Entrepreneurial Spirited Organization

Diversified Revenue Streams
MAGAZINE DIVISION
18 Magazine Titles

OAHU MEDIA GROUP
Full Service Ad Agency
15 Clients, $2.3 million in billing

Hawaii.com
Hawaii’s Best Travel Site

And Now…
DIGITAL BILLBOARD NETWORK
US Local Online Video Ad Spending

Source: Borrell Associates Inc.
How to Monetize Digital Video Content

A NEW MEDIA TECHNOLOGY

“Invest in a Media Product (SiteView) that will position your company to INCREASE REVENUE quickly and acquire new clients that stopped doing business or never did business with you!”

Dave Kennedy
Chief Revenue Officer
Oahu Publications, Inc.
Become Your Own Broadcaster

- Build Out OPI Digital Billboard Network – Legacy Retailer Partners
- Garner Quick New Revenue – TV and Digital Video Budgets
- Robust Content Manager – 11 Unique Networks
- “SiteView” Powered By Phoenix Vision – Plugged directly into our infrastructure
- Identifies Age And Gender Of Viewers
- Advertisers And Retailers Receive Monthly Reports
Leverage Legacy Retailer Relationships

BROADCAST Branded Content and Digital Video Ads
SiteView is a sophisticated solution that plays videos (Advertiser, newspaper and retailer content). As the video content is playing, the computer captures demographic data related to the viewers, such as age and gender.
Face detection is a computer technology being used in a variety of applications that identifies human faces in digital images. Face detection also refers to the psychological process by which humans locate and attend to faces in a visual scene.
“420-SECOND CLOCK / 15-SECOND UNITS”

STANDARD RETAILER CLOCK

7 MINUTES

ADVERTISING / 15 units
OPI CONTENT / 5 units
RETAILER Ads / 5 units
NATIONAL Ads / 3 units

GOAL: 4-6 Retailers to start 100 locations

Oahu Publications Inc.
Hawaii’s Largest Media Company
January Report
Network Operating System (NOC)

Network Systems Monitoring

Real Time Retailer Location Programming

Retailer / Advertiser Monthly Report
Grocery Store Model
SCREENS AT EVERY REGISTER
Generating $1,000,000 of NEW Business
DBN Growth Trajectory

- 2018: $1,000,000 (100 Screens)
- 2019: $2,000,000 (200 Screens)
- 2020: $3,000,000 (300 Screens)
- 2021: $4,000,000 (400 Screens)
Multiple New Revenue Sources

Build out your Own DBN Wifi Network and acquire New Users
Premium Splash Pages

Launch Your Own DBN News Cast
Studio Naming Rights

Bundle Print and Digital Products into DBN buys
Incremental / New Buys
Location Based Multi-Media Marketing Solution

In-Store Jamba Juice DBN

Out-of-Store Mobile Jamba Juice Customer GroundTruth

Highly Targeted Location Based Marketing

Oahu Publications Inc.
Hawaii’s Largest Media Company
DBN RATE CARD Model
(100 Racks-Screens)

NETWORK #1 – 25 Racks
• GOAL - $840 Per Rack per Month – 15 Advertisers per network
  • Ex - 25 X $840 = $21,000
  • $21,000 / 15 Advertisers = $1,400** per Month for each advertiser

NETWORK #2 – 2 Screens
• GOAL - $2,500 Per Screen per Month – 15 Advertisers per network
  • Ex - 2 X $2,500 = $5,000
  • $5,000 / 15 Advertisers = $333** per Month for each advertiser

***DBN Advertisers are paying $.20 per view.
Substantially less than average Internet Cost per Click rates
NEWSPAPER BUSINESS MODEL – YEAR ONE

(100 Racks-Screens)

**ADVERTISING REVENUE = $840 Per Rack per Month**
30 Days X $28 per day = $840 Per month Per Rack
$840 per month X 100 Racks = $84,000 Revenue Per month
$84,000 X 12 Months = $1,008,000 Gross Advertising Revenue

**DIGITAL RACK & DMA EXCLUSIVITY CAPITAL EXPENSE**
One Rack is $999
100 x $999 = $99,900
DMA Exclusivity / Training/ Playbook = $35,000 Year One then $20,000 in subsequent years

**Phoenix Vision—Site View Usage and Maintenance Fees**
PV Licensing Fee is $250 per Screen. $250 X 12 = $3,000 per year per screen
100 X $ 3,000 = $300,000
PV Maintenance Fee is $2,000 per month per DMA.
$2,000 X 12 = $24,000 per year per screen
NEWSPAPER BUSINESS MODEL – YEAR FOUR

(400 Racks-Screens)

- **ADVERTISING REVENUE = $840 Per Rack per Month**
  
  30 Days X $28 per day = $840 Per month Per Rack  
  $840 per month X 400 Racks = $336,000 Revenue Per month  
  $336,000 X 12 Months = $4,032,000 Gross Advertising Revenue

- **DIGITAL RACK & DMA EXCLUSIVITY CAPITAL EXPENSE**
  
  One Rack is $999  
  400 x $999 = $399,600  
  DMA Exclusivity / Training/ Playbook = $35,000 Year One then $20,000 in subsequent years

- **Phoenix Vision—Site View Usage and Maintenance Fees**
  
  PV Licensing Fee is $250 per Screen. $250 X 12 = $3,000 per year per screen  
  400 X $ 3,000 = $1,200,000  
  PV Maintenance Fee is $2,000 per month per DMA.  
  $2,000 X 12 = $24,000 per year

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YEAR FOUR REVENUE SUMMARY

$4,032,000

NEWSPAPER Net Revenue

$2,788,000