

your.



the choice is yours

Your.TV Presentation

Agenda



- How does Your.TV work ?
- Proposition to customer
- Proposition to broadcasters.
- External analysis
- Architecture of the Your.TV platform

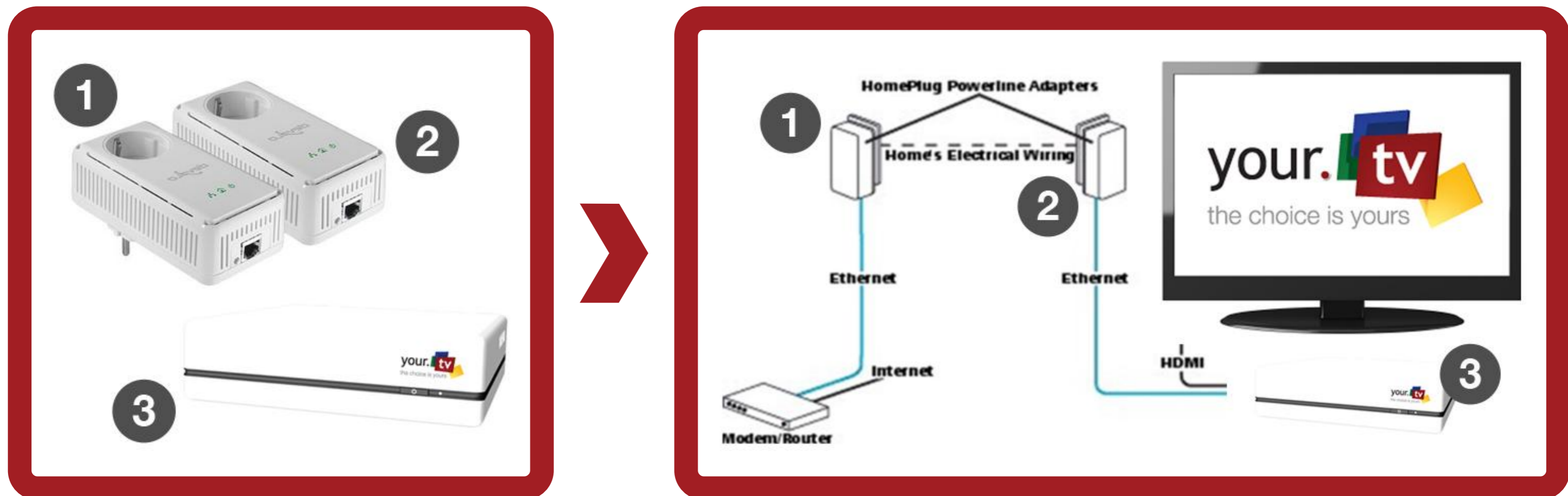


How does Your.TV work?

Plug and Play



Distribution of digital TV signals using existing broadband internet connection of consumers



- Consumer has a internet broadband connection of 8 Mbps or more.
- Consumer can connect Your.TV to their HDTV without the need of extra cables.
- 2 or more TV's possible per household – depending on broadband speed.
- Ready for launch.

Customer Proposition



Your.TV the choice is yours



Choose your 20, 50 or 80 favourite extra TV channels together with the basic pack

BASIC PACK

€ 8,50

most watched TV channels per country

BASIC + SMALL

€ 13,50

Basic pack and choose 20 of your favorite TV channels

BASIC + MEDIUM

€ 18,50

Basic pack and choose 50 of your favorite TV channels

BASIC + LARGE

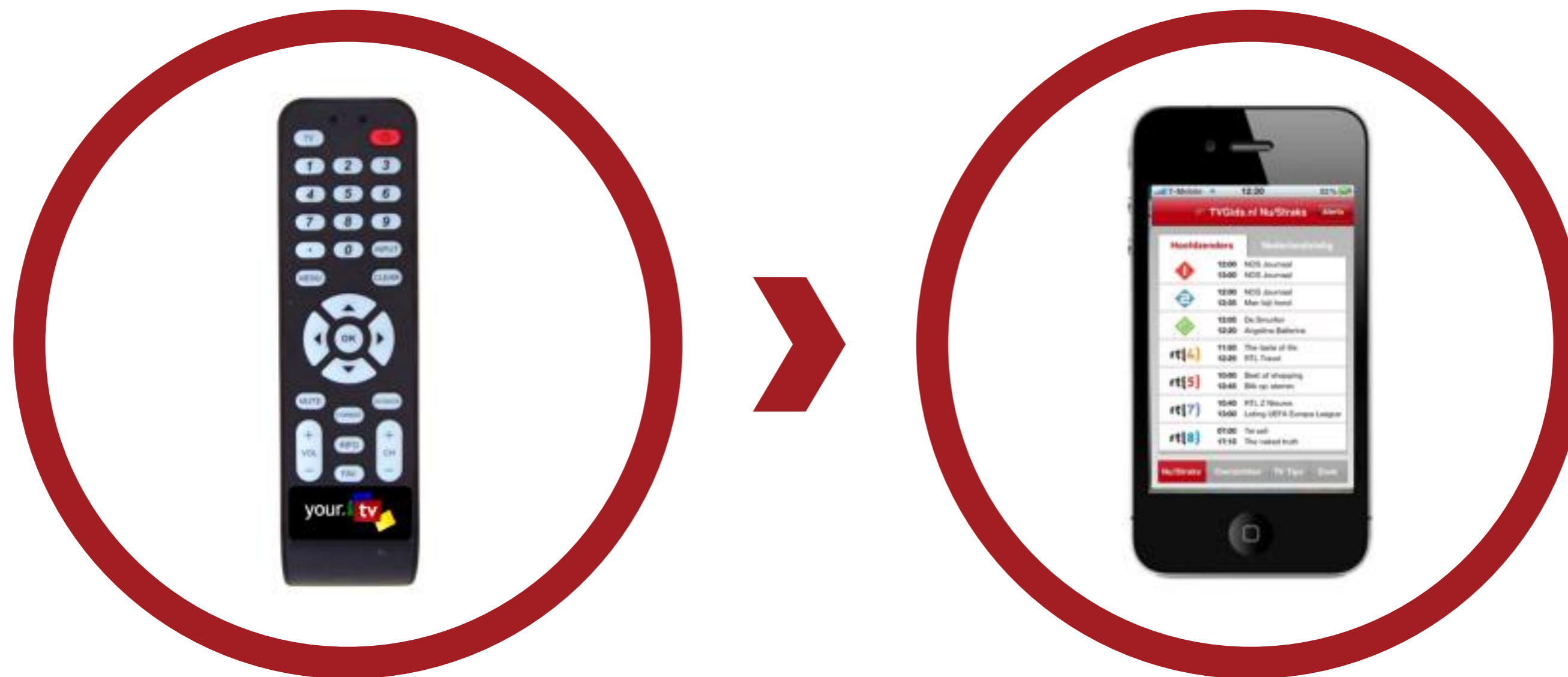
€ 23,50

Basic pack and choose 80 of your favorite TV channels

- International news
- Entertainment
- Music
- Knowledge
- Culture
- Kids
- Sports
- Film
- Adult
- Regional TV channels
- Local TV channels
- Belgium TV channels
- English TV channels
- German TV channels
- French TV channels
- Italian TV channels
- Spanish TV channels
- Portuguese TV channels
- Turkish TV channels
- Arabic TV channels
- Aziatic TV channels
- Eastern Europe TV channels

