



# Iastra Broadcasting Private Channels

## Your Private Channel on Iastra Free TV

Iastra Broadcasting wants to help Content Producers, content brokers, content agents and Library Owners to help you monetize your films. With the creation of your own private label channel(s) in the Iastra TV player that is 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!!!

## Here's The Math of the Revenue Model

As the Lessee of a “Iastra Free TV Channel” you will have the opportunity to have 24 hour per day of commercial slots at a rate of 4 per hour allowing you to have 4 advertisers or “sub-advertiser spots” per hour of programming available to place with third party companies that want to pay to advertise in your shows and on your channel. (this is just an example of "the norm" or the "Conservative" for the sake of illustration)

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

24 hours X 4 advertising slots per hour = 96 advertising spots per week

or 30 days per month X 96 (daily advertising slots per day) = 2880 advertising spots per month

Or 2880 advertising spots per month X 12 months a year = 34,560 advertising spots per year

That is not to mention sponsors that you could highlight in your broadcasts with product placement and or any agreement you make with your advertisers.

Depending on how much the “advertising spots” is sold for will determine your annual income which could be very substantial for your “**Private Channel**” having a cache of celebrity interviews and videos made from your historical programs as well as other content that you will produce over time.

## 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 675,000 movies, shows and video without a single interruption of service, that comes to over 1,300,000 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.

## **Pricing**

Pricing: 1,000 per month with a 12 month Contract  
or \$2,000 with a 6 month contract  
or \$2,275 on a Month to Month Contract

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

## **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 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 inventory from “**Your Private Channel TV channel**”.

So that is how it works.

After you've read this you can send me a message or call us to discuss any questions you may have.

Best Regards

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