

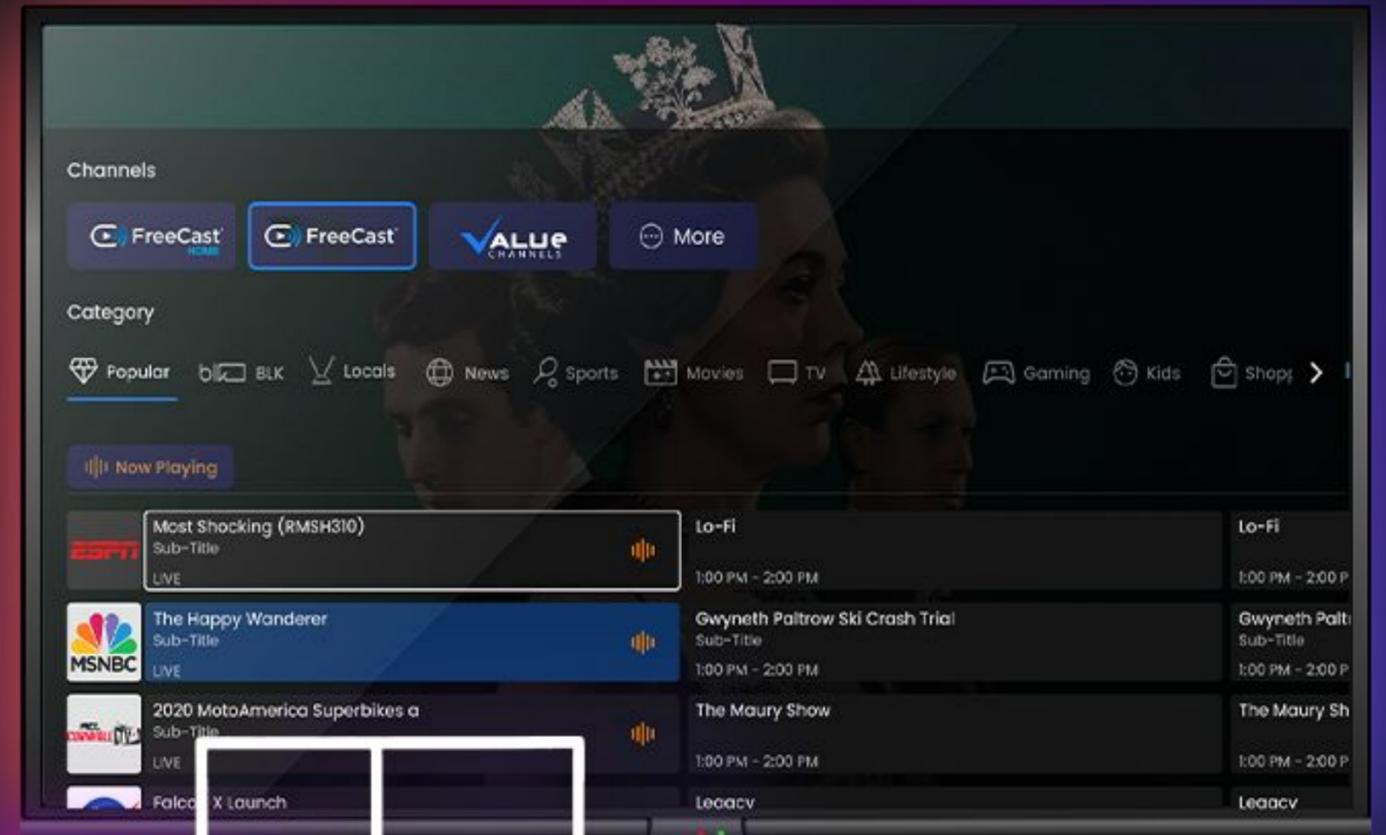


END THE STREAMING CHAOS!

FreeCast® PARTNERSHIP OPPORTUNITIES

- ✓ A Complete NextGen Streaming Solution
- ✓ No Cost for You or Your Customers
- ✓ Unlock New Income Streams

The Complete Cable & Local TV Solution
With **Monthly Rev Share** But No Trans Fees!





REVENUE SHARE PROGRAM

A No-Cost NextGen Streaming Solution for Your Customers with Recurring Subscription & Advertising Revenues For You

With the FreeCast complete **NextGen streaming platform...**

Your customers get...

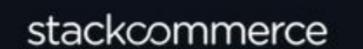
- ✓ 1000s of Free Movies & Shows
- ✓ Free & Paid Content Manager
- ✓ Search Across All Sources
- ✓ Works on All the Devices They Already Own

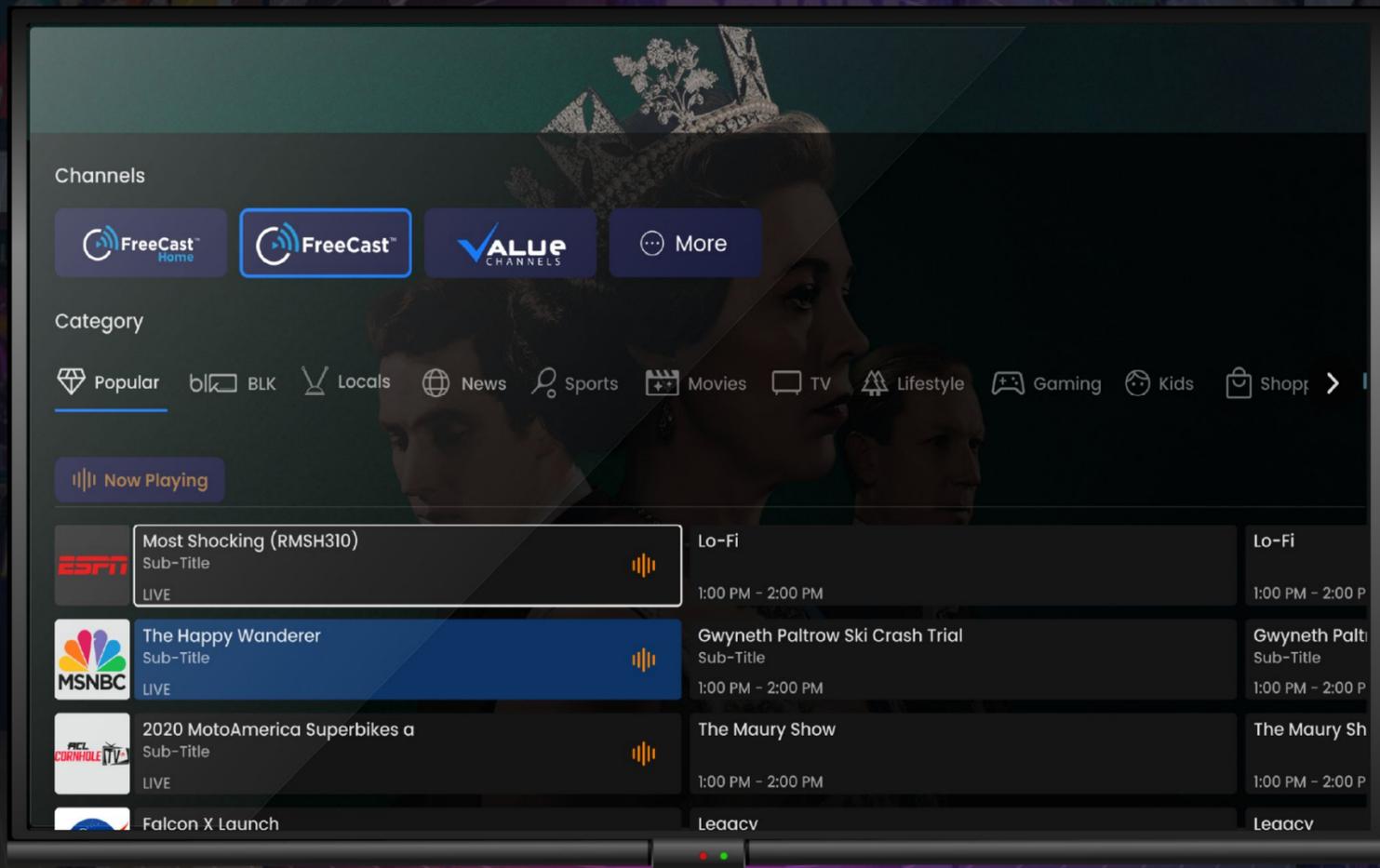
You get...

