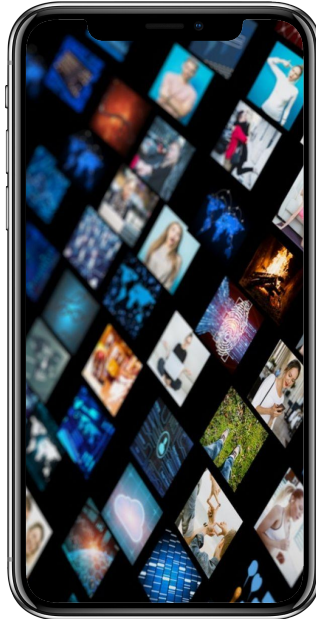


 **APEX**
OTT

Family Viewing
Experience.

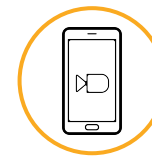
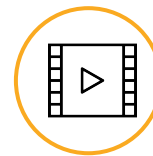
USER FRIENDLY ENTERTAINMENT



About Us

BCN (Bhimavaram Community Network) is one of the largest Cable distribution company with a strong emphasis on quality of service and content. The only MSO network in India to have over 90% HD subscribers.

BCN is now launching **APEX OTT Platform**, for both Indian and international audience.



WHY APEX OTT?

Hello, Movie Lovers!

APEX OTT is here to change your movie experience. The Ott industry right now is extremely scattered, where you have to subscribe to multiple platforms to watch various movies.

APEX OTT provides a new and several Cost Effective subscription models where all your favourite entertainment is under one umbrella.

This platform is completely for family experience.



USER FRIENDLY ENTERTAINMENT

Objective



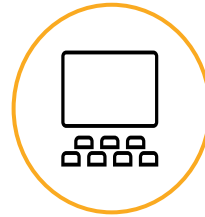
My Home. My Entertainment



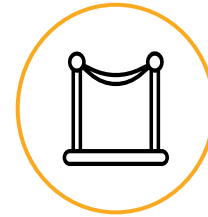
Subscription models



Cost Efficient

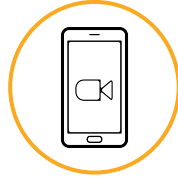


Family Experience



Higher Reach

Subscription Models



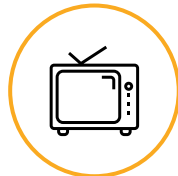
Pay Per View

This is specially for new movie releases. The price of the film is decided by the producer



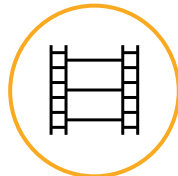
Transactional VoD

The viewer can buy a movie for a certain number of days, while the producer gets to decide the price of the film.



Advertisement VoD

The viewers need not pay any money as the requirements are taken care by advertisements. If they want an ad-free experience, they have to purchase accordingly



Movie Pack by Production Houses

The viewer can take subscription for movie pack of a Production house, at the price decided by the production house.



Movie Pack by Actors/Actresses/Etc

The viewer can take subscription for a particular actors' and actresses' movie as per given pack (according to the norms)



How is APEX different from other OTT's?

OTHER OTT'S

- One tone Subscription Model
- Limited availability of films
- Comparatively costly for both producers and viewers

Price



Subscription Models



APEX OTT

- Several Subscription Models
- Vast number of films
- Extremely cost efficient for both producers and viewers

Price



Subscription Models



REVENUE MODEL

How is APEX OTT an advantage to the producer?

- Producer decides his price, while he/she gets the revenue directly from the audience.
- Producer need not share the distribution amount anymore.
- Producer just to pay for the platform charges which are transparent and pre decided.
- Dashboard is accessible easily and can be viewed every minute at APEX OTT office



How is APEX OTT Producer Friendly?



Seamless Dashboard

A Dashboard is an essential tool that helps you visualize the insights you gather from your data.

