PLANET M US

# The Power of Live Video in Event Marketing

**CONNECTING GLOBAL AND PERSONAL BRANDS WITH PEOPLE**

PlanetM.us creates and executes comprehensive marketing solutions for the world's most innovative global and personal brands.

Our multicultural team develops programs using state of the art technology. We focus on creating an intelligent and unique user experience while delivering significant ROI.

**OUR NATURE**

**TECHNOLOGICALLY DRIVEN**

**DIGITALLY BORN**

**SOCIAL AT THE CORE**

**INTERNATIONALLY INTEGRATED**

**SCIENTIFICALLY OBSSESSED**

# Summary
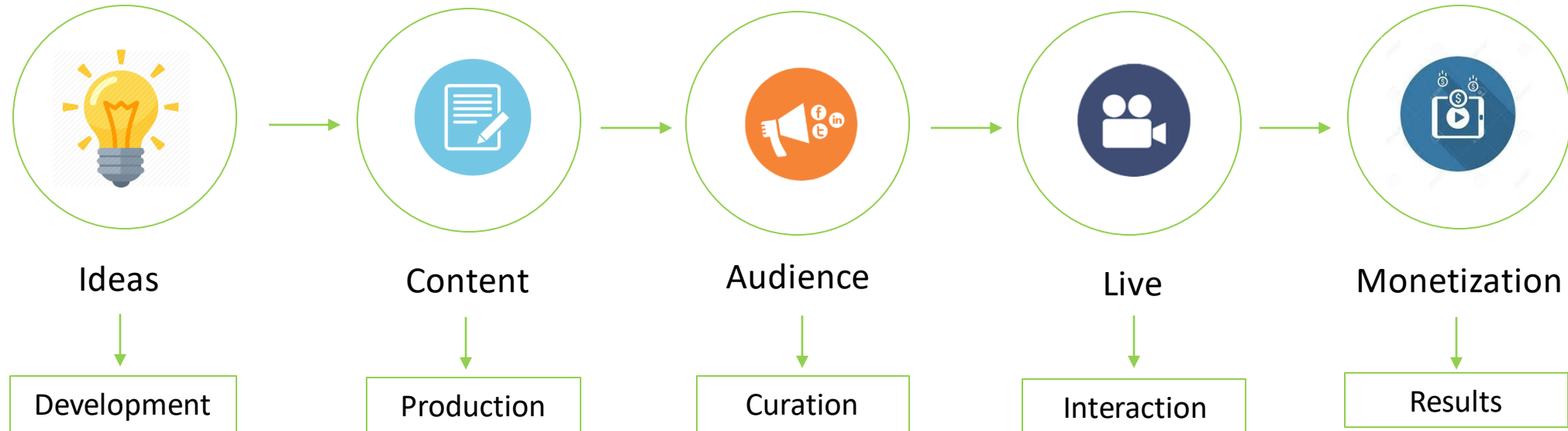
Produce l Reach l Stream l Monetize

**Low Production Cost**

Services

Ideas and Content

Lead Generation

Livestreaming and Virtual Media Channels (VMC)

