



Iastra Broadcasting Corp.

Executive Summary

Global Broadcasting Platform

March 01 2015

Iastra Capabilities and Infrastructure



Iastra Broadcasting

Executive Summary
March 01, 2015

Global Broadcasting Platform

Iastra Capabilities and Infrastructure

Iastra has invested over \$5 Million in building a global broadcasting and media streaming infrastructure that now boasts server farms in the US, Europe, Asia, Panama now beginning a new installation in Brazil and plans to begin a new installation in Australia, our large footprint currently is sufficient to broadcast the very largest of live events and Recorded Media that will have very large viewership, Iastra has also built our own end user websites that viewers will go to to watch these live shows as well as buy and rent Movies and other pre-recorded media.

Until now all money to build has been paid by the Chairman of the company who currently owns 100% of the issued and outstanding equity, he is the one and only shareholder of the company which currently also has no debt and is just now kicking off it's numerous revenue streams on a global basis.

With the distribution websites in place we are now licensing organizations in all countries to operate Iastra Broadcasting offices using the Iastra Delivery Platform in their region. This will give Iastra events and original content from all regions of the world in all languages to be broadcast and sub licensed out to other networks both cable and internet based for even farther distribution.

Iastra also now has agreements with venue owners that are interested to broadcast events of all kinds from their venues, Iastra is speaking with groups that have sporting events, concerts of all kinds, special functions of a unique nature all of which Iastra is the broadcast partner for their Events. In

addition to this Iastra also is working with large hotel / casinos which all have regular high value entertainment that Iastra is to broadcast via our own infrastructure on a Global Basis for free viewing and or by Pay per View / Video On Demand.

The Iastra infrastructure has the capability of reaching absolutely every connected person on the planet with a super high quality (TV quality) Media Stream that is on the very leading edge of technology today. To date Iastra has streamed over 800,000 media streams flawlessly without incident or downtime largely due to our Redundant network Architecture, all of our content is mirrored on all servers and people are routed to the server closest to them providing them the absolute fastest network and highest quality streaming experience possible today. Iastra's has the fastest serving and hosting platform technologically possible today bar none.

The Iastra Business Model

The Iastra Business Model is similar to Netflix and Hulu.com whereby we offer Recorded Media of all kinds on a subscription basis to viewers, with the only difference being that Iastra has a much larger delivery area that covers the entire planet via our own server farms where people are routed to the nearest server. This is a market segment that other well known companies are not interested in going after and have elected to focus on the US market where Iastra is doing extremely well with literally no marketing dollars spent yet.

In addition to delivering recorded media from all content producers Iastra also has the Broadcasting Technology Platform specifically engineered for Broadcasting and Recording Live Events from venues all over the world, this will give Iastra a huge inventory of original recorded media that Iastra will distribute on our own infrastructure as well as license out to other networks both cable based and internet based.

These live events will give Iastra Broadcasting the largest viewing audience of all online streamers due to the fact that hotel / casino owners and other venues that have events such as large concerts, sporting events such as soccer, football, baseball, basketball, monster truck events, x-games events, auto races, Olympic event competitions and alike all of which bring many millions of viewers that have an interest in those events.

The live events will bring millions of customers and subscribers to Iastra with every single event, a prime example would be the Beyonce Concert Tour we are now beginning to plan which will bring us all of Beyonce's fan-base, now over 100 Million people around the world whereby Iastra will be selling tickets to watch the concerts online broadcast to the comfort of their own homes.

With the robust Iastra infrastructure currently in place we can handle traffic of millions of viewers and over 100,000 live streams all going at the same time, We can easily and very quickly expand our network once we reach the limits of our current hardware configuration, however we have way more than enough server horsepower to accommodate the very largest of viewing audiences unlike other services that don't have the capabilities that Iastra has right now.

The Iastra Server Farms are all Collocated and Load Balanced in a fully redundant network architecture with all content mirrored on all servers giving Iastra a bullet proof network that can handle the very largest of audiences that could easily dwarf Super Bowl audience sizes with no problem at all.

Iastra is also looking to global brands for sponsorship and advertising at these Global Events.

Iastra Content

Iastra bought out a small video rental chain that was in bankruptcy and now has the entire inventory of over 500,000 video's and DVD that include over 45,000 of the latest movie titles from literally all studios and production companies including Chinese, Japanese, Hindi, German, French, Spanish titles and version of movies and TV programs that we are currently Renting, selling and streaming.

Iastra is interested in gaining additional content with agreements being made with content owners on a daily basis, Iastra is now seeking to have agreements with all studios and content producers all over the world, Iastra also is very interested in providing licenses to our original content to distribution companies around the world, other cable based networks and other online companies that are interested to broadcast it to their customers and users.

Cutting Edge Technology

The Technology Platform that Iastra has developed puts Iastra in a unique space that is new and very exciting indeed, the value proposition with Live Event Broadcasting puts Iastra in a leadership position where other similar companies are not pursuing or have no interest in getting involved in at all. The agreements that Iastra is signing with Venue owners provides Iastra Exclusive rights to broadcast these events and Iastra retains ownership of the media recorded and broadcast. That is the difference that Iastra is now positioned to enjoy.

