

The Online Video R(E)volution

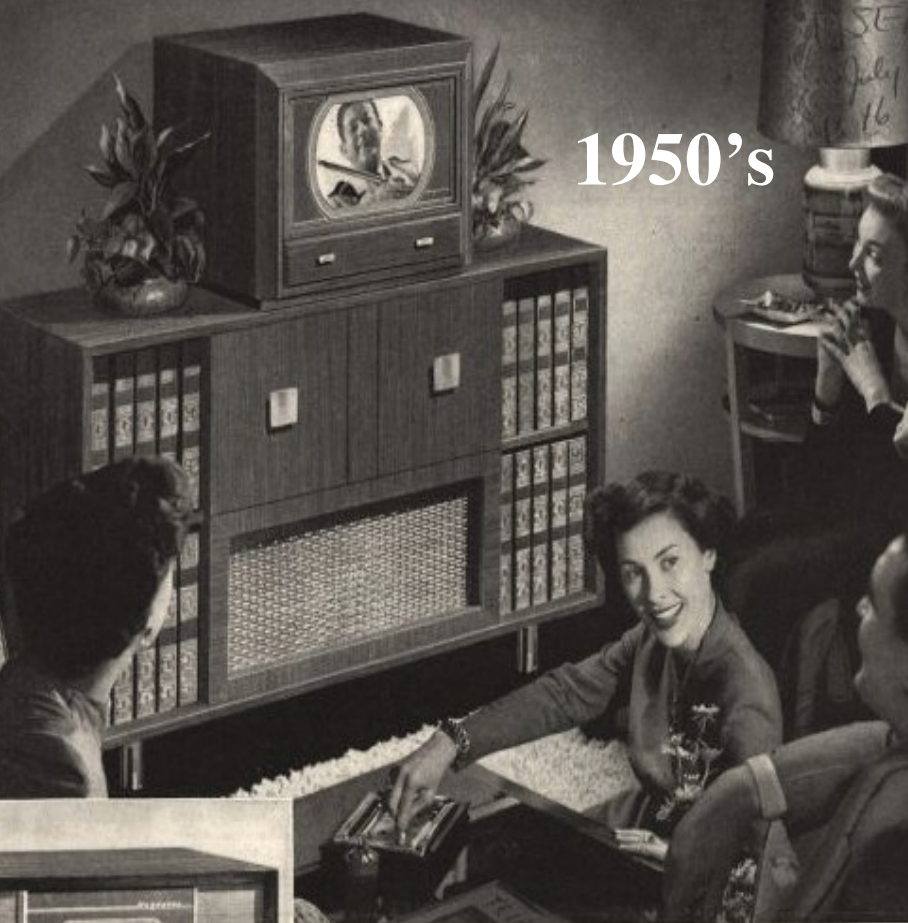
@rightster

Patrick Walker
CEO

3rd February 2015



Right Content. Right Audience. Right Platform. Right Time.



1950's



LITAN.
screen.
is, \$20.
\$279⁵⁰

NOW! Magnavox big-picture television for only \$279⁵⁰

America's greatest value! Finest at any price—with all the great innovations of
Television System • **CLEAREST PICTURES**—sharpest contrast • **NO EYESTRAIN**—
nates glare and flicker • **EASIEST PROGRAM SELECTION**—switch to programs you want
for them • **AUTOMATIC PICTURE STABILIZER** holds picture steady • **EXTRA POWER**
distance • **HIGHEST-FIDELITY SOUND**—world-famous Magnavox speakers • **FINE**

DON'T deprive your family of the entertain-
ment television offers. Since Magnavox brings

Television Facts And Fun

Let author-playwright George B. Anderson

NOW A TUMMY TELEVISION THE WHOLE FAMILY CAN GET A BELLYFUL OF

1970's



My how we've grown!
Time was when we made a Tummy Television
barely big enough for one person to watch.
Now we have a black-and-white portable that's all of 13"
(screen measured diagonally). And since it's 100% solid state,
has a glare-free screen for indoor/outdoor viewing
and an energy-saving system that shuts the power off completely
when the set is not in use, we expect the biggest problem you'll ever have
is agreeing on which program to watch.

INTRODUCING OUR 13" PORTABLE "T'S A SONY."

©1976 Sony Corp. of America. SONY is a trademark of Sony Corp. Model TV-131 Black and White Portable. TV picture simulated.



