/UX, data analytics
- Agency:
  - Sales managers, brand strategists, creative leads
- Sports:
  - Scorers, analysts, commentators, statisticians
- This creates Nepal's first professional media talent ecosystem.

# Competitive Advantages

- 1. First fully integrated OTT + TV + Production ecosystem in Nepal
- 2. No reliance on Indian production houses
- 3. Owns content pipeline + distribution + monetisation
- 4. Multi-vertical recurring revenue
- 5. Large diaspora audience reach potential
- 6. Data-backed platform (OTT analytics)
- 7. Long-term scalable sports IP ownership

# Investment Ask

- We are seeking NPR X Crore to execute:
  - Full sports production build-out
  - OTT platform enhancement
  - Studio construction
  - Content fund for originals
  - Hiring + training
  - Market activation
- Investor Benefits:
  - Equity in the full ecosystem
  - Participation in recurring revenue
  - Long-term ownership in sports IPs
  - High-margin media assets

# Closing Statement

- We are not building a media company—we are building Nepal's next-generation media infrastructure.
- A system that controls creation, production, distribution, and monetisation.
- An ecosystem that will redefine how Nepal watches sports, entertainment, and digital content.
- This is the moment to invest in the future of Nepal's media economy.