We are making agreements with Hotel Chains, Stadium Owners, Casinos and Venues that have daily entertainment Iastra can Broadcast Globally to viewers that will tune in to watch and are willing to pay to watch these events on a payper view or monthly subscription basis.

Ancillary revenues will come from licensing the content we broadcast to all Cable based networks around the world as well as online companies that are hungry for all new content they can get.

Talent / Artist Development

Along with original content that Iastra is producing in the form of TV shows, Movies and Documentaries Iastra is now also signing agreements with music groups that will be broadcast around the world in the same manner that Virgin Group has done to become one of the worlds largest entertainment distribution companies.

Iastra Free TV

Iastra Broadcasting has recently launched “Iastra Free TV” which is a Media Player that can be embedded on literally any website where it provides daily programming that is completely controlled by Iastra. Within the Iastra Free TV Embeddable Player are Channel Slots that Iastra is now leasing out to Content Producers, the episodes in the Free TV Player are updated every day and give content producers a place to release their shows, movies or literally any kind of media to be viewed by anyone that has a internet connection.

This gives Iastra Broadcasting the very largest potential viewing audience of all broadcasters anywhere in the world. The Iastra Free TV Player is now embedded on over 30 websites and is growing fast, soon the Iastra Free TV Player will be on thousands of websites that have large user-bases of their own, the Iastra Free TV Player is also being installed in hotels, hospitals, airports, buses, airplanes, trains, hostels and any other business that is looking for a alternative to regular cable TV or are looking for a new way to give added entertainment to their users.

The Iastra Free TV Player is being received very well and people all over the world are spending many many hours on the websites that have embedded the Iastra Free TV Player which are now retaining their users rather than loosing their customers / traffic to youtube.

The Iastra revenue model is far superior than other companies in the same space Iastra provides a large percentage of the revenues generated to content producers and content owners other than meager pennies that youtube pays content owners.

We would be happy to show you how you too can generate the highest daily revenues by leasing a channel slot in the Iastra Free TV Player giving you a Global Audience that is anxiously awaiting your programs to watch online for free while we provide you strong daily revenues.

Original Content Production

Currently Iastra Broadcasting is producing 3 TV shows and 1 movies with plans to do many many more in the near future. Of Course Iastra will be licensing this original content to all other networks as well as streaming it ourselves via our own infrastructure.

The live events we broadcast also is owned by Iastra giving us a quickly growing catalog of great events which can be licensed out. As well as broadcasting this content we also earn 50% of the advertising and sponsorship revenues that these online broadcasts generate, (the other 50% going to the venue owners and artists themselves).

This is a very lucrative space for Iastra as we have already made the required investment in infrastructure. Iastra would love to “Broadcast Your Event....No Event is Too Big or Too Small”.

Your Private Channel on Iastra Free TV

Iastra Broadcasting wants to help Content Producers, content brokers, content agents and Catalog Owners monetize your films. With the creation of your own private label channel(s) in the Iastra TV player now on over 30 websites and growing. You Now can have Your Private Channel on Iastra TV, here is "How It Works" and the "Revenue Model" for your private TV Channel to be Broadcast Globally via the Iastra Broadcasting Global Infrastructure.

Creation of Your Private Channel Free TV Channel

At Iastra We have Created a Digital Entertainment Broadcasting Platform Capable of Streaming the very largest of Live Events From Anywhere to Everyone without limitations via our own private broadcasting network infrastructure engineered for the very largest of events, streaming both live and recorded media to anyone in the world that has an internet connection.

Iastra also has created the Free TV Player that is being embedded on sites everywhere, now on over 30 high traffic websites, in the "Streaming TV Player" there are "Channel Slots" that Iastra is Leasing to companies with large amounts of content as well as content brokers / agents. The Free TV Player will plug into any web page with the simple insertion of the "IFrame Code", the Free TV Player is already on approximately 30 Websites and growing fast with partners in all regions without limitations.

Your Private Channel

Will be assigned a slot in which you have total control over what events or shows you want to broadcast with content 7 days a week 365 days a year all at your complete discretion.

How It Works

Iastra will include the Video's of "**Your Private Channel**" in the daily rotation on the Iastra Free TV Player to be displayed on all websites allowing Guests and Members to view "**Your Private Channel**" videos which will be updated on a daily basis with new episodes to be provided to Iastra at least 7 days prior to airing, emergency situations for last minute changes are allowed.

Here's the Benefits!

"**Your Private Channel**" is not restricted by Time or Length Constraints of any program it is your channel to run 24 hours per day, your programs can be any length without limitations you call the shots, 24 hours of airtime to fill with your own shows and films!!!

Can “Your Private Channel” Make Money With Iastra?

Absolutely yes....Each Episode can have advertising spliced into the video-episode itself (commonly known as commercials), normally 4 commercials per hour is acceptable, these commercials of course can be sold to sponsors and or sub-advertisers which can provide substantial revenues from “**Your Private Channel**” in the Iastra Free TV Player....the branding benefits of Global Broadcasting are priceless!!!