- ✓ Lifetime Recurring Revenue
- ✓ Simple Integration
- ✓ Local Broadcast TV Options
- ✓ No Retrans Fees or Setup Cost

	Earn up to 20% of the advertising & subscription revenue your customers generate		Add FreeCast® Home or Sling cable bundles to generate additional shared revenue
	Simple setup with a co-branded landing page and marketing materials provided by FreeCast®		Give your customers a FREE year of Value Channels (an \$80 value)

OUR FEATURED PARTNERS





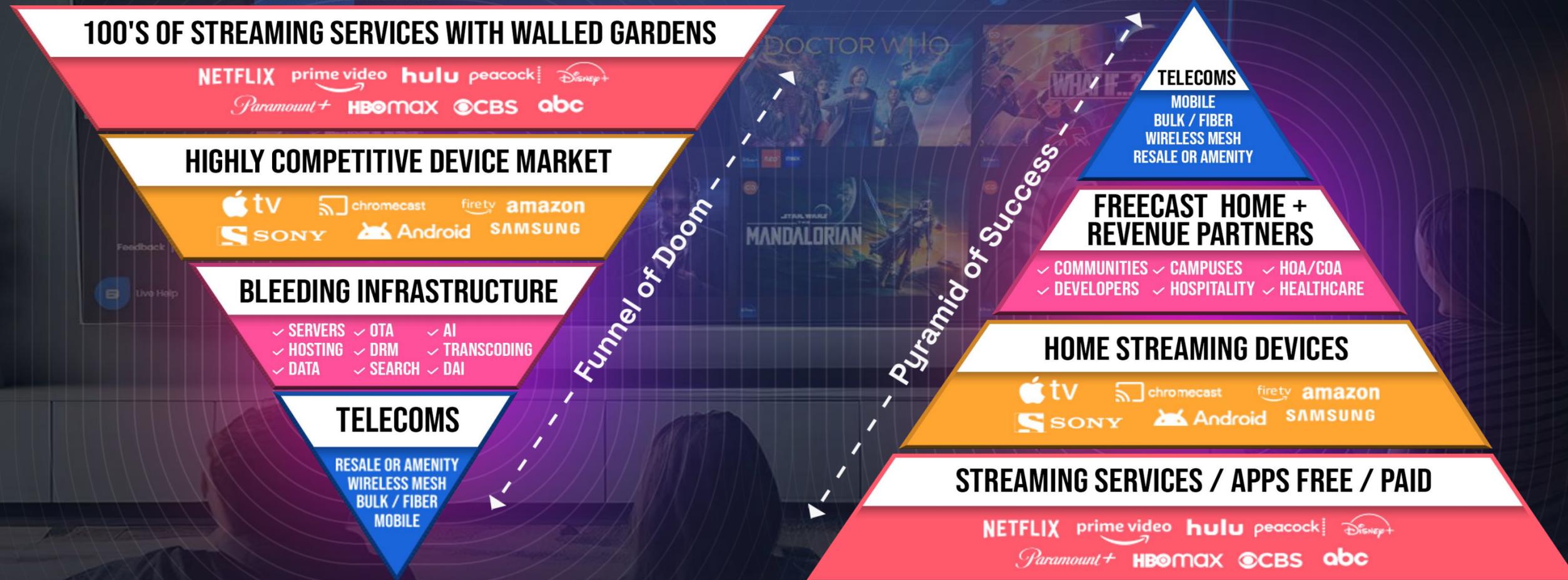
The FreeCast Partner Program Creates New Revenue Streams For...

- ✓ Broadband / Fiber / 5G Mobile Carriers
- ✓ Smart Home Developers
- ✓ Digital Retail / Ecommerce
- ✓ MDP - Multi Dwelling Properties
- ✓ Community Associations
- ✓ Hospitality / Healthcare
- ✓ Vacation or Extended Stays
- ✓ Hardware Manufacturers
- ✓ Promotional Currency
- ✓ Commercial Business / Buildings

FREECAST IS A PROUD MEMBER OF



FreeCast® CHANGES THE TELECOM INDUSTRY STRUCTURE



All Major Streaming Services
 Have Lost \$1B+ Per Quarter
 Stocks Are Plummeting

Streaming Solution For
 Dedicated Consumer Revenue
 Where All Boats Rise



ALA CARTE STREAMING SOLUTION

Start With A Zero-Cost Streaming Solution

Stream Your Favorite Shows and Movies Effortlessly, Anytime, Anywhere, on Any Screen.

- ✓ Stream on Any Device
- ✓ 700+ Live Channels
- ✓ 1000s of On Demand Shows
- ✓ Link All Your Premium Streaming Subscriptions

Download the FreeCast App on These Devices



Add Any of These Content Bundles to Create the Perfect Product Offers



CABLE BUNDLES (Q2 2024)

No hardware required to add a complete premium cable channel bundle to your FreeCast® app. The perfect addition to your streaming entertainment and local channels.

COMING Q2 2024



FREECAST® HOME HARDWARE

The FreeCast® Home device integrates your local news, sports and weather into the FreeCast® app on all your devices in the home.

DEVICES RETAIL BETWEEN \$100-\$200



VALUE CHANNELS

Our family friendly cable channel lineup. As our partner, we give your customers free access to Value as an incentive to drive customer conversion.

RETAILS FOR \$6.99/M UP TO AN \$80 BONUS OFFER

Give Your Customers Choice and Savings!

EXAMPLE FREECAST PRODUCT OFFERS

Here are Some Ways our Partners are Creating Value for Their Customers

FREE TV FOR EVERYONE



Give the FreeCast® app to all your new and existing customers.

Includes:

A Free Month of Value Channels as a Bonus for Registering.

Market:

All Your Customers

Cost:

\$0

Revenue:

Rev Share of Advertising and Subscriptions

SELL FREECAST® HOME



Sell FreeCast® Home Hardware. Add local over-the-air broadcast channels with NO Retrans Fees.

Includes:

Local Broadcast Channels Plus a Free Year of Value Channels.

Market:

Locals Focused Customer

Cost: \$99

one time hardware

Revenue:

Rev Share of Advertising and Subscriptions plus Hardware Commissions

SUBSIDIZE FREECAST® HOME HARDWARE



Rent FreeCast® Home Hardware. Earn additional revenue by renting the FreeCast® Home equipment to your customers

Includes:

Local Broadcast Channels Plus a Free Year of Value Channels.

Market:

Subscription Customer

Cost: \$99

one time hardware

Revenue:

\$15-\$20 Monthly Hardware Fee Paid Directly To You Plus Revenue Share

COMPLETE CABLE REPLACEMENT BUNDLE



Combine the FreeCast® App with FreeCast® Home Local Channels and Sling cable bundle. *COMING SOON

Includes:

Sling Cable Bundle and Local Broadcast Channels Plus a Free Year of Value Channels.

Market:

Subscription Customer

Cost: \$99

one time hardware and \$40 customer paid Sling subscription

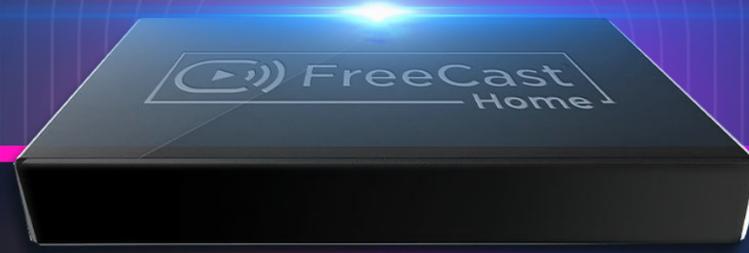
Revenue:

\$15-\$20 Monthly Hardware Fee Paid Directly To You And Sling Subscription Commission Plus Revenue Share

Contact Us to Discuss How to Monetize FreeCast today!



SINGLE UNIT OPTION



✓ DETACHED HOMES In-Home Network Appliance



Give your customers streaming access to their local broadcast networks.

- ✓ No Retrans Fees
- ✓ Monthly Hardware Rental Revenue
- ✓ Simple Installation
- ✓ Seamless Integration with Freecast
- ✓ Add DVR Functionality

Give Your Customers Choice and Savings!

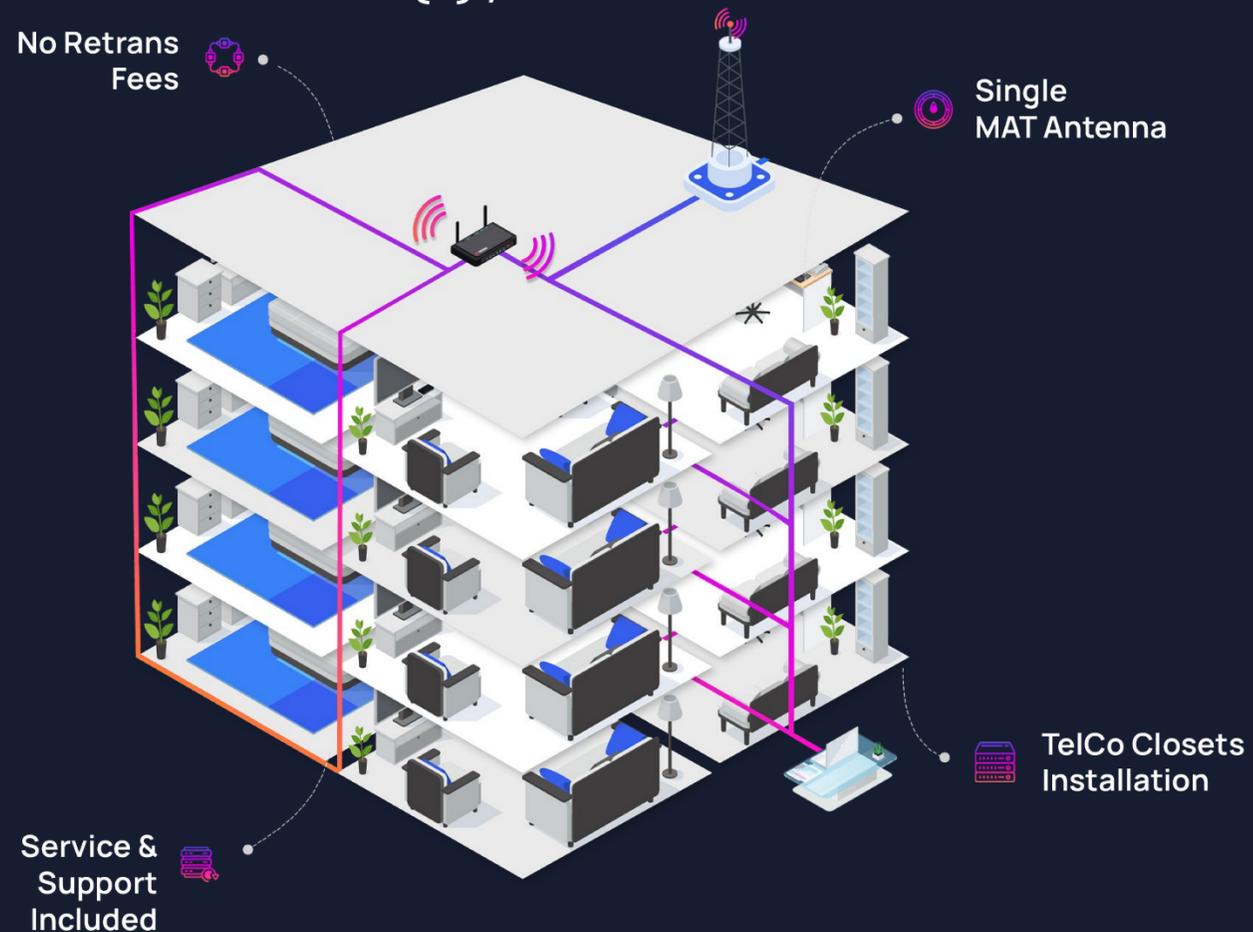
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MULTI DWELLING OPTION



