



next
up...

DISCOVER
GREAT
COMEDY

INVESTMENT PITCH DECK
STRICTLY PRIVATE AND CONFIDENTIAL

FEEDBACK SO FAR

PRESS

engadget

NextUp is Netflix for UK stand-up comedy

loaded

Netflix Style Service Exclusively For Stand-Up Comedy Launches In UK

theguardian

NextUp: can it become the Netflix for British stand-up comedy?

TRENDSHUNTER
FIND BETTER IDEAS, FASTER

NextUp Streams UK Stand-Up Comedy and Helps Fund Comedians

INDUSTRY



"I think NextUp sounds bloody fantastic!!
I would love for my clients to be considered"
Andrew Roach, Andrew Roach Talent

CATFACE TALENT

"I am genuinely excited about NextUp - it sounds like an amazing platform and something that is needed to bridge the gap between the old school agents and the new wave of talent/representatives coming through. I can't wait to see what happens with it and would love to be involved"
Charlotte Austin, Founder of Catface Talent



"Well, how very exciting. Looks great!"

Mark Freeland, BBC Head of Comedy and Drama

APP STORES

Average rating across Android and Apple App Stores



New Apps We Love

See All >



Attenborough
Story of Life
Entertainment



Thinkrolls: Kings
& Queens
Education
£2.99



Next Up
Comedy
Entertainment

"A must for comedy fans! If you're a comedy fan, or if you love the Edinburgh Fringe then this is a must. It's affordable, the app works seamlessly, and the content is fantastic." -AndyMcH

FANS



Ross Middleton
@RossMidd

@nextupcomedy Just signed up, think it's a great idea for both fans and comedians alike. Can't believe it hasn't been done before now!



Robert William Mayers ▶ NextUp Comedy

15 November · 🌐

Very exciting indeed! I've been waiting for this.



Barney McCann
@barneymccann

nice one, @nextupcomedy - you should have existed a long time ago. I'm glad you're here

PROBLEMS

STAND-UP COMEDY FANS...

...often can't see their favourite comedian in person due to the show's location, date, ticket availability and cost.

COMEDIANS...

...lovingly craft and perform a comedy show, then let it disappear with no visual trace before moving onto next year's show.

(less than 1% of comedians have their shows filmed)

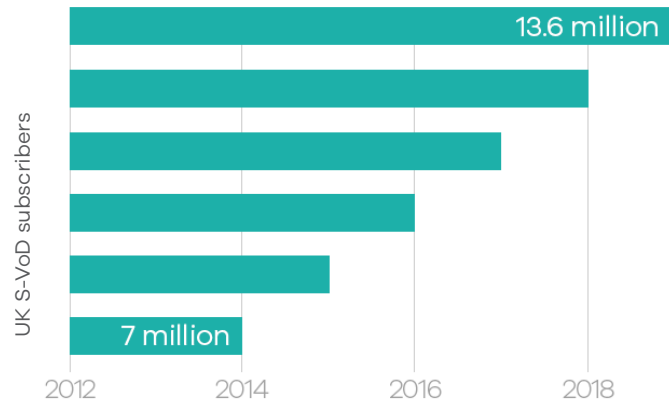
OUR SOLUTION



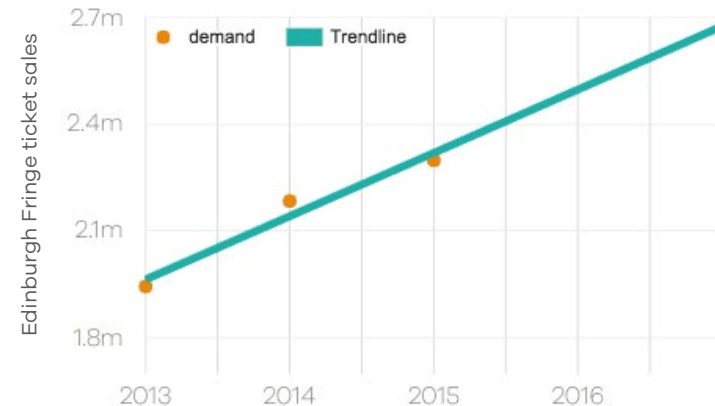
To film and acquire the finest full length stand-up comedy shows and make them available anywhere, anytime.
£3.50 a month with no contracts.

