

RAPIDO

NEXT GENERATION ENTERTAINMENT REVOLUTION



INTRODUCTION

- Rapido delivers cutting-edge technology and a premium content strategy powered by the proven Perception TVCDN™. Experience the ultimate in advanced TV user experience through our private cloud service.
- Rapido redefines entertainment as a next-gen OTT unified superapp. A multi-play marketplace combining Live TV, VOD, Egaming, and Social Media — think of it as the future's answer to YouTube!
- Rapido is set to revolutionize global entertainment with direct-to-consumer services and a B2B2C model, distributed through top-tier partners, including broadband providers, telco operators, international hotel chains, and retail brands.



THE MOST COMPLETE UNIFIED TV CDN MEDIA DELIVERY TV COMMERCE PLATFORM*

A MULTICHANNEL SUBSCRIPTION
OTT TV TO COMPETE WITH
CABLE & DTH

FREE TO VIEW OTT TV
TO COMPETE WITH
YOUTUBE, PLUTO, TWITCH..

SVOD & PPV SERVICE
TO COMPETE WITH
NETFLIX, PRIME, YOUTUBE TV..

DELIVERING ANY TYPE OF LIVE AND VOD CONTENT INCLUDING USER GENERATED

ADVANCED AD SERVING INTEGRATED WITH HEADER BIDDING AD NETWORKS
INCLUDING WITH SUPPORT FOR CLICK TO ACTION TV COMMERCE

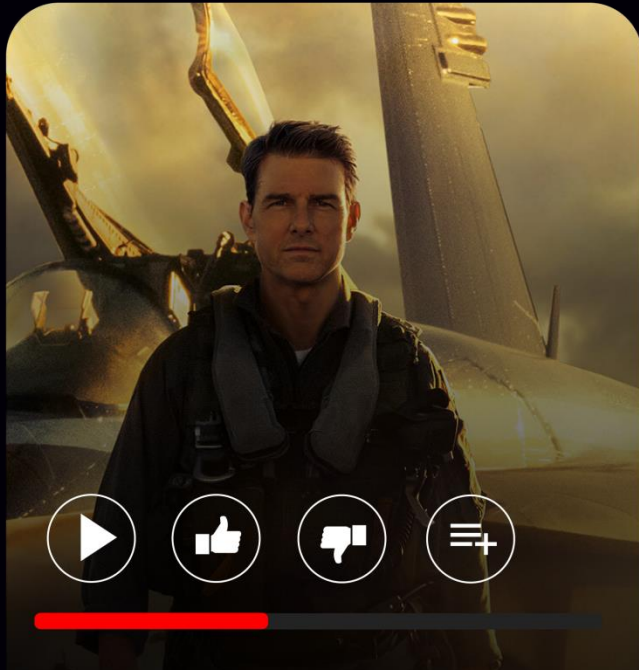
SUBSCRIPTION REVENUES

ADVERTISING REVENUES

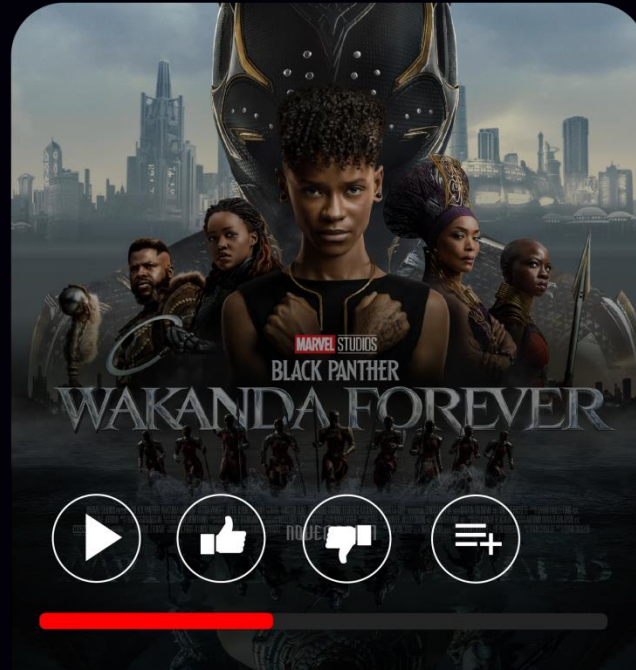
TV COMMERCE REVENUES

**To see full tech stack info about Perception TVCDN solution please visit Perception.tv website.*

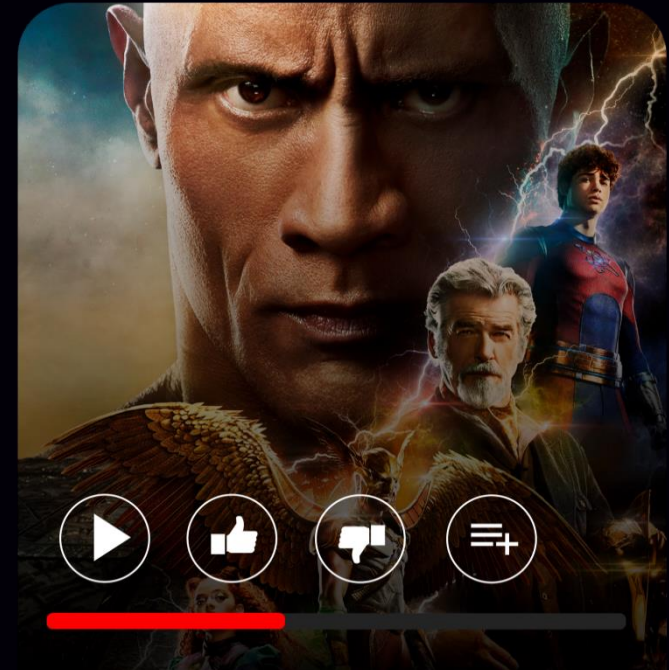
OVERVIEW



Rapido is a new internet TV service tailored for telco broadband and mobile data customers as well as hospitality sector seeking high quality affordable TV on their smart phones and connected TVs, including free to view and low-cost subscription models.



Designed ground-up for MNO integration with private CDN delivery and API integration to operator OSS/BSS platform for subscriber management, billing and bundling.



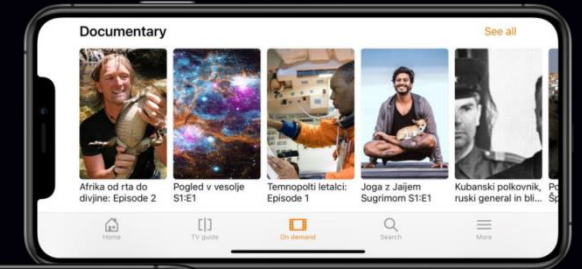
Unrivalled user experience for linear TV with live rewind catch-up TV, curated FAST channels, fully interactive EPG, video on demand and cloud PVR built in.

ADVANCED USER EXPERIENCE



Watch Live or from any point in the show using time-shift 7-day rewind

Rapido is available across 12 native apps, covering all major mobile and connected smart TV ecosystems: Web browser; Android, iOS, Huawei and Xiaomi mobile with Chromecast support; Fire TV, Apple TV, Samsung TV, LG TV, Android TV, Google TV, Hisense TV and Roku.



Video on demand, podcast, radio channels and games



Full 14-day interactive EPG



Rewind live TV with visual scrubbing

[CLICK HERE TO SEE PROMO VIDEOS AND SERVICE PREVIEW](#)

CONTENT PROPOSITION



Launch with limited startup content

Selection of popular family-orientated regional and international linear channels and VOD content from leading broadcasters and studios – 2000+ hours of movies and serials localized and utilized to produce thematic FAST channels.

