

# BBright Visionary technologies for broadcast and media industry



# BBright, who we are

- ◆ **Vision → Content owners, producers and TV channels will move to 4K/UltraHD media services.**
- ◆ **Our mission is to partner with the broadcast and media value chain to provide best-of-breed 4K/UHD/HDR technologies, software and equipment**
- ◆ **BBright**
  - **Founded by Guillaume Arthuis** (36 years old): Supelec Engineer, Ex Director of business development and hardware engineering at Doremi Labs Inc. (USA and France)
  - **Founder Shareholders:** Ex-Doremi shareholders and managers (USA, France, Canada) Doremi was worldwide leader in digital cinema market, acquired by Dolby in 2014 (92,5M \$US cash + 20M \$US earnout).

# BBright – management & strategic board

## ◆ Management

- **Guillaume Arthuis, CEO**

Supelec Engineer, formerly Doremi Labs R&D and Business Dev. Director

- **Gaël Martin, R&D Director**

Supelec Engineer, formerly Ateame, Envivio, Enensys

- **Laurent Apperel, Sales and Marketing Director**

Engineering and marketing master's degree (ESSEC), formerly 3M, ST Microelectronics, Philips, Silicon Labs

- **David Bachelart, R&D manager**

Polytechnique engineer, formerly Ateame and Thomson Video Networks

## ◆ Strategic Board

- **Guillaume Arthuis**

- **Jean-Charles Hourcade:** Ex Thomson CTO, Ex France Brevet Director

- **Hassan Triqui:** Secure-IC CEO and Founder

- **Safar Ghazal:** Doremi Labs Inc. founder

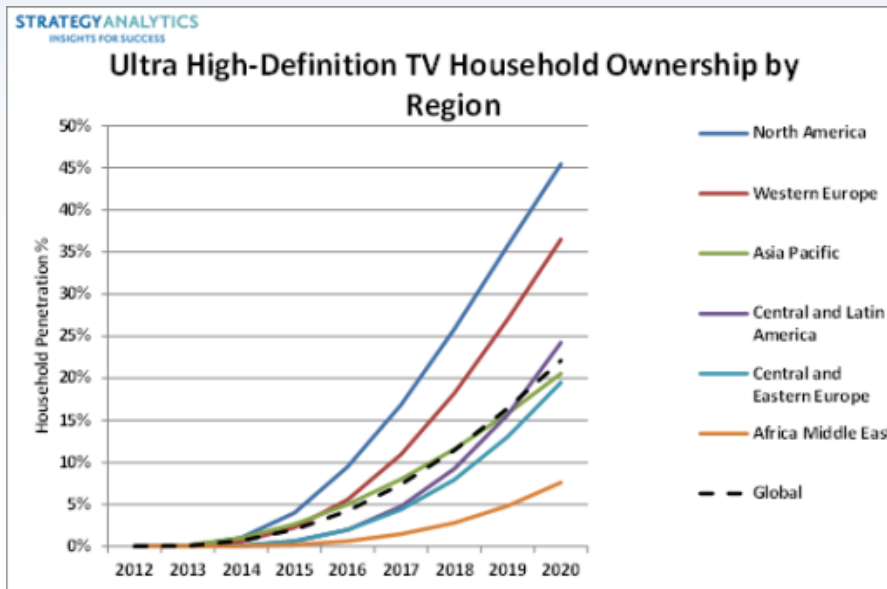
- **Patrick Zucchetta:** Doremi Europe founder, Highlands Technologies CEO

# BBright – time to market opportunity

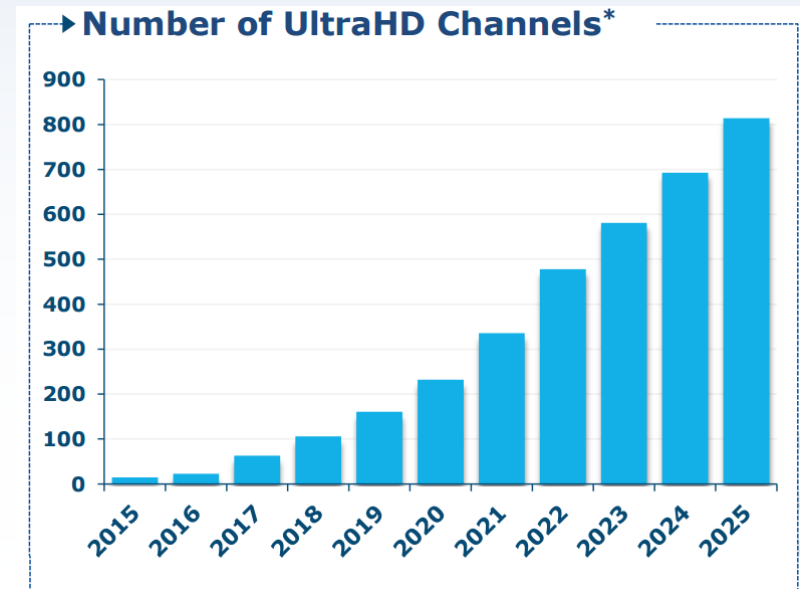
- ◆ **Digital Media market: 10-year cycles**
  - Starting 1995 => SD TVs, DVDs, Digital set top boxes, broadcast...
  - Starting 2005 => HD TVs, Blu Ray, IPTV...
  - Starting 2015 => Ultra HD, 4K TVs, Multi-screen, OTT...
- ◆ **Each cycle is based on new technologies and triggers a new competitive landscape**
  - New startups and competition emerge at each cycle
  - Market consolidations at the end of the cycles
- ◆ **BBright opportunity**
  - Be at the forefront of Ultra HD wave (including emerging technologies such as VR & 8K).
  - Become one of the market leader once media distribution massively moves to Ultra HD services

