

PAYWALL



FactSheet

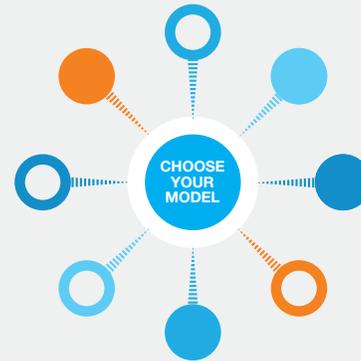
PRODUCT OVERVIEW

Paywall, from Invideous, allows video publishers to monetize their video content via a raft of transactional tools. On a multi-platform basis our paywall suite lets you leverage transactional (TVOD), subscription (SVOD), offline rental and electronic sell-through (EST, download-to-own) models to maximize revenues from your video content.



Invideous have been running paywall services for video publishers since July 2010. From then to now we have worked hard to build out the most fully-featured and sophisticated transactional video platform on the market today.

Should you want to sell on a pay-per-view or subscription basis; allow access to a single video or many; Invideous has the required feature set to satisfy your requirements. You can even charge for the convenience of taking video offline in a content-protected, digital rights managed environment.



Uniquely, our product has always been designed to integrate with your existing online video platform (OVP). We appreciate that you select your OVP based on a wide set of criteria. Setting up an OVP for your site and wider video publishing strategies is a complex and time consuming task. Unlike other paywall tools therefore Invideous have always made it easy to integrate with your existing OVP service provider.



Invideous works primarily on a performance basis. We are confident that our paywall is the best converting on the market today. As such, the majority of the fees you'll pay for using our service are on a revenue share basis.



Monthly license: \$50

- 4% of revenues: Our Margin
- 3%* of revenues: Inclusive processing fees
- 3%* of revenues: 24/7 Support Provision
- Custom Pack: \$250

* In the event that we integrate with your existing payment processing or support functions these fees can be waived.

Our full feature-set – along with much additional information – can be found over the pages that follow.

We hope that you'll peruse the pages which follow and join the 70+ publishers who have made Invideous their choice for video paywall services. You can see some of these case studies later in this PDF.

FEATURES 1/4



TARIFF OPTIONS

You can set tariff options at single video, package / playlist or subscription level. For each of these groupings you can set up to three options for each. Access to a video may be sold on a 24hr or 48hr access basis and you can also make the video part of a 'package' or as part of your site-wide subscription.

Subscriptions and packages (playlists) are the most common ways of collating content for a value-add upsell to the viewer. We support the creation of any package you require, including the mapping of playlists from your OVP. Any subscription or package can be made to rebill until the viewer cancels, building regular revenues.



SUBSCRIPTIONS & PACKAGES



LIVE & VOD

Whether it is live or 'on demand' video which is the thrust of your service offering, Invideous can support both types. Our support for 'live' includes the ability to sell access to a live feed and then have that access apply to any VOD content released after the event. Our platform also supports live pre-sales.

Our paywall solution supports multiple payment options. Out of the box we provide support for card, PayPal and SMS. We additionally integrate with a variety of local and less common payment processors. Whilst we provide a turn-key solution, we can integrate with merchant specified processors when requested.



MULTIPLE PAYMENT TYPES

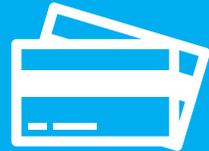


SECONDARY PROCESSING

As a tool to further maximize conversion rates, where a user's payment attempt has been declined we are able to offer the user a range of further payment options in order that the viewer is not lost to the publisher. Our comprehensive range of payment options sits well with rigorous anti-fraud measures.

FEATURES 2/4

A key driver for the excellent conversion rates of the Invideous paywall proposition is our light touch approach to card processing. For the inaugural transaction with a specific user the fields requiring completion are kept to a minimum. For subsequent checkout, saved card details can be used to further reduce friction.



SAVED CARDS



VOUCHERS / COUPONS

The implementation and adoption of a paywall system is aided significantly by comprehensive marketing activities. The Invideous voucher system is a key to many such initiatives, allowing the use of discounts and similar incentives to play a key part in any marketing campaigns.

Collection of sales tax is a thorny issue for online merchants and video publishers are no exception. The Invideous platform allows publishers to outline what countries they would like to levy sales tax in and whether this should be inclusive to or exclusive of the ticket price.