Monetization

Management

Contact US

**Go Live Worldwide In Seconds**
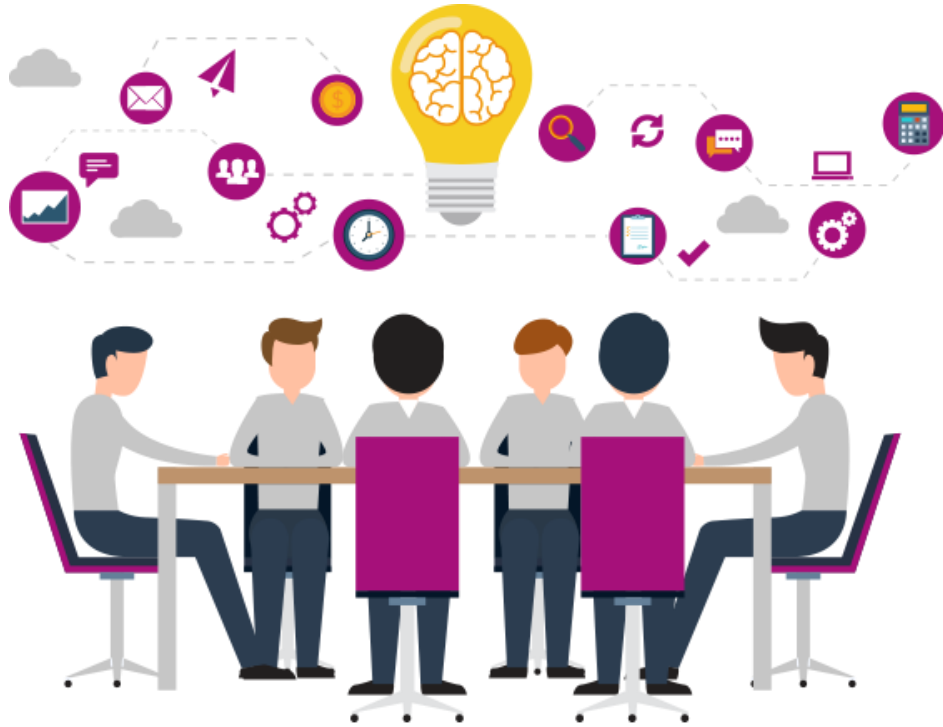
# Our Services

Reach l Engage l Convert l Monetize

Ideas

Content

Audience

Live

Monetization

Development

Production

Curation

Interaction

Results

**In-House and External Applications**

Influencers l Corporate l Conferences l Shows l Agencies l Government l Education