✓ BULK/MDU'S Server(s) / Telcom Closet



Give all your residents access to their local broadcast networks

- ✓ Multicast tuners support up to 250 units
- ✓ One server can handle between 70-90 broadcast channels
- ✓ Seamless integration and installation for residents
- ✓ Resell up to 12,000 hours of DVR storage

Give Your Customers Choice and Savings!

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PARTNER PROGRAM

Add a New Revenue Stream and Increase Customer Loyalty

Every Active User Generates Recurring Revenue for FreeCast® & Our Partners

MAIN REVENUE

- ✓ Monthly Subscription Fees
- ✓ Monthly Add-on Fees

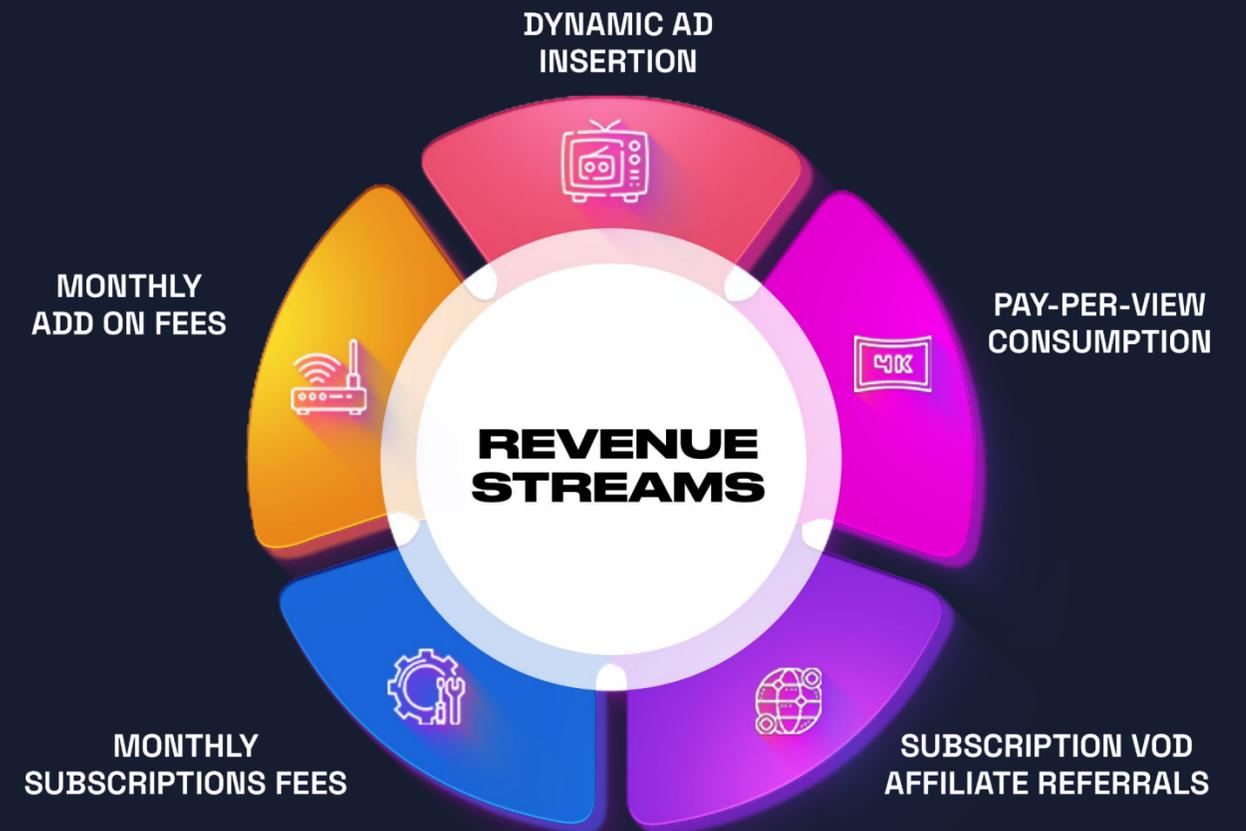
ANCILLARY REVENUE

- ✓ Dynamic Ad-Insertion Consumption (DAI)
- ✓ Pay-Per-View Consumption (PPV)
- ✓ Subscription VOD Affiliate Referrals (SVOD)

Plus Earn Revenue on All These Devices



REVENUE SOURCES



- Earn up to 20% of the advertising & subscription revenue your customers generate
- Add FreeCast® Home or Sling cable bundles to generate additional shared revenue
- Simple setup with a co-branded landing page and marketing materials provided by FreeCast®
- Give your customers a FREE year of Value Channels (an \$80 value)

FreeCast[®] COMMUNITY CHANNEL

Combine Smart Home Integration with
Community Messaging and Ads

- 1 Control your community specific messaging
- 2 Sell Localized advertising to nearby businesses
- 3 Add Nextdoor notifications and interactivity
- 4 Integrate Smart Home devices

DOORDASH

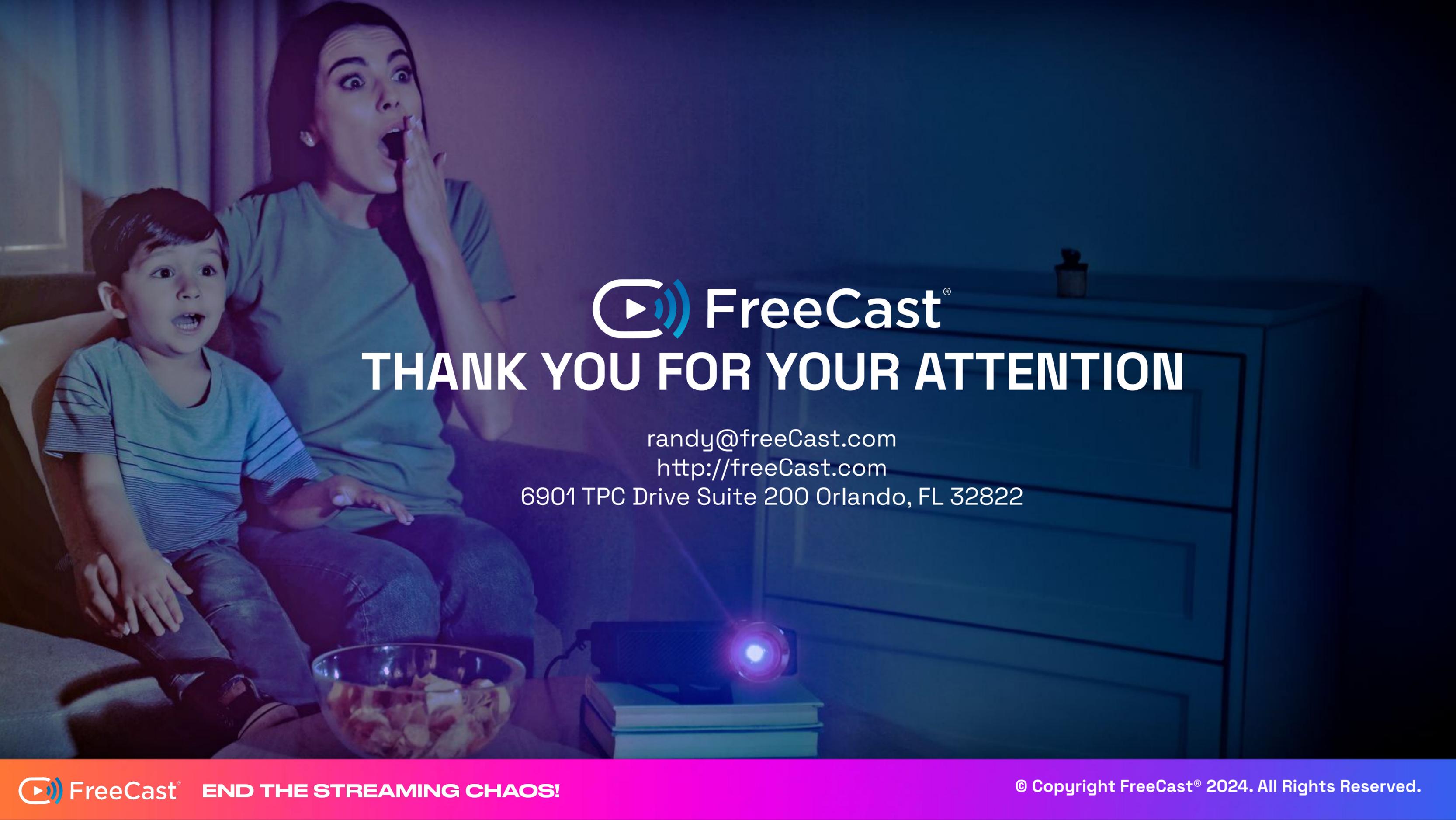
Nest

nextdoor

eufy
SECURITY

ring





FreeCast®

THANK YOU FOR YOUR ATTENTION

randy@freeCast.com

<http://freeCast.com>

6901 TPC Drive Suite 200 Orlando, FL 32822



THE AGNOSTIC, PLUG-N-PLAY STREAMING ECOSYSTEM FOR ITS FAILING INDUSTRY AND FRUSTRATED CONSUMERS.

