The Industries

BUZZIER

Annual GDV $50 Billion

This industry is growing at a rate of 16% year on year, and is worth $50 billion annually. Buzzier's 3,000 clients more than quadrupled their revenue in more TV, Radio and publications combined.

16% YOY

3,000 Clients

4X Revenue

Buzzier is different we are here to democratise this landscape and make it accessible to the individual to be able to compete in this landscape.

BUZZIER

We have bucked the trend through the reduction in hardware leaving the cost of entry to TV and accessing the audience to a minimum.

Half Low cost

0% Revenue

Business Model

We are the most accessible so we are democratising the world of advertising.

What does democratising mean in the world of advertising? It means making it easy for anyone to become their own advertising company.

Our advertising industry is accessible, easy to use, and more cost effective.

Why do we succeed

1/3 of revenue

The three stakeholders in this enterprise get an even split of 1/3 of revenue each. This ensures that the system is fair, sustainable, and provides enough incentives for their efforts.

But what makes our tech unique is we have ensured the scale of entry into this industry is minimal and the cost of manufacture is low. Our tech infrastructure is designed to grow to meet any level of demand.

SWOT Analysis

Core Features of the Buzzier Platform

Buzzier Website

The Buzzier website hosts our customer qualified leads, marketing materials and provides a customer portal.

In addition to our marketing technology, it also leads to our Buzzier App, which is the main interface for our Buzzier Ad Management System, our Buzzier Content Management System and our Buzzier Analytics Platform.

Buzzier App

The Buzzier App is the interface for Buzzier Focus to schedule the digital ads and upload the content content and advertising creatives.

The App lists Buzzier Screen owners and allows them to view their profile stance and manage their account.

Buzzier TV Box

The Buzzier device is built on the open Android platform and is locked to the Buzzier media. It is a low cost device that allows the Buzzier Screen owner to access the Buzzier Ad Network.

It automatically connects to our centralised ad and content management system.

We use a bluetooth beacon to start playing the next ad, count the audience's mobile phones.

ADAM - Content Management System

ADAM is our centralised content management system. It allows us to manage our customer accounts, manage our content, schedule ads, and provide analytics to our customers. It also allows us to manage our content and ad creatives.

Buzzier API

Buzzier's Application Programming Interface allows us to connect our Buzzier Ad Network to other ad networks. This allows our Buzzier Screens to sell ad space when Buzzier Focus has no ads to sell or when Buzzier Focus is not in use.

Our API also allows our customers to connect their own ad creatives to our network and leverage the scalability of the Buzzier ad network.

Content Delivery Network

Our CDN delivers content to the screen in use in different geographic locations. It ensures that the content is cached in the closest location to the screen to ensure the content is delivered as quickly as possible.

This enables us to have a close stream of content delivered to each location based on the specific geolocation.

Device Monitoring & Preventative Maintenance

Through our consolidated monitoring platform we can monitor the health of our devices such as the bandwidth available, RAM capacity, storage, power consumption, temperature, and the number of crashes per day. Allowing us to proactively identify and resolve issues before they become a problem.

Our Preventative Maintenance system allows us to remotely reboot, update, and fix devices. Ensuring our devices are always operational and delivering ads and content.

Analytics Platform

Our analytics platform allows us to measure the number of people who have seen our ad based on the number of mobile phones detected by our beacon nodes.

We can also measure the number of people who have visited our store after being exposed to our ad, and we can measure the conversion rate of our ad campaigns.

Audience Counter

Our beacon and video devices will monitor how many people are in the area and how many people are looking at the screen.

This information can be used to determine the effectiveness of our ad campaigns, and to determine how much we can charge for a specific ad slot or period of airtime.

Supply Side Platform

Buzzier's Supply Side Platform (SSP) offers our inventory space to cash-lines by using Real Time Bidding (RTB) protocols.

Buzzier's SSP is used for ad placement on screens using the Buzzier Device. Placement will be specified by geography or industry.

Demand Side Platform

The DSP is a platform that allows advertisers to purchase ad space on our network. It allows our customers to target specific demographics, locations, and times. It also allows our customers to analyse their ad campaigns and optimise their campaigns to maximise their ROI.

The DSP is a platform for ad placement on screens using the Buzzier Device. Placement will be specified by geography or industry.

We value privacy first and

In fact, the only part of this entire ecosystem that does not belong to us is a platform that sends us the ads.

We value data security

Them vs Us

Competitors
Buzzier

	Them	Us
Cost of Manufacture	$4000	$50
Storage	1TB / 500 GB	32 GB / 8 GB
Manual Setup	$2000 / 2 days	$0 / 2 min
Revenue	5% Micro	5% Micro
Hardware	$1000	$50
Storage	$2000	$100
Shipping	$100 - 2-7 Days	$0 - 0-7 Days
Installation	$2000 - 2-7 days	$0 - 0 days
Maintenance	$30,000,000	$50
Ad application	$20 Fee	$0
Services	5% Micro	5% Micro

Our Industries

Look at all the opportunities around you in your daily journey.

This technology has a huge range of applications across many sectors, including but not limited to:

Retail Store

- 5 drops stores = 22.5% growth in revenue
- Digital displays can increase dwell time by upselling Focus and Focus+ products
- 46% shoppers are more likely to buy products they see in a digital ad
- By implementing digital signage, retailers can increase footfall by up to 17% on average

Restaurants

74% Restaurants that use digital menu boards saw an increase in Average Order Value (AOV)

Less 29.5% of restaurants have implemented digital signage, but those that do have seen an average increase of 31% in customer satisfaction

Digital signage can increase customer dwell time by 30% and increase average order value by 20%. Digital signage statistics

8 out of 10 restaurant owners believe that digital signage is effective

Top Level Industries

Please contact us for a full list of industries that we can serve across many sectors, including, but not limited to: