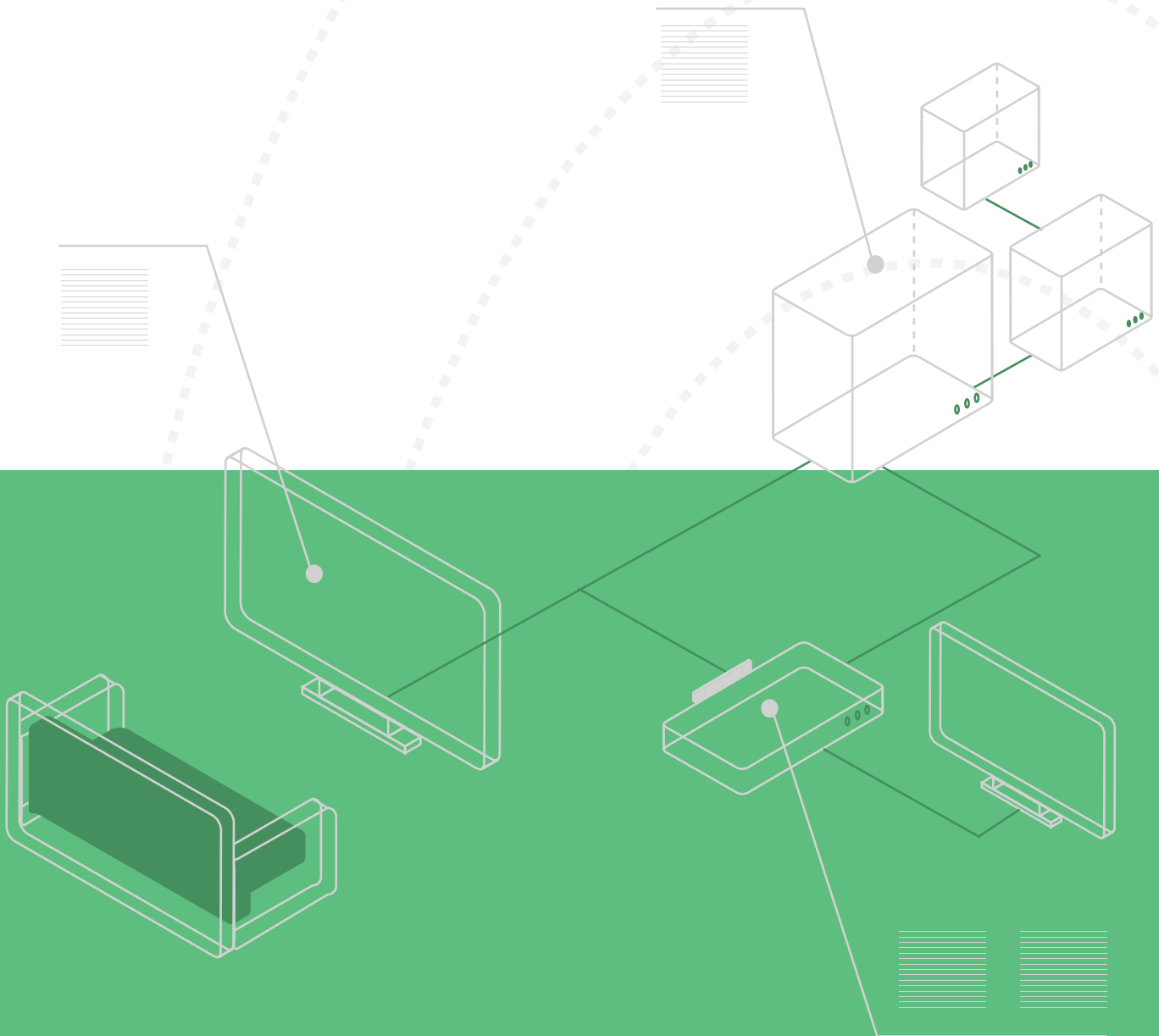


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TENDER DOCUMENTATION



1. INTRODUCTION

Network Manager company grew from a software development company to IPTV/OTT technology service provider, offers perfect commercial and technical aspects of IPTV and OTT service to our Partners. In the past 4 years, we have had successful IPTV/OTT projects on 5 continents. The Pilot B2B Worldwide project launched 3 months ago had resulted in near 5,000 subscribers. With more than a decade of existence, Network Manager has built hundreds of networks from scratch, helped in maintenance of tens of system head-ends and datacenters and developed software solutions which helped many CATV and ISPs in improving their services.

2. OBJECTIVES

2.1 B2B Worldwide project

Company Network Manager is starting the B2B Worldwide project (B2B WW project) whose goal is providing affordable, high-quality OTT/IPTV services to subscribers worldwide. B2B WW is building a network of worldwide Partners on a share revenue basis in their respective country. Further expansion of the B2B WW project is achieved by providing a commercial OTT/IPTV service already built with Partner to Resellers in the same country.

2.2 Partners

Partnership with selected Partners is of key importance for the success of the whole B2B WW. Company Network Manager offers a business model to the selected Partners on a shared revenue base, fixed per subscriber monthly fee. The key advantage is that Partner and Network Manager have zero additional investment. Monthly revenue from subscribers from a network of Resellers in the same country is guaranteed for B2B WW participants (Partners, Resellers, and Network Manager).

2.3 Resellers

The second phase of realizing B2B WW project is redistributing service through a network of Resellers. Resellers are companies in the same country as a Partner that provide OTT/IPTV service to their subscribers. Reseller achieves their profit on share revenue base, fixed per subscriber monthly fee. Partner also profits from this expansion as well (fixed per subscriber, monthly fee).

2.4 Share revenue

Partner will define TV channels packages and the price list to their subscribers included fixed revenue to Network Manager. Network Manager claims 1-2 \$ per subscriber, monthly depending on the number of subscribers, as in table 1.

Number of active subscribers Price

< 5,000	\$2.00
5,001 to 10,000	\$1.75
10,001 to 15,000	\$1.50
15,001 to 20,000	\$1.25
> 20,000	\$1.00

Each subscriber will be allowed up to 4 concurrent access to Plum iTV IPTV/OTT system via all supported devices, but only one smart TV or STB.

2.5 Equity share

Partner enables equity share for every subscriber from all Resellers in the same country, as in table:

Number of active subscribers Price

< 2,000	\$0.30
2,001 to 5,000	\$0.25
> 5,000	\$0.20

3. PARTNERS CONTEST

Partners contest for B2B WW project in 2020 will be done through 3 invites. Planned a number of realized B2B WW projects in 2020 is from 9th to 12th The contest for the B2B WW projects will be realized in 2021 and in 2022 will be announced in September of 2020 and in September 2021 All companies that are not selected for the B2B WW project due to the limited number of projects in 2020, and meet all the requirements to be a Partner, are able to automatically enter into the project schedule for realization in 2021 and in 2022 if they want to.

Companies that are not selected for a Partner because a different company from their country was selected, are able to become a Reseller.

3.1 Milestones

1st Call

- Contest start date: 2/1/2020
- Scheduling of appointments, asking questions to the Network Manager company: 2/1 – 3/31/2020
- End date for receipt of tender documentation: 3/31/2020
- Planed number of realized B2B WW projects: 3 - 4
- The time period for contacting selected Partners: 4/1 – 4/15/2020
- The time period for contract signing: 4/15 – 5/1/2019
- The time period for the setup of IPTV/OTT system: 1/5 - 6/1/2020
- The time period for commissioning of IPTV/OTT system: 6/1 – 7/1/2020

2nd Call

- Contest start date: 4/1/2020
- Scheduling of appointments, asking questions to the Network Manager company: 4/1 – 5/31/2020
- End date for receipt of tender documentation: 5/31/2020
- Planed number of realized B2B WW projects: 3 - 4
- The time period for contacting selected Partners: 6/1 – 6/15/2020
- The time period for contract signing: 6/15 – 7/1/2020
- The time period for the setup of IPTV/OTT system: 7/1 - 8/1/2020
- The time period for commissioning of the commercial IPTV/OTT system: 8/1 – 9/1/2020

3rd Call

- Contest start date: 6/1/2020
- Scheduling of appointments, asking questions to the Network Manager company: 6/1 – 7/31/2020
- End date for receipt of tender documentation: 7/31/2020
- Planed number of realized B2B WW projects: 3 - 4
- The time period for contacting selected Partners: 8/1/2020 – 8/15/2020
- The time period for contract signing: 8/15 – 9/1/2020
- The time period for the setup of IPTV/OTT system: 9/1 - 10/1/2020
- The time period for commissioning of the commercial IPTV/OTT system: 10/1 – 11/1/2020

3.2 Project Ranking

The aim of the ranking is to create a realistic and sustainable plan for the implementation of the B2B WW Projects in 2020, to the mutual satisfaction of both parties. In this regard, the best ranked companies / national projects will be the ones that, in addition to fulfilling all prerequisites, submit tenders with the best commercial conditions:

- The largest number of subscribers (Spreadsheet No. 1 - Marketing and sales forecast)
- The largest predictor of annual growth in the number of subscribers (Spreadsheet No. 1 - Marketing and sales forecast)
- The highest number subscriber through network of Resellers in Partners country (Marketing research by Network Manager)

Top rated companies will be able to sign a contract and start commercial service.

3.3 Agreement and other business model options

The contract form is an integral part of the tender documentation and will be available to participants for inspection during the competition. The contract is concluded for an indefinite period, but cannot be terminated before the expiration of a period of 3 years. After at least 3 years from signing the contract, Partner may terminate the contract or switch to Reseller. Details will be defined by the contract signed by both parties.

3.4 Network Manager investment

Network Manager provides:

- Complete software IPTV/OTT solution
- Scalable CDN system (Cloud based)
- Scalable transcoding system (Cloud or hardware based)
- The project plan for realization
- Commercial service commissioning
- Technical training center for Partners
- Partner technical support center (2nd Line support - ticketing)
- R&D center (new features & service improvement)

3.5 Partner investment

Partner provides:

- Licenses for IPTV and/or OTT service (licenses for providing service, TV rights...)
- Acquisitions of DVB TV channels & distribution to IPTV/OTT system (cloud or hardware based transcoding)
- Actions to subscribers (promotions, sales, contract, payment...)
- 1st Line technical support
- EPG for TV channels with time, description, picture, category of content
- Headend resources for IPTV/OTT service: servers, network, internet bandwidth, UPS,...(aren't needed in cloud transcoding, only in hardware based ones)
- Customer-provided equipment (promise, rent or sell to subscribers)

Plum iTV IPTV/OTT system has a security system at all levels, including the Token Stream Protection System. In addition, some TV stations in some countries require the system to use some DRM protection. Plum iTV is integrated with most DRM systems, but the cost of using DRM is not negligible. If the Partner must or wants to use DRM they will bear the cost. Costs related to licenses, TV rights, Internet, electricity, and other current liabilities are included in the costs incurred by the Partner.

4. PLUM iTV IPTV/OTT SOFTWARE AS A SERVICE

4.1 General information

From the technological standpoint, Plum iTV is a complete solution consisting of a Transcoder, Media Engine (Streamer, Storage, Load balancer), Middleware (Central Admin panel, Admin panel for Partners, Monitoring and Statistics) and Subscriber's applications for Android STB, Android and iOS applications for mobile devices, Web application and application for Smart TV. Plum iTV service provides all the latest IPTV/OTT functionalities (TimeShift, Catchup TV, VOD, PVR, Smart TV, Voice control, Personalized home page, Buffet TV...).

The Subscriber as a part of the B2B WW network (Partner or Reseller) will use either application on the respective stores (iTunes, Play store, Samsung store ...), registered Plum iTV apps (basic packet) or Partner/Reseller registered apps (standard or premium packet). With Plum iTV apps (basic packet), after the subscriber enters their log in information for the first time, the application recognizes a Partner (or Reseller) in which subsystem the user is registered and sets up the Partner's Home page (Logo and contact information), and Subscriber receives the corresponding package belonging to him and assigned to him by the Partner (or Reseller).