Remote control

Smartphones become remote control with personal settings



- Customer receives a traditional remote.
- Synchronizes Your.TV receiver with Your.TV remote app on smartphone.
- Your.TV remote app. has advantage like remote recording and personal settings.
- Fast time to market with IP technology for interactive TV on app and TV display.
- “Red button” business models based on Your.TV billing relationship possible.

Your.TV and the market



Bricks and mortar for the positioning of Your.TV

MARKET

- Only 10% of internet consumers are willing to switch.
- Monopolistic TV market and enough space to grow with our alternative proposition of TV distribution.
- Big cable- & telecom operators choose for bundle strategy.
- Analogue switch-off in the next 5 years expected.
- Limited amount of TV channels at existing TV operators.
- Broadband speeds in most European countries fast enough or getting faster soon.
- Existing IPTV operators can service only 1 TV set.



YOUR.TV

- Consumer can stay with existing Internet Provider
- Your.tv is only selling TV subscription.
- Your.tv has competitive advantage:
- No high barriers as not for sale in any telecom bundle.
- Consumer are allowed to choose favourite TV channels.
- This makes the price / quality level better for a customer.
- More TV channels to choose from.
- Plug and Play
- Interactive TV and Catch-up ready.
- PVR encrypted signals on external hard disk drive.
- Video on Demand ready.
- Personal setting Your.TV in smartphone app.

Pan European Roll-out



Choose your country

Choose your package

Choose your channels

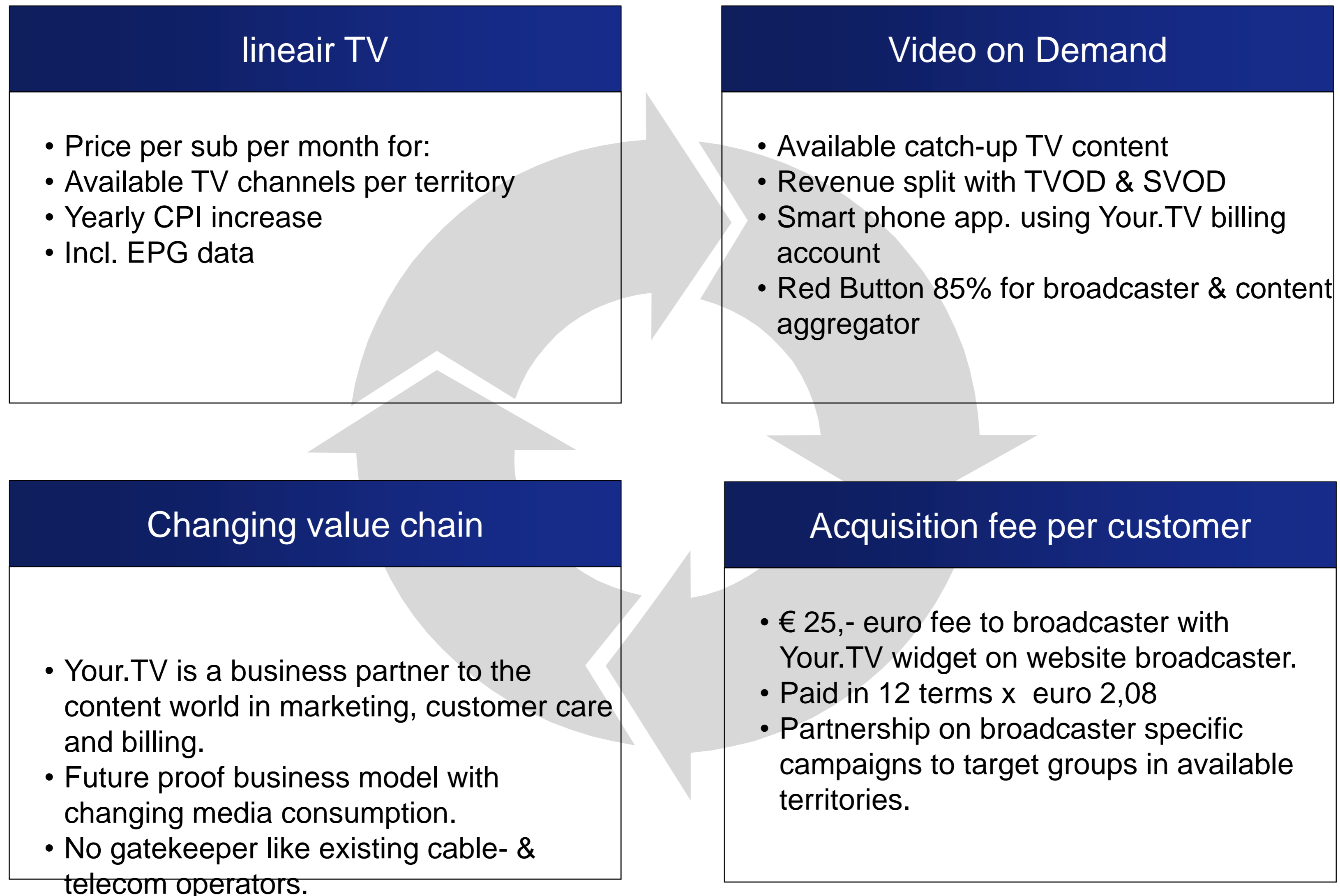
Success model partnership



Businessmodel



Partnerships per EU territory



Forecast



Roll - out in subscribers



5% market share in 3 years per EU territory

Subscribers

- Your.TV will launch in all EU territories with average broadband speed of 8 Mbps or more.
- Depending on the territories TV channels will be available and part of the success of Your.TV.
- Based on our external analysis and a low investment scenario, we think that with our online marketing activities we will be able to reach 5% market share per territory in 3 years.
- Affiliate programmes are available to broadcasters to gain revenues when acquiring customers.