WHY NOW?

1. Increase of subscription video-on-demand



2. Demand for stand-up comedy is increasing



3. "Successful subscription offerings are likely to be targeted at well-defined fan bases" - Ooyala



4. First mover advantage

**We are the only S-VoD
to specialise in
stand-up comedy.**

DEMAND

There is significant demand to watch full stand-up shows online.

Below are just some of the shows uploaded to YouTube from unofficial accounts over the past year.



1,356,647 views
uploaded 8 months ago



77,348 views
uploaded 6 months ago



252,110 views
uploaded 5 months ago



42,714 views
uploaded 5 months ago



1,144,211 views
uploaded 4 months ago



74,114 views
uploaded 8 months ago



235,538 views
uploaded 5 months ago



41,060 views
uploaded 7 months ago



432,945 views
uploaded 7 months ago



70,697 views
uploaded 2 months ago



219,808 views
uploaded 11 months ago



1,414,807 views
uploaded 12 months ago



313,240 views
uploaded 2 months ago



67,281 views
uploaded 5 months ago



142,892 views
uploaded 8 months ago



38,055 views
uploaded 10 months ago



268,721 views
uploaded 9 months ago



55,655 views
uploaded 5 months ago



119,160 views
uploaded 5 months ago



36,503 views
uploaded 11 months ago



262,468 views
uploaded 6 months ago



53,521 views
uploaded 4 months ago



112,798 views
uploaded 4 months ago




28,290 views
uploaded 2 months ago

MARKET SIZE









£175,000,000

Estimated annual
total online UK
comedy market



Based on 10% of digitally engaged comedy fans spending £74 each per year (the cost of two live tickets and one DVD).

COMPETITORS

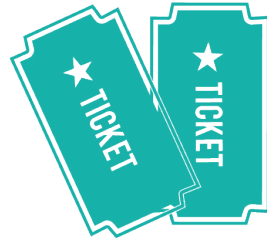
	Description	£pm	Content Curation & Platform Features
	The most popular S-VoD service in the world with 70 million members in more than 130 countries.	£7.50	No curation. Just big names via existing DVDs and originals. No option to sort by stand-up genre. No comedy related playlists. Good user interface.
	Sits within the Amazon website rather than being its own platform. Automatic access for Amazon Prime members, totalling 45 million.	£6.50	No curation. Just big names via existing DVDs. No option to sort by stand-up genre. No comedy related playlists. Very poor user interface.
	One of the world's largest video platforms, featuring a vast array of stand-up clips and full shows, both with varying quality and legality.	£0 with ads	No curation. Impossible to browse only professionally filmed stand-up shows. No option to sort by stand-up genre. Messy but well known user interface. Shows often broken into segments.
	An S-VoD platform, launched in January 2016. Content consists of NBC's late night talk shows, acquired sitcoms, stand-up and original series.	\$3.99	No curation. Overwhelming amount of short clips from US circuit comedians - aimed at persistent bite size viewing. Not sortable by sub-genre or rating.
	Laughly is an <u>audio-only</u> stand-up comedy app (not available via web browsers) showcasing full stand-up shows. It launched in August 2016.	Free with ads or \$3.99	Excellent user interface and browsing options (by genre, topic, comedians) with lots of recognisable and upcoming acts. Quite a lot of content which can be daunting to delve into. No video.
	A subscription video-on-demand platform specialising in the very best full length stand-up comedy shows as well as ticket links and exclusive editorial.	£3.50	Highly curated selection of stand-up shows browsable by genre and collections eg: 'Ones to Watch'. Ticket links and member forums.

COMPETITIVE ADVANTAGES



Quality Curation

As a genre-specific service, our catalogue will be more in-depth than our competitors with an emphasis on quality, not quantity - showcasing the best rising stars alongside household names. To aid discovery, we'll also have playlists such as 'Ones To Watch' and 'Staff Picks'.



