

A P E R T U R E



All of the coveted extras that moviegoers crave, all in one place.



.WHAT IS APERTURE ?

The Ultimate Digital Box Set

Much like the most popular streaming services, APERTURE is a film and television OTT media services provider. In addition to the theatrical versions, APERTURE allows members to purchase and view complete box sets of film and television productions on all Smart TVs, mobile and desktop devices. APERTURE members will have exclusive access to cast and director interviews, “making of” documentaries, alternate endings, cut scenes, behind-the-scenes, bloopers, music videos and any other videos or clips related to a film.

00.VALUE PROPOSITION

UNLIMITED

genres
categories
outtakes
documentaries
episodes
shorts
trailers
commentary
trilogies

MONETIZE

previously unavailable or underutilized content, any video, any quality.

UPDATE

or remove content anytime with 24/7 cloud availability.

RE-MONETIZE

cult classics and fan favorites with never-before-seen content, interviews, and behind-the-scenes footage.

PROTECTED

by industry standard Digital Rights Management mechanisms.

01.CONTENT



FILMS



SERIES



MUSIC VIDEOS



MUSIC



GAMING

02. TECHNOLOGY PLATFORM

VHX

OTT server-side architecture and global load balancing provided by (Vimeo owned) VHX engineers.

DRM

All content is secured by Digital Rights Management: Castlabs, Playready, FairPlay.

GLOBAL

Entire network is backed by AWS elastic ecosystem for highest security, speed, and global accessibility.