External analysis

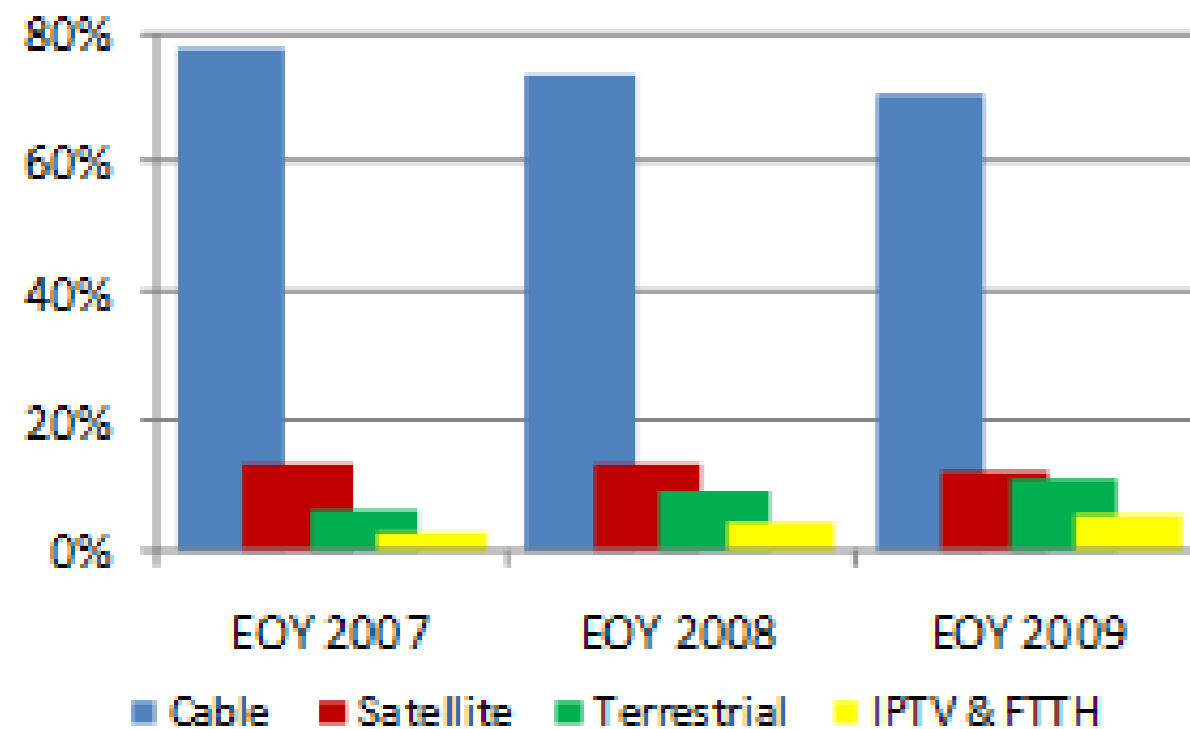
Analysis available per Territory
Netherlands as an example