Live Comedy Ticket Sales

Unique to our platform is ticket sale integration, with every video having a link to the act's tour dates. This reaffirms our position as complimentary to the live industry, rather than a substitute, and encourages audiences to have a fuller experience of the comedian they're watching.



We're a Club

Whilst our competitors just have *subscribers* who only watch video, we have *members* who feel part of a club; they can access backstage videos, receive exclusive offers to comedy nights, and even help decide future platform and content developments.



Price

We are more affordable than our competitors - lowering the barrier entry for thousands of comedy lovers. For existing subscribers of those services, we'll be seen as an affordable yet valuable add-on.

SUBSCRIPTION MODEL

£3.50
per month

Revenue Model and Pricing

We charge a subscription fee of £3.50 per month with a trial and no contract, positioning us as both accessible and complementary to existing services.



Acquisitions

Acquisitions of existing content are headed up by Stuart Snaith (BBC Worldwide, 2 Entertain). They're selected based on popularity, acclaim and cost, with many shows offered to us completely free for the exposure our platform offers.



Remuneration

50% of our revenue is remunerated back to rights holders and split proportionately according to their content's views. This encourages acts to promote their shows.



Original Content Cost Outlay

Filming a show costs around £2500 plus a potential advance to the rights holder. This is outlaid by us and paid back through the rights holder's remuneration.

MARKETING

YEAR 1

AWARENESS - ACQUIRE – ENGAGE – RETAIN – ADVOCACY

Sponsorship of relevant podcasts.

PR activity to engage with influencers, bloggers and industry gatekeepers (incl. Chortle, British Comedy Guide).

Organically **capitalise on the existing fan base** of our comedians.

Continue promoting the service with **rich content posts** and engaging community management over social media.

Build an **engaged email list** to allow a nurture program for prospect users (newsletters, rich content, incentives).

Continue to post engaging rich content on **social media**.

Our **newsletter** "The Inside Joke" to offer exclusive content just for members.

Continue to **recruit new content** (shows) & seed them to users.

Install an **incentivised cancellation barrier** to entice users to stay.

Incentivised **referral module** within platform.

Social media integrated into platform to make it user friendly to share content.

Maintaining **high customer service**.

Paid Media

Marketing spend will be allocated to digital test & learn projects to determine how our core target market responds to certain tactics. This includes social paid media (Facebook/Twitter), email & SEO/PPC.

EVALUATION & FUTURE

Year one will focus on the core UK market & how they move through the customer journey to advocacy. Following this in year two we can be prepared to:

Expand targeting to a wider audience (e.g. comedy enthusiasts), achieved by engaging different influencers, advertising on different platforms and widening social targeting.

An analysis of web traffic, users and engaged followers will determine opportunities for geographical expansion. This will be supported by localised strategy including a recruitment drive for content originating in the chosen territory (e.g. US comedians in the US) as well as localised PR/social campaigns (e.g. @NextUpUSA).

ACHIEVED SINCE SEED ROUND #1

In May 2016, we received £170k of seed funding to create and launch our product.

Here's how we did...

OUR CATALOGUE HAS BEEN GENERATED

ORIGINALS: We filmed 22 full length comedy shows from the best comedians on the circuit.

ACQUISITIONS: We bought 30 existing shows from a range of rights holders.

Shows include:



