

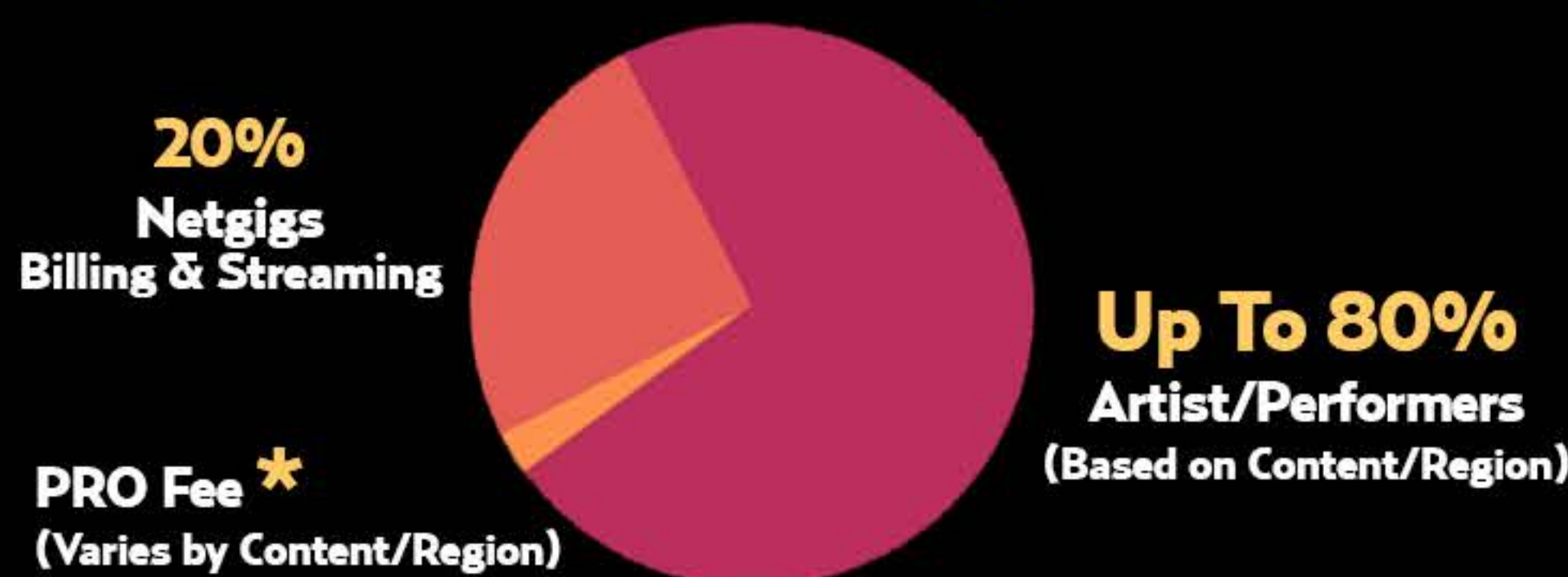
# An Introduction To NETGIGS™

NETGIGS is an online pay-per-view streaming service that makes live events available to everyone, everywhere.

## For Artists...

- We help you connect with your fanbase, making live performances from your home accessible to your fans who are also in lockdown around the world.
- Stream content using professional production equipment or download the Netgigs Artist app and stream directly from your mobile device.
- Our agreements with international collection societies ensure that you receive royalties from every NETGIGS viewer.
- Maximise your earnings. Through Netgigs, venue capacities no longer dictate the number of tickets that can be sold to your live performances.
- Access to data analytics to better understand your audience.
- Sell your merchandise or back catalogue content.
- Fans can watch your show live and experience an intimate performance from your lounge room, rehearsal space, venue or production facility.

## NETGIGS Revenue Model for Pay-Per-View Shows



\* PRO Fees are based on content type (live stream vs on demand), the country of the viewer and what collection agencies the songs are licensed with. We will calculate the PRO fees following the show based on our contracts with international collection agencies which will depend on which country the viewers were in and what agency the specific songs performed are registered with.