External analysis

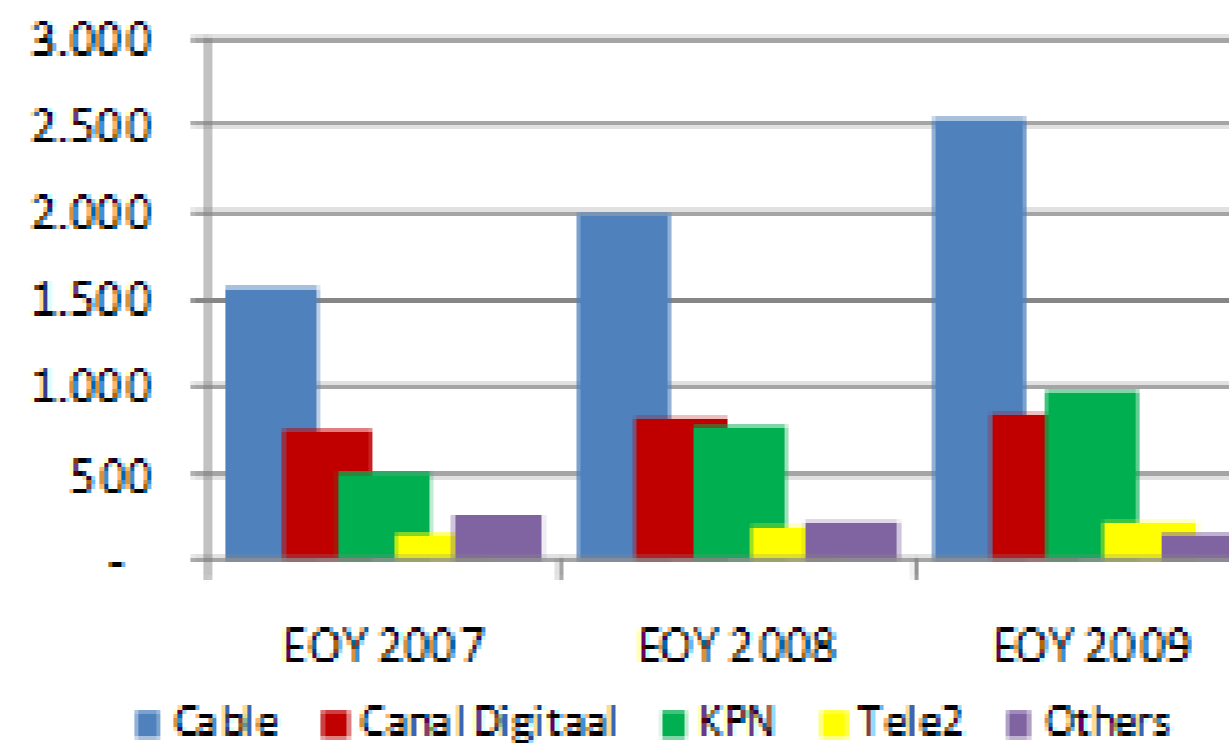


Cable monopoly increase retail prices but channelfees are under pressure

Marketshares per infrastructure

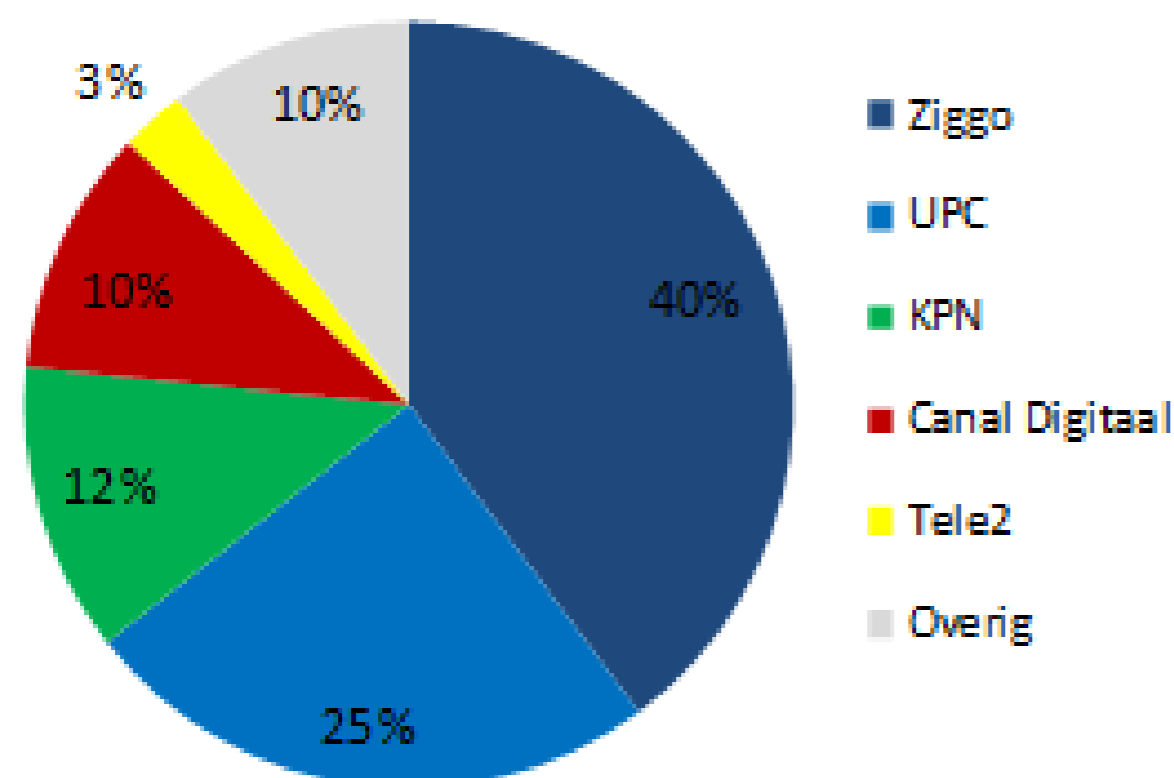


DTV subs per provider

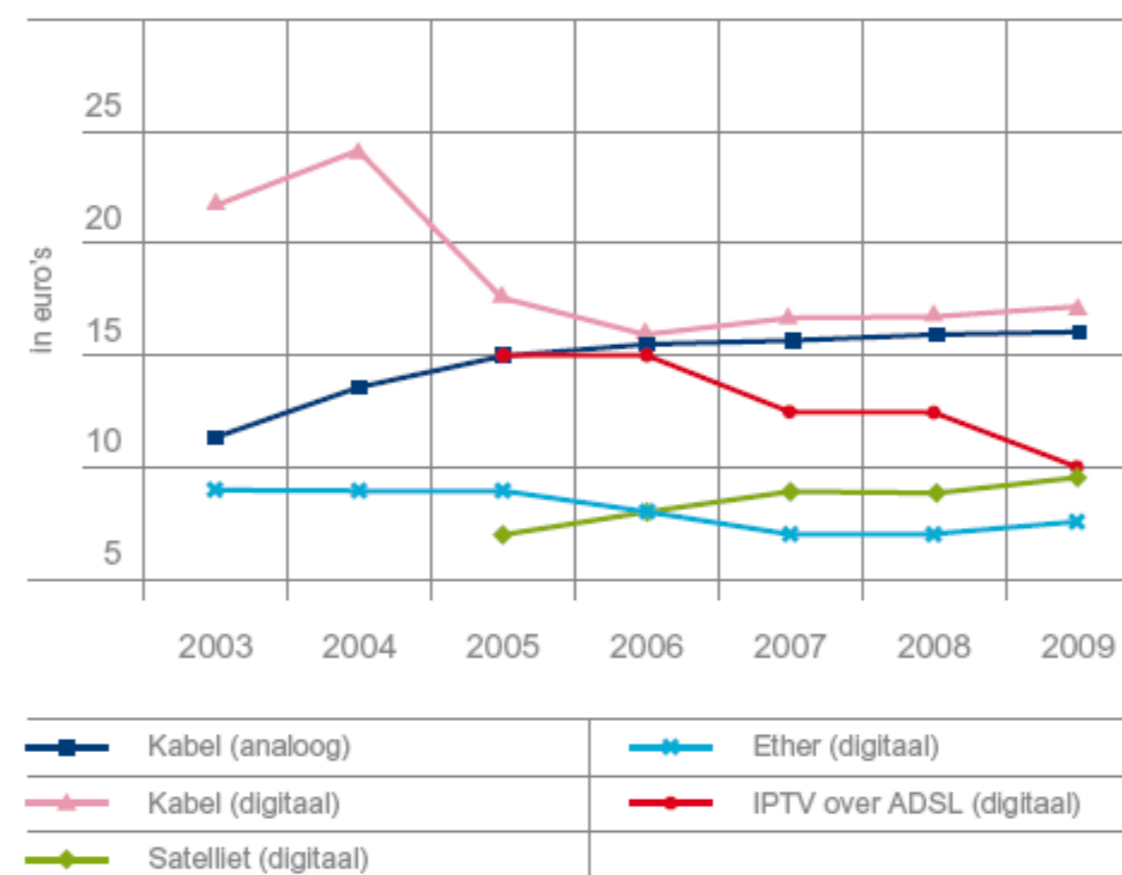


- Cable has 71% marketshare.
- Digital TV marketshare cable increases fast from 29% EOY 2007 to 56% EOY 2010.
- Cable has almost a new monopoly in digital TV.
- Ziggo and UPC service 65% of the Dutch households.
- KPN has only 12% marketshare.
- CanalDigitaal loses marketshare as others increase faster in DTV subs.
- Tariffs cable have been increased again, TV channel fees are under pressure.

