

# Videowebgate.com – Video Browser/Portal



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## **Executive Summary**

The videowebgate.com is actually a video related web portal that concentrates video and TV contents on a single website that is viewable through a special software browser.

This new venture is already showing impressive statistics during its first week of launch. It has been receiving 91,500 hits per day. The current rate of advertising is \$5 per 1000 impressions which means that videowebgate.com is capable of generating \$455 per day or \$166,075 annually.

The users are actually staying on the site for about 8 minutes per session which means that they can view many more ads depending on where they navigate.

Videowebgate.com is the product of many years of development by amitm.com. amitm.com is a well known expert firm with vast knowledge and capability base. It provides services in various professional fields for corporations, research institutes, governments, financial institutes, start-up companies, universities, educational institutes etc... Their experience in the hi-tech commercial market goes back to the first days of the Internet. Within these past 25 years we grew up with the market and were always a leader in services, solutions... Their reputation reached everywhere around the globe and the clients are spread all over the 5 continents.

Pyramedia has joined amitm.com in a partnership that is a really great fit. Pyramedia was founded in 1994 and first produced computer games. In 1997, the company started to enter the business of interactive TV entertainment, in cooperation with Israel IBA and Israel Telco Bezeq.

The company has been active in 4 countries and has accumulated over 3000 hours of live broadcast. Pyramedia's technology addresses the following emerging entertainment markets:

- Cable and satellite Interactive Television (iTV) service providers;
- Wireless service providers;
- Broadband & IPTV service providers

Pyramedia has a proven track record of developing successful programming for the iTV Platform as enhancement applications and iTV game show formats for the past 6 years generating license fee income in excess of \$2.5 million.

### **Background:**

Video and Television broadcasts have been available on the web for quite sometime, however due to bandwidth limitations and poor quality of video compression technology it was merely a novelty. Now with the creation of and wide usage of broadband internet and improved compression it is now possible to commercialize this as a serious business.

## **The opportunity**

Many content providers are putting time and resources into providing free to web broadcasts, but it is difficult for people to become aware of them and for the provider to make them aware. This is where we come in.

### **The videowebgate.com solution:**

The videowebgate.com is actually a video related web portal that concentrates video and TV contents on a single website that is viewable through special software. This software is actually a “walled garden” browser that will enable the user to browse through the portal rather than look in other places. It solves the search problem and provides plenty of content to keep the viewer entertained with either free or commercial content.

### **The Videowebgate browser**

The browser is lightweight and downloads quickly. In most cases the user will not require any additional plug-in to enjoy it. The fact that its independent software does not mean it has to be updated constantly, as the software draws its material from the web. Therefore the actual updates can be online and there will be no need for updates.

### **The content:**

The videowebgate.com portal contains content in several levels:

1. Free content such as:
  - 700 live TV stations from all over the globe.
  - Access to Hundreds of content website (either directly to their streams or to their archives.
  - Sorted library that contain links to Tv networks site/streams, films trailers, funny movies, kids content, sports, training sessions etc...
  - An unsorted, constantly modified lists
2. Commercial channels with pay per view content and our own original content
3. Subscription commercial channels that will be run by third parties that will pay for both the channel and the setup.

## Why software:

1. Free software is always easier to distribute, especially on the web, and by distributing it for free we will quickly gain visitors to our portal. After 10 days of launch we already have 18000 thousand users and that means 18000 visitors that will visit our portal by default when they open the software.
2. A proprietary browser gives us the ability to make sure the user will stay within the boundaries of our portal rather than losing them to searching all over the web.
3. Free browser software allows us to provide additional bonuses to users without special web setup.

## What are the commercial requirements

The software is being distributed in substantial quantities, in order to do that we must have an anchor and a massive relevant content base. The anchor is available (700 broadcasting TV stations concentrated in the portal already and visible on the software). Massive content base is already being collected and will reach a substantial amount within a short TV period of time. The software has to be distributed in large quantities through Download.com and other download sites.