# Ideas and Content

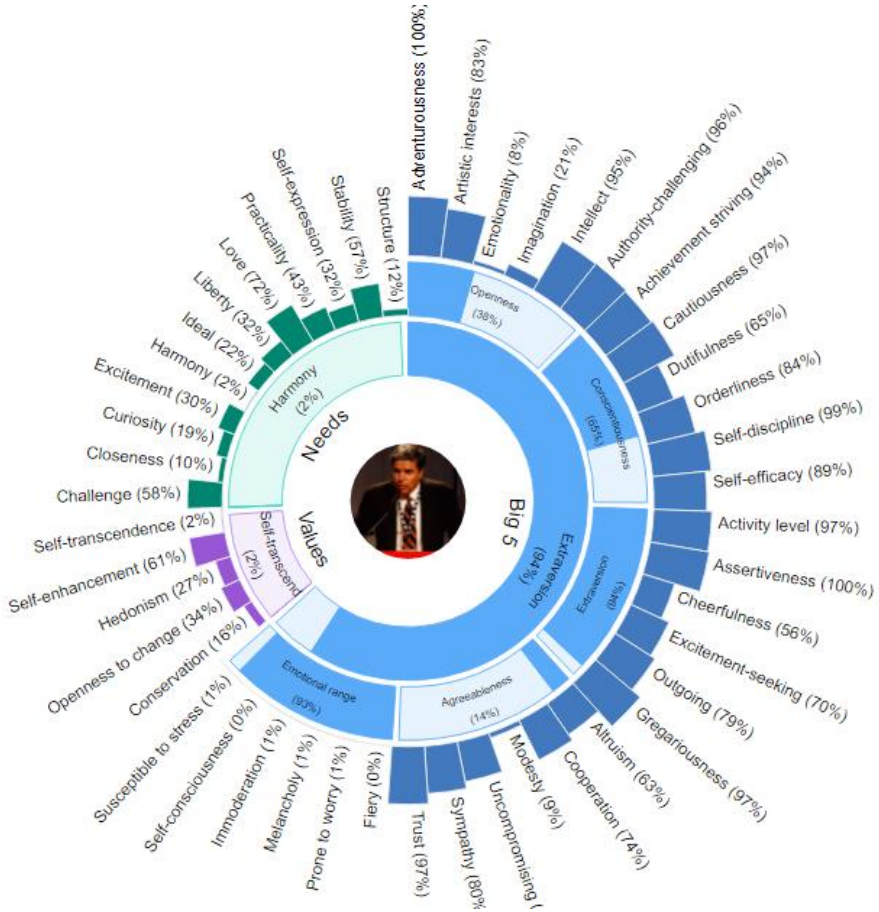## Produce l Reach l Stream l Monetize

Develop Concept

+

Generate Content

# Lead Generation

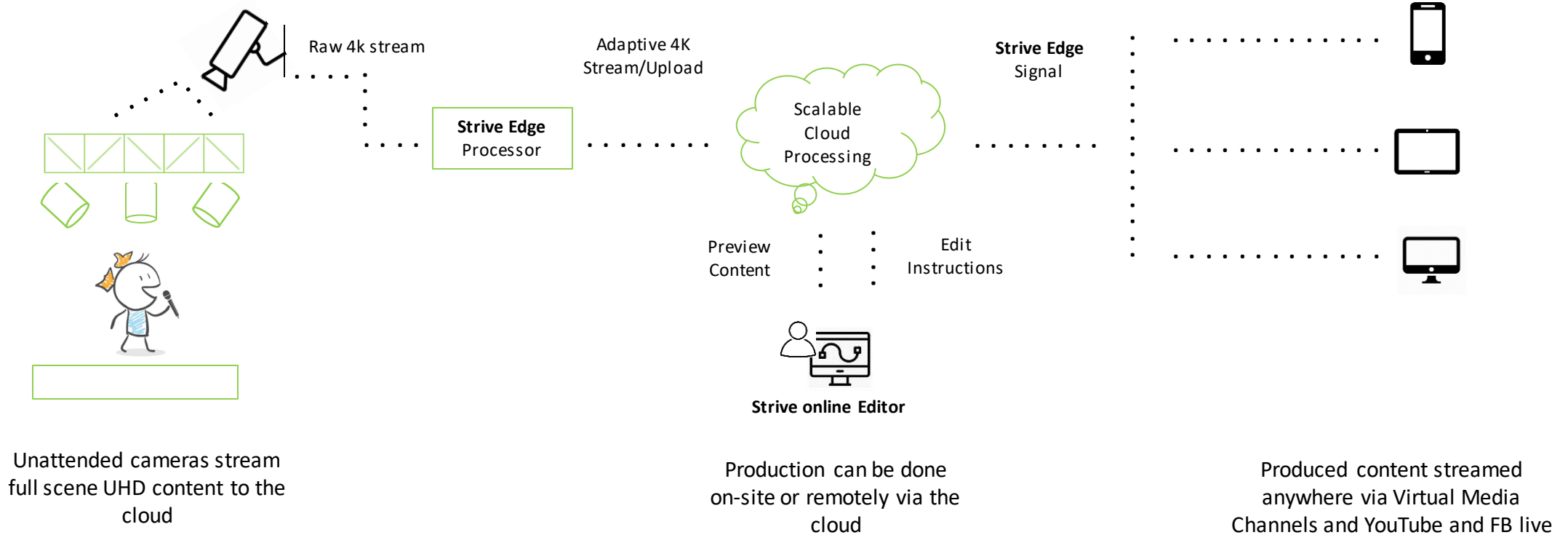Produce l Reach l Stream l Monetize



Artificial Intelligence

+

Social Media

# Live Streaming

Produce | Reach | Stream | Monetize

## Cover live events from anywhere in the world, without sending cameras, equipment or staff to the venue!

Raw 4k stream

Adaptive 4K
Stream/Upload

**Strive Edge**
Signal

**Strive Edge**
Processor

Scalable
Cloud
Processing

Preview
Content

Edit
Instructions

**Strive online Editor**

Unattended cameras stream
full scene UHD content to the
cloud

Production can be done
on-site or remotely via the
cloud

Produced content streamed
anywhere via Virtual Media
Channels and YouTube and FB live

# Virtual Media Channels (VMC)

## Produce l Reach l Stream l Monetize



**Virtual Media Channels (VMC) with Real Time Communication (RTC) Capabilities**

No Downloads l No Installs or Plugins l Adware, Malware and Ad-tracking Safe l One Click Entry/Exit l Build Your Own Eco-System In Any Language l Compatible with PC, MAC, Linux and others

# Monetization

## Produce l Reach l Stream l Monetize

## Drive Your Profits

**Monetization Capabilities**

| | |
|---|---|
| Pay per view/VOD/IOTT/others | Create on-demand events with ability to gate access |
| Video ad insertion | Integrate ad serving with your room |
| Custom click-to-action buttons | Drive transactions on or off the VMC platform |
| Guaranteed ad-view | Monetize it as a new ad unit |

**Monetization Revenue Model**

| | |
|---|---|
| Subscription | Users paid based on level of access (per event, # of hours) |
| Membership | Users paid a yearly fee for an all access pass |
| Sponsorship | Create new partnership opportunities for brand exposure |
| Advertising | Create new ad units within the rooms |
| Syndication | Broadcast your "channel" across multiple rooms/third parties |
| E-commerce | Sell brand related products via the platform |
| Affiliate programs | Team-up with selected third party providers |

# Management Team

Produce l Reach l Stream l Monetize

Carlos Vassallo
COO

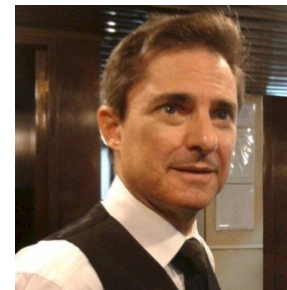Francesco Andreoli
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Henry Ahumada
Brand Marketing

Liz Kressel
Digital Strategy

Deanna Canedo
Marketing

Andrea Perez
Business Development

Oscar Scarano
CTO

Paco Salas
Chief Designer

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# Contact Us

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