Marketshares DTV per provider



Prijslevels Televisie

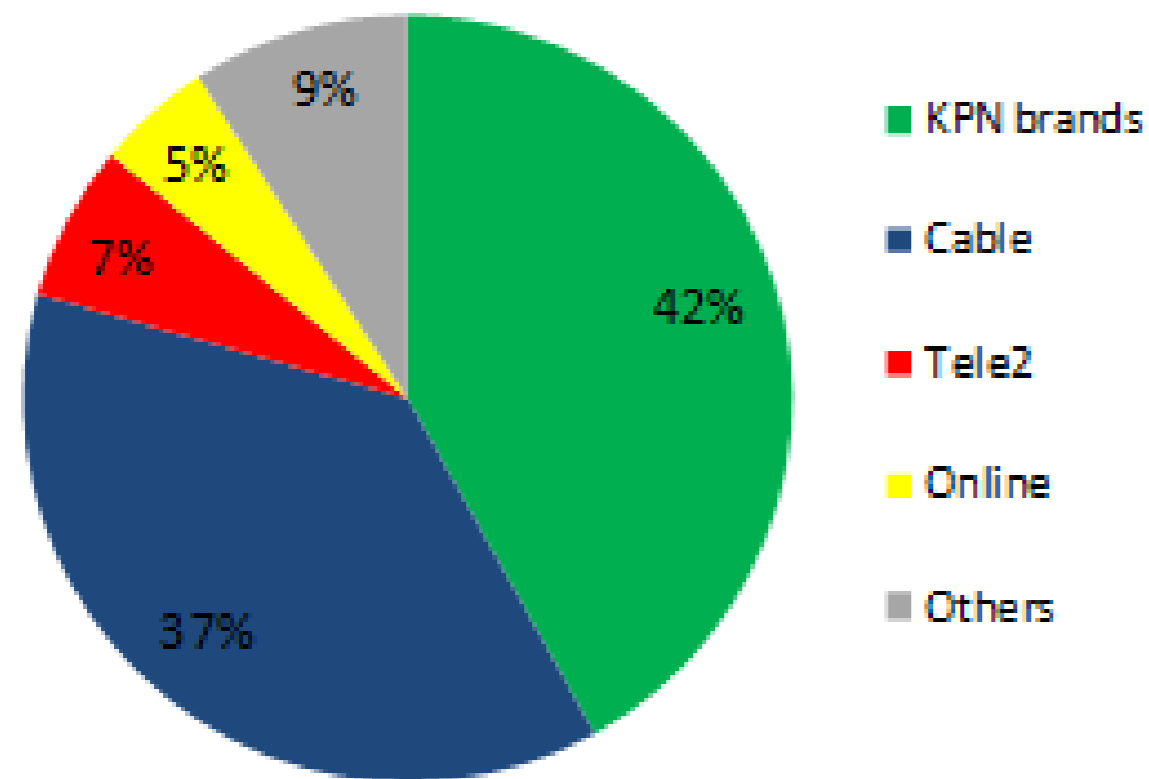


External analyses

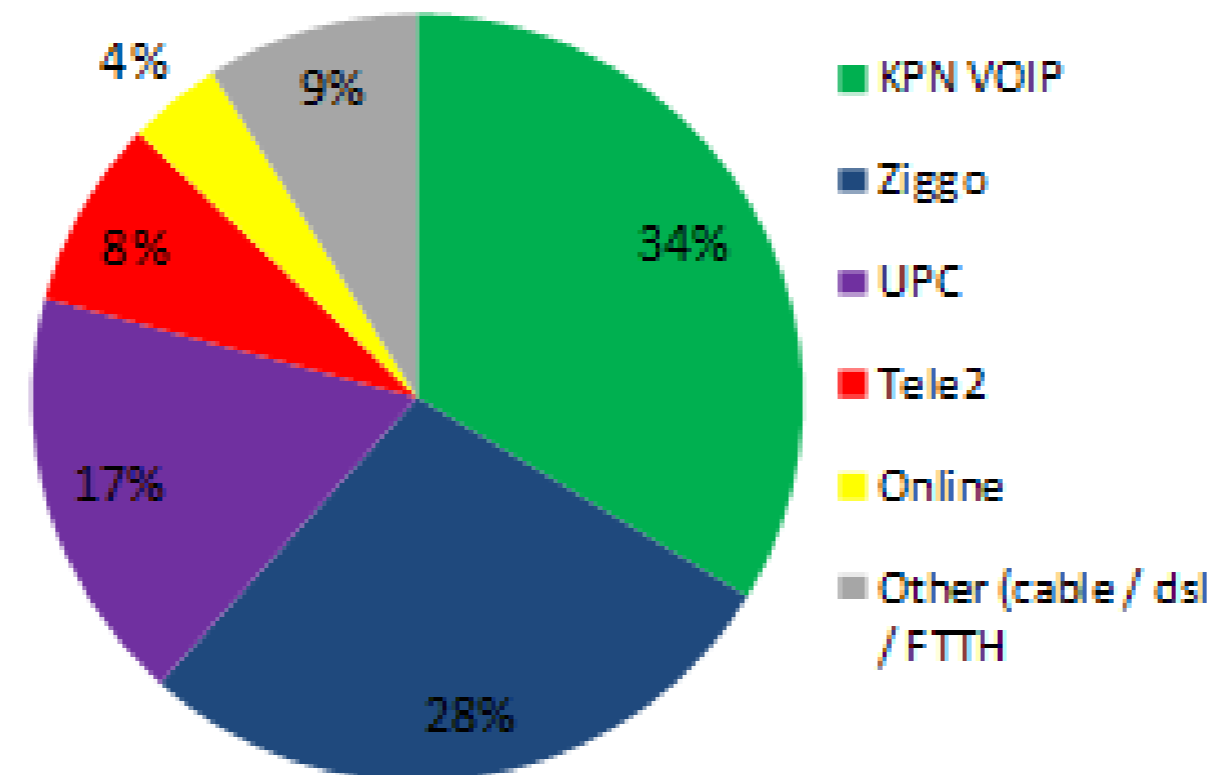


NL - KPN still biggest in broadband and telephony

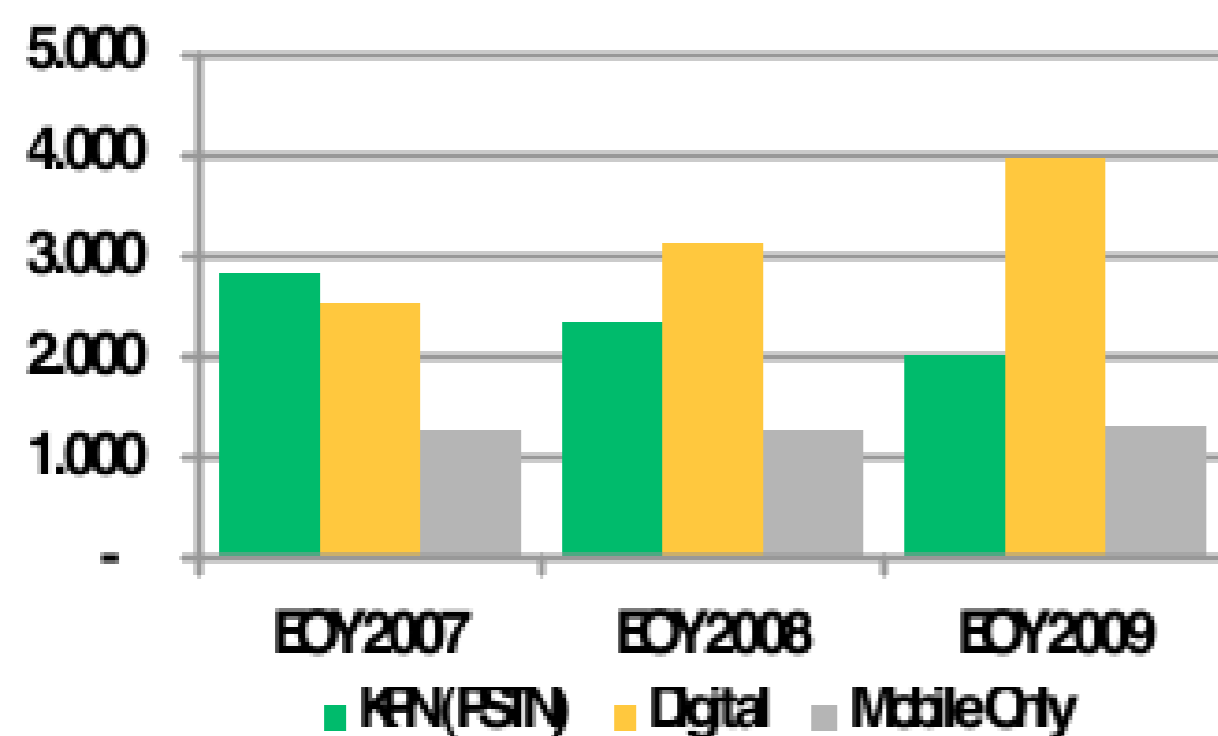
Marketshares internet



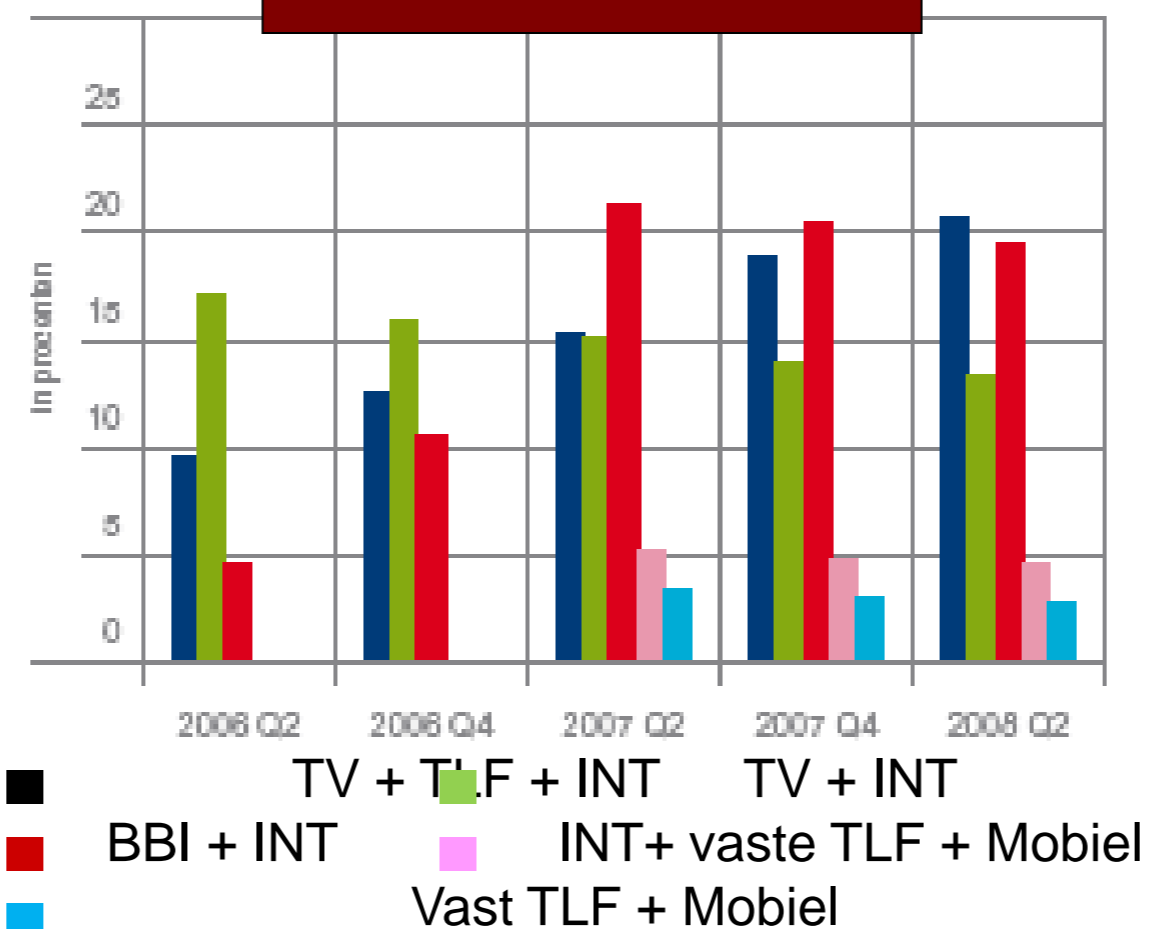
Marketshares VOIP



Marketshares telephony



Marketshares bundles



- Analogue telephony rapidly being replaced by digital telephony.
- Mobile only stable at 18%.
- Market shared between cable and KPN.
- Overall KPN with 42% market leader.
- For digital telephony cable is bigger than KPN.
- 50% of customers have internet and telephony of 1 operator.
- Customers with bundle TV, internet and telephony increased to + 20% in Q2 2008.