Included In This Complete End To End Solution

“**Your Private Channel**” will also receive their own Private Channel Page on IFilmFeatures.com to which members and guests can subscribe to, “**Your Private Channel**” on a pay per view basis charging your viewers a subscription fee of your choosing. “**Your Private Channel**” also receives a Corporate Community Page in the Iastra Arts and Entertainment Community-- Iastra.net (with permission to create an unlimited number of sub-pages, groups, events, forums which also allows your fans and friends to “connect with you” giving you a “News Feed” to post that all users and guests will see.

In its Entirety, you will come to think of it as “Your Private Channel” Global Digital Entertainment Distribution Platform” sounds impressive and your right the technology platform is very impressive and robust.

To date Iastra has streamed over 800,000 movies, shows and video without a single interruption of service, that comes to over 1,600,000 hours of uninterrupted viewing on the iastra Websites and our traffic to date is over 200,000,000 visitors to the iastra wide area network sites combined, our network of partners is growing fast soon iastra hopes to have many thousands of partners around the world that have the iastra TV player embedded on their we sites to give you far greater distribution that possible you cable based operators in any region.

Technical Knowledge Required By You

The Best Thing About The Iastra Program Is.....**We Manage The Entire Thing for You** all you have to do is provide us the films or video content you want to distribute and we do everything else so you don't need *any technical knowledge at all* to have your own channel.....that is our job.

The Revenue Model

The revenue model is exactly the same as Network TV today, so we are not re-inventing the wheel this is also an model that all advertising agencies are familiar with as well as the networks themselves who have made billions of dollars with this exact same revenue model. So it won't be difficult to convince advertisers to buy your inventory from “**Your Private Channel TV channel**”

“Feature Movie” Distribution

This is a new program from Iastra Broadcasting designed to help production companies reach a larger audience with a revenue model that makes sense in the traditional way that advertisers understand.

This is not only for movies but the same format can be used for documentaries, infomercials, promotional videos, educational video's, TV shows and literally videos of all kinds.

We can Monetize your video content with our global audience.

Can Your Feature Movie Make Money With This Program???

Absolutely yes....Each Movie or video can have commercials spliced into the video- itself, normally 4 commercials per hour is acceptable, these commercials of course can be sold to sponsors and or sub-advertisers which can provide substantial revenues from the “Your Feature Movie Slot” in the Iastra Free TV Player....**the branding and distribution benefits are priceless!!!**

Depending on how much the “advertising spots” are sold for and the length of the Movie or video itself will determine your Daily income potential which could be very substantial.

The Revenue Model

The revenue model is exactly the same as Network TV today, so we are not re-inventing the wheel and it is a model that all advertising agencies are familiar with as well as the networks themselves who have made billions of dollars with this exact same revenue model. So it won't be difficult to convince advertisers to buy your inventory for the “Feature Movie Presentation”.

Iastra Affiliate Program

<http://www.bigcitylive.net/affiliatemall>

The Following are just a few of the Products that Iastra offers, We will update all affiliates with all new product offerings.

Want to start making money in the new Digital Entertainment Revolution??

Iastra Broadcasting has just made it easy with the Richest Affiliate Program available on the internet today.

Step One is: Become an Iastra Broadcasting Affiliate,
Easy Money, Enormous Money, Endless Money and best of all it is free:

Enroll here:

<http://www.bigcitylive.net/affiliatemall/affiliate/signupform.php>

Iastra Technical Services

Everyone Is Using These Every Day

Iastra Enterprise Class Web Hosting

Iastra Offers the Absolute Fastest Hosting Possible, our servers have “Solid State Drives” providing up to 300% faster page loads. Cpanel admin control panel is standard for all hosting clients as well as offering our private RTMP Servers for broadcasters and event promoters. USA & Europe Locations.

<http://www.iastra.info>

Iastra offers 4 different types of hosting products;

A. Standard shared hosting for \$5.95 per month

Affiliates earn \$2.00 for their referrals on first 50 accounts, referral fee is upgraded to \$2.50 after 50 customers.

<http://www.bigcitylive.net/affiliatemall/catalog/Enterprise%20Class%20Web%20Hosting.html>

B. Managed VPS \$49.95 per month

Affiliates earn \$10.00 for their referrals on first 50 accounts, referral fee is upgraded to \$15.00 after 50 customers.

<http://www.bigcitylive.net/affiliatemall/catalog/Managed%20VPS%20Hosting.html>

C. Dedicated Server \$249.99 (4 cores 8 threads and 2 Terra-bytes of storage)

Affiliates earn \$100 for their referrals on first 50 accounts, referral fee is upgraded to \$150 after 50 customers.

****per month for the life of the account****

<http://www.bigcitylive.net/affiliatemall/catalog/dedicatedservers.html>

D. Reseller Hosting Account, Unlimited Hosting Clients for \$39.99 per month

Affiliates earn \$10.00 for their referrals on first 50 accounts, referral fee is upgraded to \$15.00 after 50 customers.