A Groundbreaking Framework for Driving Substantial Growth and Positive Margins while Reducing Repetitive Costs, Billions in Losses.

#NEXTGENSTREAMING

"Bringing back 50%+ Margins to The Media Industry Instantly by Shedding Operating Costs and Unsustainable CAC"

- BILL MOBLEY, FREECAST CEO & STREAMING TV ORIGINATOR

FREECAST: THE STORY

PIONEERING STREAMING

Movies and TV shows have been on the internet since the 1990s. The company that first introduced the on-page, no download video was MegaMedia Networks (MegaChannels.tv), founded and helmed by FreeCast's own William Mobley. In those early days of 56 kbps modems, when Netflix was most known for renting DVDs by mail, Mobley imagined a world where television and movies would be delivered via the web. He garnished collective support from the major studios in the late 90's who provided popular motion pictures (Top Gun, Enemy of State, Deep Impact, Twister, and others), plus many TV Show assets. MegaChannels became a top website serving over 800K videos a day, when Yahoo was doing approximately 4M daily searches by comparison, and ever since then Mobley's been focused on that big picture.

THE TRACK RECORD

FreeCast, Mobley's latest venture, got off to a hot start in the early 2010s by creating a unique IP called SmartGuide, introducing mainstream consumers to the potential of streaming to replace traditional pay television by locating and organizing TV shows, movies, and live events scattered throughout the internet. FreeCast partnered with as-seen-on-TV giant Telebrands to offer the company's first aggregated streaming product, Rabbit TV, a collection of the first FAST Channels, AVOD, SVOD, Live Events, Music, and PPV options. Sold as a packaged USB drive via brick-and-mortar retailers (Walmart, Target, Best Buy, etc), FreeCast became the fastest technology company to reach 1 million users, and those users were paid subscribers. Improvements and rebranding to RabbitTV Plus grew the service to nearly 5M subscribers over 24 months rivaling all streaming cable-like vMVPD entrants such as Sling TV, Hulu Live, and Fubo TV for years to come.

Since then, the company has been at the cutting edge of the streaming space. While dozens of streaming services have launched since then, each one effectively reinventing the Netflix SVOD or Pluto TV FAST channels model, FreeCast's focus has been on the overall streaming experience and making it viable for consumers. Not another streaming library, but a must-have service that can weave disparate parts of the streaming universe together into a single package that's affordable, freely ad-supported, and easy to use by all consumers, across all enabled devices.

BUILDING TURN-KEY SOLUTIONS

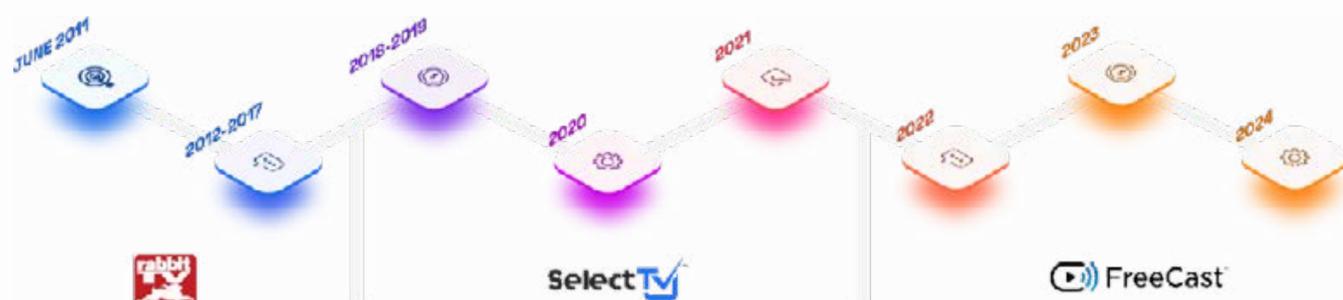
For the past 10 years, FreeCast has been assembling a team of executives from across the traditional entertainment and streaming tech industries, signing content deals with every programmer of any size, and securing all the technology and business relationships needed to deliver a complete "integrated" streaming platform from start to finish, for consumers, programmers, advertisers, and distributors alike. Meanwhile, competitive pressures have pushed big media networks and studios into embracing technology and relationships that are not functioning as intended. The new market that Netflix and others pioneered simply cannot be successful with a dozen different subscription services competing for the same eyeballs.

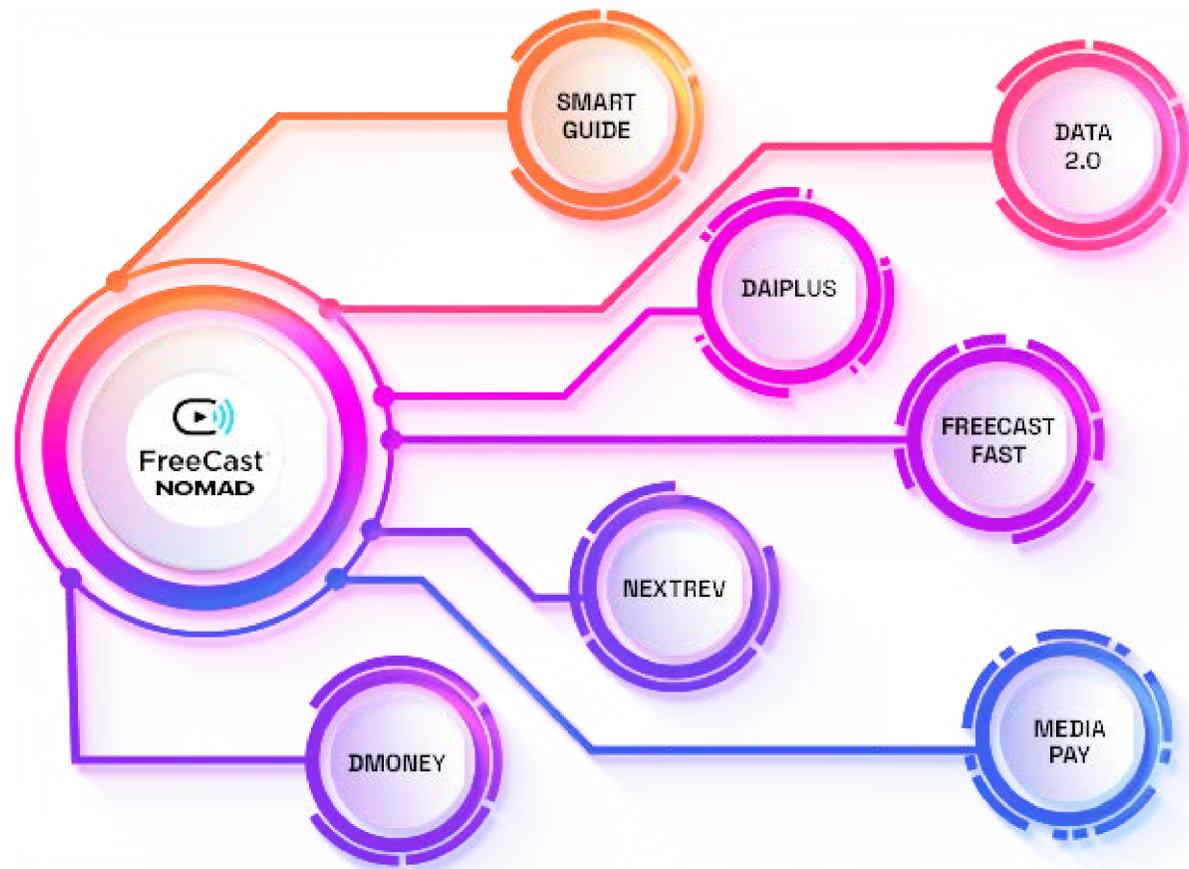
This addresses the biggest problem in the entertainment industry today. Every big media company has launched their own streaming product, which means each one has replicated their costs, investing billions to build the same infrastructure in their own silo. However, they have taken a huge financial risk, ignoring repeated warnings from consumers that they didn't want a siloed experience, they wanted access to content from all these providers, easily and at an affordable cost. Ignoring this has caused big media's new conundrum: they're in uncharted territory, saddled with massive expenses and numerous technology vendors, while incurring massive revenue losses, stock drops, excessive content costs, unimaginable CAC (consumer acquisition costs), uncontrolled churn as consumers binge and bounce, destroying the concept of customer loyalty to any one service.