The Your.TV Platform



Architecture



Encryption and conditional access from play-out to subscriber

CONTRIBUTION

DISTRIBUTION

Channels Broadcasters

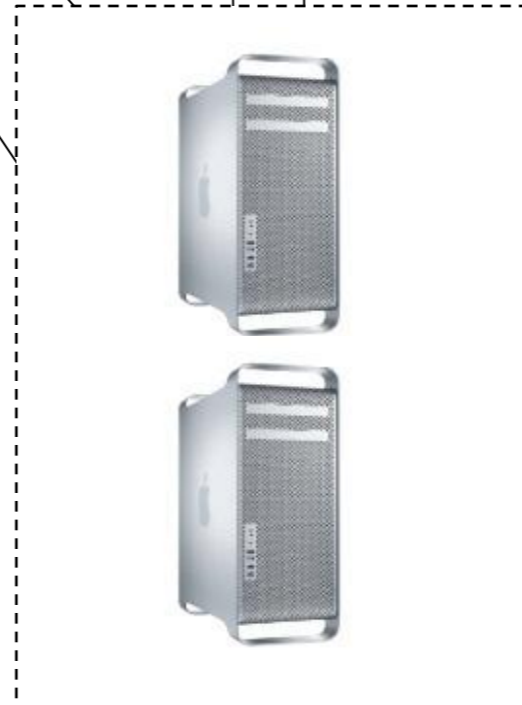
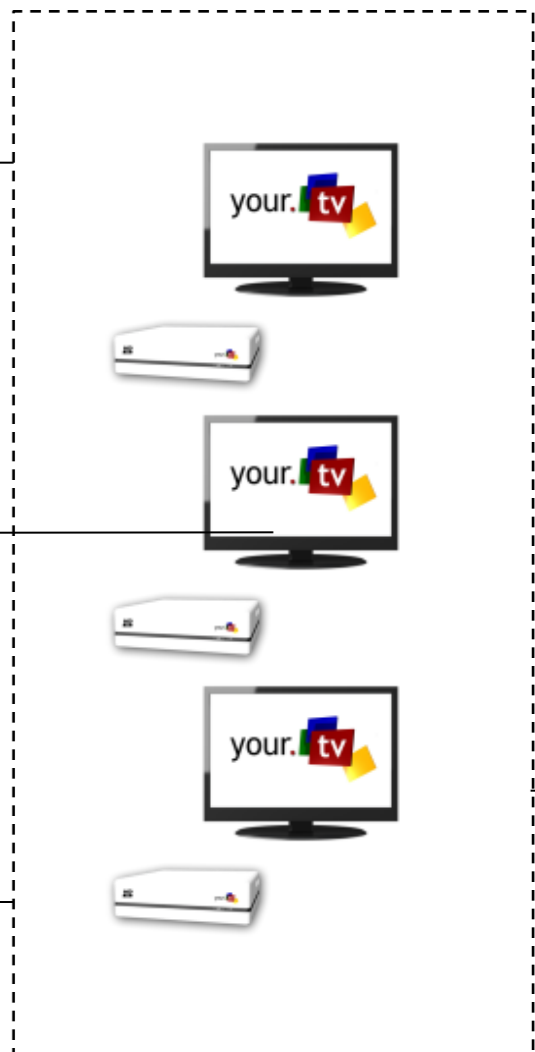
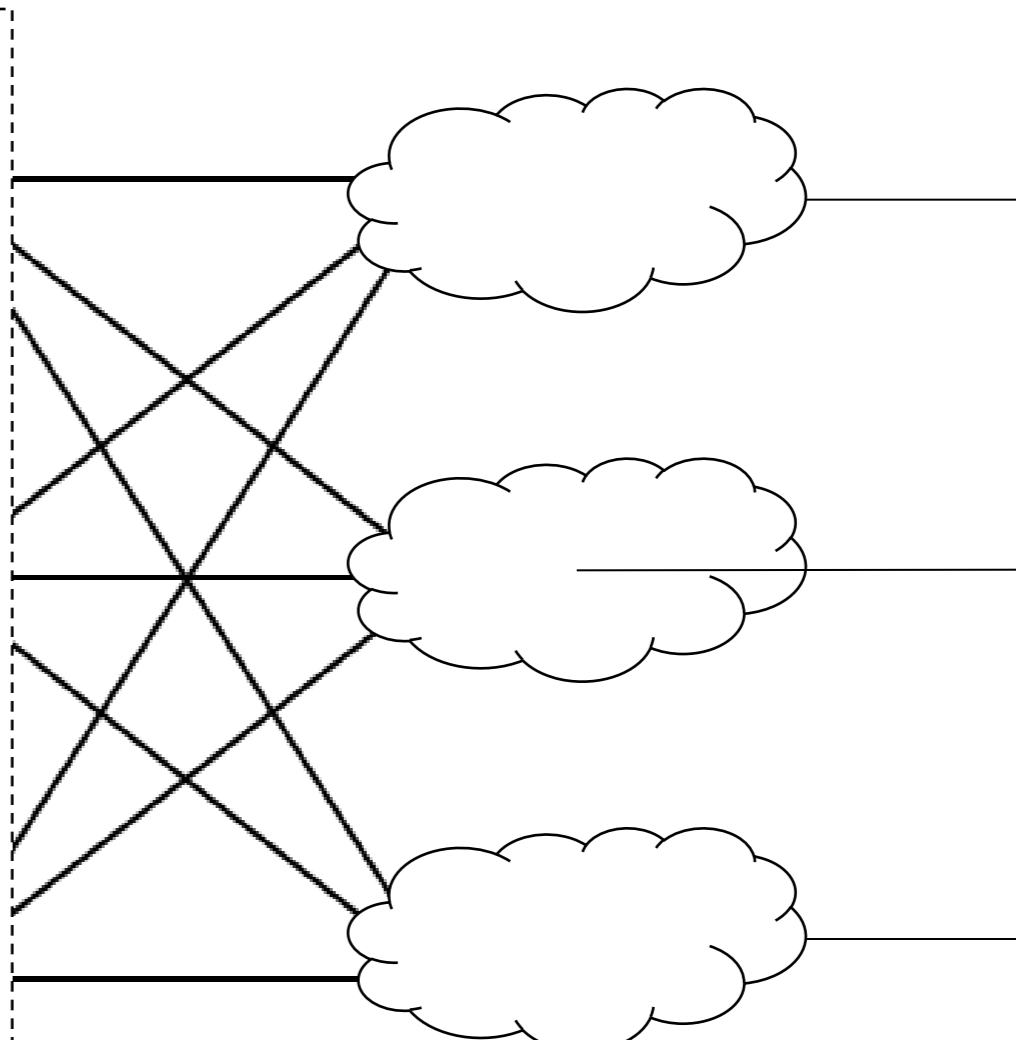
