



# **Programming and Distributing IPTV Channels using the Flying Colors eTV Solution**

**Built on Microsoft's Windows Media Services 9 Platform**

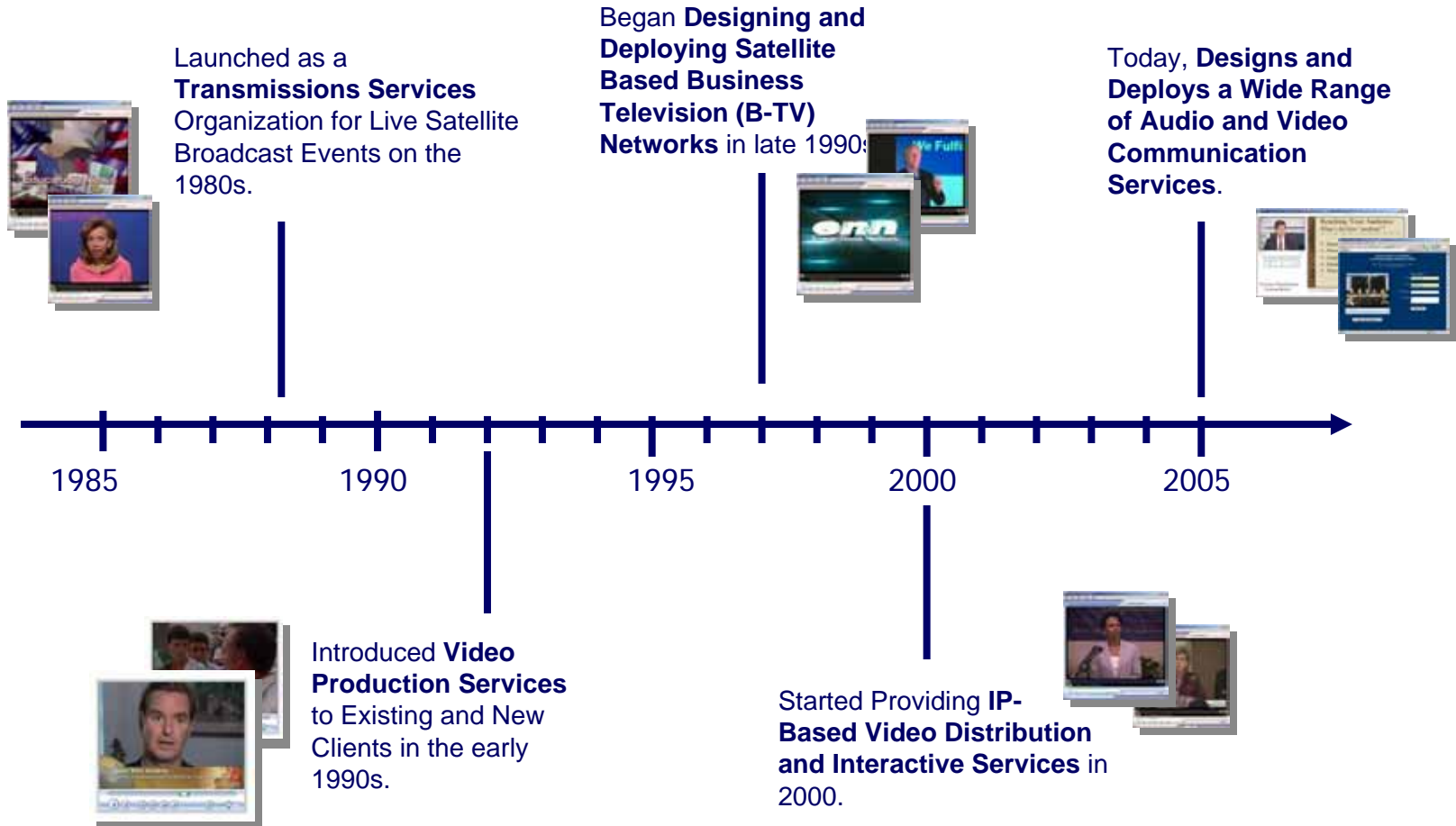
**Designed and Developed by Flying Colors Interactive, LLC**

**3Q2006 Briefing**



# Introducing Flying Colors

Flying Colors' headquarters are located in downtown Washington, DC. Over the last 17 years it has evolved into a full service, solutions-oriented multimedia broadcast communications company.