SALES TAX



MULTIPLE DEVICES

Through our range of integration methods we are able to provide support for paywall provision across a range of connected devices. Our ethos has always been that a user who has access should be able to redeem that access irrespective of the device they are viewing from and we fulfill this self-imposed obligation.

To enable access rights to be redeemed across different devices (but with a configurable hard limit to the total number) our paywall solution accommodates the swift set up of a user account immediately after a transaction. This user account can be linked to any user management systems you may currently employ.



USER ACCOUNTS

FEATURES 3/4



FREE TRIAL

In order to improve conversation rates further still, especially for all important subscriptions, our paywall allows publishers to offer a free trial period to any subscription, provided that the viewer enters payment credentials at this time. This payment option will then be billed should the user not cancel during the trial period.

The Invidious paywall is branded in a low key way. Almost all cosmetic elements of the system (from the in-player assets through to the system emails) are however configurable by the publisher for a small fee. Further customization can be actioned upon request through your account manager.



CUSTOMISATION



MULTI-LANGUAGE

As a key part of a publisher's internationalization efforts, Invidious offer multi-language support for paywall users. We support 12 languages by default (including Arabic and Hebrew which run right to left) and can add further languages upon request.

Our paywall provides support for an unlimited range of currencies, including multiple usages of the same currency to deliver different pricing in different countries. The display of pricing information to viewers is geo-targeted. Exchange rates are determined by the publisher for logical local pricing.



MULTI-CURRENCY



GEO-TAGGING

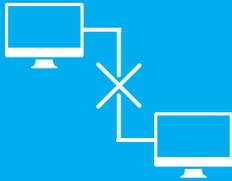
In addition to the geo-targeting we undertake to properly display the most suitable language and currency for a user, the paywall can be geo-targeted to be either off or on by country. This means that in countries where ad yield is better publishers may decide to monetize with ads but to have the paywall displayed elsewhere.

FEATURES 4/4

Electronic Sell Through (EST) is sometimes better known as download-to-own. The Invidious paywall supports this in a fully DRM'd manner, ensuring that the content cannot be distributed beyond the authenticated user. Our EST provision is in both single and multi-player formats.



**ELECTRONIC
SELL THROUGH**



**OFFLINE
RENTAL**

As an added convenience for users, we are able to support 'offline rentals' as an extension of our core T/S VOD system. This enables users to download the content for local viewing whilst being forced to comply with any access limitations, including time limits that work even if the user remains offline.

If required by local legislation or internal procedures, marketing opt-ins can be requested from the viewer during the course of the checkout process. The wording and requirements of this can be publisher-specified and the data collected can be made available in a variety of ways.



**MARKETING
OPT-INS**



AFFILIATE SALES

Each transaction that takes place on the Invidious platform has a referrer URL appended to it and every in the majority of OVP use cases, wherever the player is embedded the payment mechanic will accompany it. This flexibility accommodates comprehensive affiliate programmes to be run by our clients.

Whilst we have a number of pre-built interface layers between our platform and a publisher's OVP, we also offer a solid and detailed API for both read and write calls. This allows third party developers to integrate our technology into their products and even to include Invidious in third party control panels.



**COMPREHENSIVE
API**

CONTROL PANEL

PAYWALL < Back to applications list

Tariffs Skins Geo Settings Vouchers Transactions Playlists Extended Access Currency Management Payments Options

Start Date: MM / DD / YYYY End Date: MM / DD / YYYY Type: PPV Transactions

Date	Username	Email Address	Method	Type	Value	Net	Recurring	LTV	Folder	Video	Country
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia
Sep. 24, 2011	pece_tester	pece@invideous.com	Balance	Sub - 1 week	\$ 0.01	\$ 0.01	✓	✗	Education	http://www.tinyurl.com	Macedonia

Export data as CSV

Remove this application Save settings as default

Apply changes: [To this video](#) [To all videos using this app](#)

The Invideous control panel, accessible via www.invideous.com and also selected third party OVP platforms, gives you as a publisher an intuitive interface to manage all aspects of your Invideous account.

In most OVP cases, an initial synchronization populates this control panel with your video library automatically (in some cases population happens upon first video play within an Invideous enabled player). Using this interface you can configure your paywall settings on a batch-set or more granular level.