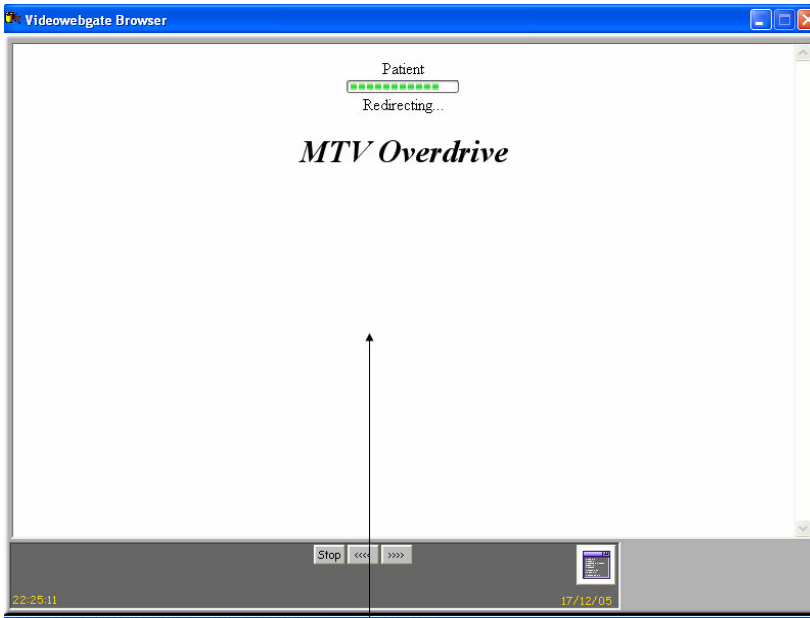
## Income sources

There are many ways of creating revenue streams for this venture. Revenue is primarily going to be from advertisements such as the illustrations will show below. The going rate on the net is \$5 dollars for an ad impression that is viewed per 1000 viewers.



advertisement on the software interface

The videowebgate.com browser has space on the bottom bar for ads (as seen above) additionally the premiere channel listings on the browser will be another source of revenue because companies that want to be listed will have to pay a fee.



advertisement on the redirecting pages

The redirect page will have an ad on it as well.



advertisement on the portal pages

The frame of the browser will have a rotating ad during the whole viewing session. People are watching content for an average of 8 minutes, 16-24 ads can be rotated during this session.

Other revenues will be generated through ordered channels and setup fees for content providers to have a turnkey solution to broadcast through and pay per view channels (percentages from external contractors and our own)

## **Initial investment for the first 6 months:**

These 6 months will require about \$ 500,000 and the purpose is to reach within this period of time **1.000.000 users**. The initial investment is required for the following purposes

1. Gathering available video content from the web.
2. Branding and corporate identity – To create a professional and trustworthy image.
3. Distributing the browser– Setting up downloads from free download sites.
4. Marketing – creating campaigns to reach people with our message.
5. Sales – sell to advertisers and premium channels
6. Public relations campaign - to get free awareness through the media channels
7. Developing Strategic partnerships.
8. Creating an online community
9. Market research

## **Project status:**

The basic browser is already being downloaded and simply needs GUI (Graphic User Interface) work to make it more commercial. The Website is active [www.videowebgate.com](http://www.videowebgate.com). A pool of 700 TV stations is already embedded into the portal and viewable.

## **Management Team:**

**Tsur Moshe CEO Pyramedia-iTV - Content management and creative manager**, studied the natural sciences at Jerusalem University and completed a special program at the Tel – Aviv Bet Zvi School of Television. His professional career in TV spans 15 years in which he has developed the following TV Formats: "ELAY & LILLY" "Other Star", "30 Square" "Justice for all" "BBC Children in Need" "Noel Touchtones" "Off The Hook" Tsur developed a "shelf of iTV products" for the world wide TV market. The product is a turn-key solution includes basic iTV infrastructure and a variety of iTV modules such as voting, polling, chatting, gaming. Recently he co-operates with YOOMedia UK for broadcasting a unique cross- platform interactive project to be screened on SKY TV. Additionally he worked for British Telecom as a special consultant on the development of the interactive telephone platform for the TV UK market.

*“Star TV has the strong will to always stay on top of the technological evolution of Television in Switzerland, and the co-operation with Pyramedia is an important element of this strategy.”* Paul Grau, CEO of Star TV.

*“The MIT software has allowed us to create some fantastic new formats that we’re sure kids will love”.* Dave Jenkins, Head of business development, Nickelodeon UK.

Industry trade newspapers and magazines such as Game Analyst, C21, World screen news, TBI Television Business International and Mipcom news have run articles about Tsur Moshe and Pyramedias’ exciting programs and technology.