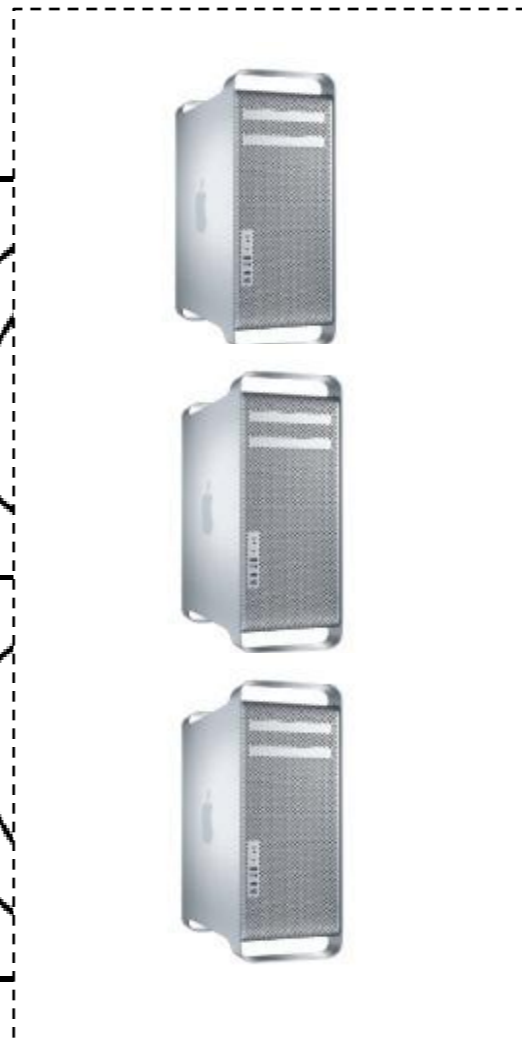
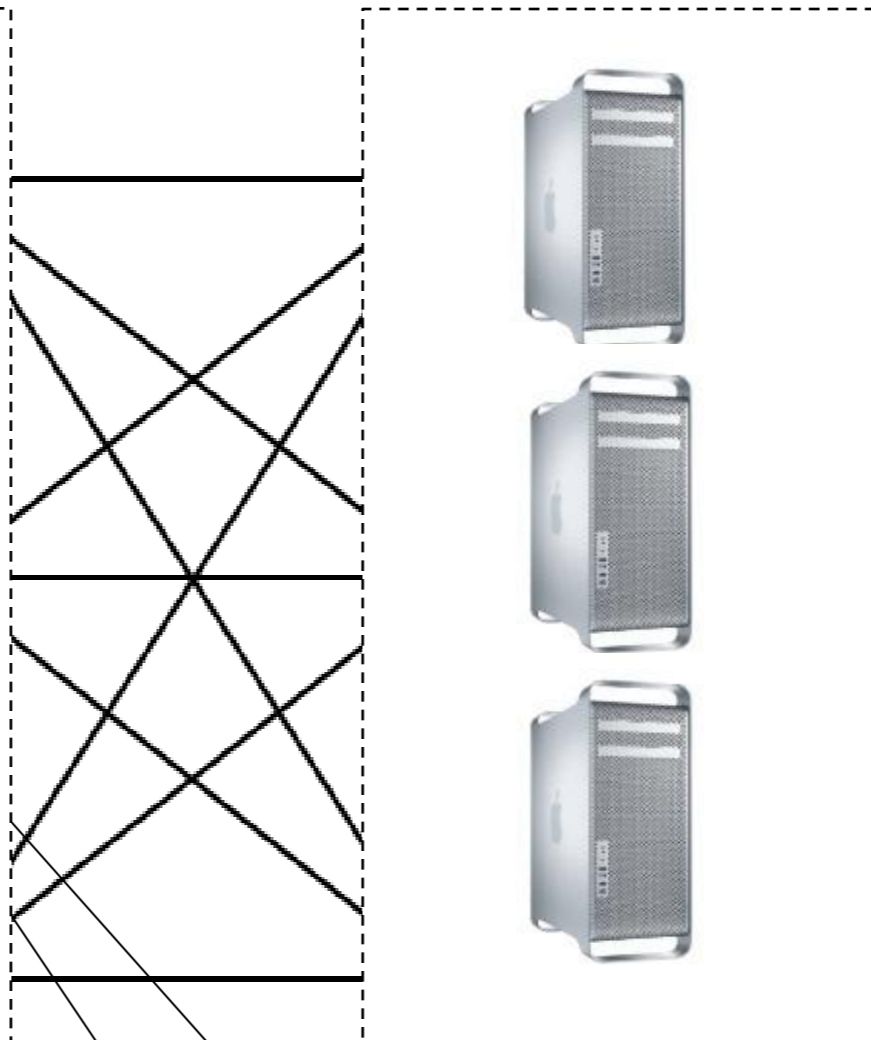
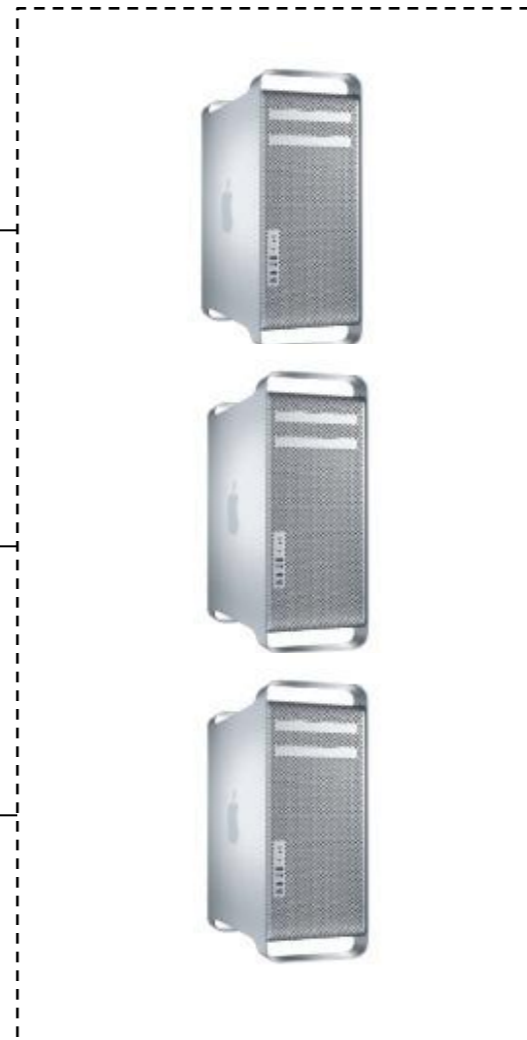
Ingest Partners

Encryption & Broadcasting servers

Bandwith & QoS Management Servers

Cable Systems & IP Delivery Network

Subscribers



CA Security & Subscriber ID server

Secure Backchannel