We make sure that you get the updated dashboard at APEX OTT office

Payment Gateway

The Payment gateway integration is managed by a reputed company, providing you most trusted & preferred choice of payments for consumers worldwide.

Transparent Data

Data can be shared at any point of time and there's complete transparency in the revenue model. We make sure that you get the reliable data at APEX OTT office

TARGETED REACH

APEX OTT is a complete performance channel that offers scale, measurability, and data-driven targeting.

All the Content delivery takes place on several devices that stream video over the internet

Small screens

Covering all the mobile operating systems

Division as per usage

Android - 95%

iOS - 3.5%

Others - 2%

Medium screens

Targeting all the PCs and Tabs

Division as per usage

Android - 80%

iOS - 5%

Windows - 15%

Large screens

Focusing on TVs and OTT boxes

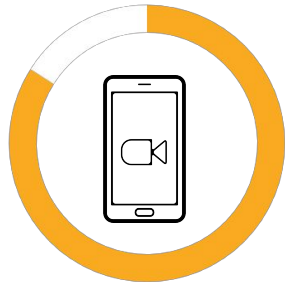
TVs - Samsung, LG, Apple TV, Fire TV

OTT/ IPTV STB - Android, iOS based boxes, Fire TV stick

Reach Through Screens

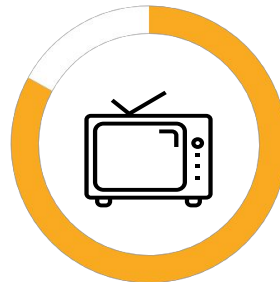
SMART MOBILE SCREENS

340 million



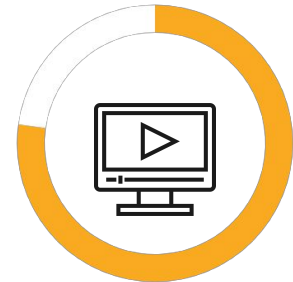
TV SCREENS

1200 million



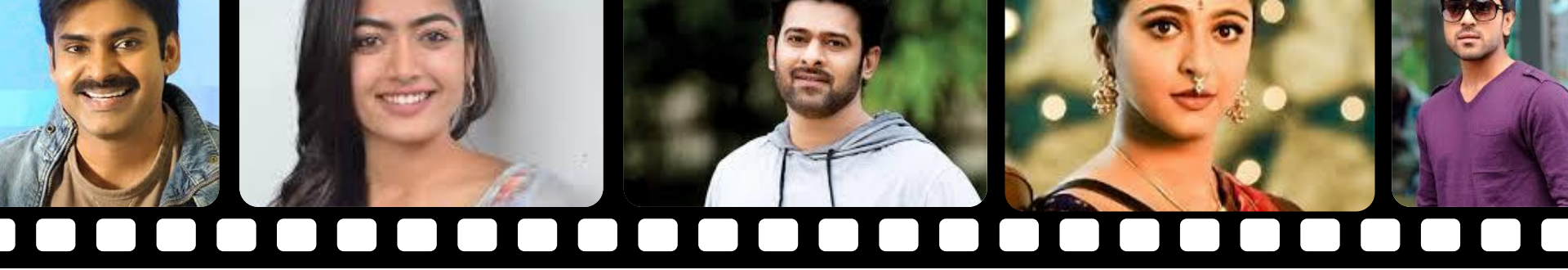
PC & TAB SCREENS

140 million



Total - 1700M Screens





Reaching Telugu Audience



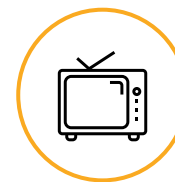
TV Screens

12 million



Mobile Screens

12 million



Tabs & PCs

2 million

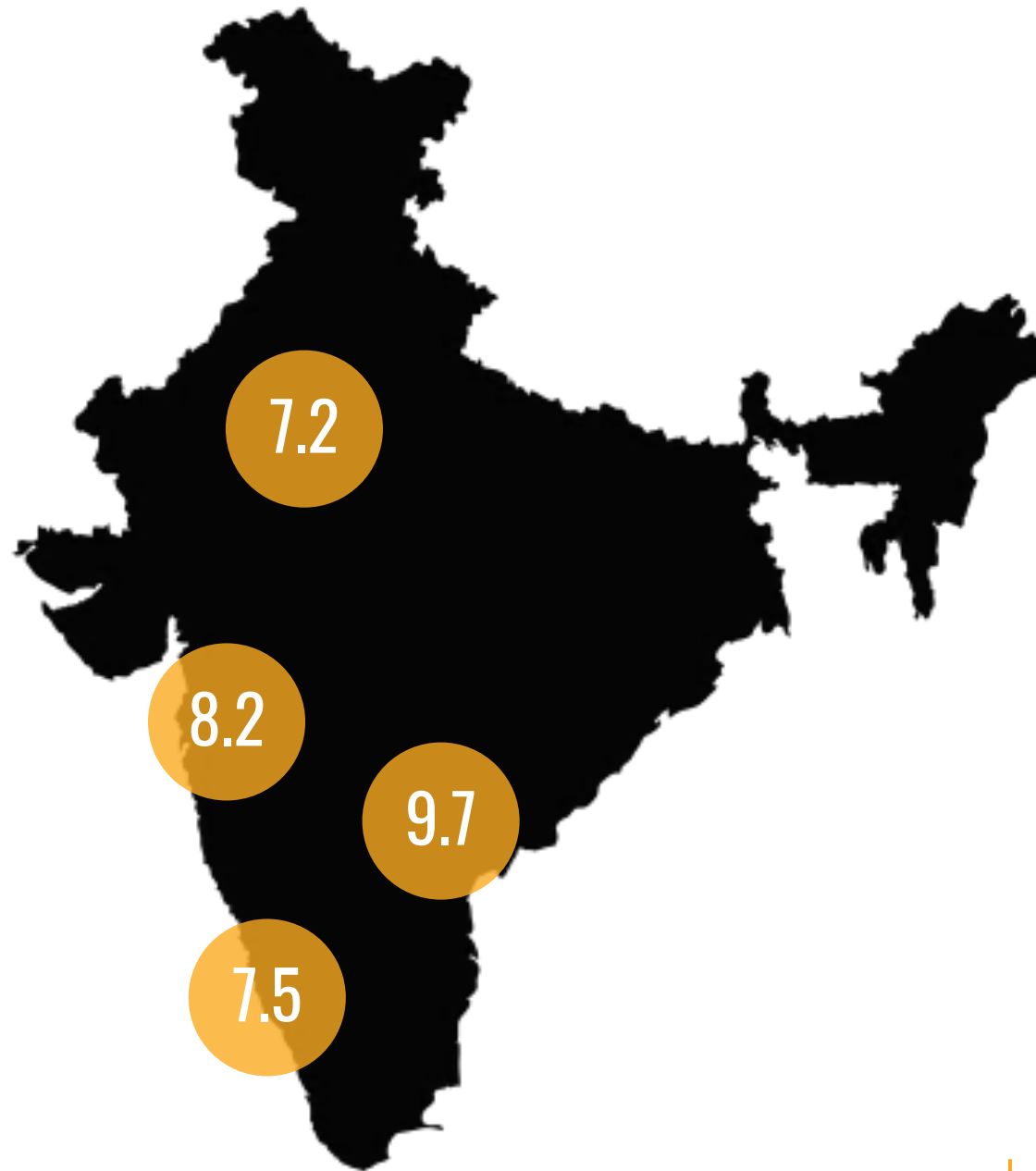


25M +

Geo Targeting

Reach out to your target audience not just country wise, but according to your state/region also.

Target your viewers based upon their location, and decide on the price for each state/region, country.



APEX OTT

A TRUE OTT EXPERIENCE