The problems facing consumers and challenges faced by the big media companies are two sides of the same coin, and FreeCast is offering the most reasonable, tested, and economical solution for both of them: an affordable turn-key platform that programmers can plug into and reach the whole spectrum of media consumers with their products. FreeCast connects the content, the "dedicated" eyeballs, the most innovative delivery platform, fully integrated proven vendors, and the increased revenue lift with certified/audited management tools... across them all.

This same type of OS (operating system) and exact logic changed the core computer industry when Windows was delivered to replace DOS, turning computers from a business tool into everyday technology for consumers everywhere. It is because of that revolution that smart, connected devices have moved from our desks to our pockets and everywhere else. These new devices in multiple configurations, i.e., computers, smartphones, tablets, SmartTVs, and streaming sticks/boxes are manufactured with media entertainment as the major element in each,

COMPANY TIMELINE





A pioneer in the streaming media space for over 25 years, FreeCast's CEO founded the company that developed the first on-page, no-download streaming/prebuffering tech. Known as MegaChannels, this online video platform was the first to legally stream major motion pictures and TV shows, becoming a top website in 1998, a time when Netflix was only in the business of renting DVDs by mail. In the 2010s, FreeCast developed and marketed multiple self-created branded products, Rabbit TV and Select TV among them. While actively engaged in R&D, the company sold millions of subscriptions across these product brands, which have now been integrated into our latest FreeCast service. This product now boasts full Integration with, serviced by, and with investment from many of the top 20 recognized partners and service providers in the global streaming industry.

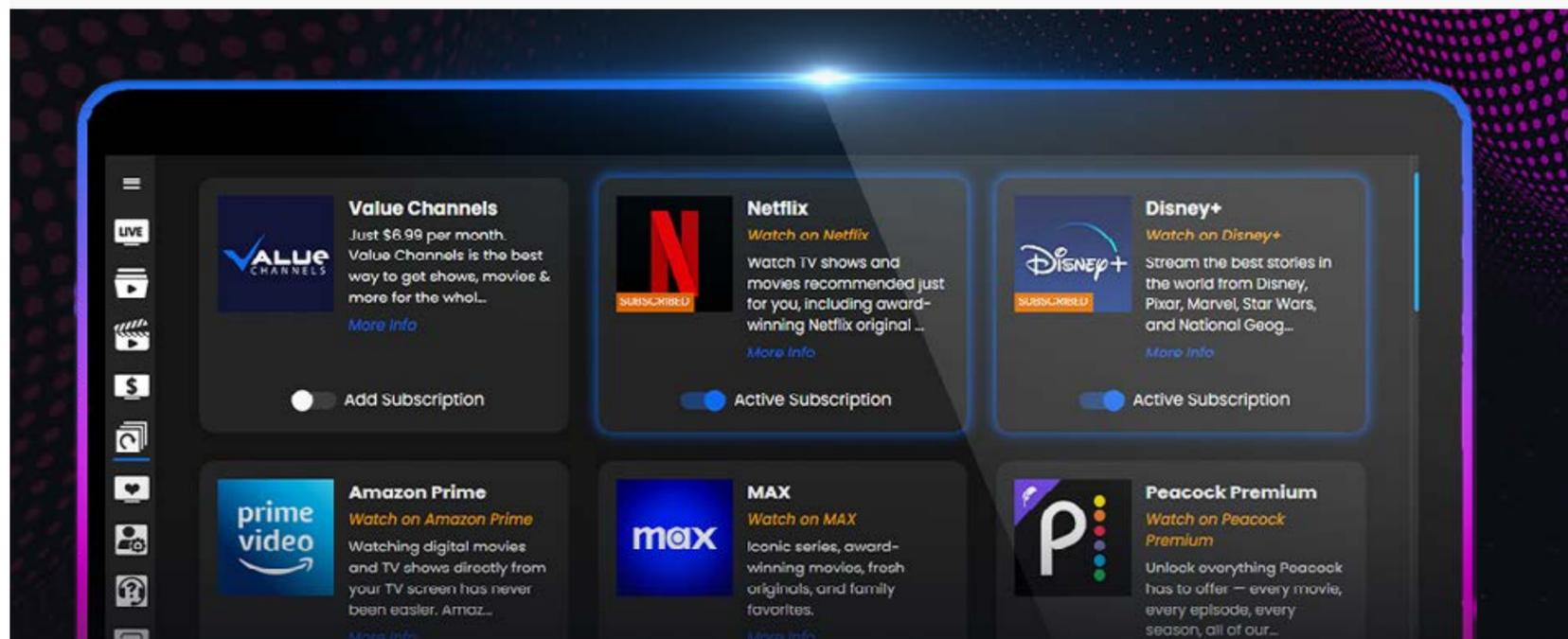
UNMATCHED FULLY INTEGRATED INFRASTRUCTURE

- Non-Competitive / No Cost Infrastructure / Easier than Roku Onboarding and No Continued App Management
- All-in-one / All Networks / Majority of Devices / Single APP – Consumer Friendly and Convenient / Less Confusion
- Fully Integrated Broadcast / OTA, FAST, vMVPD, AVOD, SVOD, PPV, Single Pay Subscriptions Manager
- Cross Networks Hyper-Targeting DAI / CTV Ads / Unmatched User Journey Data & Ai / More Macros = Higher Earnings
- DRM 2-Sided / PCI Compliant / Monetization: Partner Payment Parsing Dashboards & Reporting / Ai Learning
- Eyeballs: No CAC / “Dedicated” Consumer Viewership / Direct Partnerships into 20%+ Doors in USA
- Partners: Telecoms / Cable / Wireless / MDU-Property Mgt / Community Developers / Campus Living / Hospitality
- Revenue: Shared with Partners / Infused \$MMM budgets transitioning from traditional TV to DAI & CTV / Ai Analytics
- Advanced Cloud Infrastructure / Amazon Media Services / Global DRM & Content Management Integrated
- T-Commerce / Ecommerce Integrations / Live Commerce / Virtual Selling / Clienteling / Marketplaces
- DOOH / Mobile OOH / Transit / Travel Plazas / Airports / Stadiums / Universities & Colleges / Professional Offices
- Instant FAST Channel Production, Meeting Niche Market Demands, Built-in Sponsors, Onsite Cyclorama Studios
- Streaming Device Manufacturers Integrations / 80% Market Coverage & Increasing / Global Reaching
- Full Power - Micro Broadcasting / Wireless Fiber Mesh / MNO Carrier Distribution / ATSC 3.0 Implementations

COMPLETE INDUSTRY ECOSYSTEM: WELCOME PROJECT | NOMAD

- FOR THE CONSUMERS: -----NO MORE APP DIVING
- FOR THE INDUSTRY: -----NO MORE ACCOUNTING DISASTERS
- FOR THE WORLD: -----NO MORE ACCESSIBILITY DEFICIENCIES

FreeCast has created a complete, global-ready ecosystem that is plug-and-play for all parties in the media industry: consumers, programmers, advertisers, and distributors. Our platform is cloud-based and on-demand, replacing the need for massive and costly investments with a pre-assembled system that all parties can plug their existing technology into. We can ingest content from programmers, dynamically insert advertising, and serve the content in the form of a channel to the consumer on whichever device they choose, all without our partners having to invest in any of their infrastructure. This product can easily be white-labeled for distribution partners and made available on a regional or global basis.



A REVOLUTION IN STREAMING

NOMAD PLATFORM FEATURES:



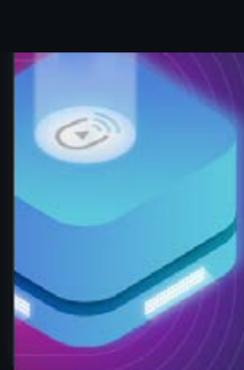
FreeCast SmartGuide
Watch, Browse, Search, & Pay for Everything. All... In One App!



