



Overview

3 Years in the Making.

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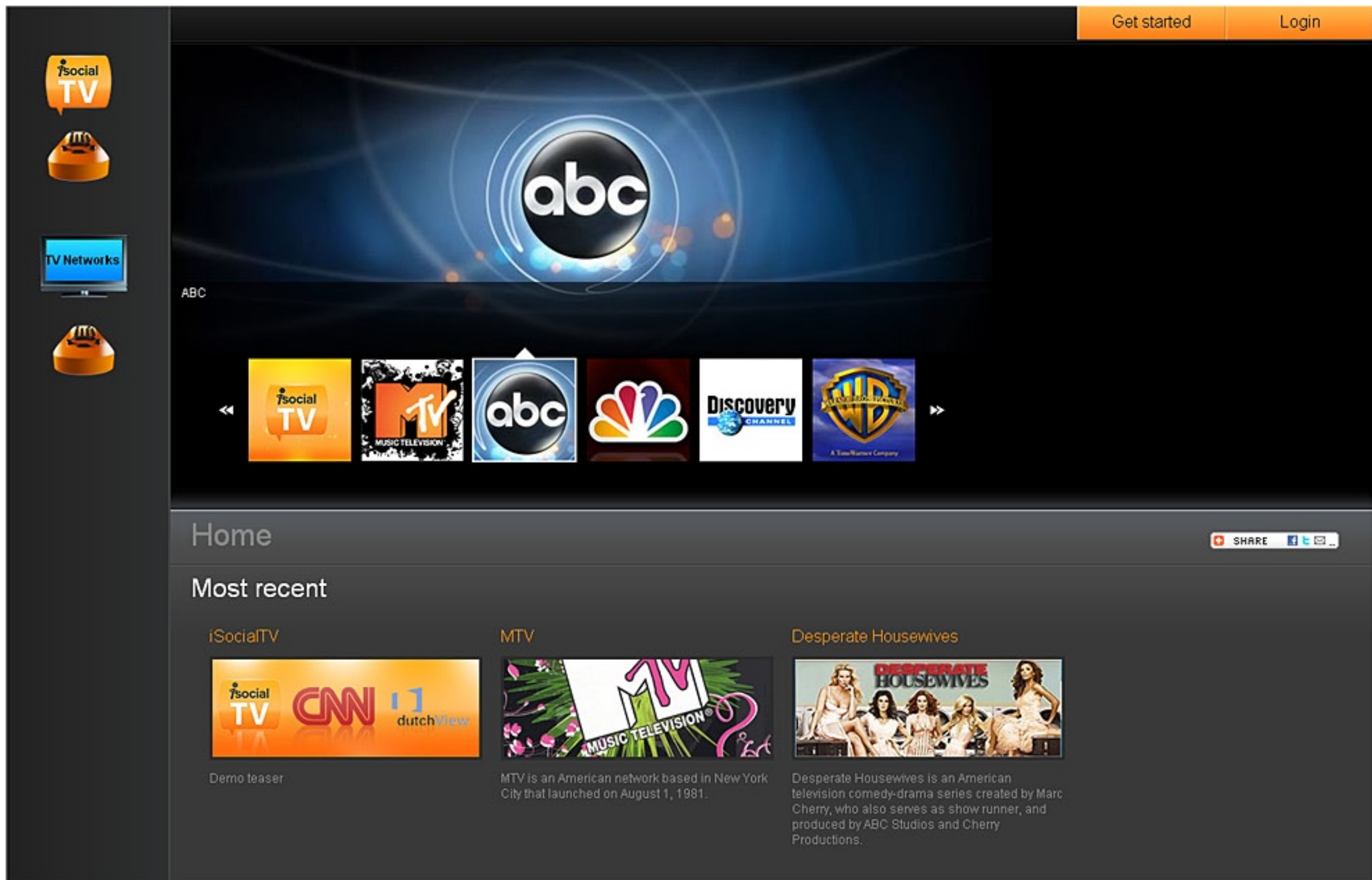


Don't Take our word for it. Wikipedia defines Social TV as:

Social television (also social interactive television) is a general term for technology that supports communication and interaction in the context of watching television, or related to TV content. It also includes the study of television-related social behavior. **Social television systems can for example integrate voice communication, text chat, presence and context awareness, TV recommendations, ratings, or video-conferencing** with the TV set. Social television is an active area of research and development. Most existing social television systems are on a conceptual stage, or exist as lab prototypes, beta or pilot version

Descended from an IDEA –Quest for an IDEAL

We Have it. Here & Now!