2014
“The C Gen”

Too Much Choice for the Audience and Brands





**What's an
MCN?**

Pop Quiz

MCN Motorcycle News (magazine)
MCN Maternal Child Nursing
MCN Journal of Maternal/Child Nursing
MCN Migrant Clinicians Network
MCN Minocycline (tetracycline type antibiotic)
MCN Minnesota Council of Nonprofits
MCN Motorcycle Consumer News
MCN Molecular and Cellular Neuroscience
MCN Missed Call Notification
MCN Movimiento Comunal Nicaragüense
MCN Metropolitan Campus Network
MCN Metal Construction News
MCN Micro Cellular Network
MCN Management Control Number
MCN Mississippi Center for Nonprofits
MCN Minimal Change Nephropathy
MCN Multi-Hop Cellular Network
MCN Movimiento Cívico Nacional (Guatemala)
MCN Master Customer Number
MCN Military Construction, Navy
MCN Modern Cloth Nappy

MCN Multipoint Command Negating MCS
MCN Multiple Crossbar Network
MCN Main Communications Node (US Army)
MCN Matching Composition Network
MCN Multiservice Carrier Node (Marconi)
MCN Maintenance Connector Network
MCN Material Control Number
MCN Master Control/Center Number
MCN Mobile Communications Unit
MCN MSE Circuit Network
MCN Mylius Consulting Network
MCN Minimum Critical Number
MCN Muscle Car Network
MCN Myers Center Network
MCN Management of Change
MCN Minifig Customization Network
MCN Mandatory Convertible Note (finance)
MCN Multiple and Complex Needs (Scotland; UK)
MCN Muscogee Creek Nation
MCN Massive Chipmunk Nest
MCN Multi Channel Network

Critical to YouTube's Scalable Growth

 Share +1 Share this on Google+

Multi-Channel Networks 101

Multi-Channel Networks (MCNs) are entities that affiliate with multiple YouTube channels, often to offer assistance in areas such as product, programming, funding, cross-promotion, partner management, digital rights management, monetisation/sales and/or audience development.

These companies are not affiliated with or endorsed by YouTube or Google.



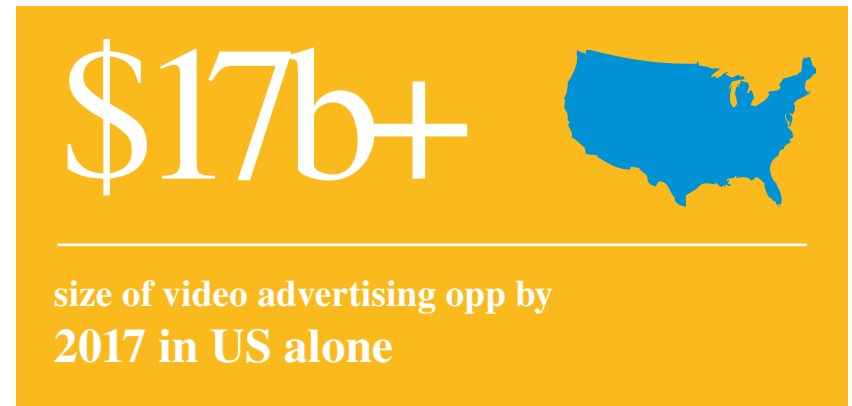
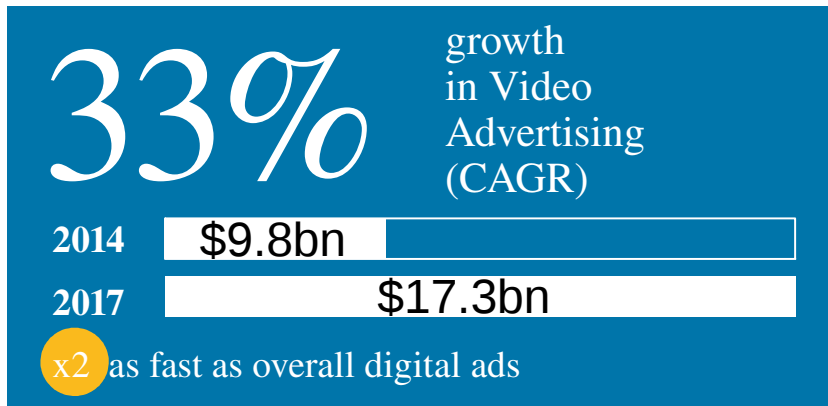
Over the past few years, we have seen an increase in the number of MCNs in the YouTube community. These MCNs tend to be focussed around a vertical and/or demo with large, targeted audiences for programming, distribution and sales. Often, MCNs enter into contracts with their channels under which the MCNs are entitled to keep a portion of the advertising revenue generated by those channels.

Have you recently been invited to join an MCN? Whether or not to join an MCN is an important decision, and you should make sure you understand all the pros and cons. Keep in mind that you don't have to join an MCN in order to join the YouTube partner programme or get access to promotional features. Please browse through the sections below to learn more.

You'll also benefit from this information if you are interested in becoming an MCN or if you operate an MCN and want to learn about our policies and guidelines.

[Right Content.](#) [Right Audience.](#) [Right Platform.](#) [Right Time.](#)

A High Growth and Valuable Market



- Source: Jefferies: : The Future of Online Video Advertising (v2.0); A Focused Deep Dive on YouTube, 3 September 2014)

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FILM +

TV +

DIGITAL +

CONTENDERS +

VIDEO +

DIRT +

JOBS +

MORE +

HOME | [DIGITAL](#) | NEWS

Survey: YouTube Stars More Popular Than Mainstream Celebs Among U.S. Teens

EMAIL

65

430

3,657

15k

PRINT

TALK

 +1

 Tweet

 Share



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MCN's Are Hot and In Demand



Channels Newsletters Send us a tip

Why everyone suddenly wants a piece of LA's superhot YouTube networks

MCNs are companies that aggregate individual YouTube personalities and channels to more effectively resource, promote and monetize them together than is otherwise possible individually. They develop short-form ("micro") premium video content that is ideal for mobile platforms. Most are focused on specific

The New York Times
Wednesday, May 14, 2014

AwesomenessTV to Acquire YouTube MCN Big Frame

Published: April 2, 2014

Leading Curator of Online Influencers Brings Deep Talent Roster to ATV

LOS ANGELES--(BUSINESS WIRE)--Apr. 2, 2014-- AwesomenessTV, a leading multi-platform media company serving the global teen community, announced today that it has



Collective Digital Studio (CDS) Announces Major Investment by Leading German Media Company ProSiebenSat.1

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Bloomberg

Disney Agrees to Pay \$500 Million for Maker Studios

Walt Disney Co. (DIS) agreed to buy Maker Studios, a supplier of online video content to YouTube, for \$500 million, gaining technology and experience with short-form entertainment.

Disney also agreed to pay as much as \$450 million more if Maker Studios meets "strong"



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The Chernin Group and AT&T Buy Fullscreen



NEWS

Why Are Major Media Companies Snapping Up MCNs?

Sahil Patel / May 15, 2014

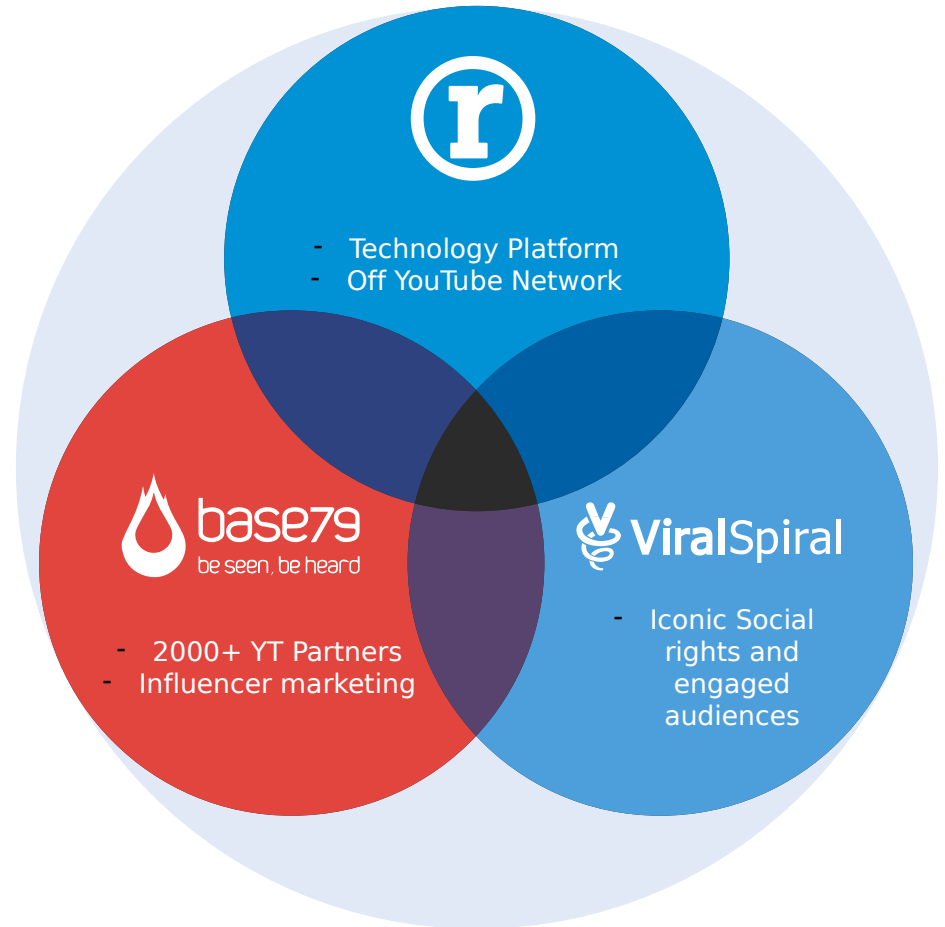
Why are major media companies racing to claim a piece of MCN-Land, an industry that by and large is still searching for profitability?