Richard Herring
Chortle Internet Award Winner



Fern Brady
So You Think You're Funny Finalist



Funmbi Omotayo
Amused Moose Laugh-Off Winner



Pat Cahill
Chortle Best Newcomer



Richard Todd
Amused Moose Laugh Off



Ben Target
Mercury Comedian Of The Year



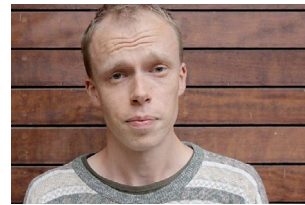
Lou Sanders
"One to Watch" Broadcast



Sean McLoughlin
"Hilarious" -Chortle



Lloyd Langford
Radio Academy Award Winner



Jordan Brookes
Chortle Best Newcomer Nominee



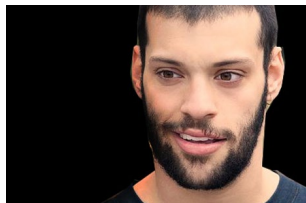
Kate Lucas
Amused Moose Award Winner



Colin Hoult
Chortle Best Character Act Nominee



John Hastings
"Truly engaging" -Three Weeks



Tim Renkow
Leicester Square New Act



Simon Munnery
Perrier Comedy Award Nominee



Brendan Burns
if.Comedy Award Winner



Sean Hughes
Perrier Award Winner



Matt Winning
"Charming and accomplished" - List

Demand from agents is high for us to film their acts, and we have agreements in place for further acquisitions over the coming months.

PARTNERSHIPS HAVE BEEN FORGED

We've aligned ourselves with key industry partners to affirm our position as a grassroots comedy company that can be trusted by acts, agents and audience. This is vital in helping us to secure content and build our brand.



Hannah Layton
Management

united agents

EM

•AVALON•



COMEDY
DYNAMICS

[PIAS]

Since May, we've developed strong working relationships with major comedy distributors and most of the major talent agencies in the UK.



Our primary venue for original filming is Trip Advisor's #1 rated comedy club in London. We've also developed relationships with other venues including The Komedia, The Leicester Square Theatre, Soho Theatre, Backyard Comedy, The Frog and Bucket and The Hen and Chickens.



Ticket Text is a new comedy ticket distributor that has offered us free tickets for our members and reciprocal marketing.



NextUp is supporting The Pleasance's Charlie Hartill Fund, an avenue for new comedy talent, from which we can generate content.



Our production partner - Turtle Canyon Comedy (showreel viewable [here](#)) filmed all 22 of our shows for a reduced rate in return for platform exposure.



We supported the Chortle Student Comedy Awards and featured exclusive footage from the final.



We sponsor the Comedians' Comedian podcast - a trusted voice in the comedy industry.

OUR PLATFORM HAS BEEN BUILT AND LAUNCHED

NextUpComedy.com



Features include offline viewing, comment system as well as trial, coupon and gifting integration.

WHAT WE'VE ACHIEVED



Tech



Content



Partnerships



Launch



900 subscribers within 1 month

ADDITIONAL OPPORTUNITIES

Since launch, we've been approached by a range of companies who can help us grow. We're currently assessing all the opportunities and aim to develop at least one into a viable additional revenue stream by 2017 Q2.

Platform Aggregators

Amazon Channels
UKTV
EE
YouView

Filming Relationships

Soho Theatre
The Komedia
Amused Moose

Content Distribution

British Airways
Canny Media
Red Bush Audio
iTunes

Offers of Content

Since launch, we've been offered over 100 shows for free from comedians who want to be on NextUp for the benefits of exposure and notoriety.