PAYWALL < Back to applications list

Tariffs Skins Geo Settings Vouchers Transactions Playlists Extended Access Currency Management Payments Options

Application Settings

OFF ON PayWall enabled after 5 seconds OFF ON Restrict access to devices

General PPV Tariffs

OFF ON 24 Hours Access \$ 1.00

OFF ON 48 Hours Access \$

Number of views \$

OFF ON Unlimited Access \$

Custom PPV Tariffs

OFF ON 15 Minutes for \$ 15 [Remove](#)

[Add](#)

Remove this application Save settings as default

Apply changes: [To this video](#) [To all videos using this app](#)

REPORTING

The reporting page lists every transaction or aggregated group of transactions that occur within your Invidious account. Showing transactional information in real time, the reporting suite shows you how well your content is performing at any particular time.

You are able to filter data sets to produce the required reports and also to see a more detailed view and information for every specific transaction associated with your video content.

Every transaction, in real time

Current account balance

Exportable data

Configurable reports

Drilldown view for each activity line

Billing Summary

PRINT

EXPORT AS CSV

Current Balance
\$ 15.00



WITHDRAW

Month:

Payment Option:

All currency amounts are in USD.

ID	Time	Description	Payment Option	Customer	Transactions In	Transactions Out	Balance
9003679139059	11/04/2011 10:58 AM	PPV	Visa	aleksandar2	\$ 5.00		\$ 5.00
9003679139059	11/04/2011 10:58 AM	PPV	Mastercard	aleksandar2		-\$ 5.00	\$ 0.00
9003679139059	11/04/2011 10:58 AM	PPV	Paypal	aleksandar2		-\$ 10.00	\$ -10.00
9003679139059	11/04/2011 10:58 AM	PPV	Visa	aleksandar2	\$ 5.00		\$ -5.00
9003679139059	11/04/2011 10:58 AM	PPV	American Express	aleksandar2	\$ 20.00		\$ 15.00

Transaction Details for ID #914

← BILLING SUMMARY

PRINT VERSION

Time	11/04/2011 10:58 AM	Item Type	Subscriptions
Description	PPV	Period	1 Month
Payment Option	American Express	Recurrent	Yes
Customer	aleksandar2	Voucher Code	N/A
Status	Payment Completed	Discount Percent	N/A
Referrer	www.classicartv.com/v571	Refunded	No
Country	United States	Expired	No
		Currency	USD
		Transaction In	\$ 15.00

CRM SYSTEMS

CRM FUNCTIONALITY

Send and re-send system emails

Video viewing, by user

User details

Cancel access rights

Extend and add new access rights

Message the user

Monitor user / support communications

Reset passwords

Integrate with external CRM systems

Export data

The CRM system at the heart of Invideous is key to managing your users and maximizing revenue per customer. Our CRM tool let you view transactional activity by user across and of your videos. There is also a distinct subscriber management section allowing you to view this user type and manage them as a valuable asset.

From within the CRM tool you can monitor messages between Invideous 24/7 support and your customers and also action a range of functions yourself.

All data is fully exportable and accessible, via API, into your own incumbent systems.

My Assets

All Select by folder (hold CTRL for multi)

YouTube

Sort By

Video Title Asc

Select All

Filter transactions by date

From To

My Videos

- Rihanna - Man Down (Ox)
 - Genre:
 - Date: 2011
 - Total views: 1
- Rihanna - Style Star
 - Genre:
 - Date: 2011
 - Total views: 1
- Youtube test (VXXwBIG: X)
 - Genre:
 - Date: 2011
 - Total views: 1976

First 1 Last

Show by: 20

Transactions

Live / PPV Subscriptions Total Further Info Messages

Transactions

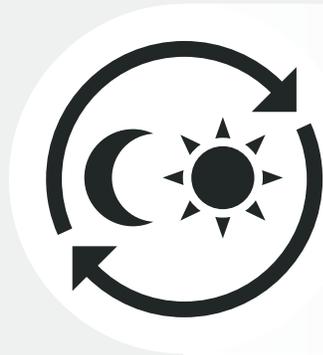
Start Date End Date

Total transactions: 262
Total revenue: \$ 36.42 USD
Total customers: 24

[Export Data as .csv](#)