A Partner or Reseller can choose one of three offered packages for branding:

- **Basic packet** – Registered Plum iTV applications on stores (Play store, iTunes...) with Partner/Reseller logo and colors in apps design: 0\$
- **Standard packet** – Registered Partner/Reseller applications on stores without customization (Logo and colors, only): 100\$ per application, monthly
- **Premium packet** - Registered Partner/Reseller applications on stores with customization on project request: initial price depends on project estimate, and 200\$ per application, monthly

4.2 Affordable high quality IPTV/OTT service to subscribers

The primary aim is to provide IPTV/OTT service to every country and every subscriber at affordable price. As partners, our goal is to reach the most demanding subscribers in Partners network with high class TV content on one of the best platforms for delivery. Plum iTV service enables subscribers to watch TV content anywhere, anytime, on any device.

The main difference between Plum iTV and any other iTV platform is functionality named Buffet TV. Buffet TV allows sorting of TV content based on different categories of content. That way, a subscriber can choose their favorite category of content, e.g. action movie and Buffet TV will list them all action movies that are recorded and available for watching. Browsing through content can be based on the name of content, actor's name, etc., Voice control is also supported. Also, Buffet TV is a feature that follows habits of every subscriber and offers to the content on a personalized home page.

4.3 Professional services

Professional services given by Network Manager company include:

- system setup/installation - onsite and remote
- maintenance and development of Network Manager software products
- 2nd line support and maintenance of the service,
- Training for Partners
- Support for integration with Partner's billing system, DRM and EPG

Other professional services provided by Network Manager are not free of charge and may be provided with an adequate quote or quote upon request.

5. PROSPECT FOR PARTNERS

B2B WW project can only be implemented with one Partner in one country. Only in exceptional cases can there be more Partners in one country. The relationship between the Partners and Network Manager is equal, and communication is open, with the aim of making the joint venture successful and the distribution of revenues and costs mutually beneficial. Building a stable Partner network is critical to the success of the B2B WW Project.

5.1 Guide for Marketing & sales forecast (Spreadsheet no.1)

Partner is expected to provide key marketing and sales forecasts in Spreadsheet No. 1 based on your own estimate for a defined period of time.

5.2 Guide for IPTV/OTT service requirements - Project scope (Spreadsheet No. 2)

For the Project to be implemented, Network Manager company should have information on the most important factors:

- the number and quality of TV channels on offer (SD, HD, UHD),
- number and quality of TV channels to be recorded and length of recordings (1-7 days)
- the space capacity for VoD libraries
- the capacity of recording space at subscriber request (nPVR)

Based on the information obtained, Network Manager makes the specification the necessary hardware or cloud requirements for the project realization.

5.3 Guide for License & TV rights, IPTV/OTT service & hardware requirements - (Spreadsheet No. 3)

Important elements provided by the Partner and the main requirement for launching commercial IPTV/OTT service through Partner's subscribers are all the necessary licenses for the provision of IPTV services required in its network (service licenses, operating licenses, TV rights, etc.). A B2B WW project can only be started (signed contract) if the Partner has provided all necessary licenses to provide the service.

Also, it is very important for each Partner to meet the minimum technical requirements in their Headend, which is a key factor for launching the IPTV/OTT service:

- adequate Internet speed for stream transportation (transcoding or non-transcoding TV channels)
- an uninterrupted power supply that will ensure the operation of the unit in the event of a power failure
- reception of all defined TV channels in digital format and delivery from IP output (IP gateway) to IP input of the Network Manager system. IPTV/OTT system (cloud or hardware based)
- only for hardware based transcoding: enough space in the cabinet to accommodate equipment, adequate network devices with enough 10GE ports (at least 4 free ports), adequate space that has a heating/cooling system

A Partner should complete Spreadsheet No. 3 - License & TV rights, IPTV/OTT service & hardware requirements.

Appendix 1. Spreadsheet for Partners :

- Spreadsheet No. 1 - Marketing & sales forecast
- Spreadsheet No. 2 - IPTV/OTT service requirements - Project scope
- Spreadsheet No. 3 - License & TV rights, IPTV/OTT service & hardware requirements

**THANK YOU
FOR ATTENTION**

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