## Artist Earnings based on a \$20 NETGIGS Ticket

	\$20 TICKET 1,000 STREAMS	\$20 TICKET 10,000 STREAMS	\$20 TICKET 100,000 STREAMS
ARTIST	Up to \$16,000	Up to \$160,000	Up to \$1,600,000



***Magic Dirt at the 2018 NLMA's  
Streamed live on NETGIGS***

## How does NETGIGS work?

- We provide access to the Netgigs platform where you can stream from the Netgigs Artist app on your mobile or through any compatible production facility.
- Audiences can experience your show on any internet connected device and with the click of a button it can be sent from a phone to a Smart TV via the NETGIGS app.
- Following the live show, it can be made available on demand 24/7 to create an additional revenue stream from a single performance.
- We can also make previously recorded content available to fans to stream on the NETGIGS platform.

## Where is NETGIGS available?

- NETGIGS is currently available in 73 countries - Australia, New Zealand, USA, Canada, Europe, the Middle East and North Africa. We are expanding further afield into Asia and Latin America.

## Who can access NETGIGS?

- NETGIGS can be accessed by millions of people on any internet connected device via our website [netgigs.com](http://netgigs.com)





## Interesting Facts

- Global live performance industry has come to a halt as a result of COVID-19.
- Until COVID-19 the industry had not embraced new technology in a way that can transform the economics of the industry.
- Live video streaming demand from consumers is rising exponentially.
- In 2020 the expected global revenue from the live music industry is expected to be approximately USD\$60b.
- Demand for live online streaming entertainment (such as live sports) has exploded and yet for the music industry this is largely non-existent.
- In developed nations like Australia and the USA, users of pay per view and subscription services such as Netflix are in the area of 1/4 to 1/3 of the population. As of April 2020, there are over 600 million people in the world paying for online TV streaming services, 167 million on Netflix alone.
- There are no equivalent services to the NETGIGS model for streaming live performances via Pay-Per-View (PPV) let alone incorporating sales of related merchandise etc.

## NETGIGS Features

- Artists can choose to stream from a professional production facility or from their mobile phone.
- We use the HTTP Live Streaming (HLS) protocol coupled with the H.265 codec which delivers twice the video/audio quality at the same file size as H.264.
- NETGIGS Partner Portal – record labels and artists can:
  - add and edit their own content
  - view analytics and revenue reports on how their content is performing.
- NETGIGS has Hollywood approved DRM (Digital Rights Management). Videos are encrypted and cannot be removed or exported from the platform or apps.
- NETGIGS has full PCI (Payment Card Industry) Compliance for payment security with global payment gateways.
- With NETGIGS geo-blocking, individual shows can be restricted to chosen countries to accommodate each performer's global strategy and legal obligations should they have any.
- NETGIGS has VPN (Virtual Private Network) blocking to prevent users spoofing their location to watch geo-blocked content.
- NETGIGS can offer artists a shopping cart for physical and digital products, including pop ups during a show.

PLATFORM	\$ PAYMENT 1 STREAM	\$ PAYMENT 10,000 STREAMS	\$ PAYMENT 100,000 STREAMS	\$ PAYMENT 1 MILLION STREAMS
<b>NETGIGS</b>	US \$7	US \$70,000	US \$700,000	US \$7,000,000
<b>Apple MUSIC</b>	US \$0.00783	US \$78	US \$783	US \$7,830
<b>Google play</b>	US \$0.00590	US \$59	US \$590	US \$5,900
<b>Spotify</b>	US \$0.00397	US \$40	US \$397	US \$3,970
<b>You Tube</b>	US \$0.00074	US \$7	US \$74	US \$740

Payment Per Stream - The estimated average \$ paid to an artist for 1 play/PPV ticket on that platform  
 Source: <https://www.digitalmusicnews.com/2018/01/16/streaming-music-services-pay-2018/>  
 US\$7 per NETGIGS ticket is the average figure that will be paid to artists/promoters for a NETGIGS live stream ticket which is comprised of both pay-per-view ticket price plus publishing payment.  
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## About NETGIGS

- NETGIGS is easy to use and easy to access.
- NETGIGS is able to deliver limitless scale and reach.
- Fans can attend real-time live events via smart tv's, computers, tablets and mobile phones no matter where they are.
- Fans can access exclusive behind the scenes content from their favourite artists.
- NETGIGS supports not only the artists, but their managers, booking agents, promoters and honours their contracted obligations to each other.
- International artist and artist managers have requested to be included on the NETGIGS platform and we are preparing for that now.
- NETGIGS is licensed for live performance royalties to artists in 73 countries - the USA, Canada, Australia, New Zealand, Europe, the Middle East and North Africa.