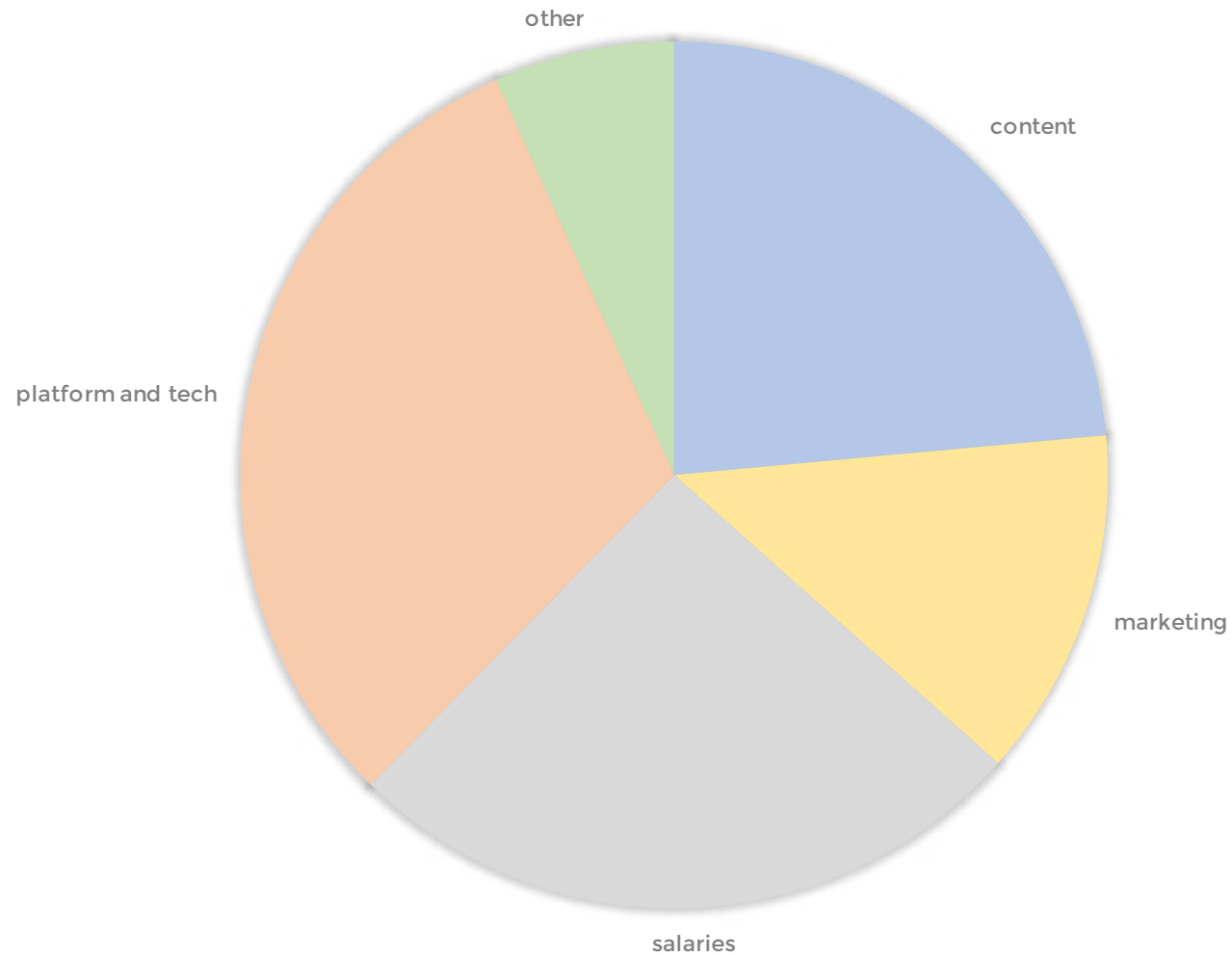
WHAT'S NEXT

We're now looking to secure our second seed round of investment.

Our first round of funding covers all costs associated with launch whilst this second seed round allows us to keep acquiring and producing new content and exploring additional revenue streams.

HOW WE'LL SPEND IT

New investment will be spent on the following:



**WITH INCREDIBLE SUPPORT FROM
COMEDY FANS AND INDUSTRY,
PLUS A FIRST MOVER ADVANTAGE,
WE WILL DEVELOP NEXTUP INTO
THE HOME OF STAND-UP COMEDY,
BUILDING THE BRAND THROUGH
OUR SUBSCRIPTION PLATFORM
WHILST DEVELOPING ADDITIONAL
REVENUE STREAMS.**

WILL YOU JOIN US?

Contact us to discuss options:

Daniel Berg - 020 3411 0709 - dan@nextupcomedy.com

APPENDIX

TEAM



Daniel Berg

Operations

Responsible for the day to day running of NextUp, ensuring both the short term and long term goals are met on time and in budget.



Stuart Snaith

Content and Partnerships

Developing and nurturing relationships with all our key partners - from rights holders and agents to ticket sellers and venues.



Sarah Henley

Marketing & Communications

Responsible for internal and external communications, including management, marketing and act liaison.