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Rightster: Greater Than the Sum of its Parts

A Unified Proposition

- Global Scale
- Premium Advertising
- Independent
- Software Innovation
- Global and Local
- Talent Expertise
- Brand Expertise
- YouTube Expertise
- Off YouTube Network
- Data Scientists



One of YouTube's Biggest Partners

YouTube Broadcast Event

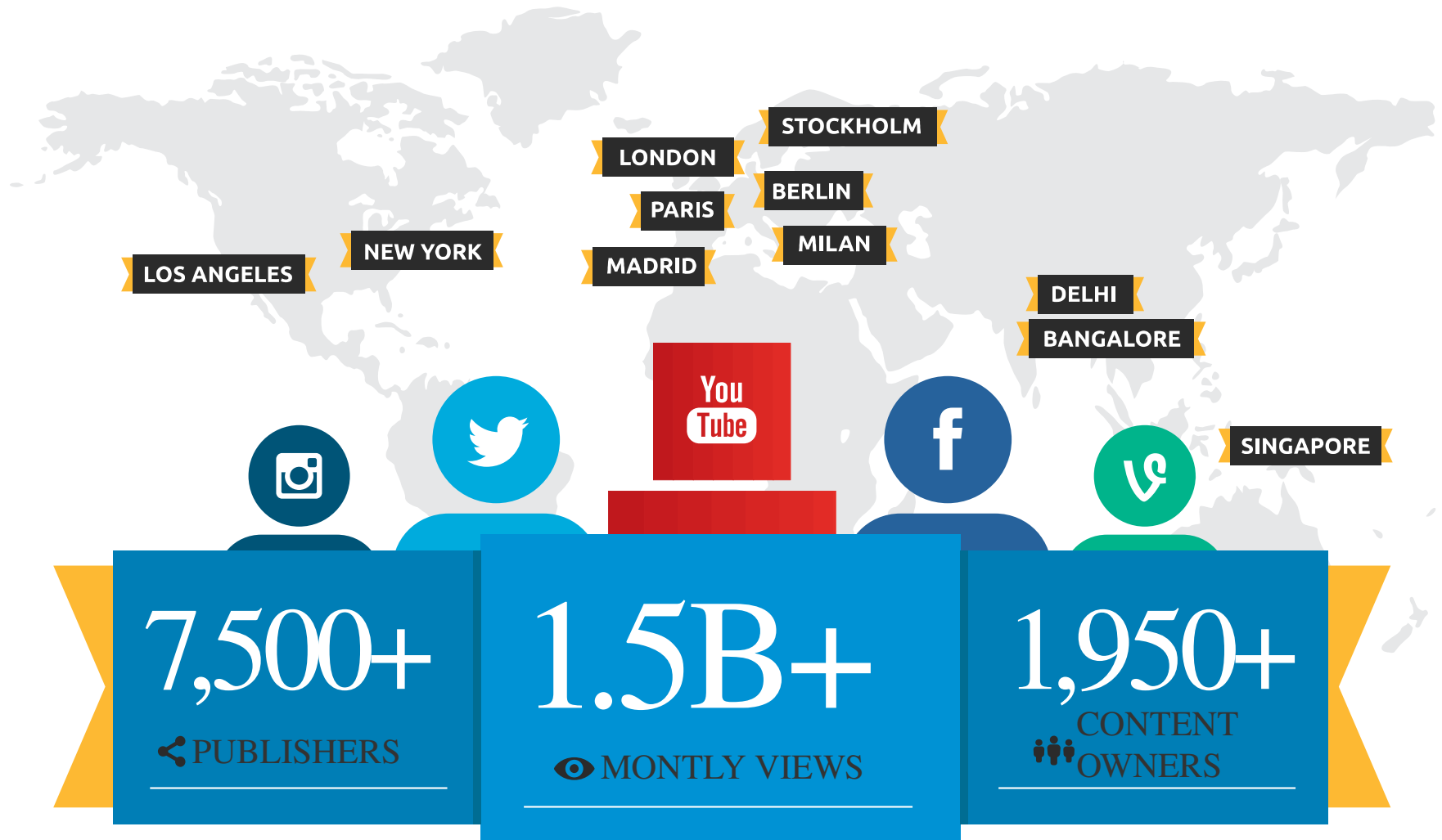


