



Iastra Broadcasting Corp Global Delivery Platform

Content Delivery / Content Licensing

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 just around the corner, 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.

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 broadcasted 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 now has agreements to be the exclusive broadcaster for 5 large stadiums that have sporting events, concerts of all kinds, special functions of a unique nature all of which Iastra is the exclusive broadcast partner in their stadiums. In addition to the 5 stadiums Iastra also has contracts with large hotel and casinos (now more than 40 Hotels / Casinos) which all have regular high value entertainment that Iastra also has the exclusive contract 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 720,000 media streams flawlessly without incident or downtime largely due to our Redundant network Architecture, iastra has also had over 250 Million visitors to our network sites, 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 Netflix and Hulu 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.

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 we already have exclusive agreements in place with Stadium owners, 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. We already have agreements with several very large product distribution companies such as Red Bull that have billions of customers and are also doing large sporting events that appeal to people all over the world such as the Nitro Circus (Motocross Events in all major stadiums around the world with many millions of viewers.

The live events will bring millions of customers and subscribers to Iastra with every single event, a prime example would be the Beyonce Concert we are now beginning to plan which will bring us all of Beyonce's fan-base, now over 50 Million people around the world whereby Iastra will be selling tickets to watch the live online broadcast from the comfort of their own homes.

With the robust Iastra infrastructure currently in place we can handle traffic of over 100 million viewers and over 100,000 live streams all going at the same time, We can give you a technical breakdown of what our software allows and is capable of.

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 going after global brands for sponsorship and advertising at these Global Events.

Iastra Content

Several years ago Iastra bought out a small video rental chain that was in bankruptcy and now has the entire inventory of over 100,000 video's and DVD that include over 45,000 of the latest titles from literally all studios and production companies including Chinese, Japanese, Hindi, German, French, Spanish titles and version of movies and TV programs.

Iastra is interested in gaining additional content with agreements being made with content owners on a daily basis, the goal of Iastra is to have similar agreements that Netflix and Hulu.com has with all studios and content distributors, Iastra also is very interested in providing licenses to our original content to the largest distribution companies in 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 that netflix nor Hulu.com are pursuing. 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 broadcasted. That is the difference that Iastra is now positioned to enjoy.

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 broadcasted around the world in the same manner that Virgin Group has done to become one of the worlds largest entertainment distribution companies in the world.

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 of the Free TV programming are updated every day and give content producers a spot to showcase their shows that can 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 which does not show English Programs or is 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 and are now retaining their users rather than loosing their customers / traffic to companies such as youtube or netflix and hulu.com

that all charge subscription fees to view TV shows. The Iastra revenue model is far superior than subscription based TV and provides very very strong revenue streams to content producers and 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 providing you strong daily revenues.

Contact us to find out more about Iastra Free TV

Original Content Production

Currently Iastra Broadcasting is producing 4 TV shows and 3 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.

If you have content you are interested to gain global distribution for or are interested to get broadcast rights from Iastra Please contact us at the following;

Iastra Content Licensing Team

310-894-9854

skype name:

Iastrabroadcasting

Email:

conentlicensing@iastrabroadcasting.com

View The Iastra Broadcasting's Public Message:

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