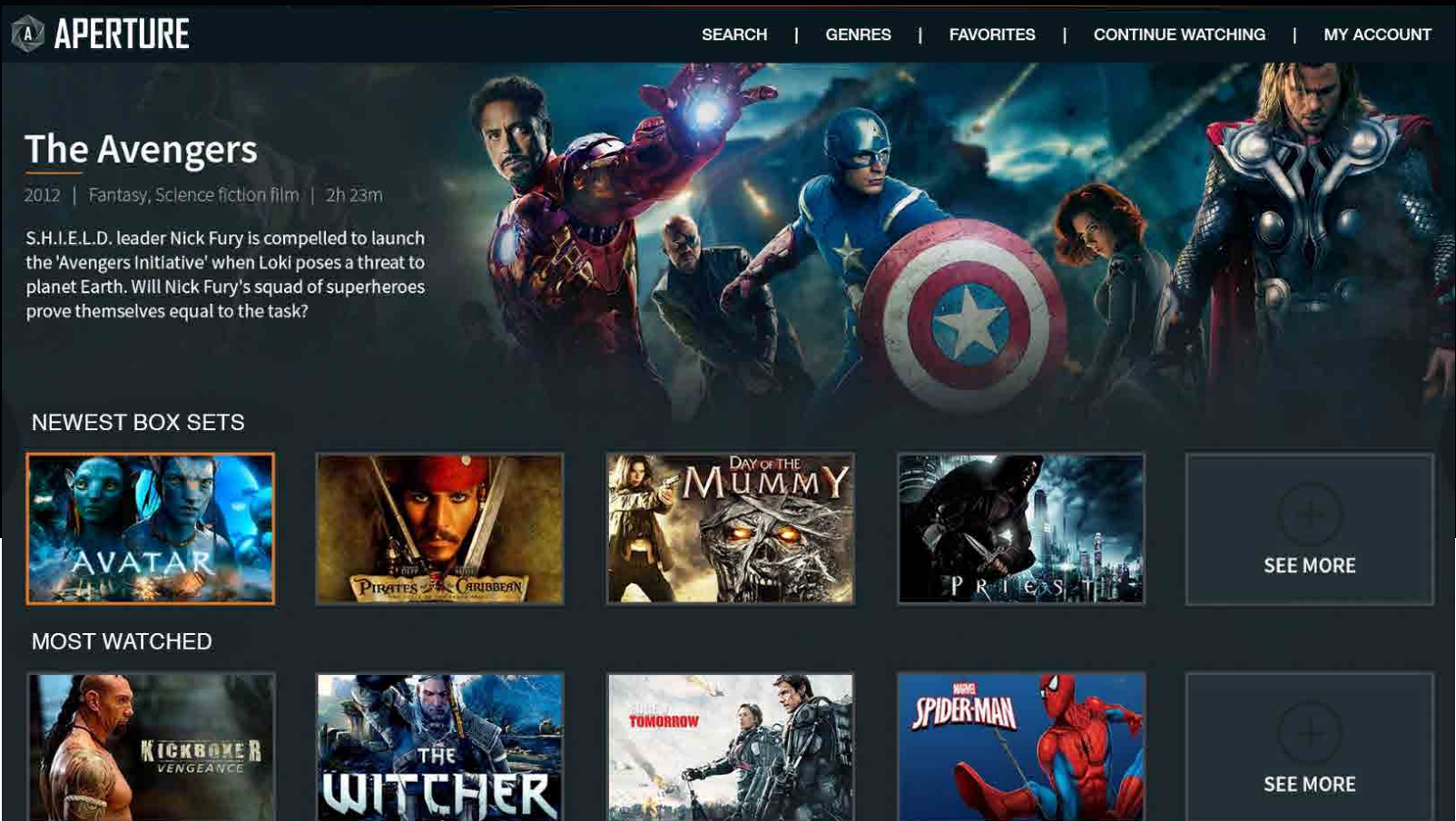
CRM

Industry standard analytics and insights: recommendation engine, buying, renting and favorites habits, rental/purchase retention, etc.

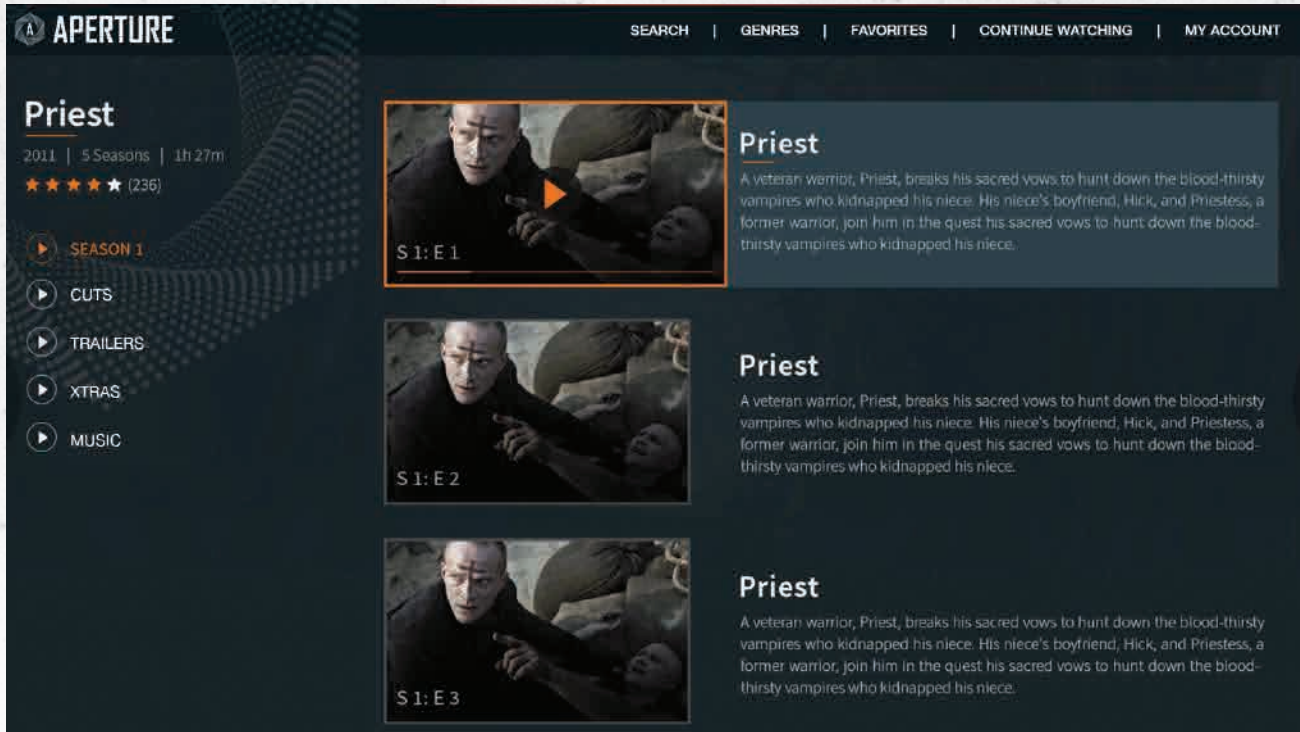
AVAILABLE

everywhere: smart TVs (ROKU, AndroidTV, TIZEN, WebOS, and FireOS at launch), AppleTV, IOS and Android.

