



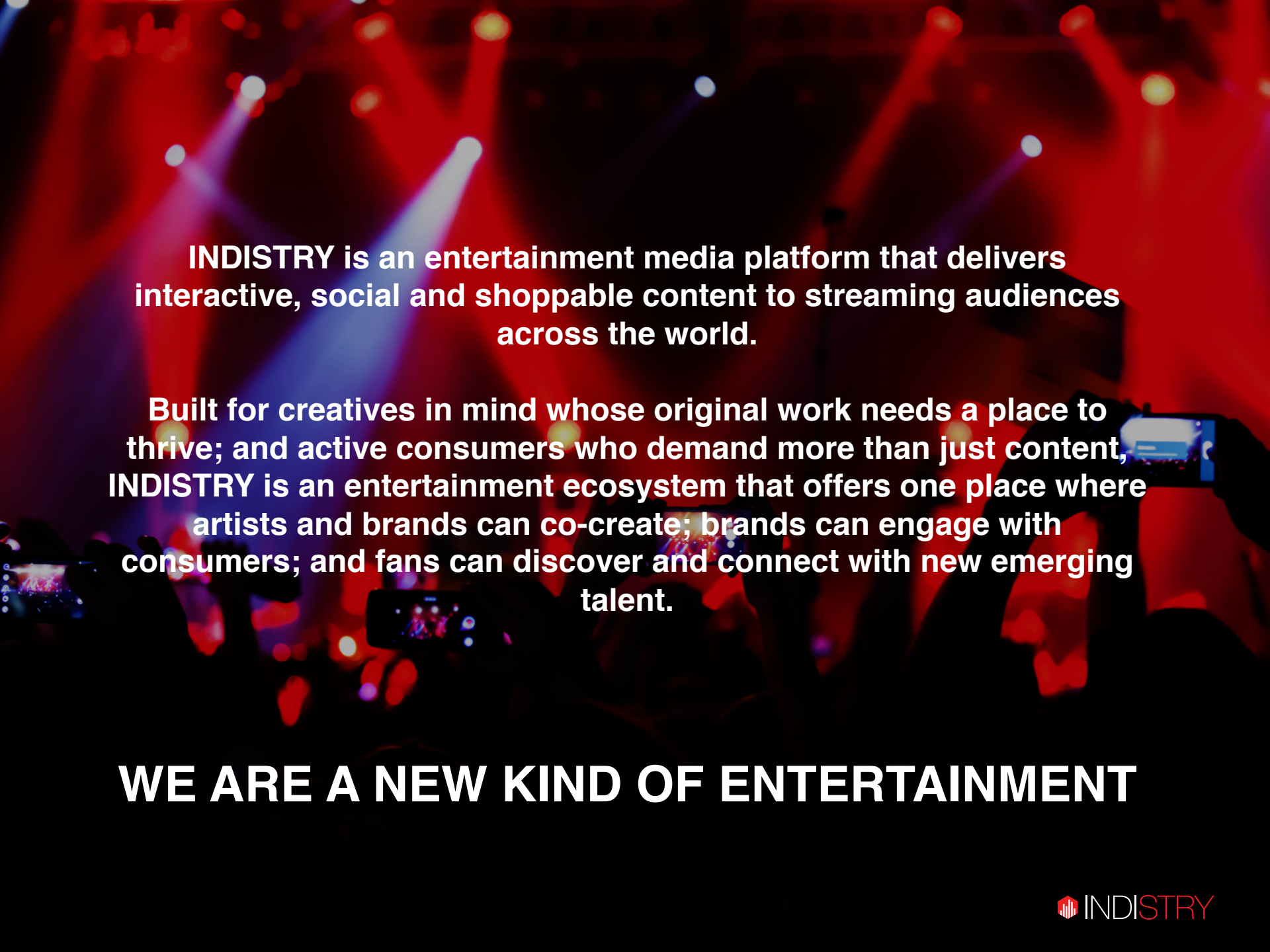
INDISTRY

*We're more than a streaming platform.
We're a community*



AN INTERACTIVE ENTERTAINMENT PLATFORM

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INDISTRY is an entertainment media platform that delivers interactive, social and shoppable content to streaming audiences across the world.

Built for creatives in mind whose original work needs a place to thrive; and active consumers who demand more than just content, INDISTRY is an entertainment ecosystem that offers one place where artists and brands can co-create; brands can engage with consumers; and fans can discover and connect with new emerging talent.