"Rightster is our biggest partner in Europe, the first YT MCN to go public, recently acquired Base79 and now one of the largest MCNs in the world" - Robert Kyncl (Google's VP and Global Head of Business at YouTube)



Right Content. Right Audience. Right Platform. Right Time.

And A Global Leader in Multi-Platform Video



11 offices, 10 countries, 9 languages

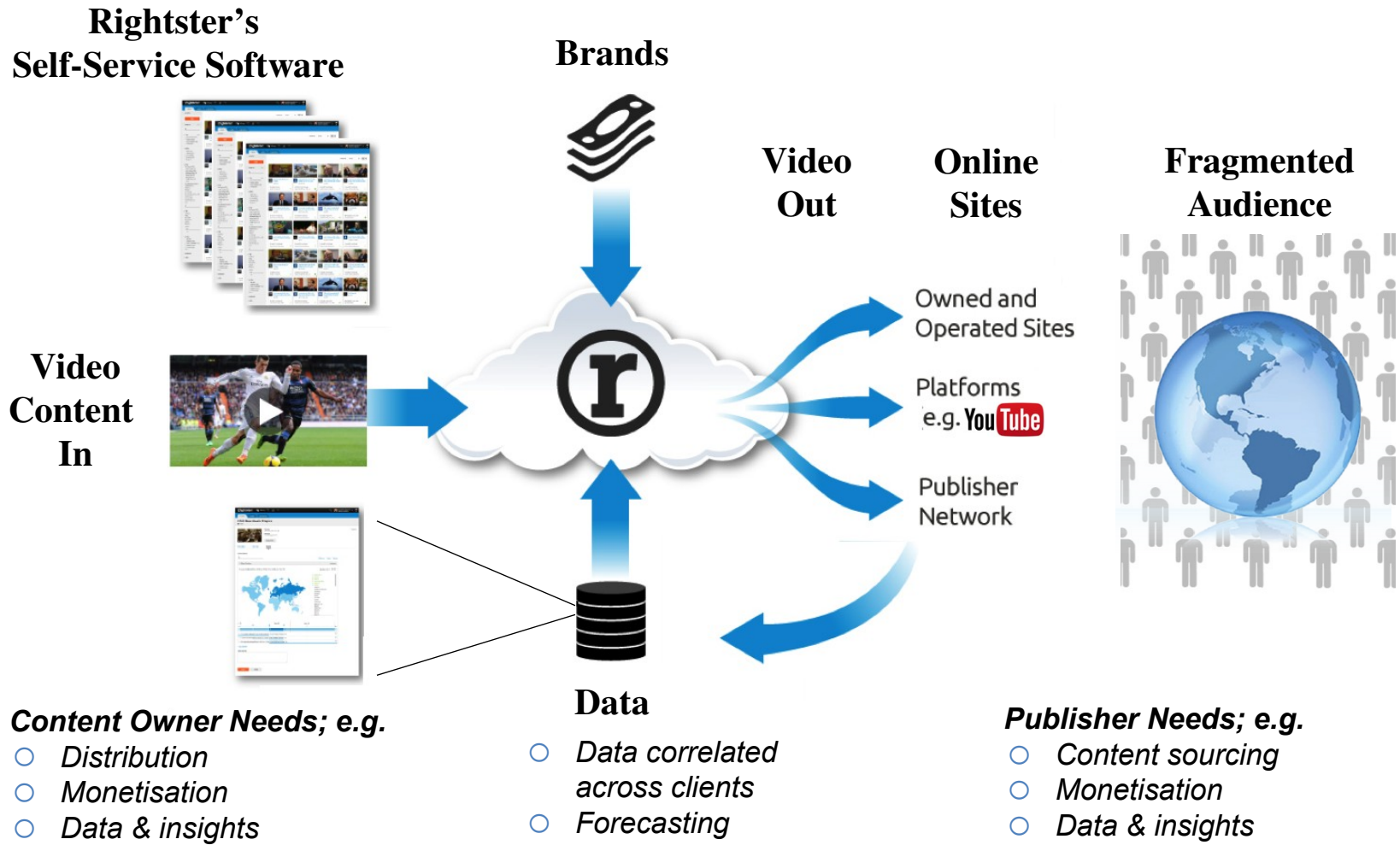
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YouTube is Just One Piece of the Puzzle and It's A Very Complex World