<http://www.bigcitylive.net/affiliatemall/index.php?product=46>

Iastra Live Stream Connect.... RTMP Servers:

Iastra has server farms collocated all over the world, all servers are load balanced and people are routed to the server closest to them **for the Ultimate in Broadcast Quality and Speed.**

A. Monthly Connect \$49.99 Unlimited Bandwidth Unlimited Usage

Affiliates earn \$10 for their first 50 referrals and \$15 after 50 sign-ups for the life of the account. Recurring
<http://www.bigcitylive.net/affiliatemall/catalog/streamconnectmonthly.html>

B. Yearly Live Streaming Connection \$479.52 (20% discount) Unlimited Bandwidth Usage

Affiliates earn \$100 for their first 50 referrals and \$150 after 50 sign-ups for the life of the account. Recurring
<http://www.bigcitylive.net/affiliatemall/catalog/livestreamingserverconnectyearly.html>

IFilmFeatures.com Movie Subscriptions

A. Monthly Unlimited Movies Subscription \$7.99

Affiliates earn \$3.00 for their first 50 referrals and \$3.50 after 50 sign-ups for the life of the account. Recurring
<http://www.bigcitylive.net/affiliatemall/index.php?product=43>

B. Weekly Unlimited Movie Subscription \$5.99

Affiliates earn \$2.00 for their first 50 referrals and \$2.50 after 50 sign-ups for the life of the account. Recurring
<http://www.bigcitylive.net/affiliatemall/index.php?product=45>

Iastra Integrated Marketing

As a result of Iastra Broadcasting's investment in Infrastructure Development and the network resources required to operate a broadcasting platform as well as the software required to deliver this dynamic content Iastra now has in place the provisions to offer advertisers and clients a complete integrated marketing program for their movies, videos, broadcasts, events which will bring millions of real people to your virtual door to be a part of your project.

Being completely optimized in all digital media can make your job a breeze and will relive you of countless hours of managing a email marketing team that requires web-designers, mail servers, databases organized according to user data, server tracking programs and a plethora of people and services that we completely take off your hands for a very low cost of one mid level employee's annual salary.

This replaces an entire team of employees, web-servers, mail-servers, web-designers, server-admins and the computers and equipment each of these employees will need, with a simple monthly payment to the "Iastra Integrated Marketing Program".....The Peace of Mind and the Simplicity will make you look like a Star.



Iastra Broadcasting Portal

End User Web-Sites

Iastra Broadcasting Platform is a number of Websites that make up an entire entertainment portal that allows user to do just about anything technologically possible on the internet.

Broadcasting / Streaming Live Shows

Live Event Broadcasting / Streaming	http://www.bigcitylive.net and http://www.brightlightslive.com
Arts & Entertainment Community	http://www.iastra.net
TV Channels Video Sharing	http://www.ifilmfeatures.com
Music uploads / Sharing	http://www.urockme.tv
Game Community	http://www.paidplayer.net
Christian Family Broadcasting	http://www.cfclive.net
Action Sports	http://www.acsports.com

Project Funding

Movie Project Funding	http://www.movieinvestorsclub.com
Game Project Funding	http://www.gamersorg.com
Game Tournaments Online	http://www.tournamentorg.com

Corporate Info / Customer Service

Iastra Corporate Info	http://www.iastra.net/clients
Iastra Customer Service portal	http://iastra.info/support/

Web Hosting / Event Broadcasting

Event Broadcasting	http://www.bigcitylive.net/affiliatemall/index.php?cat=3
Website Hosting	http://www.iastra.info

Iastra Broadcasting has many many more thousands of web pages that are up and have banner space that are always receiving high traffic allowing our advertisers to reap the benefits of our Success.

Iastra Broadcasting

Sponsorship / Product Placement

Definitions

1. **Product Integration** – is when a company funds a program and in return their product or company is integrated into a show. “Product integration is a subset of client-supplied programming, ranging from infomercials to weekend sports programming.
2. **Product Placement**- is the practice of intentionally placing a specific brand or product or place as a prop into filmed entertainment. Product placements very rarely happen by accident. Usually they are the result of an agreement or exchange between corporations and the entertainment industry. These agreements are designed to be beneficial to both parties.

There are Three Basic Types of Product Placement

1. **Visual** – a visual placement occurs when a product, place, service, or logo can simply be observed.
2. **Spoken** – a spoken placement occurs when the product, place, service, or corporation is mentioned in the presentation.
3. **Usage** – a usage placement occurs when an on-screen personality interacts or handles the product, place, service, or corporation. A usage placement often involves a visual and spoken element.

History

1. Product placement may have been utilized even before the film industry existed. “Some suggest that 19th-century French author Honore de Balzac peppered his novels with names of shops and products to placate his angry creditors” (PR Week, May6, 2002).
2. Product placement has also been traced back to the silent-film days when actors where filmed in front of restaurants. In exchange the restaurant fed the cast and crew gratis.
3. 1940’s – NW Ayer advertising agency arranged for glamorous film stars to wear De Beers diamonds and other jewelry on screen.
4. 1950’s – In the movie “Rebel Without a Cause” James Dean used an Ace Comb and increased sales resulted.

In the movie “The African Queen” Katharine Hepburn is shown dumping Gordon’s Dry Gin overboard.

1. In the 1980’s the practice of product placement evolved into its own industry. During the following

years all of the production studios opened departments specifically dedicated to product placement. Since, the industry has gained wide spread recognition as a viable marketing strategy.