# BBright – global market opportunity

- ◆ **Ultra HD take off: 45% of TV's in North America will be Ultra HD in 2020, >35% in Western Europe!**
- ◆ **Around 800 Ultra HD channels launched by 2025**
- ◆ **Global Broadcast Equipment Market (2017 - IABM): \$52 Billion**



Source: Strategy Analytics






Source: Northern Sky Research

# BBright, what do we sell?

- ◆ **BBright develops video products for BtoB market, dedicated to latest media technologies: Ultra HD / 4K video processing and delivery to help service providers (IPTV, OTT, Satellite,...) to deploy UltraHD Services**
- ◆ **BBright technology is pure software**
- ◆ **BBright customers:**
  - IPTV/OTT media service providers
  - TV channels
  - Satellite media service providers
- ◆ **BBright solutions:**
  - Ultra HD processing units (software based) for media delivery

# BBright, what do we sell?

## Current products:

Products	Market	Average net selling price and sales
 <b>UHD-Play</b> Quad 3G-SDI Ultra-HD uncompressed file player for tests	<b>Test/Innovation</b> Ultra HD Test & Trials: <ul style="list-style-type: none"><li>- Innovation team</li><li>- R&amp;D labs</li></ul>	<ul style="list-style-type: none"><li>- 13100 € / unit</li><li>- 46 units sold</li><li>- Growth margin: 75%</li></ul>
 <b>UHD-24/7</b> Quad 3G-SDI Ultra-HD production playout for broadcast	<b>Ultra HD Production</b> Uncompressed Playout server: <ul style="list-style-type: none"><li>- IPTV operators</li><li>- TV Channels</li><li>- Satellite operators</li></ul>	<ul style="list-style-type: none"><li>- 24800 € / unit</li><li>- 3 units sold</li><li>- Growth margin: 75%</li></ul>
 <b>UHD-TS</b> 4K – UHD Transport Stream file playout for linear channel	<b>Ultra HD Production</b> Compressed Playout server: <ul style="list-style-type: none"><li>- IPTV operators</li><li>- TV Channels</li><li>- Satellite operators</li></ul>	<ul style="list-style-type: none"><li>- 11200 € / unit</li><li>- 5 units sold</li><li>- Growth margin: 80%</li></ul>

## More solutions to come in 2017

# BBright – Technology differentiators

## ◆ **BBright existing technical strengths**

- Pure software technology, ready to scale up and move to the next technologies and usages
- Video expertise and IPs in all Ultra HD enablers:
  - HEVC Codec
  - HDR
  - Next generation audio formats
  - Ultra HD video interfaces
- Extremely flexible product architecture to provide fast time to market and feature evolution by software

## ◆ **BBright next technical challenges are**

- Pure video transport over IP
- Cloud and virtualized solutions
- VR and future video formats (8K...)
- Increased security for high value video content



# BBright – current customers



# BBright – Competition

- ◆ **BBright competitor are mostly large worldwide companies:**
  - **Harmonic (USA)**
  - **Elemental (USA, acquired by Amazon for 500M\$ in 2015)**
  - **Ericcson (Sweden)**
  - **Grass Valley (USA)**
- ◆ **BBright is focusing on the next generation of video services (UltraHD) to catch significant market share.**

# BBright – Why we will success?

- ◆ **BBright is on the forefront of future Ultra HD / 4K media services deployments**
- ◆ **Key accounts already open worldwide (Sky, DirecTV, Huawei, Orange, Bell, Eutelsat...)**
- ◆ **First major deal Q1 2017 (150K\$US) for Ultra HD video services deployment in the US**