**CTO – Amit Mendelsohn** – over 20 years of hi-tech experience 17 years of web presence and usage. training support and courses building, system design (chief system architect, CTO and head scientist of different companies and organizations). external consultant, writer, multimedia artist etc...

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*“Amit worked with Regency on a UN related telecoms project designed to raise awareness of the practical applications of ICTs in developing countries. Amit was responsible for all video conferencing & broadcasting over the internet to audiences in South America. Amit monitored and managed this activity, largely designing the technology to make it possible. We would recommend his services most highly.”* (June 22, 2005)

- Richard Kyle managed Amit at amitm.com

*“Amit is one of the few professionals in Isreal that can translate any idea concerning video solution/s or video services into reality. Amit has the talent and the "know how" to develop and install & run any video needs for any purpose, anywhere.”* (June 19, 2005)

- Avi Weiss managed Amit at amitm.com

*“Amit’s technology understanding and capability of building solutions is unbeatable, Have learned a lot from him while working with him for a large Video soluton project.”* (June 15, 2005)

- Jayesh Badani was with another company when working with Amit at amitm.com

*“I have known Amit for many years now, both as a friend and a work collaborator. I would say he is one of the original ‘thinkers’ out there. He is also technically excellent in so many aspects of the IT world. He has the ability to turn an idea into a reality, a concept into a must have product.”* (June 15, 2005)

- Aidan Cartwright was with another company when working with Amit at amitm.com

*“Amit’s column in Chief Magazine is one of the reader’s favourites. There seem to be very few fields of the modern and futuristic IT arena in which Amit has not a deep understanding and brilliant ideas. From Video and Telephony to Security, Peripherals, Communications, and Financing. Amit is a very experienced IT professional, well connected in the Far East, and always well informed.”* (June 15, 2005)

- Dr Feli Galker worked directly with Amit at amitm.com



*“AMDS develops unique policy reasoning security platform. Amit was responsible for the core system design and proof of concept. As the CEO of the company I was amazed from Amit ability to simplified complex problems into a practical road map. Amit bring a world-class, versatile experience that is reflected in any of his distinguish works. pleasure to work with him!” (June 15, 2005)*

– Ofer Akerman worked directly with Amit at AMDS

**Kenneth Dukofsky VP Marketing**, graduated with a Master’s in Communication Arts

specializing in film and TV. His first screenplay was a finalist in “Americas Best Screenwriting Competition” endorsed by Oliver Stone. He has had 2 of his screenplays optioned and was hired to write 4 treatments. Kenneth has produced and directed 5 seasons of “The Eternal Flame” talk show. Additional production credits include music videos, commercials and promotional videos.

Kenneth’s professional marketing career began when he was the Marketing director for Sears Security where his efforts tripled sales. Kenneth is a pioneer in new media creating interactive TV applications for industry leaders such as NDS and Yes Satellite. His original iTV product business model was also a finalist in the prestigious “Neddies” iTV competition.

He was the product marketing manager of Zone4play working with cross platform games for itv, mobile and web with clients such as coral, ntl, telewest, rcn, optimum, cablevision, orange, yes, voomedia, Two Way TV mobile777, three UK, hutchinson, betfair, avago, lodgenet, o2, williamhill and littlewoods. He worked closely with the Executive VP writing all of the company proposals for clients and partners which was responsible for driving the stock 150% from when he began.

*“Kenneth is a great guy; we could count on him in 100% to deliver on time complete deliveries for each of the projects he was involved in. I recommend Kenneth highly, and especially applaud his ability to work under very tight deadlines” (December 9, 2004) – Gil Arbel VP Marketing Zone4Play*

*“If you’re looking for someone to get the job done, with your utmost satisfaction, choose Kenneth. With a wide range of knowledge and skills, his work for us on interactive TV lead to years of successful activity, and his realistic animated simulation for an input device are still used by our client as their primary demonstration three years later.” Moshe Flam CEO Pashute Inc*

*“Ken brings to the table a mix of creativity, market understanding and production management capabilities. He is a good person to work with on all levels, very trusted to deliver a product or project on time. Ken helped us with movie production and proved to work well with the team in house, our vendors and take the “stress” off a tough dead line process. He is highly recommended.” Guy Bendov, Co founder & EVP at DoubleFusion (In Game Media),*