FreeCast Data 2.0
Most Advanced Aggregate Experiential Data Journey Across All Streaming



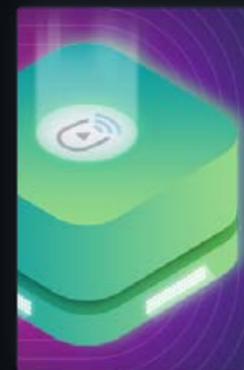
FreeCast DAplus
Cross Network Collection and Delivery of Most User Generated Macros



FreeCast FAST
End-to-End No Cost FAST Channel Monetization Solution for Content



FreeCast NextRev
Revenue Generation Program Partnering: Eyeballs-Content-Advertising-Distribution



FreeCast MediaPay
No Cost Revenue Powered Streaming Subscription & PPV Billing Management Platform

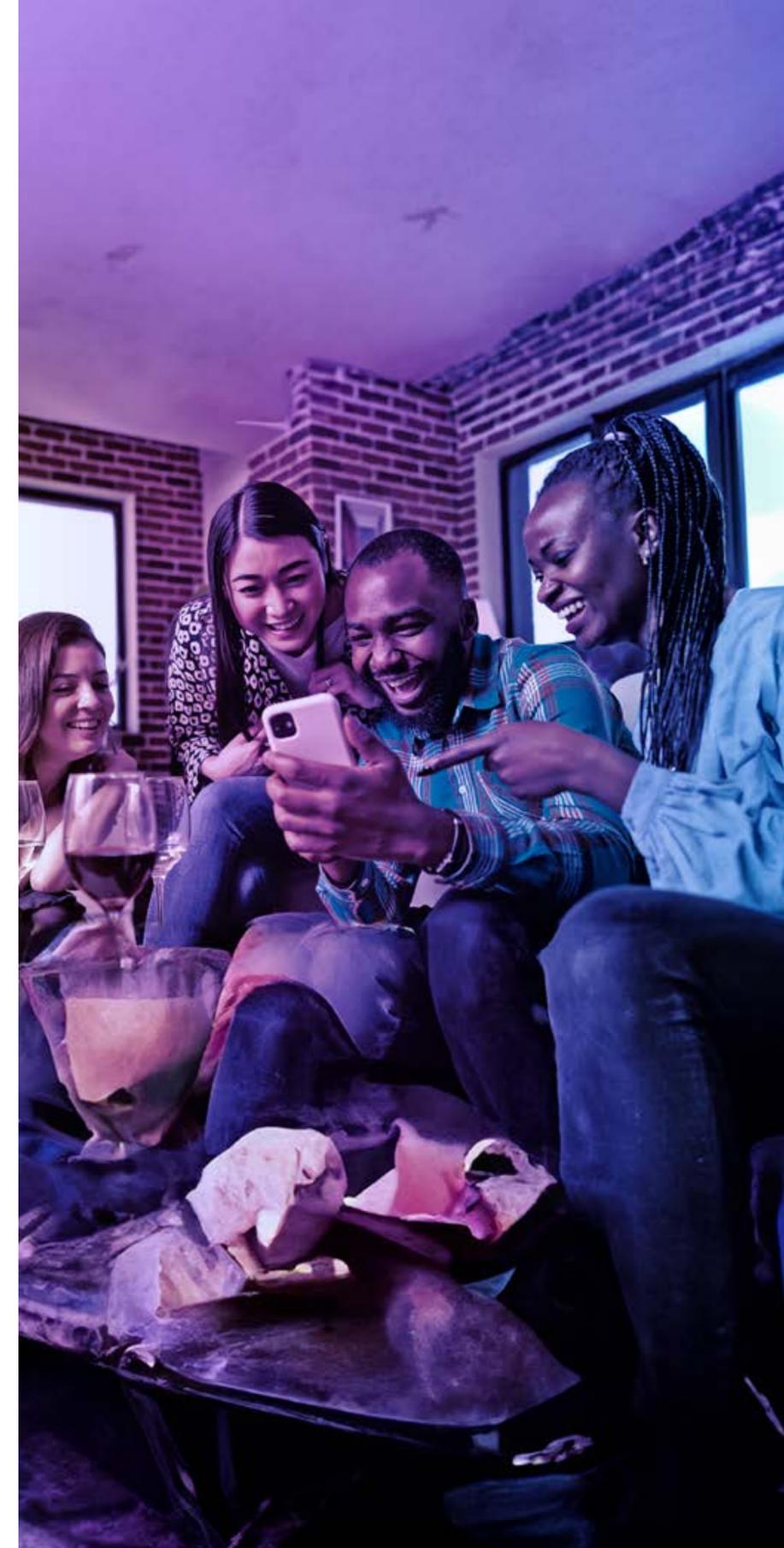
[LEARN MORE](#)

CONTENT: THE ONLY STREAMING SERVICE THAT HAS EVERYTHING

Consumers will want content from multiple sources, so it's impossible for one single SVOD library or even a massive media conglomerate to "win" the streaming wars. Every attempt to keep a consumer away from their competitors is only an added frustration to them.

FreeCast, as an aggregated platform, is the only non-competitive, no-cost, value-added streaming ecosystem that can provide consumers with everything. It offers content from across all popular media platforms. While having many direct partnerships with content providers, FreeCast is always working to better integrate these offerings into their service and SmartGuide which also includes the content data from popular streaming services that they don't have a directly integrated relationship. They can show consumers all their options with advanced AI search for watching a particular piece of content and even deep-link to that content within other apps or websites.

Consumers can tell FreeCast which other services they subscribe to and can show them what they can watch for free. For content that's not available for free, they give them options to subscribe to a service through which they can view it or price comparisons on pay-per-view providers. This makes FreeCast a complete one-stop-shop for streaming, addressing one of consumers' biggest complaints: too many streaming services behind fragmented walled gardens.





DEDICATED EYEBALLS: EASY ACCESS FOR PROGRAMMERS AND ADVERTISERS

FreeCast is positioned for rapid growth through commercial partnerships with companies that have access to large numbers of people. These include multi-dwelling housing, the hospitality industry, telcos, and bandwidth providers, campus housing, and device manufacturers. These large user bases represent an opportunity for programmers to efficiently reach audiences, and for the media industry to reduce their customer acquisition costs and churn, which are currently unsustainable.

More eyeballs also mean more opportunity for advertisers utilizing FreeCast's advanced hyper-targeted AI data plug-and-play technology reaching far beyond today's common DAI (dynamic ad insertion) methods. FreeCast can serve many additional macros and earn significantly higher CPMs from more potential customers. FreeCast boasts a larger reach than other individual channels or streaming apps, and the ability to deliver far more targeted ads than traditional cable, satellite, or broadcast TV. Coupled with better "voluntary data" than any one streaming service alone.

DELIVERY SYSTEM NO MORE REPLICATED COSTS

All these new SVOD services have cost billions of dollars to create. The development and marketing costs that used to be borne by a small handful of companies are now duplicated by every major media company. FreeCast has spent 10 years assembling a collection of over 20 different proven technologies and highly advanced bridges (not just APIs), and has fully integrated these tier 1 business partners to be able to deliver all the state-of-art infrastructure, and make that accessible to programmers as a service, saving them the expensive and time-consuming process of doing it themselves. The result is a massive reduction in costs for existing operators and instant time to market for newcomers.

FreeCast's content delivery system is a turn-key solution, designed for content providers large and small to easily plug into, making their content available across FreeCast's network in any manner: linear or on-demand, and monetized via ads, a subscription, or pay-per-view.

REVENUE SHARING REVENUE WITH OUR COMMERCIAL PARTNERS

FreeCast's formula for growth, both in terms of content offered on the platform and users brought to the service, is based on zero cost/no risk, by simply sharing revenue with those partners. This changes the economics for all involved because it turns what is normally an expense into a revenue source.

For content providers, whether they have content that's currently not being utilized, new niche entrants, or are struggling with falling revenues from traditional pay-TV or existing streaming services, FreeCast's model can put eyeballs on that content and generate greater ad revenue. A far cry from the unsustainable CAC (customer acquisition costs) choking billions from large media companies today.

For any organization that has a large number of customers, subscribers, or tenants, partnering with FreeCast to distribute the company's service also represents a revenue-generating opportunity. This is especially true for organizations that are expected to deliver television services, for example, rural telcos and other bandwidth providers, apartments and condominiums, hotels, on-campus housing, and more. While bulk broadband deals are a growing necessity in these types of dwellings as more wifi enabled devices demand more bandwidth in the home, cable television has often been dropped from these arrangements, as it is costly to provide and service while generating little if any margins. For these organizations, providing video service is typically a costly hassle, with high infrastructure costs, maintenance, and customer displeasure. FreeCast delivers a no-cost or extremely low-cost option to deploy and generate significant recurring revenue with zero maintenance or added expenses.

**15%+ OF ALL
DOORS IN AMERICA
CONTRACTED &
GROWING**

FREecast HOME: YOUR WHOLE HOME STREAMING GATEWAY



FreeCast Home is your Whole Home Streaming Solution that brings together Live Major Broadcast TV Channels and your favorite streaming content, with no monthly fee.

[LEARN MORE](#)

FOR THE CONSUMER: FREE LIVE LOCAL OTA TO OTT A UNIFIED, AFFORDABLE, AND EASY STREAMING EXPERIENCE

ON-DEMAND/LIVE FREE AD-SUPPORTED, PREMIUM SUBSCRIPTION, AND PAY-PER-VIEW

FreeCast supports all types of on-demand video, with multiple monetization options: Free with ads (AVOD), premium subscription (SVOD, including subscriptions with ads), and pay-per-view video (PPV). Our platform currently boasts over 500,000 on-demand movies and TV episodes from across the internet. Content from multiple streaming services can be accessed from a single AI search, a single interface, and a single app (not 50+).

FAST STREAMING CHANNELS A LEAN-BACK TV EXPERIENCE WITH MORE CHANNELS THAN CABLE AND SATELLITE

In addition to a massive on-demand library, FreeCast features the largest collection of free streaming channels on the internet. With over 700 linear FAST (Free Ad-Supported Television) channels, organized in a cable-style guide, a free user of FreeCast has access to as many channels as you might expect with a jumbo cable or satellite TV subscription. FreeCast also can bundle premium pay channels, such as its own Value Channels, Vidgo (both fully integrated), Philo, Fubo, Sling, Hulu, YouTube TV, and sports packages under a common subscription and payment manager. With FreeCast's SmartGuide and MediaPay subscription/payment manager, users can access content from multiple services within a single app, eliminating the need to log into separate accounts across different apps, sites, and services.