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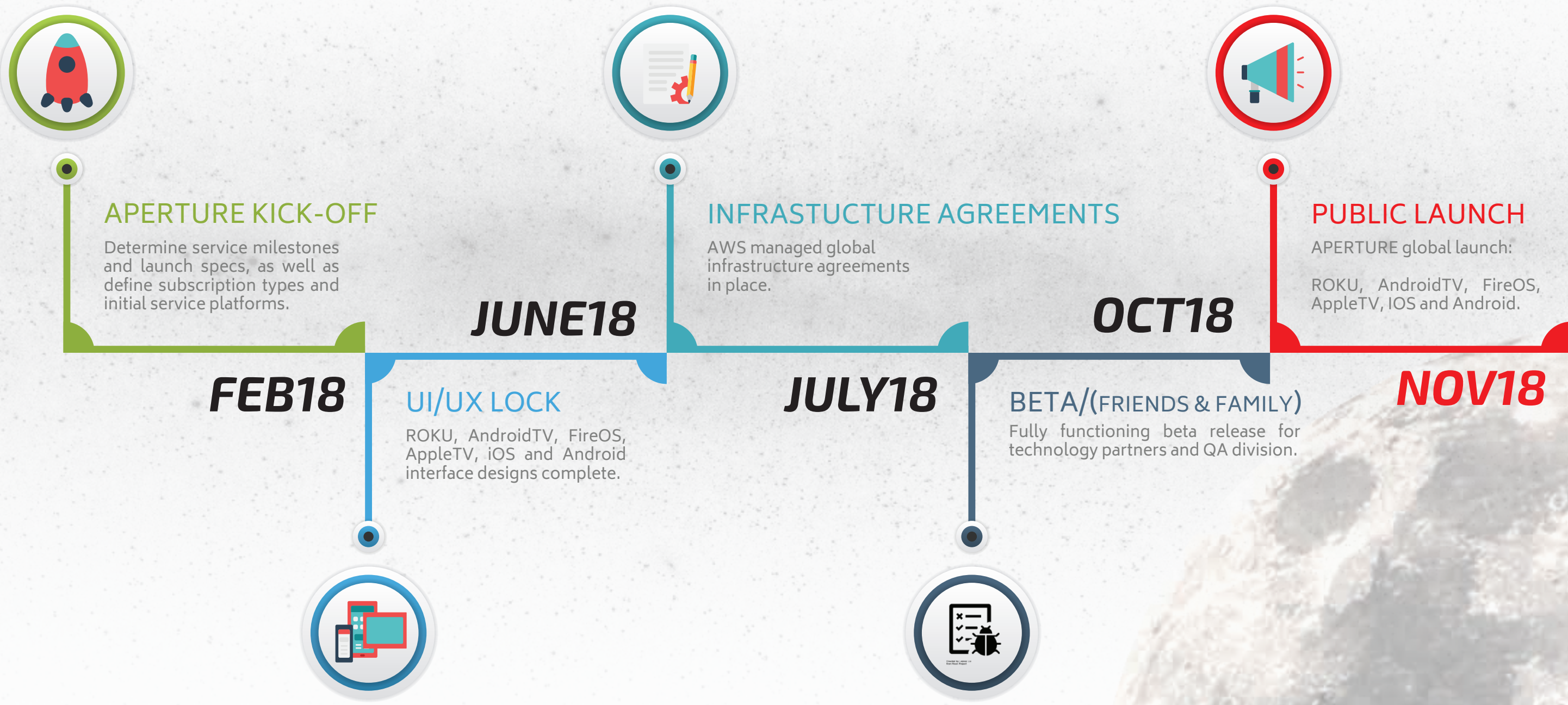