Examples

Integrated Product Placement –

1. HBO's "Band of Brothers" – vehicles used for the World War II mini series were all Jeeps, whom helped fund the production.
2. American Idol – Coca-Cola (along with Ford) financed the production of American Idol. In return logo-ed beverage cups were placed in front of the three judges. The traditionally named "green room" was renamed to the "Coca-Cola Red Room". Coca-Cola also received the benefit of special taped segments called "Coca-Cola Moments" that featured contestants. Ford integrated products into the show by providing a Ford Focus for each contestant to drive during the taping. Ford also received five to six dozen :30 spots for "Idols" entire 16-week run.

Product Placement –

1. Reese's Pieces, "ET" (1982) – The decision to feature Reese's Pieces in "ET" catapulted the product placement craft into the Hollywood mainstream. Reese's Pieces leapt onto kids' mental menus and sales shot up 65%; Mars, the maker of M&Ms had passed on the opportunity (Businessweek, 1998).
2. Budget Rent-a-Truck, "Home Alone" (1990) – Budget was a major player in car rentals, but its truck-rental business was being obscured by household names like U-Haul and Ryder. Budget struck gold when it put polkameister John Candy and his merry band – along with Jan Hooks, playing Macaulay Culkin's mom – in a Budget moving van making the long haul back to Chicago (Businessweek, 1998).
3. Dr. Pepper, "Forrest Gump" (1994) – Tom Hanks as the saintly dimwit of the title visits the Kennedy White House and recalls, "One of the best things about meeting the president was you could drink all the Dr. Pepper you wanted. I think I had me about 12." This is an example of an ideal usage product placement – a major star consuming a product and talking about it (Knight Ridder/Tribune News Service, Dec 26, 1997).
4. Ford, "Die Another Day" (2002) – Ford supplied Agent 007's new \$228,000 Aston Martin Vanquish, as well as Revlon, Omega, Phillips/Norelco, British Airways, and Visa in a worldwide deal estimated to be worth \$100 million in product value and marketing support (Hollywood Reporter, April 30, 2002).

Benefits

1. **Build Brand and Product Awareness** – Newly introduced products, or products in highly competitive markets, can benefit from the increased awareness generated by a feature film or television program. Established brands can benefit from this kind of exposure through reinforcement.
2. **Soft-Sell through Positive Association** – When product placement is done seamlessly products are shown in natural and believable situations. A product that is placed consistently with its image will reinforce that image with consumers and will build product credibility. The value of the character is reflected on the brand and vice versa. The entertainment industry benefits from product placement because they are seeking real products to help add realism to its productions.
3. **Strengthen Brand Loyalty from Current Users** – Consumers who see a product or logo in a movie or

television program that they have purchased are positively reinforced. “Research shows that consumers want to identify with the characters they watch on television and that seeing real products helps them to do that” (Knight Ridder/Tribune News Service, March 1, 1995).

4. Creates Opportunity for Advertisers to be noticed in a Cluttered Media Environment –

Intelligent consumers have learned to engage in selective perception. Consumers shut out specific images, especially those with an explicit headline marked ‘advertisement’. Associating a product with entertainment allows it to rise above the clutter.

5. Product Placement Creates Reach and Frequency –

Feature films and television reaches millions of consumers and have a life long after its initial running in theaters or on television. Feature films can be seen again in prime time, pay-for-view, cable television channels, and video/DVD. Television programs are rerun in syndication, on cable channels, and entire seasons can be seen on video/DVD. “Put an ad in a newspaper, tomorrow it’s gone. Put an ad in a movie, and your logo is out there for all time,” points out Hollywood product placement expert Norm Marshall.

6. Create Indirect Celebrity Endorsement – The cost of celebrity endorsements is usually very high and many celebrities don’t participate in such activities. However, product exposures link brands to celebrities, in effect creating a celebrity endorsement.

7. Product placement in feature films creates a captive audience.

8. Product placement allows advertisers to target a specific demographic or psychographic by placing in a specific film or program that caters to a particular group.

9. Product Placement Can Subsidize Traditional Advertising – Some companies only advertise on television during certain periods (i.e. the quarter before Christmas) but utilize product placement year ‘round to create product awareness.

10. A Positive Placement Can Cause a Sales Surge – After the release of “The Firm” in 1993 where the beer Red Stripe was prominently featured sales in the U.S. increased by more than 50%, and the company owners sold a majority stake in the brewery for \$62 million to Guinness Brewing Worldwide.

11. Product Placement is an Inexpensive Marketing Strategy – “A few seconds of exposure on a popular drama or comedy series can be worth as much as \$500,000, based on the cost of a 30-second commercial” (PR Week May 27, 2002).

Cost

1. In lieu of cash, many negotiations call for the product company to contribute goods to the production for daily use or special events, such as the ‘wrap party’ for the crew at the finish of filming, as well as vehicles and legal clearances that can provide significant cost savings to the filmmakers. Contracts should stipulate if products are to be returned after filming wraps. Tie-ins and co-promotions also supplement promotion budgets for the film and help create awareness.

2. Production for a feature film can barter for product or charge \$1,000+

3. 5% of product placements are paid for in cash; 95% of product placements are quid pro quo deals.