Date	Type	Username	Email	Video title	Details
19.03.12	ppv	guest	jack@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 24 hours access for .
16.03.12	subscriptions	guest	blagoj@invideous.com	--	Subscription Weekly for p
16.03.12	packages	guest	blagoj@invideous.com	--	Package #2 Unlimited ac
16.03.12	packages	guest	blagoj@invideous.com	--	Package #1 custom3 for
16.03.12	packages	guest	blagoj@invideous.com	--	Package #1 custom2 for
16.03.12	ppv	guest	blagoj@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 48 hours access for .
16.03.12	ppv	guest	blagoj@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 24 hours access for .
16.03.12	ppv	guest	blagoj@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 24 hours access for .
16.03.12	ppv	guest	blagoj@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 24 hours access for .
16.03.12	ppv	guest	blagoj@invideous.com	JWP Big Buck Bunny Trailer.flv	PPV 24 hours access for .
16.03.12	packages	guest	blagoj@invideous.com	--	Package #1 custom3 for

24/7 CUSTOMER SUPPORT



24/7 Availability

Phone or Email based support

In-player or via custom pages

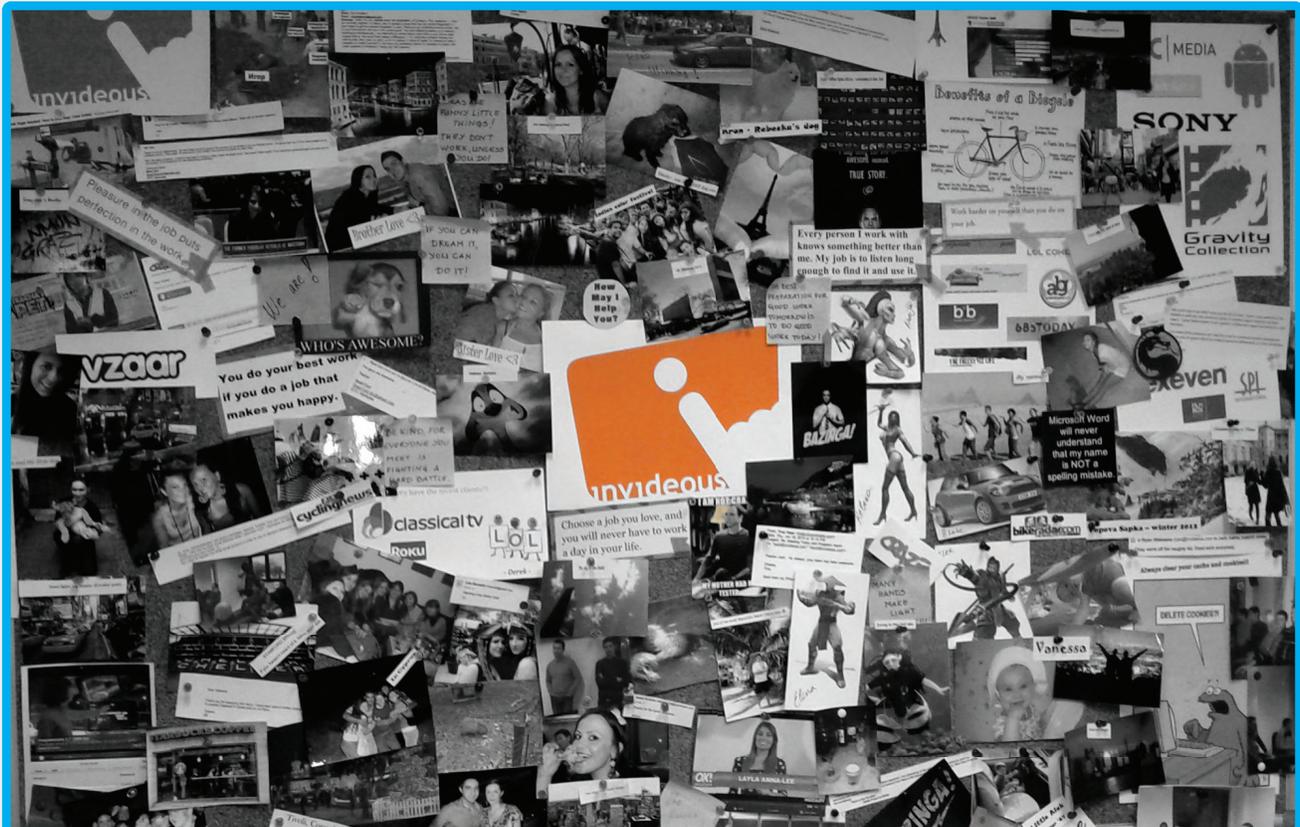
Accessible via API

In-app support also available, increasing
130+ languages supported user satisfaction

Whilst Invideous technical support operates for around 12 hours per day, when it comes to selling items online – including digital content – 24/7 support for your customers is vital. We are able to offer 24/7 customer support to your requirements (in terms of customization of response).