Logos, content and layout are for illustration purposes ONLY!

Introducing



Features



A Virtual Interactive platform for:

- LIVE BROADCAST
- ON DEMAND
- STREAMING
- AND MORE.

Engineering of iSocial TV starts with its engine & intelligent algorithm.



Features



- ✓ Engage fans, celebrities, commentators,
- ✓ Engage producers –Real Time.
- ✓ Complement shows with iSocial TV event (inventory).
- ✓ TV Show fans could now have a whole new experience.
- ✓ Social TV network platform –Shared or Dedicated.
- ✓ Include iSocial TV to your programming plans.

This is beyond live feed and an instant chat



Add “i” to your TV Programming



Add iNTERACTIVE to your:

- ✓ Premier Shows
- ✓ Season Finale
- ✓ Sports Events
- ✓ Pay Per View
- ✓ Sold out Live Events
- ✓ DRTV
- ✓ And More



Features



What can you do with iSocialTV:

- ✓ "iSocial TV" comes with Sponsored Ad placement.
- ✓ Base your ROI on "Average Length of Stay".
- ✓ Improve Shows / Events' Ratings.
- ✓ Differentiate your online experience.
- ✓ Connect Real-Time with your audience.
- ✓ Expand your broadcast inventory schedules.
- ✓ Generate more revenue.



Mantra



2010 “Digital Media” Mantra:



Join us on **Facebook**. Follow us on **Twitter**.



2011 New Mantra:

Hook up with us @ **iSocialTV/YourName**.



ROI

Make iSocial TV as:

- ✓ Premier income producer Add-on to scheduled shows.
- ✓ Production & Connection fees pass through Sponsors.
- ✓ Increase Pay-Per-View Premiers & Income.
- ✓ Ideal for Pre, Simulcast, and or Post Events.
- ✓ Small or Large Group Connections.



Visual Example

Make iSocial TV as:

spotlight. on nbc



Beyond the Competition

Check out the lighter side of the Games, with video, pics and more. [Click Here »](#)



jay leno's garage

Example: Watch TV,
Meet Stars & Interact LIVE



- + watch. the latest edition
- + share. your favorite rides



tonight. on nbc

8:00 PM 2010 Olympic Winter Games

go to: [full schedule](#)

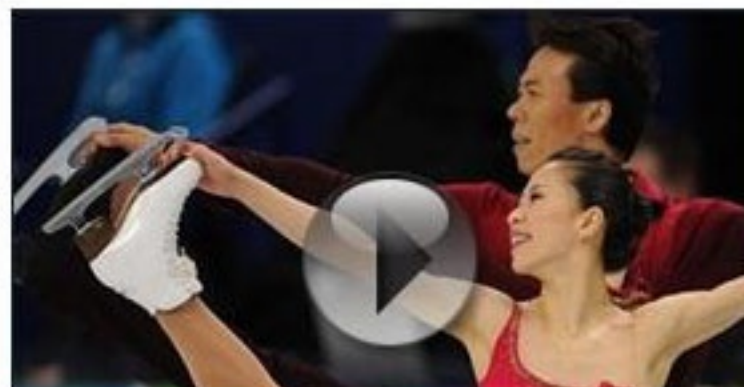
today. on nbc.com

watch. Parenthood: Premieres March 2nd 10/9c. Preview at the all-new site!

video. clip of the day

2010 Winter Olympics

Watch Shen and Zhao's golden figure skating performance at the Olympics.



SUBWAY



YOU COULD

WIN FREE FOOTLONGS FOR A YEAR!

CLICK NOW FOR YOUR



Visual Example

Sample Layout iSocial TV Room



For illustration purposes ONLY –Image supplied by CamMore and Heineken.



iSocial TV All-in-One Layout

The interface is divided into several sections:

- Left Sidebar:** Contains a 'Share this room' button, 'Audience - 1 users' with a list of users (including 'admin'), and a 'Boot out' button at the bottom.
- Center:** A large video player showing a red sports car. A play button is centered over the video. Below the video is a progress bar and a volume control icon.
- Right Sidebar:** Contains a 'Video' section with four 'OPEN VIDEO' buttons, each with a small video thumbnail. Below this is a 'Text chat' section with a large text input area and a 'Send' button. At the bottom is a 'Post to Twitter' button.