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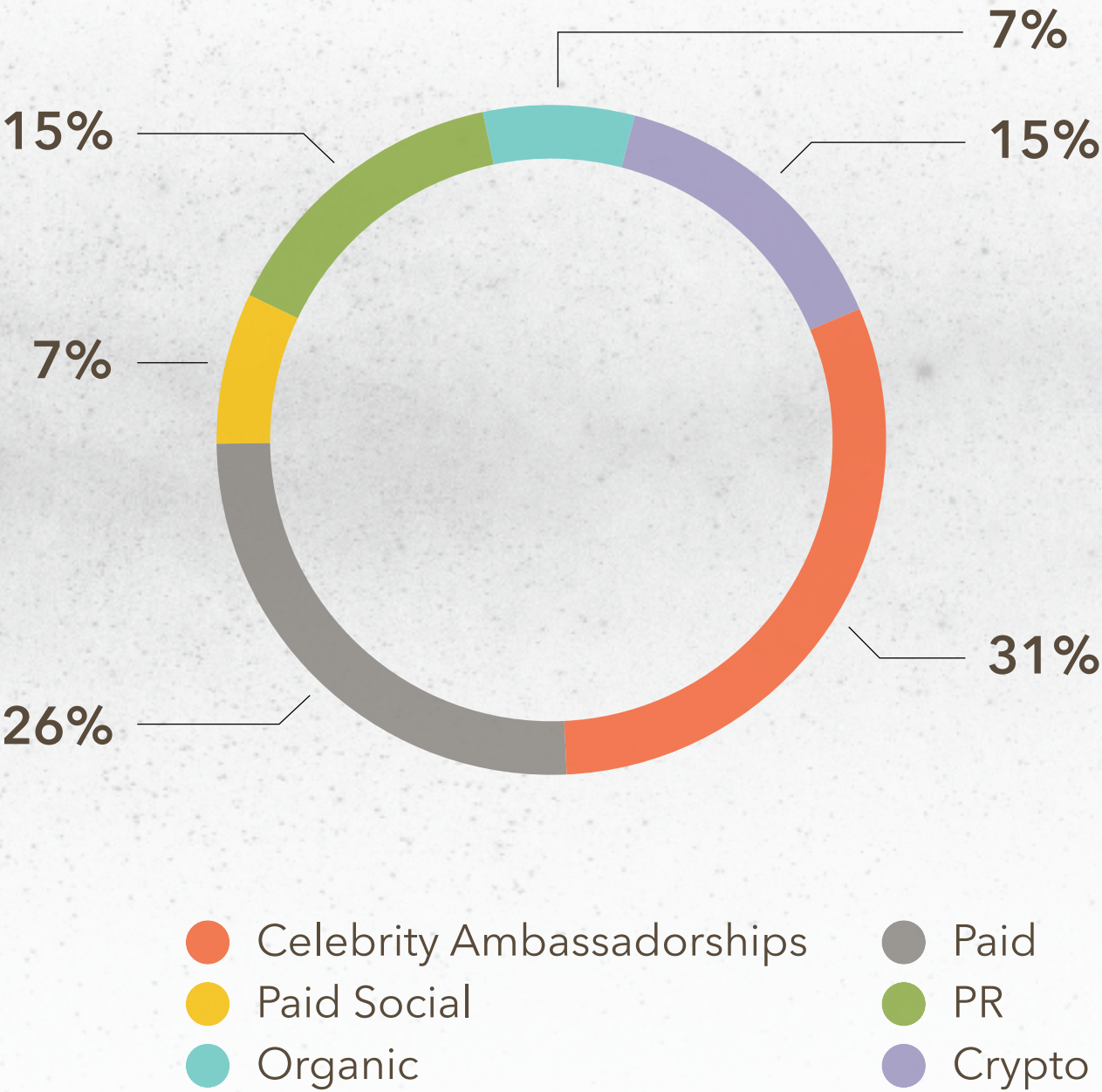
ROAD MAP | MARKETING | MEMBERSHIP