Acting as a first line of customer support, we often not only offer initial support around transactional and paywall matters but are able to respond to users should they have technical problems outside of the systems supplied by Invideous.

By using Invideous to satisfy your support requirements you can rest assured that whatever the time of day or night we're there, acting on your behalf.



INTEGRATION WITH OVP

Invideous plays nice with almost all other software pieces that make up a video delivery system.

The key integration will generally be between Invideous and your online video platform *(OVP). Depending on the OVP concerned and the intended delivery platform, integration will be at two levels:



SERVER SIDE

Server-side integration sees the Invideous control panel syncing with the control panel of your OVP so that the videos you have within your OVP appear automatically within the Invideous control panel.



CLIENT SIDE

Client-side integration brings the Invideous user-facing systems into your video player so that any settings you have configured are reflected in the player when the video concerned is played (e.g. a paywall appear).

Due to the changing nature of online video delivery, not least the rise of the connected device, the actual players used to play an IP delivered video vary hugely. There are Flash players, HTML5 ones; iOS and native Android players too.

Whilst we support most 'standard' OVP players for web use, in some cases you, your developer, or us on your behalf will need to build specific support for a distinct use case. We have a range of code libraries and a comprehensive API which makes this process easy.

Integrates with most leading OVPs

Flash, HTML5 & native player support

Mobile, 'desktop' web and smart TVs supported

Full API and code libraries

Numerous 'player plugins' available

* If you don't already have an OVP relationship we can help point you in the right direction.

CLASSICAL TV

Classical TV are a leading purveyor of online classical music concerts. Including footage from the world's best orchestras and artistes, Classical TV use Invidious to monetize their video primarily on a subscription basis.

Users pay a small, recurring monthly fee and are able to access the Classical TV content across a range of devices. A surprising amount of Classical TV's content comes from devices other than the desktop web, including significant views via the Roku platform.

We worked with Classical TV's developers to quickly integrate the Invidious payments platform into the existing Classical TV Roku app.

Multi-Device, including Roku

Primarily subscription VOD

Loyal user base

European and US focus

CASE STUDY



JON ELKIN

In 1984, Jon Elkin started his goalie school at 16 years of age as a part-time venture in Montreal, Quebec where he grew up. He moved to Toronto 19 years ago to operate the school full-time. Since then the school has grown into one of the largest goalie schools in the world.

It operates year-round seven days per week including ten straight weeks of summer goalie hockey training where students congregate from all over the world to learn modern day hockey goalie tips and techniques.

Invideous recently took over the provision of paywall services to Jon Elkin from an alternate solution.

CASE STUDY

Pay-per-view

Heavy user of 'Packages'

Brightcove as OVP

Educational / training content

Switched form alternate system

The screenshot shows the website for Jon Elkin's Goaltending School. At the top, it says "HOCKEY GOALIE SCHOOL: TIPS & TRAINING FOR ICE HOCKEY GOALIES" and "HOME | CONTACT US". The main banner features the "Jon Elkin's GOALIE SCHOOLS" logo on the left and a photo of goalie Justin Peters in action on the right. Text on the banner identifies "FEATURED GOALIE Justin Peters" as a "Carolina Hurricanes, NHL" player and includes a "View All Testimonials >>" link.

Below the banner are four navigation buttons: "Goalie Blog" (Goaltending Insights from Jon Elkin), "Instructional Video" (Exercises, Techniques, & Training Demonstrations), "Summer Camps" (About Summer Camps Sign up now!), and "Fall/Winter/Spring Camps" (About Fall/Winter/Spring Camps Sign up now!).

The "GOALTENDING NEWS" section lists three articles: "Majors Finish in 6th" (The Mississauga St. Michaels Majors defeated the Oshawa Generals... March 18, 2012), "Mike Smith Up For The Masterton" (Mike Smith has been nominated for Masterton Trophy. The Masterton... March 18, 2012), and "Maxwell OHL Player of the Week" (For the second time in three weeks, Brandon Maxwell has been name...).

The "ABOUT JON ELKIN GOALTENDING" section features the school's logo and the website URL "www.elkingoaltending.com". Below this is a "MODERN DAY HOCKEY GOALIE TRAINING" banner.