Kenny Cavey

Platform and Production

Overseeing development of our new platform and ensuring our video content is produced to the highest possible quality.

TEAM HISTORY

NextUp is a new avenue from the team behind ComComedy. Founded in 2009 by Kenny Cavey and Sarah Henley as a hobby project alongside their full time jobs, ComComedy consisted of a regular monthly comedy night at 'The Queen of Hoxton' - filming and interviewing comedians that created videos for comcomedy.com.

Daniel Berg joined the team in 2010 and facilitated a move from a website to a Youtube channel. As faster internet brought a wider audience to the web and online video content saw an explosion, we were offered a deal with 'Base79' who monetised the ComComedy channel bringing in a small amount of money which more than covered costs. Strong relationships across the UK comedy industry with promoters, agents and comics were forged, and the live night was consistently 'critic's choice' in The Guardian and Time Out.



As ComComedy's reputation grew, the team were brought in to produce promotional comedy videos for a range of clients including BBC Worldwide, ITV, UKTV, Fosters, Costa, and Sony. By this point the 'hobby project' had become quite a big commitment - it brought in some money and garnered a lot of respect in the industry.



In 2014 the revenue model for YouTube channels took a sharp decline, providing less income to the channel owners. Additionally, the comedy DVD market began to disappear as a shift began towards digital viewing.

Against the backdrop of our various roles in comedy, technology and production, and the recent uptake in S-VoD, the ComComedy team saw a chance to disrupt the comedy marketplace - moving onto the next step from their 'hobby project' with a new model, new team member in Stuart Snaith and a new company: NextUp.

TRACK RECORD

PLATFORM

MUSIC WEEK
LoveLive launches new online video distribution platform
The Guardian and Time Out sign up to
LoveLive concert video platform

For digital music media company - LoveLive, Kenny oversaw the development, design and launch of their 'L-Player' - a platform capable of rights management, tracking and worldwide delivery of video content to a raft of publishers including Spotify, The Guardian and Yahoo! via their own bespoke player. Within three weeks of launch, the platform had over 500,000 people watching more than 5000 hours of video.

ACQUISITIONS & PARTNERSHIPS

As a former Director of BBC Video, Managing Director of 2 Entertain and Director of Comedy at BBC Worldwide, Stuart has built up a strong stable of contacts among acts, rights holders, broadcast executives and distributors. He also has extensive experience of digital publishing and helped make 2 Entertain the publisher of choice for key talent and become iTunes' first UK aggregator. His connections and extensive experience (he brokered the first deals for Sarah Millican and John Bishop) have left him well placed to broach and negotiate acquisitions, as well as spotting sponsorship and marketing opportunities with producers and third parties.

Broadcast

During his time at BBCW Snaith worked across publishing, sponsorship and digital publishing. He launched Top Gear online in 1994 and developed a TV show from a John Bishop app in 2010.

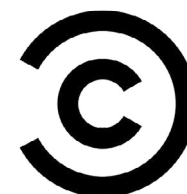
Snaith was previously managing director of DVD joint venture 2 Entertain Video which was formed in 2004.

CONTENT & PRODUCTION

Daniel previously worked at TV company Brown Eyed Boy, Cartoon Network and has created online comedy for BBC and Comedy Central US. He has an in-depth knowledge of the stand-up circuit and is signed to PBJ Management for comedy production.

At Lovelive, Kenny is the European Head of Production and has overseen large scale multi-camera shoots for artists as diverse as The Pixies and Nick Cave to Blur and Florence and the Machine. As a director, he's worked on the Brit Awards, a series of Random Acts for Channel 4 as well as campaigns for Sony, HP and Asos.

As MD of 2 Entertain, Stuart was the key comedy talent spotter and signed up a raft of comedians at the start of their careers including Katherine Ryan, Rhod Gilbert and Andrew Maxwell. He's also developed comedy programming for BBC and his live show 'Ad Lib' featured the biggest names in stand-up and broke Assembly Room's ticket records at the Edinburgh Fringe.