# What is IPTV (at least as defined for this presentation)?

*Internet Protocol Television (IPTV) is a very hot topic in the video broadcasting and communications industry today. Simply put, this is how Flying Colors defines IPTV...*

- **24x7x365 Live Streaming Video!**
- Broadcast a combination of (1) digital signage, (2) live events, and (3) pre-recorded video.
- Delivered worldwide on any IP network (including the public internet and/or private intranets).
- Broadcast at virtually any quality level (dial-up to high-definition/full-screen, bandwidth permitting).
- Played on a wide variety of devices, including PCs, Media Center Edition TVs, as well as set-top-boxes, PDAs, and cell phones.



# **IPTV Applications (Why Broadcast an IPTV Channel?)**

---

*The applications for IPTV solutions are endless. Broadcast to everyone's desktop as well as full-screen to monitors in meeting rooms, hallways, and lobbies. IPTV solutions open a new, dynamic channel through which to communicate, educate, and entertain audiences worldwide.*

- **Corporate/Enterprise Communications**
- **Religious Communities and Programs**
- **Ethnic Affinity Groups**
- **Non-Profit Grass-Roots Communications Programs**
- **Niche Entertainment**
- **Public and Private Education Initiatives**

# A Comprehensive Solution

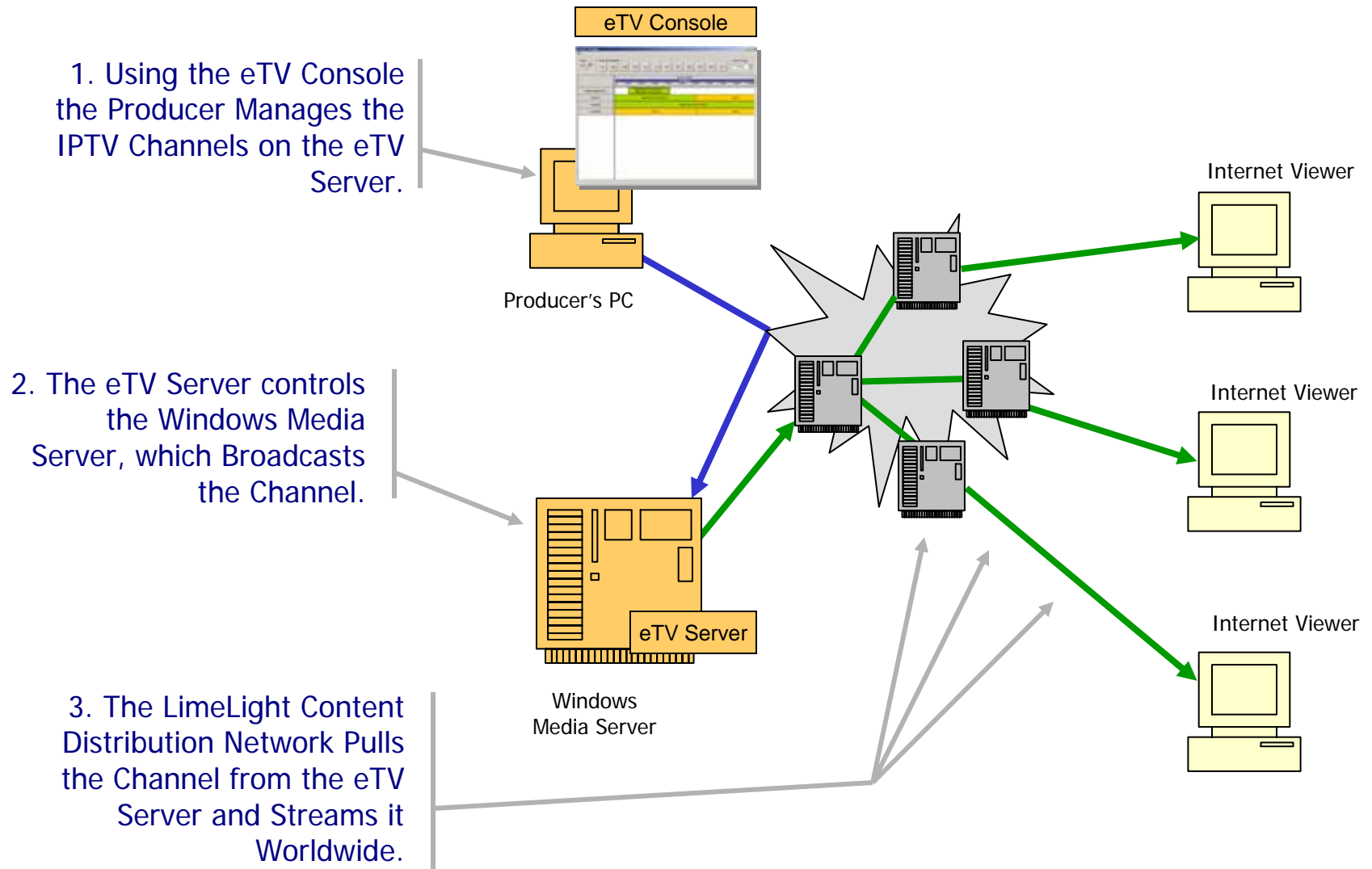
---

**The Flying Colors eTV Solution is a complete, customizable solution for (1) Producing, (2) Scheduling, and (3) Distributing IPTV Channels Using Microsoft Windows Media Services 9 Platform.**

## **IPTV Channel Owners/Producers Can:**

- **Produce IPTV Audio/Video Content (typically in a WMV format)**
- **Upload Audio/Video Content to an IPTV Server (Windows Media Server 9)**
- **Access Live IPTV Video Sources (Remote Encoders and Publishing Points)**
- **Define IPTV Channels**
- **Schedule Live and Pre-Recorded Video into a Channel**

# IPTV Solution Architecture



# The eTV Console

The eTV Console is a Windows-based application that the IPTV Channel Producer uses to manage their IPTV channels. A simple scheduling interface with drag and drop functionality is front and center.

The screenshot shows the 'Channel Manager' application window. At the top, there is a menu bar with 'File'. Below it is a toolbar with 'Zoom' controls (minus, plus, and a '2' button) and 'TimeLine Navigation' buttons (1s, 30s, 15s, 10s, 5s, 1s, 5s, 10s, 15s, 30s, 1s). A 'Jump to Date' dropdown is set to 'Tuesday'. The main area features a timeline for 'January 2006' on 'Tuesday 3' from 1:10PM to 2:40PM. A 'Media Staging Area' contains a clip with URL 'http://204.10.78.152/rc1-1'. Below this are three channel schedule rows: 'channel1' with a clip from the staging area, 'channel2' with a clip from 'http://204.10.78.152/rc4', and 'channel3' with two 'Movie' clips.