4. All placements are negotiable.

Product Placement Agency Retainers/Fees – According to Jay May from Feature This, companies can expect to pay annual retainers of \$5,000 - \$150,000 to product placement agencies.

Cost Examples –

1. Image consultant Sam Christensen cites a recent example where Glad supplied paper products in exchange for the placement of a new paper cup in a film. Glad provided all the paper products for the movie, for craft service, including paper towels, trash bags, etc. It saved the production company thousands.
2. Steven Spielberg's film "Minority Report" reportedly received \$25,000,000 in product placement revenues. That's about one-quarter of its production budget.
3. Product Tie-in Example
 - a. Tommy Hilfiger promoted its jeans line in tandem with Miramax's "The Faculty," combining the movie's \$10 million - \$15 million media budget with the jeans \$15 million promotional outlay.

Procedures

1. Companies can go directly to a production company to place a product or vice versa.
2. An advertising agency can contact a production company for a client or can outsource to a product placement agency.
3. Companies can utilize a product placement agency to find placements in feature films or television programs for their product, service, or logo.
4. Use an expert. Contacts with strong industry relationships are the key to a successful placement.
5. Ask to see a reel in order to evaluate an expert's past successes.
6. Determine what placement situation involves from a financial standpoint and whether the goods will be returned.
7. Determine the product's intended use in the film and what degree of exposure is anticipated.
8. If fees are to be paid, they should be conditioned upon minimum product exposure requirements in a form that is released nationally.
9. Don't be late with products. Productions run on very tight, unforgiving schedules.
10. Stipulate the above issues in a contract (ERMA official website)

Regulations

1. FCC regulations state that television programs cannot accept fees (cash transactions) for product placements without stating so during the program, often such announcements can be heard at the end of game shows.
2. FCC regulations do not apply to the motion picture business, paying for a product placement is accepted.
3. 1992- A Washington lobby group called the Center for the Study of Commercialism (CSM) presented a petition to the U.S. Federal Trade Commission (FTC) to protect children from the commercial onslaught. The CSM demanded that studios disclose to audiences when manufacturers pay to have their products placed in movies. The petition did not pass (National Post, June 28, 2002).

4. Some industry insiders believe that the feature film business should also be held accountable for paid placements. Michael F. Jacobson, co-founder of the Center for the Study of Commercialism, advocates that movies be preceded with a message that identifies what products are being advertised in them. So far the industry has opposed this suggestion.
5. The product placement industry is self-governed by the Entertainment Resource Marketing Association. Most reputable agencies are members of E.R.M.A. and they follow the below code of standards and ethics.
6. A member shall exemplify high standards of honesty and integrity while carrying out obligations to a client or employer.
7. A member shall deal fairly with past or present clients or employers and with fellow practitioners, giving due respect to the ideal of free inquiry and to the opinion of others.
8. A member shall adhere to the highest standards of accuracy and truth, avoiding extravagant claims, unfair comparisons, or taking credit for ideas and projects borrowed from others.
9. A member shall not knowingly disseminate false or misleading information and shall act promptly to correct erroneous communications for which he or she is responsible.
10. A member shall not guarantee the achievement of specified results beyond the member's control.
11. A member shall not represent conflicting or competing interests without the express consent of those concerned given after full disclosure of the facts.
12. A member shall not accept fees, commissions, gifts or any other consideration from anyone except clients or employers for whom services are performed, without their express consent, given after full disclosure of the facts.
13. A member shall scrupulously safeguard the confidences and privacy rights of present, former, and prospective clients or employers.
14. A member shall not intentionally, or knowingly, damage the professional reputation or practice of another practitioner.
15. If a member has evidence that another member has been guilty of unethical, illegal, or unfair practices, including those in violation of this code, the member is obligated to present the information promptly to the proper authorities within the Association, for investigation and possible action.
16. A member called as a witness in a proceeding for enforcement of this code is obligated to appear, unless excused for sufficient reason by the authorities of this Association.
17. A member shall, as soon as possible, sever relations with any organizations or individuals if such relationship requires conduct contrary to the articles of this code.

Other

1. **Real-Life Product Placement** -

2. **Grass-roots marketing** or street marketing targets Generation Y or Generation X audiences by bringing products to their turf – to raves and public parks for example (Gabriel, April 12, 2000).

3. **Other forms of real-life product placement** is young actors posing as tourists, asking strangers to take their picture with a sleek, new cell phone that doubles as a digital camera.

4. Volvo also utilized real-life product placement in Hollywood by giving cars to some of LA's young trendsetters to drive for a couple of weeks and create a buzz (Sunday Morning Show - CBS, Sep 15, 2002).

5. **Virtual Placement** – Through Princeton's patented computer graphics concept LVIS (pronounced Elvis) companies can introduce products into television programs that were never there to begin with. "An episode of UPN's Seven Days had four name-brand products or logos artificially added after the fact – a can of Coca-Cola, a bottle of Evian, a Kenneth Cole bag and a Wells Fargo Bank sign" (Los Angeles Magazine Sep 1999). According to Princeton, each product introduced into a scene via computer sells for the same price that sponsors pay for a 30-second spot in that market. Virtual placement is already utilized by sports telecasts. In Major League Baseball the billboard behind home plate features advertisements that change throughout the game.