Callouts highlight specific features:

- Access to 225 Social Networking Sites including Facebook:** Points to the top of the left sidebar.
- Drag&Drop Audience:** Points to the user list in the left sidebar.
- TV Streamed or LIVE Feed:** Points to the video player.
- Sponsor Ad for the entire duration of the event:** Points to the top of the center video player.
- Celebrities, Producers, Commentaries, & Fans:** Points to the video thumbnails in the right sidebar.
- Text Chat:** Points to the text input area in the right sidebar.
- Post to Twitter:** Points to the 'Post to Twitter' button at the bottom right.

For illustration purposes ONLY

Nielsen Bows Online Campaign Ratings

September 28, 2010

Online publishers and advertisers have long been touting the medium's ability to deliver precise campaign metrics such as ad impressions, **unique users and time spent**. But all some advertisers really wanted were metrics that made sense in relation to TV.

Find this article at:

<http://links.mkt1464.com/ctt?kn=6&m=35830025&r=OTkzNTQ2MzYwS0&b=0&j=ODI5NjgyNTcS1&mt=1&rt=0>



Individual Fan Rooms creates a compelling viral marketing

Ask me how?

Coca-Cola

Razvan
Steve
Jane
George

Steve: Hello!
George: hello Steve
Steve: What are you up to?

Coca-Cola

Branded CTA. Ideal for Product Placement.

A vital key to effective branding and advertising.

Get coupon

Text Properties: **B** **I** **U** **Clear**

Message: **Send**



Business Model



- ✓ Initial License Fee
- ✓ Build out Cost
- ✓ Managed Hosted Services
- ✓ Revenue-Share
- ✓ Affordable, scalable, and expandable.



Watch iSocial TV's CNN World News :

<http://www.youtube.com/watch?v=pqkNKyX-2yk>



New Features



New Features :

- ✓ Calendar-based Programmable Playlist
- ✓ Twitter Enabled.
- ✓ Facebook + 265 Social Network Site posting.
- ✓ Akamai and Limelight CDN Broadcast enabled.
- ✓ You Tube Broadcast.
- ✓ CMS Based founded on WEB 2.0



iSocial TV New Additions

- ✓ Content Delivery Network Enabled.
- ✓ HD (480, 720, 1080) Content Delivery.
- ✓ Internal & External Video.
- ✓ Video, VoIP, Instant Text Chat.
- ✓ Multicast TV.
- ✓ Central Control System.
- ✓ Managed by Program Manager.



iSocialTV Platform Comes With

- ✓ Respecting User Privacy –No Plug-in or Download*.
- ✓ Make Events Private.
- ✓ Small & large audience.
- ✓ Simplicity.
- ✓ Crash Proof Channels.
- ✓ Optional Security Empowered (SSL 1024).

(*) Requirements: Adobe Flash Plug-in, Web Browser, & Internet required.