Two promotional boxes are visible: "Jon Elkin's INSTRUCTIONAL VIDEO SERIES" with a "SIGN UP NOW! >>>" button, and "FALL/WINTER/SPRING CAMPS" with a "SIGN UP NOW! >>>" button.

TEACHA'S PET

CASE STUDY

Longstanding client Vision IT used the Invidious paywall service to monetize their client's 'Teachas' Pet' reality TV show on the web. The reality show, broadcast live in the Caribbean, was showed in an un-cut and un-censored format online.

Two payment tariff options were used; all 13 episodes for \$55 and each episode individually priced for \$5.99.

The show was a big success for the client and a very interesting one to be involved with. The project made significant use of Invidious' customer support provision, not least as the star of the show Vibe Kartel was involved in a murder charge halfway through filming which caused some delays to the much anticipated weekly releases of new content.

Pay-per-view and packages

Episodic, weekly* content releases

Global audience with specific localization requirements

Unique customer support requirements

Audience built over 16 week run



SPI INTERNATIONAL

SPI International is a client acquired through one of our resellers, Nexeven (www.nexeven.se). They are a leading broadcaster with a particular focus on central and east European markets.

Their content spans the most recent film and TV content for which SPI has a range of exclusive and non-exclusive rights across many European market.

Invideous provide the underlying T/S VOD solution powering a complex, multi-platform approach to the distribution of premium video content. The Paywall app has been made available via the API for 3rd party developers who have incorporated it into connected TV apps. We have also built some of these apps for SPI ourselves.

Subscription VOD

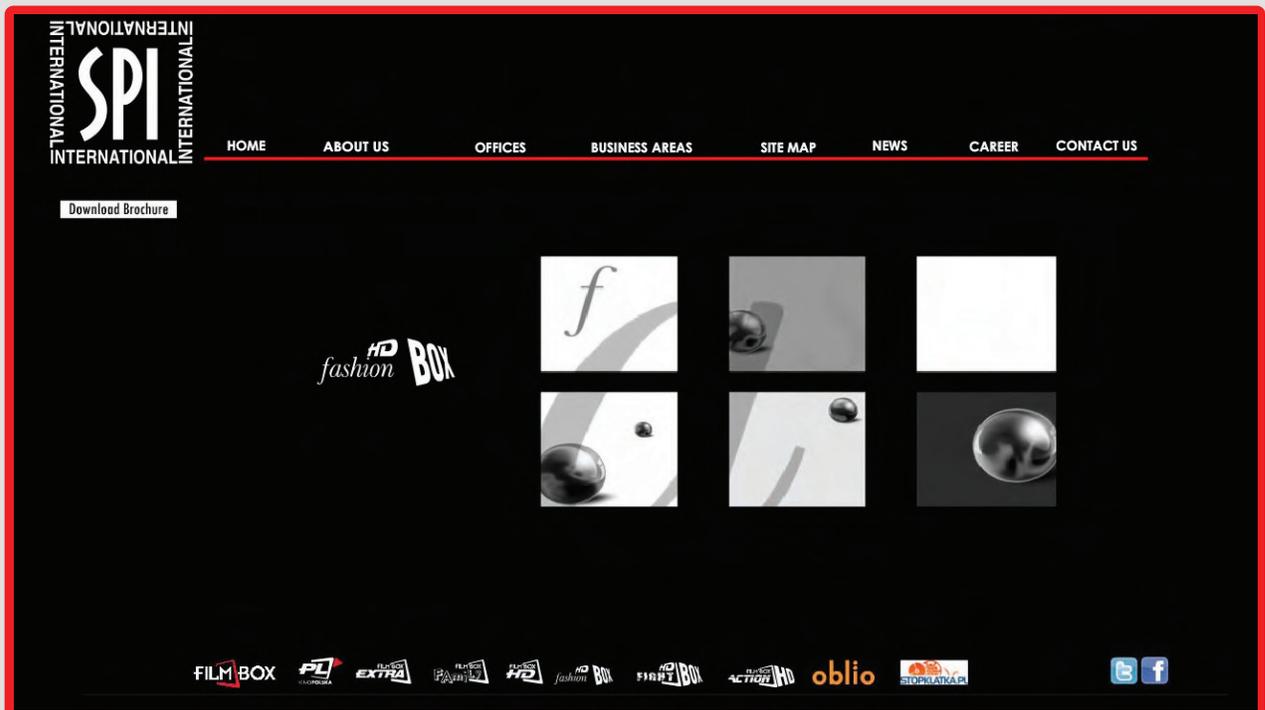
Free trial and vouchers used extensively