FreeCast has streaming television partnerships that bring Live Local Channels via streaming, for free, directly into the same guide as its internet streaming channels. These popular localized channels such as Estrella, Bein Sports, TBN, The Country Network, Cozi, QVC, OAN, Law & Crime, CBN, get TV, LATV, and many others currently available to customers via the same freely available FreeCast app.

Live Local Streaming TV Channels are available in 53 top major DMA markets spanning a reachable audience of over 200 million Americans and expanding rapidly. Each market currently delivers 50 live channels which differ in each. The commercial benefit of this partnership is the existing mass infrastructure, with plans for future onboarding by major broadcast affiliates who will seek to avoid the high costs of developing their own streaming delivery. These Broadcast Affiliate groups are responding to a rights conflict underway now with failing vMVPDs, and will need to seek a partner with a no/low-cost existing platform that has a proven model of combined NextGEN TV / ATSC 3.0 streaming delivery via app, including DMR (digital rights management), advertising revenue, programming payments and the mass distribution found with FreeCast. These major broadcast affiliates (Scripps, NextStar, Sinclair, Tegna, etc.) would find it prohibitively expensive to contract with 20+ vendors and technologies, or contend with unsustainable onboarding, infrastructure, and operating costs that far exceed positive revenues that can be generated, all while repeating the same model failing the vMVPDs today.

LIVE MAJOR LOCAL BROADCAST TV WITH FREecast HOME "THE ULTIMATE WHOLE HOME SOLUTION"

With FreeCast Home, FreeCast can integrate live local broadcast TV into the same guide with internet-based streaming channels. No changing inputs or other physical adjustments are required, over-the-air broadcast channels and streaming FAST channels appear side-by-side in the same interface.

This includes local NBC, CBS, ABC, FOX, The CW, PBS, MyTV, Ion, Univision, and Telemundo affiliates, featuring live coverage of local sports, news, and weather. With the FreeCast Home device (one-time purchase) attached to a home wifi router, over-the-air local TV is made available on all devices in the

home via freely available FreeCast apps for Smart TVs, mobile phones, tablets, and app-less on Laptops/PCs. FreeCast also provides Free HD TV Antennas to those who simply want Live Local Channels on their non-Smart TVs (that do not use apps), who can still use all FreeCast services on their wifi-enabled devices. No one ever will miss their favorite team on Sunday, primetime TV, or daily local news.

STREAMLINE AND ORGANIZE PAYMENTS WITH MEDIAPAY WHILE REDUCING STREAMING SERVICE CHURN

Partnered and crafted specifically for the FreeCast application with MasterCard International, MediaPay is NOT another type of payment card or provider, yet the most sophisticated and state-of-the-art payments manager. Beyond consumer frustrations with various walled gardens and silos they must sort through to get to the content they want to watch, having to remember and manage login information, accounts, and payment info across numerous different sites and services only adds to the hassle.

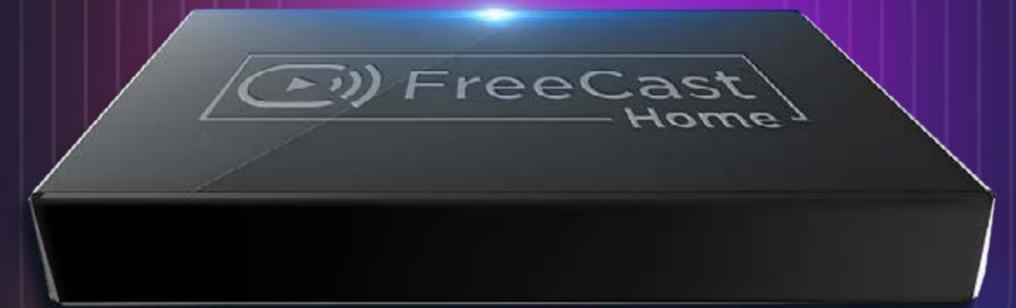
MediaPay (aka Media Payments Manager) eliminates a consumer's credit card or bank account exposure to third-party sites, by providing a single MediaPay MasterCard ID that can be used in its place when signing up for all streaming services. This prevents fraud as the MediaPay ID cannot be charged against it as would a normal credit card. This also eliminates the need to update payment information in so many different places when you receive a new credit card and protects consumers from having to replace their current credit cards in the event a streaming provider suffers a data breach.

More importantly, MediaPay brings together all charges into one single monthly statement for the consumers to manage their spending. This includes the ability to start, pause, stop, restart, or cancel streaming subscriptions from a single account control panel. While most streaming services would think this disrupts their benefit of "breakage" (a term used for the consumer forgetting to cancel or stop services, e.g., when they move to another, ultimately rebilling/charging their credit card for a few months, it does the opposite. By empowering consumers to simply and easily manage their subscriptions, MediaPay reduces angry customers pursuing refunds or chargebacks and eliminates any friction associated with resubscribing.

Because churn is often driven by customers who "binge and bounce," subscribing only for a single season of a favorite TV series or other popular content, the ability to pause a monthly subscription and return easily is beneficial to both the consumer who doesn't have to create a new account and the streaming service that doesn't have to spend money to re-acquire the customer. The cost to remarket to a canceled subscriber is hefty (A 2022 Deloitte report stated streaming CAC was upwards as high as \$200 per user). In this way FreeCast's MediaPay stores paused former subscribers, consistently remarketing that service's new shows, then returning them back to the streaming service at zero cost and with zero friction when they are ready to watch a new series/show that appeals to them.

Additionally, FreeCast's MediaPay is a first-line AI hyper-targeted marketing machine for these streaming services by recognizing the subscribers' interests across all platforms with an agnostic non-competitive gathering of each consumer's "experiential journey." By recognizing media assets they would want to see, and delivering targeted ads, companies can avoid wasting billions on pay-per-click or social media ads into a pool of non-dedicated consumer eyeballs, where every competitor is fishing in the same pond with very expensive baits. In this scenario, the "winner" is the one who gives away the most for less, ultimately knowing they will once again binge and bounce. FreeCast's MediaPay eliminates that problem.

FREECAST® HOME STREAMING GATEWAY



**DVR
CONTROLLER**
USB HARD DRIVE



**MULTIPLE
DEVICES**
MULTI ROOM / USER



FULL 1080
WATCH LIVE HDTV + 4K



FLEX 4K
4 TUNERS (2 ATSC 3.0)

[LEARN MORE](#)

OPTIMIZING VIEWER ENGAGEMENT: ENHANCING STREAMING TV ANALYTICS



[LEARN MORE](#)

FOR PROGRAMMERS: LOW-COST, TURN-KEY MONETIZATION

WE SLASH CUSTOMER ACQUISITION COSTS AND CHURN RATES FOR MAJOR MEDIA COMPANIES

For the big players who have already invested in their own streaming infrastructure that they're not interested in abandoning, FreeCast offers solutions to some of their biggest challenges: high customer acquisition costs and churn rates. FreeCast shows customers all their options for accessing the content they want to watch, and thus can easily direct people to a special offer or free trial when they're searching for a piece of content that is available on a partner's service. Our MediaPay technology also allows consumers to pause their subscriptions rather than fully cancel them, making it easier to come back and lowering the cost of re-acquiring a lapsed subscriber.

SMALLER PROGRAMMERS CAN QUICKLY AND COST-EFFECTIVELY REACH MASSIVE NEW AUDIENCES

For smaller programmers, such as independent channels and Diginets, FreeCast's large user base and rapid growth represent an easy and cost-effective way to reach new audiences. Once again, FreeCast partners with multi-dwelling housing, small telcos and bandwidth providers, student housing providers, and the hospitality industry to provide video service without any of the hassle or expense of investing in costly infrastructure. The company also offers its apps for pre-load on smartphones, tablets, smart TVs, set-top boxes, streaming sticks, and other devices. For channels launching on FreeCast, this means instant access to millions of households. Internet-originating FAST channels with inserted Live Events can now be delivered very economically back to low power and even full power OTA (Over-the-Air) towers, cable, and satellite systems, in local markets, as might be the case with targeted programming such as HBCU sports in markets where these colleges and visiting teams reside.

GEOFENCED, DRM, AND TARGETED DISTRIBUTION FOR LOCAL BROADCASTERS WITH NO INFRASTRUCTURE INVESTMENT

Local broadcast TV doesn't have to be left behind as the way consumers access television shifts to the Internet. For current broadcast TV stations, FreeCast offers a solution to the lingering question of where they fit in the streaming world. FreeCast Home allows users to stream their live local broadcast TV channels to all of their home devices, replacing cable with a combination of all streaming services (free and paid) in a cutting-edge NextGen TV experience.

FreeCast also possesses the technology to deliver local channels via the internet, without requiring equipment in the viewer's home. This includes all the necessary functionality for emergency broadcasts and compliance with federal regulation, as well as geofencing and dynamic ad insertion, ensuring that the value of local advertising is preserved.

FOR TV PROVIDERS: A LOW-COST, LOW-HASSLE REVENUE GENERATOR

A VIDEO SOLUTION THAT'S COST EFFECTIVE & EASY TO DEPLOY

For small and rural telecoms, delivering a pay-TV product is an expensive affair, creating numerous challenges without generating returns. But as consumers are increasingly turning away from traditional cable and satellite services towards web-delivered ones, it doesn't make sense for bandwidth providers, apartment and condo developers, student housing providers, or hoteliers to invest in cable or IPTV video infrastructure.