- A Network of Platforms and Publishers
- Owned & Operated Support, Monetisation, Own Player
- Upload Once, Distribute Anywhere
- Direct Ad Sales and Ad Network Partnerships
- Global & Local
- Supporting various commercial models



Rightster Simplifies Video Distribution



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Case Study: Turkish Airlines

The Brief

Create a global YouTube campaign, sending vloggers around the world to create a series of exciting travelogues, showcasing the destinations Turkish Airlines flies to.

The Solution

10 YouTubers from different countries created 3 videos documenting their journey on the Turkish Airlines “Holiday Roulette”:

- 1 Intro video
- 1 Video in Istanbul Turkey
- 1 Video in final destination to be revealed by a white rabbit in the 2nd video.

<https://www.youtube.com/user/TURKISHAIRLINES>



Results

10m
views

333k
likes

27k
shares

33k
comments

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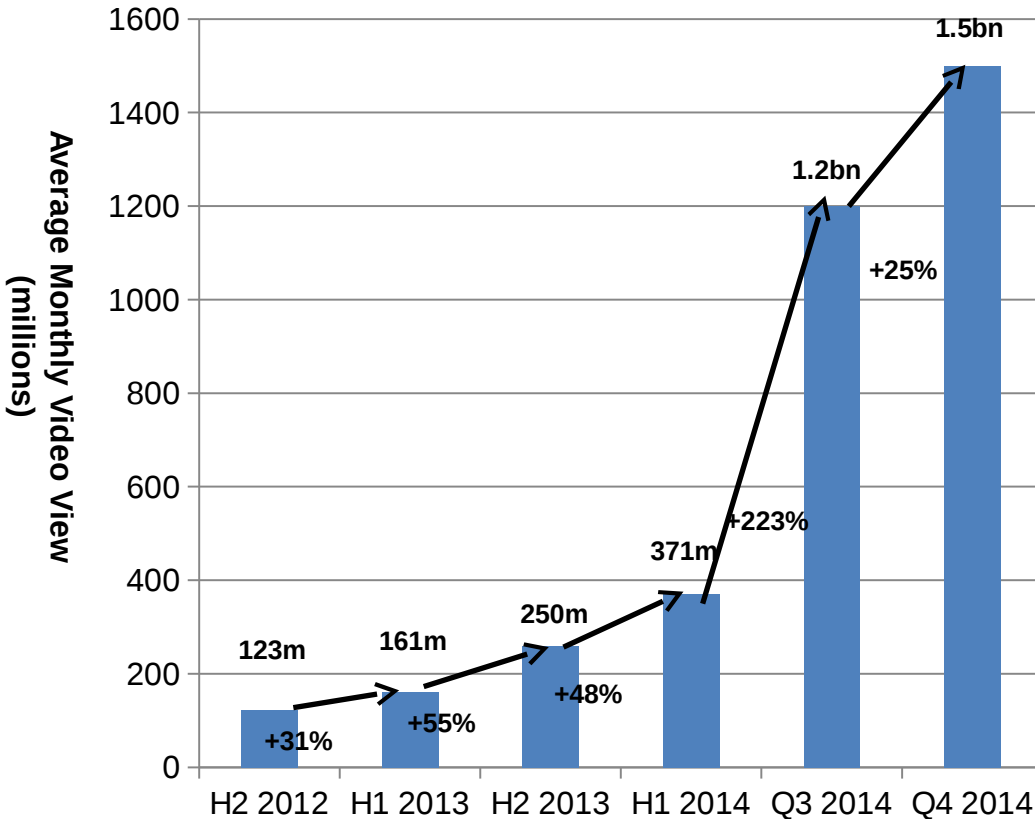
Case Study: Turkish Airlines