Multiple platforms supported with apps

Close integration with Unicorn Media, the OVP

Invideous and 3rd party app builds

CASE STUDY



GLORYWORLDSERIES

Glory is a commercial fighting sport with new vitality but drawing on decades of heritage. Popular in both European and Asian markets, Glory run a series of live events and have a longer tail (900+ hours) of on demand video content.

Due to a recent change of ownership at Glory we began working on the project with exactly two weeks to go prior to their first large live event of the year. As a start to a wider, longer term project our initial goal was to build Glory a website, arrange the live streaming and monetize the event for Glory on a pay per view basis.

A distinctly full service arrangement, we took ownership of the challenge. Initial site design was completed in two days; the first pages were coded and released to live two days later and the first on demand video in place a day after that.

Live events and 'On Demand'

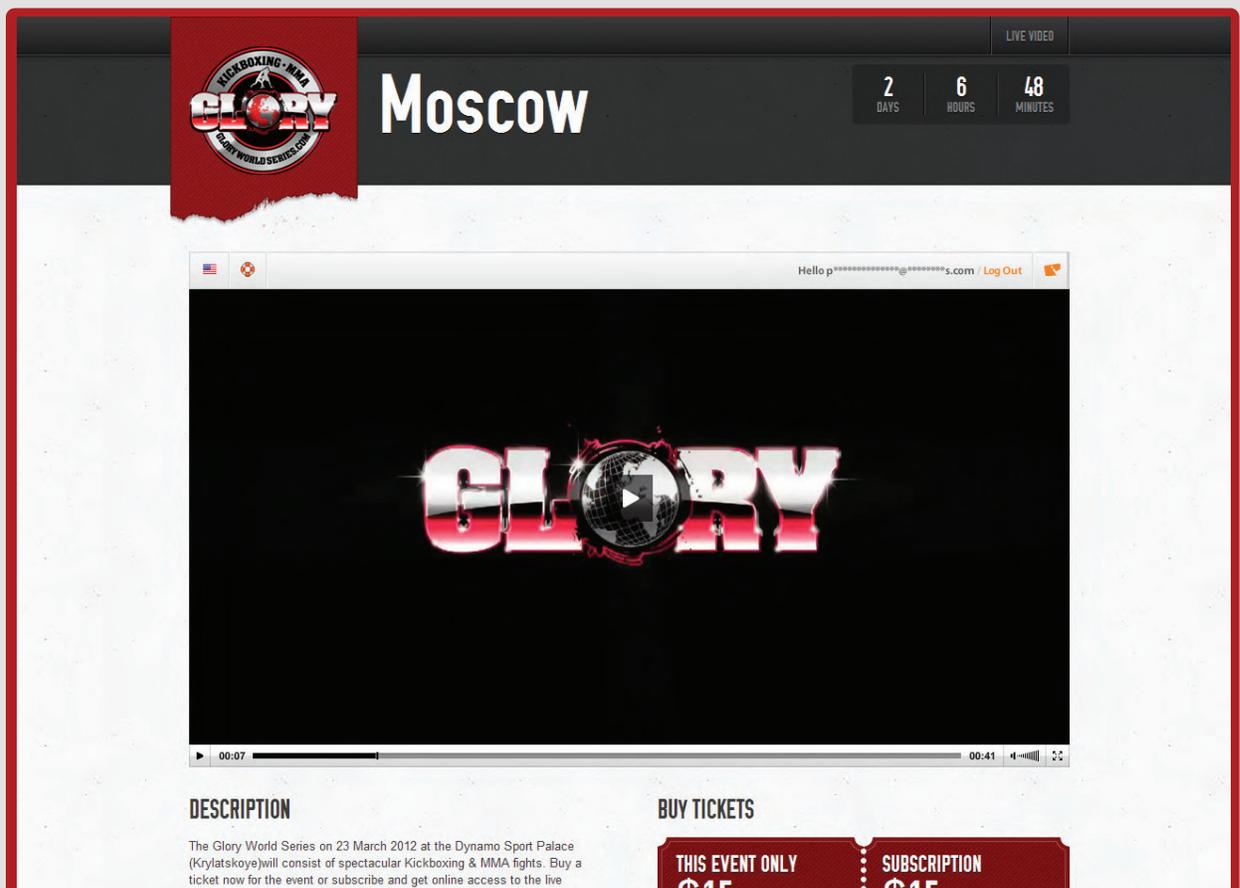
PPV and subscriptions

Initial microsite built by Invideo

Livestreaming arranged by Invideo

Multi-device delivery plan being executed

CASE STUDY



ABOUT INVIDEOUS

“ Our core aim is to make online video more financially lucrative for publishers. ”