iSocialTV Platform is

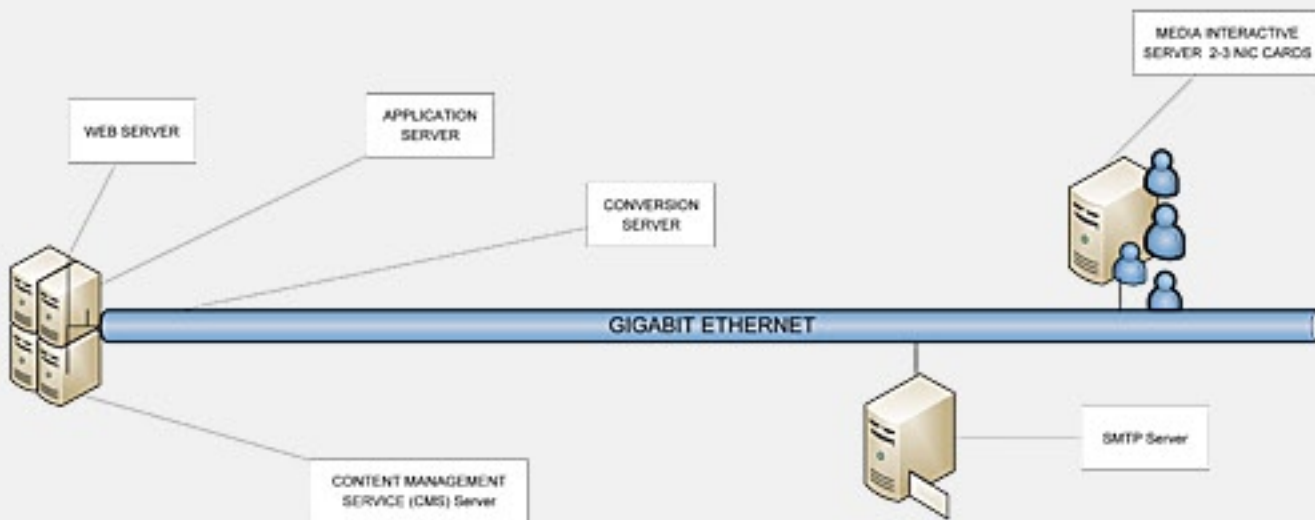
- ✓ Firewall Friendly.
- ✓ Private Label (Your Own Brand).
- ✓ User Requires 512Kbps bandwidth.
- ✓ Ability to boot out unwanted audience.
- ✓ Full Screen Broadcast Projection.
- ✓ And More.

(*) Requirements: Adobe Flash Plug-in, Web Browser, & Internet required.