COMEDY CENTRAL

COMMUNICATIONS & MARKETING

Sarah has marketed over 50 live comedy nights which have lead to her forging strong contacts within digital and traditional publishing, receiving numerous press mentions including The Guardian and Grazia, as well as securing sponsorship from WeGotTickets. She's also helped countless corporate and performing arts teams communicate more efficiently by utilising her skills as an NLP Trainer.

Stuart has over 15 years experience of marketing comedy for BBCWW, as well as publishing various BBC brands including Top Gear across websites, magazines and live events.

Daniel has a strong track record of online marketing and creating virals - yielding over 13 million hits across a variety of projects created at minimal cost. Previous clients include Alize, Paddy Power and Durex.



OVERCOMING CHALLENGES

Increase Subscriptions



**Adding great content on a regular basis.
Personalising the experience.**

Maximising Profit Margins



**Explore change of delivery platform.
Monetise partnerships with ticket sellers.**

Growing Sustainably



**Gaining advice from business growth consultants.
Utilising lean development cycles.**

Staying Ahead of the Competition



**Becoming the obvious choice for acts and users.
Not diluting our brand.**

DEALS WITH COMEDIANS

“Comedy acts are our partners, not our products”

We’ve built on our preexisting strong relationships with acts by offering them the following deal options:

For Comedians Without A Show Filmed



Show Preservation

We film and preserve your lovingly crafted show to a professional standard. You also work with our production team to make sure you’re happy with the end product. We’ll then own the exclusive s-vod rights for a set period of time.

Use the Recording

You’re free to use the recording to sell DVDs and offer direct downloads (eg: iTunes). As a launch offer, we won’t take a cut.



For Comedians With A Show Filmed



Show Resurrection

Currently, recordings of shows are often difficult to find on YouTube, or restricted to forgotten DVDs. We’ll give your show a new lease of life that allows it to be enjoyed by an audience of comedy lovers, producers and commissioners.

Get Paid an Advance

An advance will also be paid to acts dependant upon the recording quality.



Plus, receive all the benefits of being on the NextUp platform, including:

Sell Tickets and Gain Fans

Every show links to an act’s gig listings to help increase ticket sales, as well as social profiles to gain fans and followers.

Open an Additional Revenue Stream

You are paid every quarter based on the number of views your video receives. The first amount of your remuneration pays us back any filming costs or advance payment outlay.

Discover New Markets

With analytics provided per video, trends can be spotted in new and existing territories which can inform future tours, sales and distribution.

POTENTIAL BUYERS

Production Companies and Distributors

Shed Media own a majority stake in Ricochet (£4m), Twenty Twenty (£8m) and Wall to Wall (£25m), amongst others.

Endemol Shine Group have acquired comedy specific companies including Channel Flip (undisclosed), Brown Eyed Boy (400k) and Zeppotron (undisclosed).

Zodiak Media have acquired Bwark (undisclosed) and RDF (£150m). They've also shown interest in digital distribution by launching their own YouTube channel - Zeekay.

BBC Worldwide has acquired stakes in comedy production company Baby Cow Productions (undisclosed) as well as Greenbird Media (undisclosed). Nextup founder Stuart Snaith was previously their head of comedy and maintains strong links.

ITV Studios owns shares in Big Talk Productions (£12.5m), Monumental Television (undisclosed) and TwoFour (280m).

Viacom owns MTV, Comedy Central and Channel 5. Last year they unveiled Play Plex, a suite of subscription mobile video apps.

Competitors

NBC's **'SeeSo'** is a US-only comedy S-VoD who acquired Rooftop comedy and its catalogue of filmed stand-up from the American circuit. Expansion into the UK market is an option that we could help facilitate.

Netflix has been redefining their offering over the past year; cutting their catalogue and focussing more on curation and original content. They continue to commission stand-up comedy specials and see it as an important part of their business.

Private Equity

Another exit route is private equity firms who specialise in buying media companies. Examples include **LDC** and **Otter Media** who bought multichannel network Fullscreen for an estimated \$200 to \$300 million. Shortly after the purchase, they acquired comedy YouTube channel Rooster Teeth and later this year, are due to launch their own S-VoD service.