# BBright – business plan

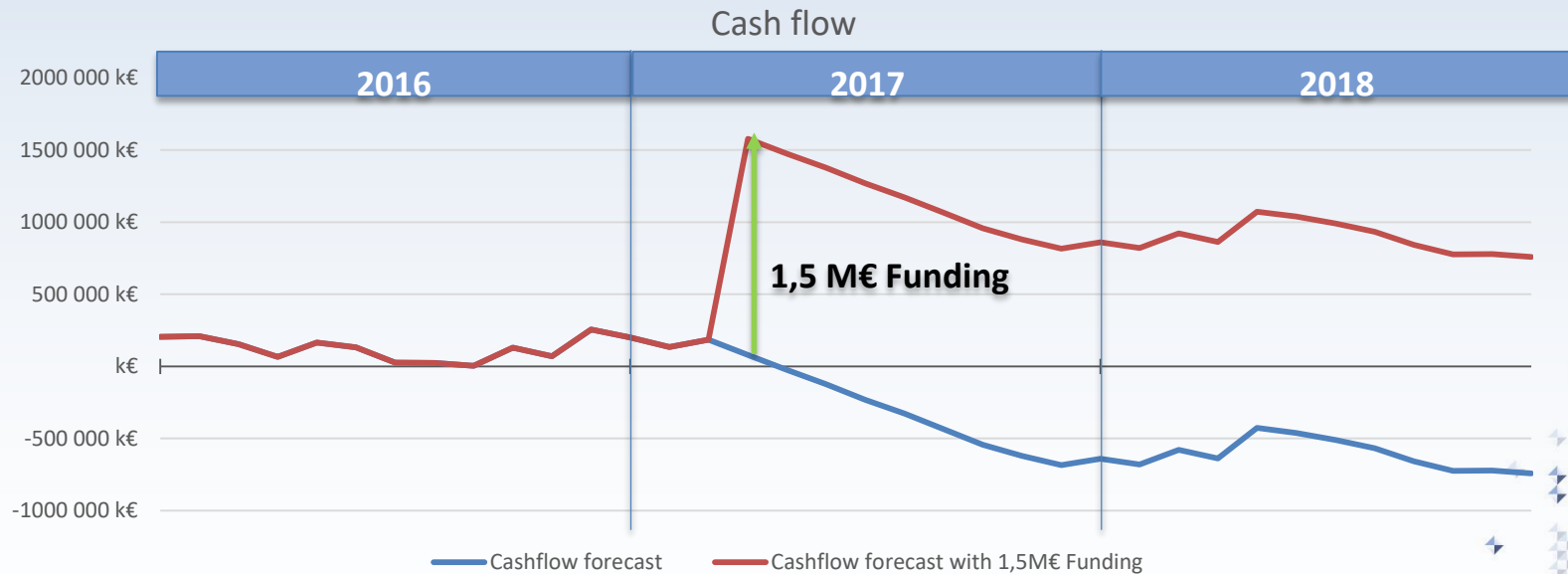
## ◆ Business plan:

		2016	2017	2018
Revenues	Turnover	410 k€	1 080 k€	2 120 k€
	New RnD asset	600 k€	660 k€	720 k€
	Operating Subsidy	116 k€	15 k€	15 k€
	Others	0 k€	0 k€	0 k€
<b>Total Revenues</b>		<b>1 135 k€</b>	<b>1 755 k€</b>	<b>2 855 k€</b>
Expenses	Purchases	131 k€	363 k€	654 k€
	External Expenses	243 k€	345 k€	480 k€
	Taxes	11 k€	14 k€	18 k€
	Salaries and social taxes	634 k€	1 090 k€	1 321 k€
	Depreciations allocations	360 k€	480 k€	600 k€
	Others	0 k€	0 k€	0 k€
<b>Total Expenses</b>		<b>1 379 k€</b>	<b>2 292 k€</b>	<b>3 073 k€</b>
Financial Income		6 k€	-7 k€	-7 k€
Net Income Before Tax		-237 k€	-545 k€	-225 k€
Exceptional Income		150 k€	250 k€	350 k€
<b>Net Profit</b>		<b>-87 k€</b>	<b>-295 k€</b>	<b>125 k€</b>

- ◆ **Global Broadcast Equipment Worldwide Market Size (2017): \$52 Billion (Source IABM 2016), \$7 Billion just for “Playout and Delivery”**
- ◆ **Huge Opportunity for BBright to capture a significant part (up to 1%) of this market once UltraHD will be mainstream, 10M€ Revenue accessible within 5 years**

# BBright – Finance

## ◆ Raise 1,5 M€ to finance BBright growth



## ◆ New funding to finance:

- Working capital to sustain BBright growth
- Continue to invest in new product development
- Scale sales workforce worldwide

# Thanks!

**BBright**  
Visionary  
Technologies

[www.bbright.com](http://www.bbright.com)

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