Conclusions

The introduction of technologies such as TiVo and other replay machines has enabled audiences to view programs without watching the commercials. TiVo currently has approximately 1 million users and more than 70% of TiVo users fast forward through the advertisements (Advertising Age, Oct 21, 2002). Executives believe marketing plans will see an increase in all kinds of product placements in the future due to an increase in media options, rating erosion, and new digital technologies like Iastra Broadcasting.

Understanding The Iastra Broadcasting Model

Television Advertising

Iastra Broadcasting helps create new opportunities for businesses as well as emerging artists, producers, directors, writers, entertainers including Production Companies.

Our model is as simple as it is unique. First, we work with broadcasters and content owners to bring our subscribers original programming (movies, shows, music, live events etc.). Then, we offer businesses high-quality advertising On Air, Online and On Demand and we are proud to say that we can now offer “in movie / TV” show product placement in our own original productions. Finally, we use the product and advertising dollars we earn to fund creative projects and pay royalties to content owners. This perfect circle of networking is what powers Iastra Broadcasting and you.



IASTRA FREE TV

A NEW BROADCAST NETWORK ON ALL PLATFORMS!

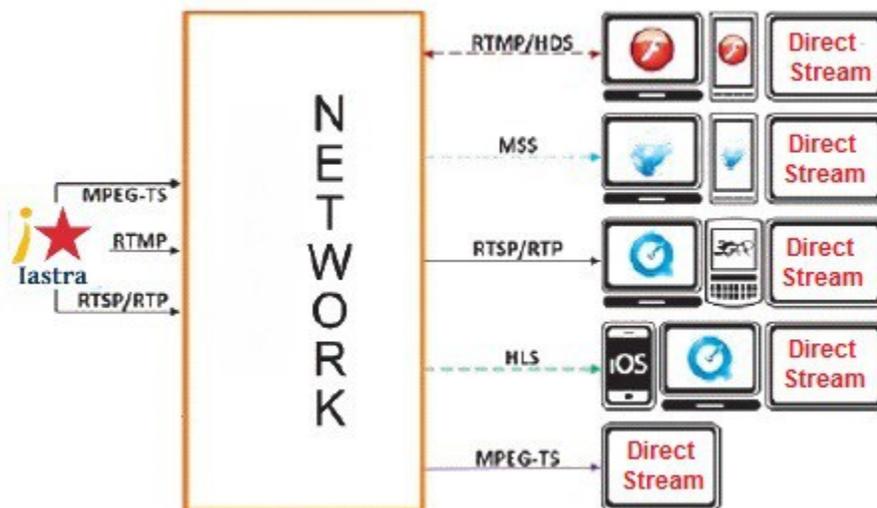
- ✓ Network distribution up to 3.4 billion Online Potential Viewers World Wide
- ✓ 140 Markets on over 20 Affiliates and growing fast
- ✓ Registered User Base of over 40 Million people
- ✓ A variety of programming... Entertaining and Topical Original Programming, Classic TV and Movies, Sports, Comedy, Romance, Politics, Reality, Music, PPV Events, Movies and much more...
- ✓ The ability to market locally, regionally, nationally and Internationally is what sets Iastra Broadcasting apart from local or regional broadcasters.....Iastra Really does have the largest reach of all.
- ✓ Integrated marketing campaigns designed to target specific demographic and psychographic profiles, as well as Regional programs to increase cost efficiency and reach.... Iastra can tailor a campaign that meets your desires and needs.
- ✓ Accountability: Iastra Broadcasting's platform allows for real-time results and the ability to fine-tune advertising initiatives with the immediacy necessary in today's fragmented marketplace.
- ✓ Diverse content airing on Iastra TV, IFilm Features, Big City Live, Christian Family Network, URockMe TV, Paid Player Network, ACsports, Bright Lights Live and many many more, we now have partners in Brazil, the UAE, the UK, the USA and many others coming on board fast.

CUTTING-EDGE TECHNOLOGY

ENTERTAINMENT WHEN AND WHERE YOU WANT IT!

The Iastra Digital Entertainment Association (IDEA) Platform is a Private Broadcasting Infrastructure engineered for Content Providers, Distributors, Live Event Producers, Advertisers and of course most importantly the Viewers. There are many advantages to our model, including an established outlet for new TV series', Movies, Live Sporting and Entertainment events, as well as Music Videos and of course Live News Coverage.

The inherent advantages of our multi-channel platform allow for maximization of traditional and emerging technologies and reaching the preferred usage channel of the new breed of audience in today's fragmented marketplace.