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Rightster Has Proven its Ability to Execute

Growth in Video Views/Month



Key Milestones

- May-11: Founded Rightster. Streamed Royal Wedding in partnership with ITN
- Aug-11: Further masthead clients added: SNTV and British Fashion Council
- Jan '13: Acquired Preview Networks, bringing relationship with Warner Bros, Paramount and 20th Century Fox
- Nov '13: Rightster IPO'ed on AIM
- July '14: Acquired Viral Spiral, furthering Rightster's expertise in social video management & licensing
- Aug '14: Acquired Base 79, enhancing Rightster's scale, monetisation capabilities and brand solution offering
- Dec' 14: Achieved 1.5bn average monthly video views

Q4 Trading Update

1.5bn | 25% 

Average monthly video views
(increase on Q3 2014)

Rightster's **Total Unique Viewers** Worldwide grew from 113m in September '14 to

124m in **December '14**

(according to ComScore).

Net revenues for full year to 31st December 2014 expected to **exceed**

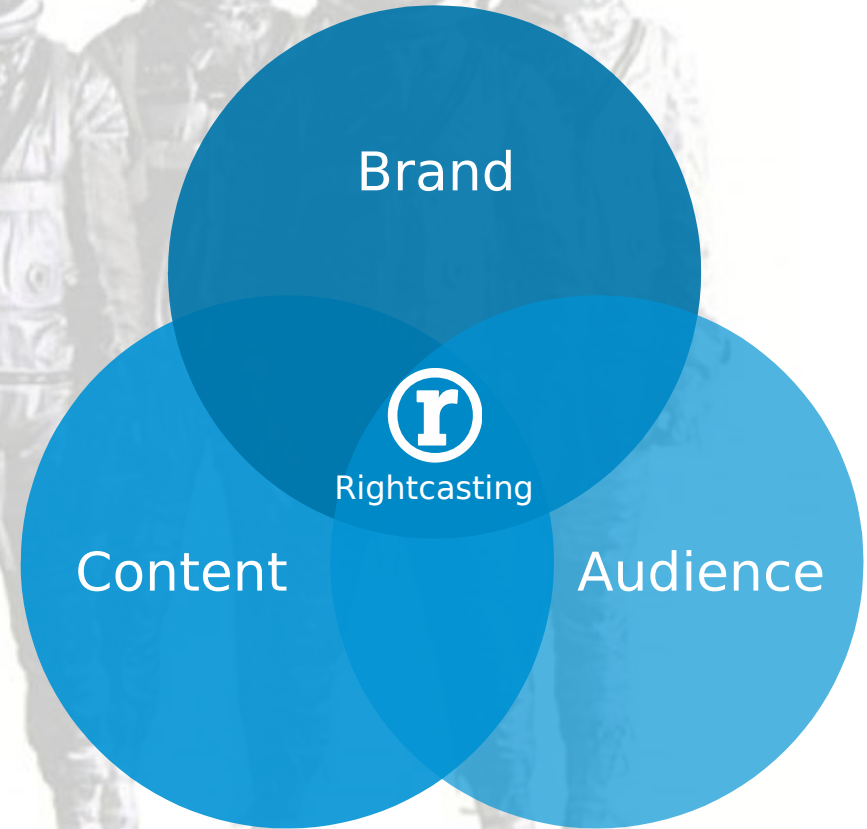
£8.5m

(•unaudited)

Recent noteworthy partnerships include **Turkish Airlines, Arts Council England, Lehren Networks, Formula E** and **Sony Music Entertainment**

Three Things to Remember

- The world has changed, story-telling has evolved with technology.
- Rightster is a unique Multi-Platform Network (MPN) servicing Content Owners, Brands and Publishers with our bespoke software-powered, scalable solution.
- Rightster enables our stakeholders to unlock the true potential of online video and start 'Rightcasting', putting the right content in front of the right audience on the right platform at



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