05.APERTURE ROAD MAP

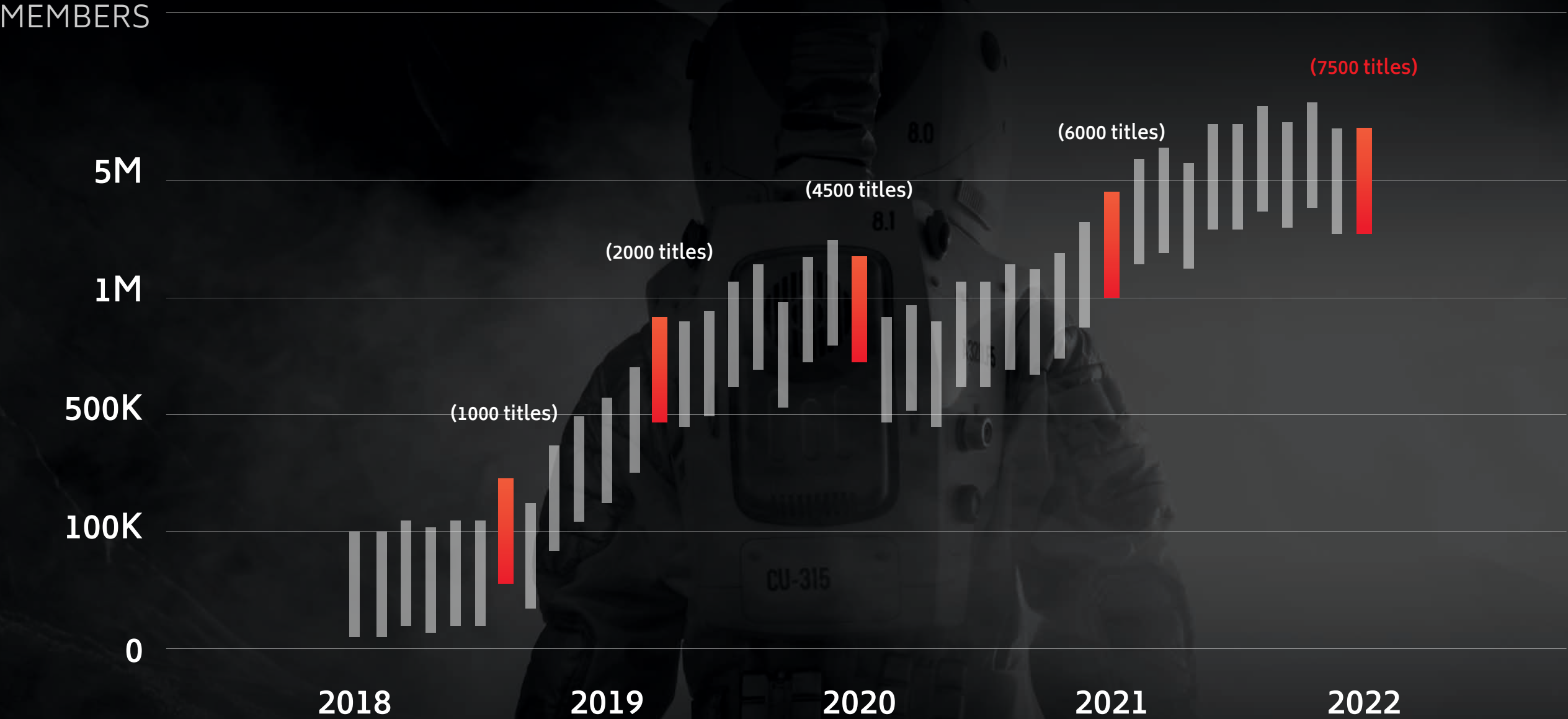


06.MARKETING ALLOCATION

The Aperture brand has already taken advantage of one of the most powerful marketing industries in the world; the entertainment industry. From film, to television and the worldwide web, harnessing the public's fascination with Hollywood celebrity has created an engement reaching millions of people, and will bring an awareness of the Aperture brand to the forefront.