INTEGRATED ADVERTISING SOLUTIONS FOR TRADITIONAL AND DIRECT MARKETERS SEEKING RESULTS

Demographics

- Adults 18-64
- Children 7-17
- 59.7% men 40.3% women
- HH income \$60K+
- Over 72% own residential property

Network Distribution

- 20 affiliates and growing fast
- 140 Markets Covered and expanding
- Up to 500 million Total House Holds
- Full Time 3.4 Billion People Online Total Maximum Reach

Audience Also Likes

- Telecom Services 3.2x
- Car Rental 3.1x
- Commerce/Movies 2.9x
- Flowers/Greetings/Gifts 2.4x
- Home Improvement 2.3x
- Movies 2.1x
- Instant Messenger 1.7x

DELIVERY PLATFORMS REACHES ACROSS ALL PLATFORMS AND OPERATING SYSTEMS

The Iastra Broadcasting Global Delivery Platform is Optimized to work with and on all Operating Systems and all Devices regardless of operating system, all that is required for your media to reach the intended target is a internet connection and a web browser. There is absolutely no download or special software to view the Iastra Media Streams, simply go to the webpage and click Play regardless of what your systems runs on!!



THE IASTRA MISSION

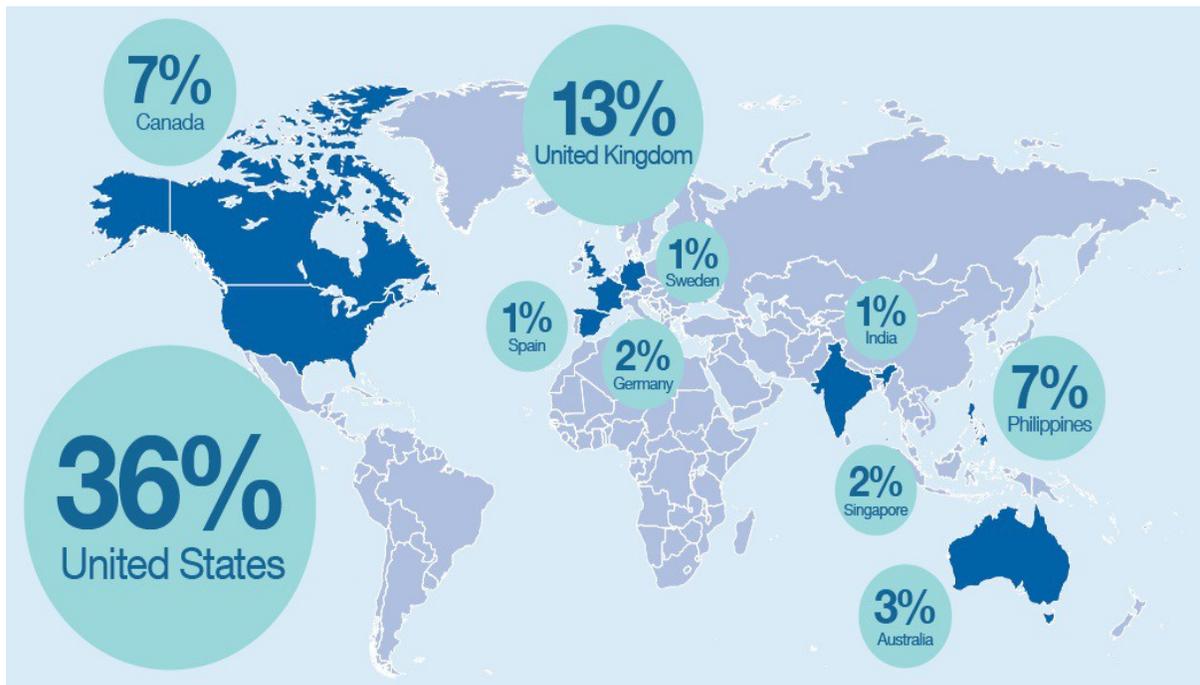
Iastra Broadcasting provides the perfect platform for all types of advertising campaigns. Whether you have a specific goal in mind, or simply want to get your message out to consumers, Iastra Broadcasting will make it happen. At Iastra Broadcasting, we can design demographic specific clusters with highly targeted programming to reach your core consumer or develop run-of-network programs to insure the reach and frequency you need to create awareness.

The convergence of Traditional and Direct Response Advertising encompasses both a strong communication to the consumer and transactional marketing capabilities. The immediacy of a “call to action” allows for customer acquisition and sales, it is the perfect complement to “branding” your product in the marketplace. The ability to include a website, and/or a toll-free number assists in generating revenue while tracking the success of your marketing initiatives. With Iastra Broadcasting, advertisers will reach audiences across all DMAs, with the maximum potential in reaching over 3.4 Billion People making Iastra the most powerful Branding and advertising platform combined with Video, Banner, In Media Products, Mail Response and Social Media resulting in the highest conversion and awareness rates anywhere with real people viewing your media.

We are committed to your success! Iastra Broadcasting will design a comprehensive marketing program, incorporating promotional elements to increase the “buzz” while providing a dynamic and effective advertising schedule.

THE IASTRA GLOBAL NETWORK

98% OF OUR VIEWERS ARE FROM THE TOP 10 COMPUTING NATIONS



**For Additional information or to speak with Iastra
Please use the following:**

Contact Information

Iastra Broadcasting Corp.

<http://www.iastra.net/clients>

Clientservices@iastra.net

**For all Customer Support Needs
please go to: <http://iastra.info/support>**

Vancouver BC

7400 Minoru Blvd #62
Richmond BC V6Y 3J5
310-894-9854

Panama Office

Via Italia, Edeficio el Virrey Mezzanine "A" Punta Patilla Panama
310-894-9854