**Timeline Zoom**

**Timeline Navigation**

**Console Menu**

- Upload Pre-Recorded Media
- Define Live Media Source/Encoder
- Create New Broadcast Channel
- Insert New Media Into a Channel
- Copy and Paste a Channel Schedule
- Publish Channel Schedules
- Change Channel Default Video
- Channel Manager Help
- Close

The Producer uses the file menu to accomplish the fundamental tasks associated with setting up and managing a series of IPTV channels.

**Media Staging Area**

When files are inserted into the timeline, the system places them in the Media Staging Area. The Producer can then drop and drag the clip to the appropriate channel and time.

**Channel Schedules**

Each row below the Media Staging Area represents a channel schedule.

# Internet Channel Pricing

---

*Flying Colors is making it easy for organizations interested in launching an IPTV channel on the Internet. Our Internet Channel pricing is as follows:*

1. **Channel Broadcasting (base fee):**
  - \$250 for the first channel, per month (subsequent channels are \$150 per month)
  - Channel bit rate limited to 500 kbps
  - Flying Colors provides the eTV server and 10G of VOD storage
  
2. **Channel Distribution (in additional to the base fee):**
  - \$5.00 per Gigabit delivered to viewers/sites
  - Less than \$0.02 per minute per site/viewer when streamed at 325 kbps
  - Integrated Content Distributed Worldwide Powered by LimeLight
  - Traffic reports e-mailed to the channel owner daily
  
3. **Technical Support and Services (per hour fees):**
  - \$125 per hour for Flying Colors media engineering services
  - First three eTV Console installations support calls provided free of charge

---

Flying Colors also sells the complete eTV Solution for stand-alone enterprise installations. A single server license is \$5,000 for non-profit organizations, \$10,000 for Intranet use within corporations, and \$25,000 for independent resellers.

# Why the Flying Colors eTV Solution

---



- Built on Microsoft Platform
- Highly Scalable
- Customizable
- Low-Cost Alternative
- Easy-to-Implement Solution



# Contact Us

---

*We are interested and willing to talk with you about broadcast and streaming media technology, your requirements, and alternative solutions. Please don't hesitate to call us to learn more about our broad range of live and on-demand video production and distribution services.*



Hugo

Brenda

Ted

Erin

Susan

Lynn

Constance

Troy

Matt

Abigail

**2000 M Street, NW, Suite 345 \* Washington, DC 20036 \* 202-293-5300**  
**www.fc-tv.com \* info@fc-tv.com**