NOTE: Limited content at start helps to fast-track the app stores approval process, after app is published we top up the content monthly.

Hypermedia Content Growth

Diversify and increase the content monthly:

- Create partnerships with local YouTube content producers and local production houses to create new interactive FAST channels for vertical markets.
- Increase linear TV, radio channels and podcast
- Expand VOD libraries with TVOD and PVOD
- Add third party premium SVOD packages
- Add games and education courseware

MARKETING BENEFITS



Automated customer engagement platform to drive push notifications to active and new target users based on defined marketing criteria, promoting new content, new episodes of previously watched shows, interesting highlights etc. via targeted marketing campaigns.



AI driven enhanced content recommendations based on user viewing history and other relevant external user's metadata factors.



App integration with telco's customer engagement solutions delivers maximum uptake and usage.



Telco partner is in full control of marketing campaigns online, social media, agent point of sales and offline marketing activity.



Extensive campaigns using programmable channels (SMS, WhatsApp, email, etc.) to drive download of the app and its usage engagement.

REVENUE MODEL

- Advanced VAST 4.2 programmatic targeted ad serving with ad skip, no-skip and CTA capabilities on mobile and TV screen
- Pre-roll, mid-roll and post-roll VoD ad insertion
- Live TV and VOD ad replacement with support for SCTE-35 triggers or with auto created ad breaks
- Header-bidding gateway enabling us to expose inventory to multiple global ad exchange platforms to maximize sell through CPM

AD FUNDED FREE SERVICE

- Bluetooth gaming keyboard is engagement enabler facilitating game play and chat on smart TV
- HDMI stick updates legacy TV into the latest tech smart TV



CORE REVENUE STREAMS

SUBSCRIPTION & PAY PER VIEW

- Premium content and AI video generation packages
- In-built payment gateway for subscription and pay-per view
- Easy API integration accommodate flexible operator billing
- Micro payment models like day or week viewing passes
- Free TV bundling with data
- Reduced ads low-cost subscription and premium no ads subscription bundles
- Additional tech bundles like PVR storage and extra concurrent streams

E-COMMERCE TV SHOP RETAIL

- Rapido branded OTT player devices and accessories
- Third party products like TV sets, tablets, phone sets, etc..

GROWTH OPPORTUNITY



Industry stats show that ad revenues, especially in developing markets, can easily outperform subscription sales.



Low cost no-ads OTT subscription is increasing year on year while DVB linear TV subscription rates are pro rata decreasing.



