

# DaCast<sup>\*</sup>

SELF-SERVICE PLATFORM FOR LIVE STREAMING

DaCast offers the first fully integrated, self-service, live streaming platform. It allows publishers to start broadcasting in high quality and generating new revenues in 20 minutes. With an all-in-one solution and pay-as-you-go pricing, DaCast provides a more profitable system than other Internet-based services.



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**Increase Revenue with Your Video Content**

If you create, produce, own, distribute or syndicate video content, DaCast can help you broaden distribution and make more money. Whether you're a professional videographer, educational institution, infomercial producer, faith-based organization, or TV station, DaCast has the answer to better distribution and monetization of your content.

**Challenges in Monetizing and Distributing Video Content Today**

**The YouTube Approach:** There is a lot of video content available today on the web, but it's still very difficult to monetize. Although you can upload short videos to YouTube or other video sites that may help promote products, and spin-up viral campaigns, it is almost impossible to monetize content unless your video is in the top ranks.

**Complex, Expensive Technical Solutions:** There are also some very sophisticated technologies and services that provide video streaming capability but they are very complex, can be extremely expensive, and often require lengthy provisioning and upfront expense. If you don't have the expertise to constantly manage and adjust these systems or if you don't have the money to pay for all the equipment and services upfront, these solutions are not for you.

**Piecemeal, Low-cost Technical Tools:** Then of course there are some low cost, video streaming products but they tend to require technical expertise to cobble different technology pieces together. And even if you can manage the technology, they don't provide a way for you to monetize the video - so you still have more work to do.

**The DaCast Self-Service Video Streaming Solution**

DaCast offers the first completely integrated online video streaming solution. It provides a very easy-to-use, web-based service that allows you to easily broadcast your video content over the web *and* monetize it instantly.

DaCast combines a global content delivery network and an enterprise-class live streaming platform that allows for easy self-service, broadcasting and monetization over the internet within minutes. You define the parameters for subscriptions, pay-per-view or advertising and choose how to make money with your target audience – DaCast provides the complete, self-service system with everything you need to make it happen.

It takes just four simple steps: 1) capture live events or stream existing video content; 2) engage your audience and broadcast to them; 3) monetize through your choice of payment system and then 4) measure results and continually improve your business.



- ✓ Complete self-service and easy to use platform
- ✓ Start streaming in less than 20 minutes
- ✓ No term or dollar commitment
- ✓ Pay as you go
- ✓ Make money through monetizing your content

## **How DaCast Works**

DaCast is a completely web-based, self-service system and is very easy to use. It is appropriate for a wide range of users from TV stations seeking new ways to better monetize their video content all the way to individuals or small organizations trying to reach a targeted group or team of people.

**Individuals, educational institutions and small organizations** who want to broadcast a live event or an existing video can set up quickly and start streaming video within 20 minutes. There is a simple online registration followed by specifying the details of the broadcast before capturing or uploading the content and starting the broadcast.

**TV stations** and more demanding users have a number of other features and capabilities that can offer greater control and options for monetizing content. The DaCast Channel Manager allows you to easily set up multiple channels with unique video streams targeted at different audience segments. This kind of 'narrowcasting' allows TV stations to pursue niche markets and small audience segments that cannot be cost-effectively served through general broadcasting.

The DaCast Channel Manager gives you complete control over your video streams. Once you've registered, you can set up a channel and manage your streams in a few easy self-service steps as illustrated below.



## **Monetizing Your Streaming Video Content**

DaCast provides several ways to easily monetize your video streams so you can focus on maximizing your revenues and marketing your content - not dealing with complex administration, payment and systems details.

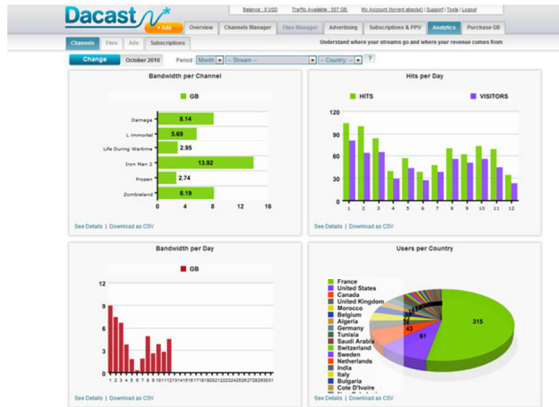
**Advertising:** DaCast is the only video streaming platform with an extensive inventory of ads for you to choose from. The process is simple; just find the right ad using targeted keywords, select the format, frequency and placement and you're ready to monetize your content.

**Subscription:** If a provider has content such as featured events they want to broadcast periodically or on a set schedule, DaCast will allow your users to sign up for a subscription service. All you need to do is define the rates and payment schedule. DaCast's Premium Manager will handle *all the payments and transactions while you'll collect new revenues every month.*

**Pay-per-view:** If you have a special event or one-time video stream you want to show to a specific audience, a pay-per-view price may be best for your viewers. In that case, all you have to do is specify the duration of the event/broadcast and the price you want to charge. Like the subscription model above, DaCast will handle all the payment transactions and security so you just collect the revenues.

## **Continually Improving Your Video Content Monetization**

In addition to a completely integrated, online video streaming platform, DaCast also offers powerful analytics to help you improve your business.



**DaCast Dashboard:** offers a comprehensive in-depth set of analytics which display specific information about user demographics and viewing behaviors. It also provides insights into eCPM, channel usage, content referrers, PPV, subscriptions transactions and many other details. All of this information is invaluable for content owners, educational institutions and TV stations to better monitor the performance of monetization models and maximize revenues.

## **Key Benefits of DaCast Video Streaming System**

As a content owner or TV station, DaCast's innovative, integrated Video Streaming System provides many benefits to monetize your video content:

- Integrated, self-service video streaming system – nothing else to purchase
- Easy to use and set up by anyone – no expertise required
- Able to start broadcasting quickly – monetize immediately
- No requirement for technical video knowledge – less expense to manage
- No requirement to purchase expensive equipment - no upfront costs
- No need for technical staff and ongoing maintenance – less operating costs
- Free trial to get started – no risk to try
- Pay as you go pricing - only pay for what you want, when you want it
- Ad, Pay-per-view, Subscription pricing – you choose how to monetize
- Payments managed securely by DaCast – no need for a merchant account
- Highly secure system – protects your video content from unlicensed use

## **Who We Are**

DaCast is headquartered in San Francisco, California with a European office in Paris, France. The management and technical teams have extensive experience in all aspects of live video streaming, video advertising and online marketing. The team is passionate about self-service online video streaming and is ready to help you reach a broader audience and boost revenues from your video content.

## **Get Started Right Now**

If you're interested in making more money from your video content, you can go to the DaCast website right now and sign up at [www.dacast.com](http://www.dacast.com). Or if you want more information you can contact us by email at [info@dacast.com](mailto:info@dacast.com) or by phone at 415-830-5214. We look forward to helping you distribute and monetize your video content.