WHAT IS INVIDEOUS?

Our core aim is to make online video more financially lucrative for publishers. This may sound a little mercenary, but the more money publishers can make from their video the better forthcoming video will be for viewers and the more sustainable the content creator's business will be.

We do this by being different. We're not trying to just offer publishers something that is an incremental improvement of an incumbent service provider; we are building brand new categories of service provision and doing it better than anyone else.

We have the most sophisticated pay-per-view solution and the most scalable hotspot advertising product for example, both services that add real revenues to a publisher's bottom line and that they are unlikely to currently be using. It's crucial to our success - and that of our publishers - that we don't just supply the tech and run. Instead, we work hard to support publishers as they get the most from these tools. This might mean provision of greater distribution options, driving traffic and engagement through our social platform or automated marketing mechanics.

INFO

Company Name:

Invideous Limited

Founded:

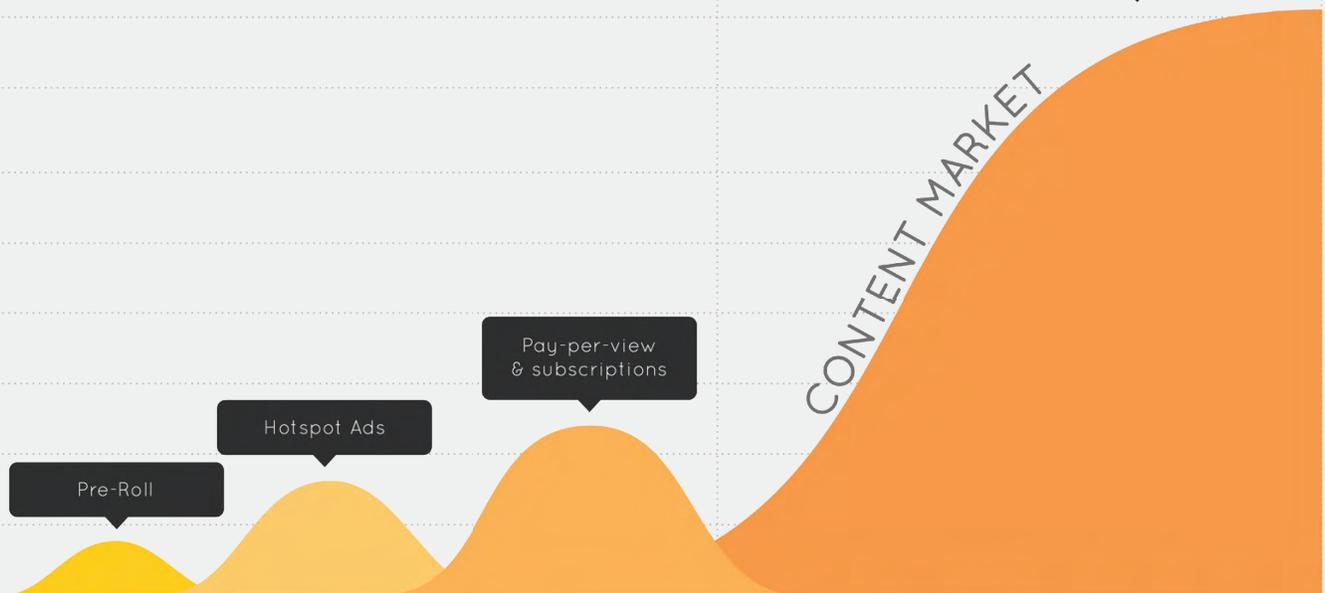
July 2010

Number of Employees:

26

OUR MISSION IS SIMPLE

Device channels:
Web, Mobile, Smart TV



1 We add monetisation tools to your streams

2 We then help you create more streams

CONTACT US



sales@invideo.com