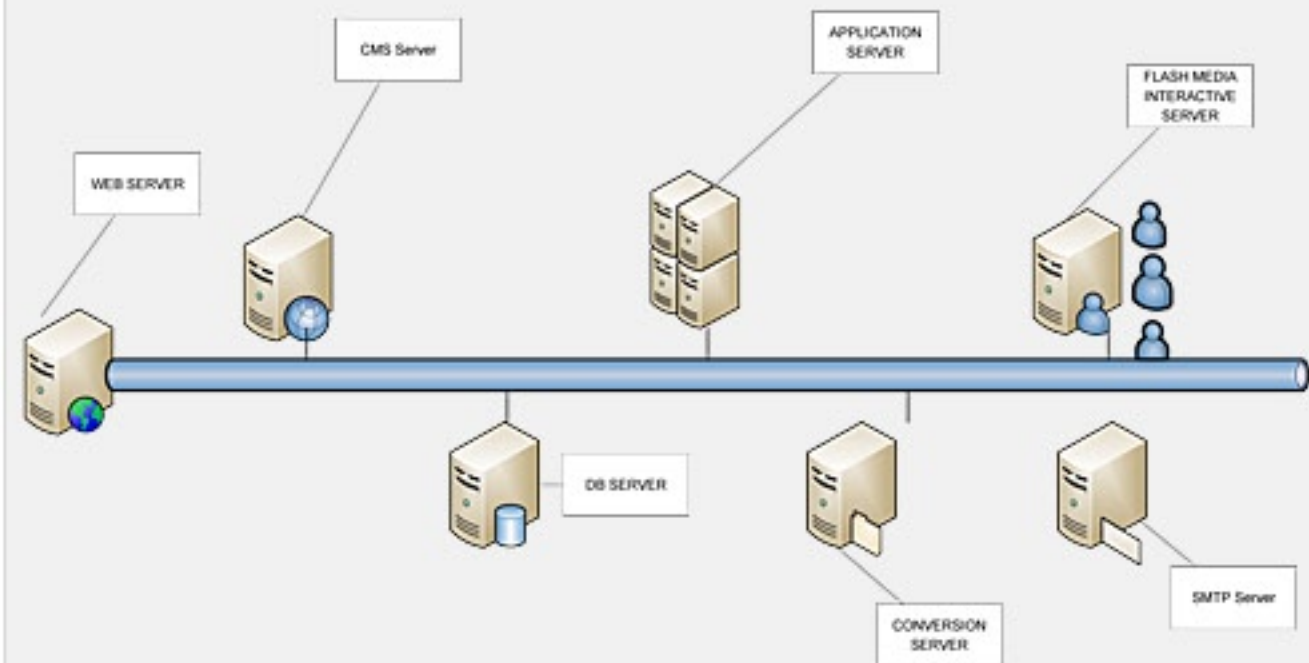


iSocialTV Scalable Platform

LOW COST – BUDGET MINDED LAYOUT – NETSTAIRS SNL PLATFORM



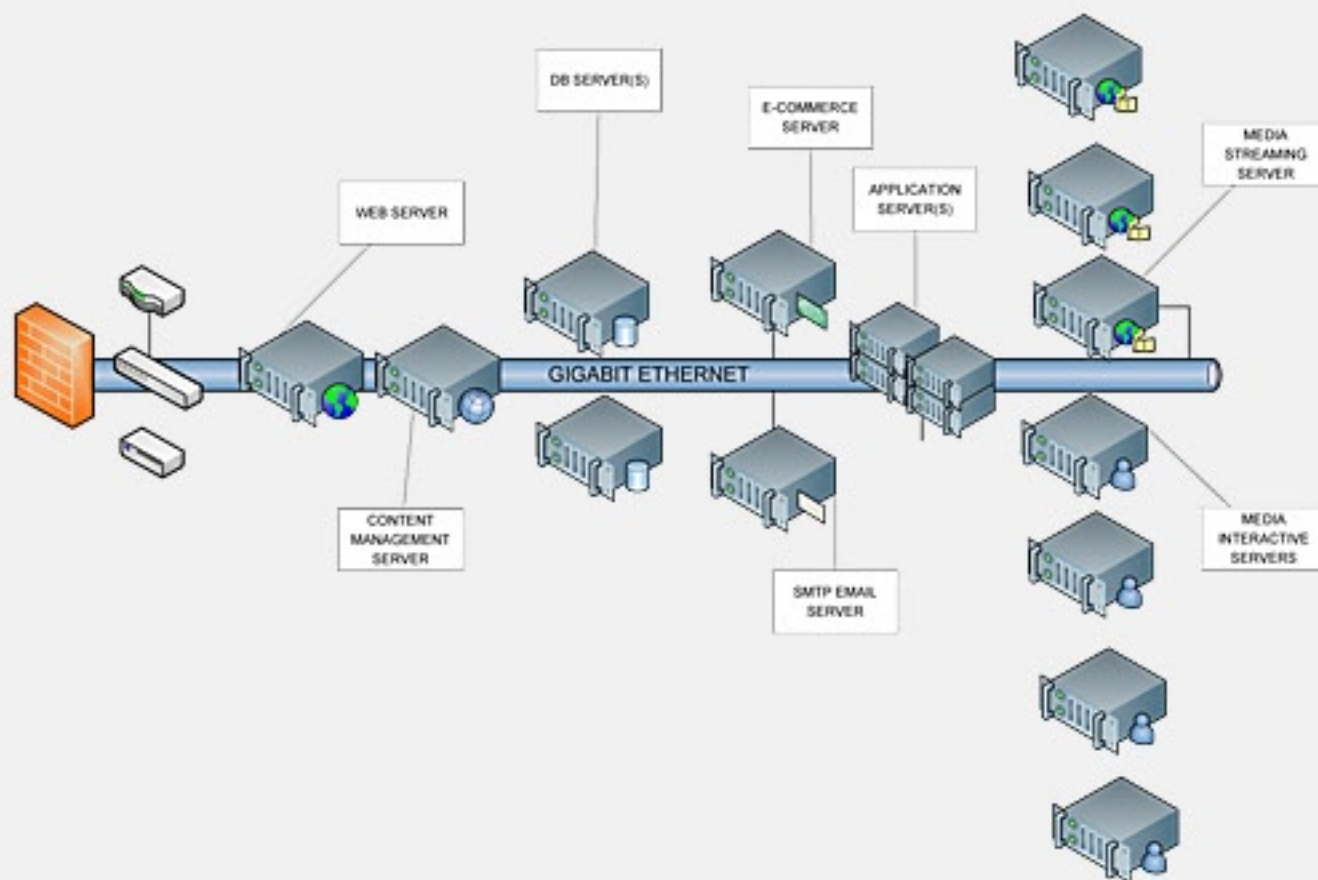
SIMPLE LAYOUT – NETSTAIRS SNL PLATFORM



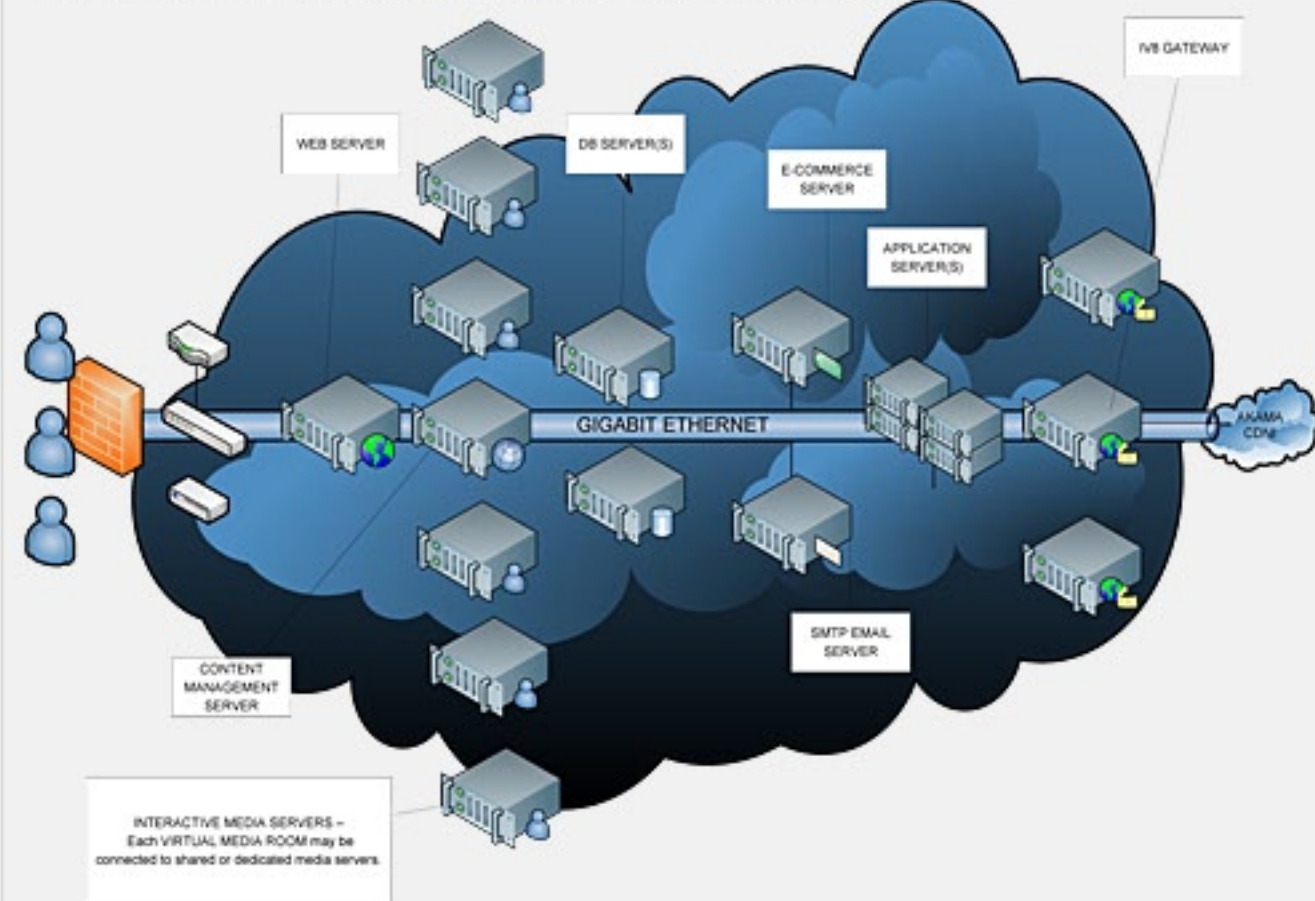


iSocialTV Easy Transition

ENTERPRISE SERVER CONFIGURATION – SNL PLATFORM POWERED BY NETSTAIRS



CLOUD SERVER CONFIGURATION – SAN BASED -VMWARE PLATFORM CONNECTED TO CDN





The Next Frontier.

For More Details or a Live Demo

Contact: inquiry@netstairs.com



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