Connected TV advertising rates are now substantially higher than linear television impressions. The median Cost-Per-Thousand (CPM) for DVB broadcast/cable TV is on average 50% lower compared to OTT programmatic CTV CPM rates, with this margin of difference being consistent across both developed and developing markets.

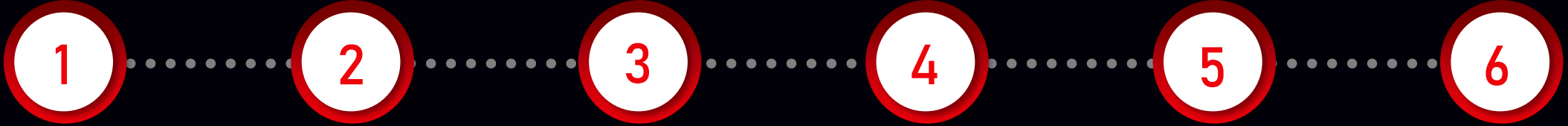


The justification for the much higher CTV ad cost is the value of the targeting that produces better cost performance, which results in a less-expensive Cost-Per-Completed-View (CPCV). Consumer engagement is up to 95% of the CTV ads served.

Most telco operators are behind the curve in adoption of advertising sales and AI bots. Great opportunity is introduction of agentic driven operation assisted by productivity AI agents:

- Customer Support
- Multilingual Subtitling
- Multilingual Audio Dubbing
- Contextual Ad Break Insertion
- Video Generation

END TO END SERVICE DELIVERY



TV service apps:

- Web browser
- Android, iOS, Huawei and Xiaomi mobile with Chromecast
- Fire TV, Apple TV, Samsung TV, LG TV, Android TV, Google TV, Hisense TV and Roku
- On request also HbbTV, Linux and Android custom STB apps are available



CDN services including:

- Cloud TV playout
- AI bots
- Content ingest and transcoding
- Subtitling and audio dubbing
- Targeted ad serving
- Monitoring and reporting
- Subscriber management
- Payment processing



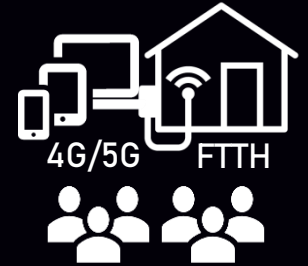
Targeted ad serving and payments integration with popular regional ad servers and e-wallets



Telco reselling partner OSS/BSS integration (user authentication and telco IPG invoicing) including private app store and telco's service bundles integration



Regional and international content aggregation partners and local content producers



Direct user reach via public app stores and via Telcos' private app store and established marketing channels

International multi-country service delivery with support for branded service sub-instances and CDN POP colocation in telco's WAN, enabling cost effective last-mile delivery for hospitality applications, such as hotels and remote communities.

RESELLER PARTNER BENEFITS



Customer Acquisition

- Free video streaming service (FAST & AVOD) is proven rapid growth model
- Attracts tech-savvy subscribers looking for cutting – edge streaming service



Customer Retention

- Exclusive and regionalized content reduces churn rate
- Personalized user experience increase customer loyalty



Increase Revenue Growth

- Capex cost of STB's can be totally eliminated, instead telco operator can retail HDMI TV player sticks and OTT set-top-boxes and smart TV sets to generated addition revenues
- Increased ad revenues from targeted ads via AI header bidding adtech
- Increased subscription fees upsell of premium packages



Market Differentiation

- Regional influencers high-quality content offers competitive advantage
- Unique innovative features like instant rewind playback with live preview



Network Utilization

- Optimized for mobile networks and budget handsets widens user reach
- Drives network data usage to support enhanced streaming quality

MNO / MVNO / ISP OPERATOR BENEFITS

- Core benefit for MNO/MVNO telco partner is that he can add to his product portfolio an extra TV service totally capex free and sweat out its existing user base to which he will promote this new service, utilizing his existing marketing channels and its private app store.
- Rapido provides CDN servers cost free to be co-located within telco's network, this zeroes the last mile delivery cost and increases QoS.

BUSINESS POTENTIAL



The OTT market continues to grow and remains the largest industry vertical, with 5.5 billion people worldwide regularly consuming streaming video. OTT video revenue is projected to reach US\$344 billion in 2025.



Rapido's business model for user and earnings growth is leveraging existing broadband and mobile user bases among regional telco resellers through app syndication agreements.



Rapido's earnings will be driven by free ad-funded services, ad-free premium subscriptions, and additional revenue from pay-per-view and TV shopping e-commerce.



Rapido's service is powered by the Perception TVCDN platform, the industry's market leader in cost-efficient OTT delivery, ensuring overall profitable operation.



Cost-effective operations ensure solid net revenues, 50% of which are shared with content partners, in aggregate from ad serving, pay-per-view, subscription, and e-commerce generated by their content.





CONTACT INFO

Join Us in Shaping the Future of Media and Entertainment with Rapido

We are thrilled to invite visionary content and reselling partners to explore opportunities with Rapido - the next-generation platform. Together, we can create unparalleled value in the industry.

For more information or to arrange a meeting, please don't hesitate to contact info@rapido.tv. Let's connect and explore the possibilities!

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