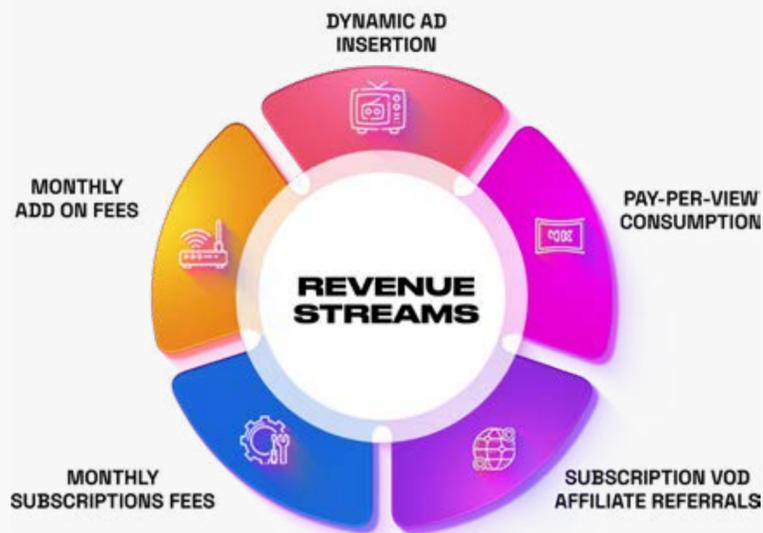
FreeCast offers a solution that is a superior experience to these traditional TV offerings, with even more content, and one that takes advantage of the current trends in the video space. By utilizing over-the-top services, FreeCast Home requires only internet access to deliver its aggregated streaming platform. FreeCast Home hardware is available for a one-time cost of just \$200 or less, which can easily be passed on to residents/consumers or may pay for itself via our sharing of ad revenue with our partners.

EARN MONTHLY RECURRING REVENUE FROM STREAMING TV

Many TV providers have already begun to offer an online alternative to traditional TV, offering their customers Roku boxes or reselling subscriptions to virtual pay-TV bundles like YouTube TV. While these eliminate the need to invest in infrastructure, they also present limited upside and may not be fully satisfactory to consumers.

FreeCast partners can earn up to 20% of advertising and subscription revenue generated by their users. Consumers know what they want to watch and where to find it. As those consumers choose and subscribe to OTT services through our platform, FreeCast and its partners earn commissions. This makes a wider array of content and services available to those consumers and has the potential to generate more revenue in the long term than a single fixed commission from a standalone product like YouTube TV. Additional branded community and IOT services add even more locally generated revenue for both content and programming partners.

REVENUE SOURCES



EVERY ACTIVE USER GENERATES RECURRING REVENUE FOR FREECAST® & OUR PARTNERS

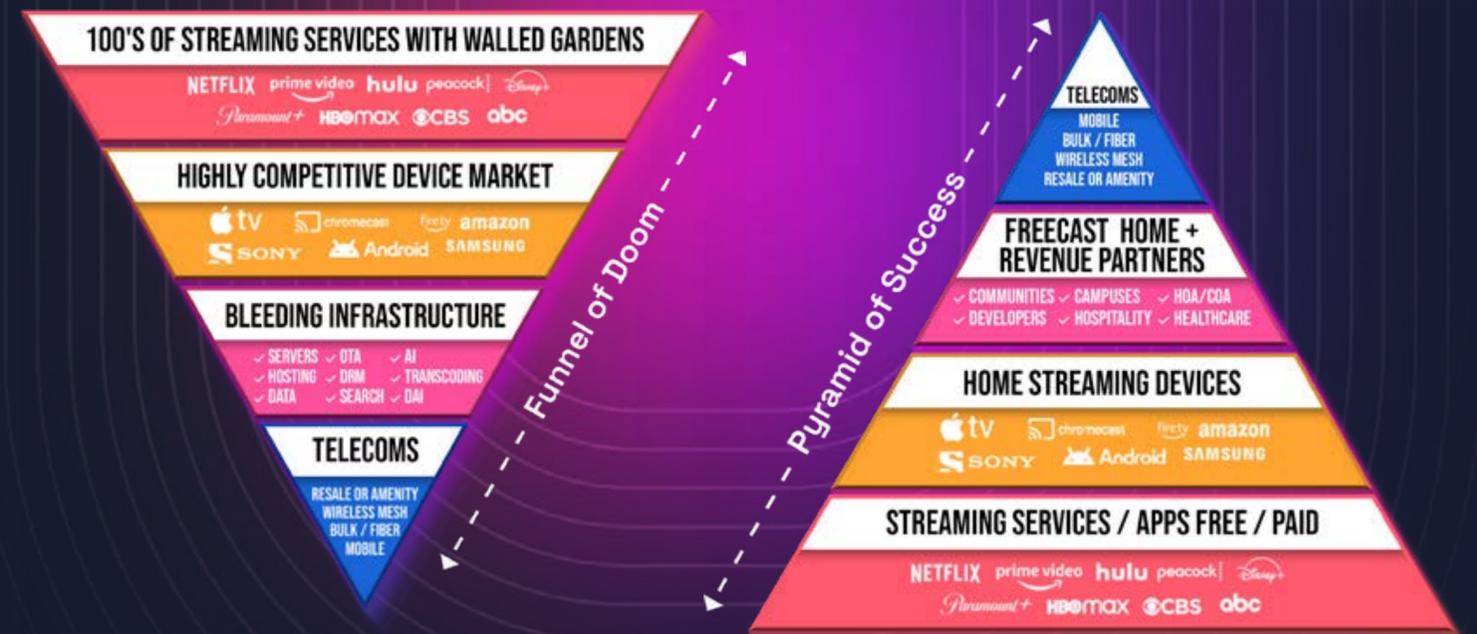
MAIN REVENUE

- ✓ Monthly Subscription Fees
- ✓ Monthly Add-on Fees

ANCILLARY REVENUE

- ✓ Dynamic Ad-Insertion Consumption (DAI)
- ✓ Pay-Per-View Consumption (PPV)
- ✓ Subscription VOD Affiliate Referrals (SVOD)

FREECAST CHANGES THE TELECOM INDUSTRY STRUCTURE



ALL MAJOR STREAMING SERVICES HAVE LOST \$1B+ PER QUATER STOCKS ARE PLUMMETING

STREAMING'S SOLUTION FOR DEDICATED CONSUMER REVENUE WHERE ALL BOATS RISE



FOR ADVERTISERS: COMPLETE AUDIENCE AI DATA FOR SUPERIOR AD HYPER-TARGETING

THE MOST COMPLETE AND ACCURATE VIEW OF STREAMING AUDIENCES

As an aggregated service, FreeCast has a unique insight into consumer streaming behavior. Other streaming service providers can only see a narrow view of what a consumer does within their own app or website. FreeCast can capture viewing habits with advanced AI as consumers search for content across different services and move between them to access the content they want to watch. This gives FreeCast the most complete dataset for measuring audiences, better than those maintained by individual SVOD services, channel operators, and big measurement firms like Nielsen.

DETAILED USER PROFILES FOR VALUABLE TARGETED ADS

FreeCast can leverage its superior AI data to build voluntary detailed user profiles on viewers, and then use that to provide more targeted and thus more valuable ads. For content that is integrated into FreeCast's platform, next-level hyper-targeted dynamic ad insertion allows users to see ads tailored specifically to them. That user profile could also theoretically travel with a user as they access content across different apps, being made available to those other content providers and streaming device manufacturers so that they may serve more relevant ads and generate more revenue from FreeCast users versus others.

THE UNIFIED STREAMING SOLUTION FOR THE ENTIRE ENTERTAINMENT INDUSTRY

What has preceded is not a mere list of features or business advantages. Each piece of this machine plays an important part. The current streaming models are not working and are losing billions because of it. They have taken a narrow view and built products that ignore the needs of consumers. But likewise, a product designed from the perspective of the consumer could never succeed without buy-in from the big industry players.

In a space dominated by multi-billion-dollar media giants and tech industry titans, for a relatively new company to take up this task, it must have a sure-fire plan to quickly and reliably scale up to reach millions. FreeCast has been designed carefully over the past decade to meet all of these needs and fit them perfectly together without the typical conflicts that would prevent any of the other companies involved from doing it themselves. It's an all-encompassing solution because it must be. And it will change the shape of the media industry as we know it.

GENERATIONAL INNOVATION

WHAT ELSE TO DO W/ GEOGRAPHICAL AMASSED EYEBALLS

- FreeCast Home Plus – Single Over-the-Air 5G+ Router/Home Wifi with All Streaming, Music, IOTs, & Gaming Devices
- FreeCast Everywhere – Global Media Share w/ Digital Rights Management and Direct Publishers Rights Payments
- FreeCast Me – Personal Media Portal / Telecoms Media Server with Instant Entertainment Pairing
- FreeCast Community – Integrated Messaging, Security Gate, HOA Meetings & Fees, Tee Time, Reservations, Services
- FreeCast Me – Personal Media Portal / Telecoms Media Server with Instant Entertainment Pairing
- FreeCast Community – Integrated Messaging, Security Gate, HOA Meetings & Fees, Tee Time, Reservations, Services
- FreeCast Municipality – Combine Various Systems and Antiquated Software's: Taxes, Tickets, DMV/Licenses



LEARN MORE
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