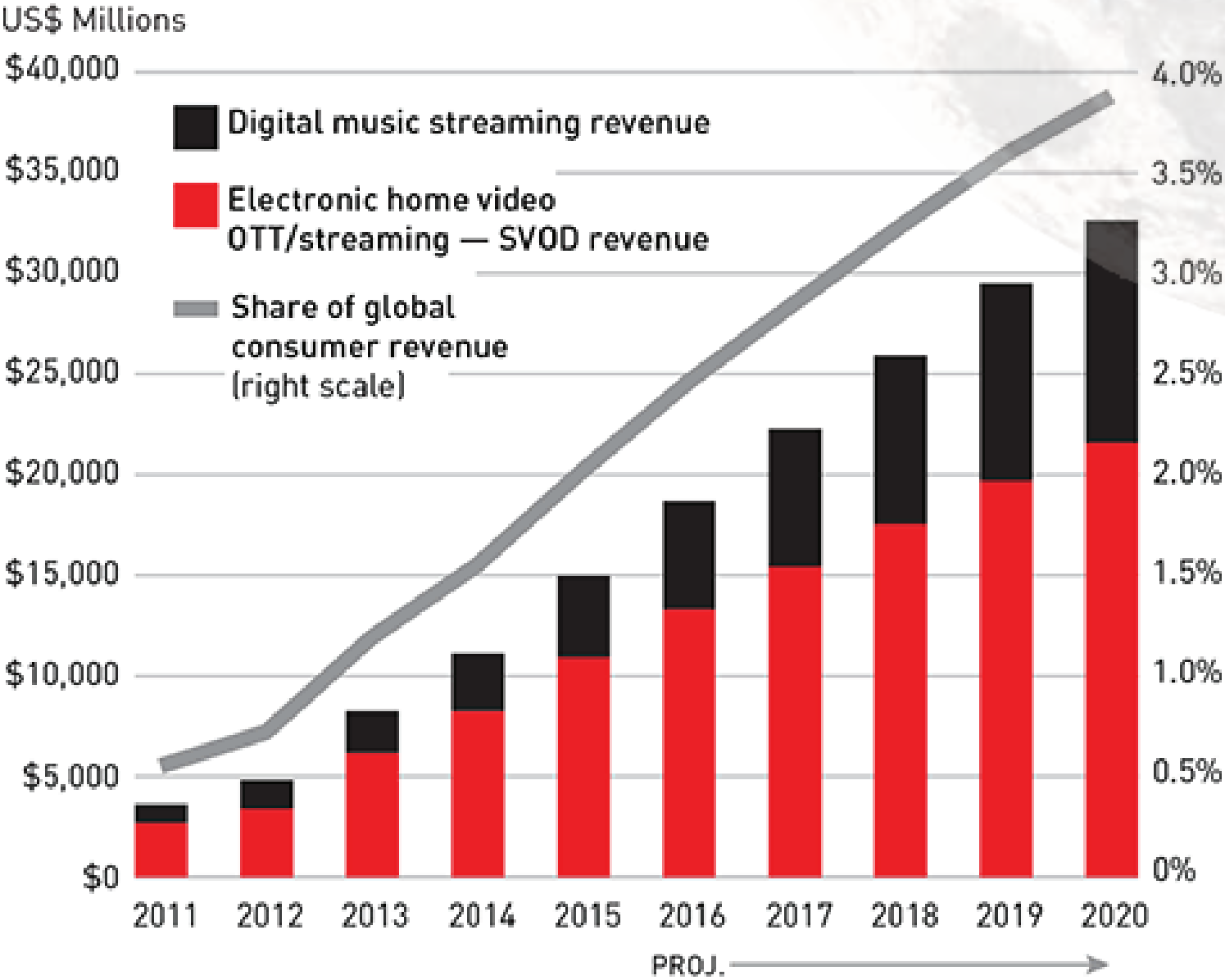


07.MEMEBERSHIP/SUBSCRIBER GROWTH



Ai.MARKET GROWTH

59.5 million homes used OTT in April of 2018, accounting for 63.5% of all homes with Wi-Fi. Since its inception, the number of households using OTT has risen an average of 17% year-over-year, equal to 8.8 million additional homes since 2017.



Source: Global Entertainment and Media Outlook 2016–2020, PwC, Ovum