



Iastra Broadcasting

Live Event Broadcasting Agreement

Dear Event Producers and Event Location Owners:

Iastra Broadcasting Live Event Broadcasting is designed to help "Event Managers / Producers" reach a Global Audience with a revenue model that makes sense in the traditional way that all advertisers understand.

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

Iastra can help you Monetize your video content with our global audience and Marketing Partners.

Live Event Presentation on Free TV All Over The World

At Iastra We have Created a Digital Entertainment Broadcasting Platform Capable of Streaming Live Events From "**Anywhere to Everyone**" without limitations via our own private broadcasting network infrastructure engineered to Broadcast the very largest of events, easily streaming live and recorded media to anyone in the world that has an internet connection giving us a total market of over 3.4 Billion Connected people around the world growing at 17% annually.

Iastra has created an "Free TV Stream Player" that is being embedded on sites everywhere now over 30 different websites, included in the Streaming TV Player are "Channel Slots" these Channel Slots are being Leased to companies with large amounts of content. The Free TV Player will plug into any web page with the simple insertion of the "IFrame Code", the Free TV Stream Player is already on numerous Websites and growing fast with Iastra Distribution Partners all over the world producing Live Events, movies and videos of all kinds to be monetized using Iastra TV.

Proposed:

Your Live Events, Movies, TV shows, Films / Documentaries will be included in the Iastra Free TV Stream Schedule to be played on prearranged dates that will be Embedded on numerous web sites in the Iastra Wide Area Partner Network to which you have total control over what is streamed to the viewing public on the specific dates to be agreed upon with Iastra and you.

How It Works

The Mechanics of the Iastra Media Delivery Platform are very simple:

Your Production Company will receive a "Channel Slot" in the Free TV Player in which you (at your sole discretion) can play any video taped program, Movie, Show, of unlimited length on those dates for the entire day (24hours).

All You have to do is provide Iastra a link to the media they want shown or Iastra will film and broadcast that event for you and Iastra takes care of everything for you, it is that simple, Iastra manages everything for you.

Iastra will include "Your Event(s)" videos in the daily rotation on the Iastra Free TV Player to be displayed on all websites in the Iastra "Wide Area Network" allowing all Iastra Guests and Members to view your Events, Movies or films on numerous websites all over the world, with your Media to be provided to Iastra at least 7 days prior to airing, emergency situations for last minute changes are allowed.....Simple? Yes

Here Are The Benefits!

"Your Live Event" is not restricted by Time or Length Constraints, for instance, any of your events can be over 2 hour long without limitations at all, as far as restriction on length of an event, simply put...there are none.

Live Event Revenues "Doing The Math"

As the Lessee of a "Iastra Free TV Slot" you will have the opportunity to have 24 hours per day where your events can have 4 "advertiser spots" per hour of programming available to place with third party companies.

****so lets use a 1 hour long episode for ease of computation and understanding.**

24 hours times 4 advertising slots per hour = 96 advertising spots per day

Plus you get

-1 Pre-Roll Commercial slot (to show before your Event starts)

-1 Post Roll Commercial slot (to play after your Event finishes)

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

Absolutely yes....Each Event, Movie or Video Episode can have "Brought To ou By" or "Sponsored By" commercials placed into the Event / 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 "Your Live Event" in the Iastra Free TV Player....the branding and distribution benefits of this are priceless!!!**

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

Then you also can make **"Your Event" a "Pay Per View Event"** charging online viewers to have to pay a few dollars to watch the Event Online, of course this can very easily bring in very big money for you if you get several hundred thousand or even million viewers.

Included In This Complete End To End Solution

"Your Events" will also receive their own "Private Channel" on IFilmFeatures.com to which members and guests can subscribe to and "Your Events" also receives a "Private Branded Community Page" in the Iastra Arts and Entertainment Community-- <http://www.Iastra.net> (with the ability to create an unlimited number of sub-Event pages, groups, events, forums which also allows your fans and friends to "connect with you" giving you a "News Feed" to post future events so all users and guests can see where and when the event to be broadcasted is.

In its Entirety, you will come to think of the Iastra Broadcasting Platform as the "Your Live Event Global Distribution Platform" sounds impressive and your right the technology platform is very robust....but very easy to use.

I know your thinking "WOW" that is very cool and technical..... but can they actually deliver the goods????

The very simple one word answer to that is “YES” and really easily too!!

To date; Iastra has had over 200,000,000 (200 Million) page hits and Iastra has streamed over 800,000 movies and videos to our own users on all of the websites combined in the Iaastra Wide Area Partner Network.

The Best Thing About The Iastra Program Is.....We Manage The Entire Thing for You.

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 Location of the Event, we will come to your location and place our cameras strategically located to give a almost 3D view of your Event Location to acpture all the action giving viewers a full view of the Event and Location itself.

We do everything else so you don't need *any technicall knowledge at all* to have your own Global Broadcast.....that is our job.

Pricing

Pricing: \$1000 per day with all Cameras / Equipment, Publicity Campaign and broadcast personnel included (24 hour period) to be purchased 2 week prior to "Event Date" that gives us the time to set up the cameras and to promote your event to our viewers and advertisers.

The Advertising Spots in your channel will be a simple revenue share agreement whereby all revenues from Advertising Placed in any Event are shared on a 50/50 basis this covers all of our costs and bandwidth fees assicated with global broadcasting your event.

The Revenue Model

The revenue model is exactly the same as All Network TV Stations use today, so we are not re-inventing the wheel and it is a model that all advertsing 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 advertising inventory for your “**Live Event Broadcast Globally**”.

Schedule A Live Event Broadcast

1. Event Name: (please print answers in the space provided);

2. Event Location Address;

3. Event Location Owners Name and Phone Number;

4. Event Promoter Name and Phone Number;

5. Date of Event / Events;

6. Best Time and Number To Contact You;

My Direct Contact Information:

Call me Directly Once you have had a chance to review the "Live Event Broadcast Agreement" we are happy to accomodate you and provide a way for you to make the maximum amount of money on your event with the least amount of headaches.....We can deal with those for you as well :)

Looking forward to speaking with you.

Best Regards

Alexander P. Thorn.
Chairman
Iastra Broadcasting Corp.
<http://www.iastra.net>
310-894-9854
507-6601-6780
alexpthorn397@gmail.com
skypename;
iastrabroadcasting