WE ARE A NEW KIND OF ENTERTAINMENT

ABOUT INDISTRY



INDISTRY is a first-of-its-kind entertainment media platform and streaming service that delivers interactive, social and shoppable content to streaming audiences across the world.

INDISTRY is a first-of-its kind interactive streaming platform that celebrates and develops emerging creators in tv, film and music while allowing our audience to come together to shape the direction of the content they consume. Through our platform and live events, INDISTRY fosters a creative community where users, creators, and brands can interact in a unique ecosystem.

Championing the work of these artists, we use our interactive entertainment platform to support them by way of distributing their work, live events, marketing and exposure, as well as access to our brand partners for collaboration. We also work with celebrities who share our vision and want to entertain their fans; but more importantly, those who are using their influence to make a positive social impact in today's world.

INDISTRY's unique interactive technology allows users to not only **watch content, but shop what they see on their screen, socialize and engage** with it. If a video has a hotspot, click it to engage. Love discovering new music? Check out our Emerging Artist Channels or Music Video channel, then click on the hotspot to go directly to Spotify or Apple iTunes to stream the artist's full album. Love fashion? Buy an item the artist is wearing right on the music video! Simple, fun and all on one device!

The INDISTRY mobile app is available on Apple iOS and Google Android mobile phones as well as Apple TV. Audiences get FREE unlimited access to episodic shows and movies across a variety of genres covering comedy, reality, drama, sci-fi, horror and others, as well as emerging music artist channels and music videos.

[\(Click Here to watch INDISTRY's preview video.\)](#)



**** Interactivity not available on Apple TV*

OUR PROGRAMMING

INDISTRY is a multi-channel entertainment company that offers lifestyle content as well as live events that appeal to Millennials.

SERIES

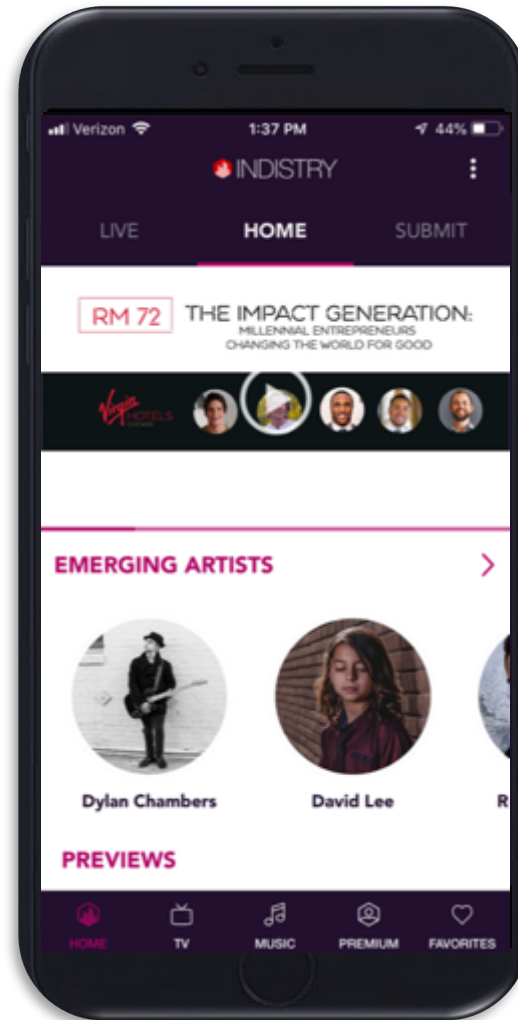
From reality TV series and documentaries to comedic shorts, travel, and lifestyle programming, INDISTRY offers episodic shows of every kind and length.

LIVE

Live Streamed music concerts, film Screenings, panel discussions, talks, and celebrity charity events. Exclusive, VIP events and activations.

EMERGING ARTISTS

A launching pad for up-and-coming musicians to share their new songs and music videos, allowing members to discover new artists and purchase music directly from the channel.



MOVIES

From drama, documentaries to comedy, sci-fi, or international films, INDISTRY gives indie filmmakers to showcase their work.

PREMIUM

Exclusive channels with celebrities in sports, music, and Entertainment, on the red carpet or content around their charitable causes. Influencer channels as well.

MUSIC VIDEOS

Highlighting some of today's best emerging music artists and showcasing their latest music videos allow viewers to click on the interactive 'hot spots' to get directed to Spotify or Apple Music to check out their whole album or listen to their other songs.

OUR TARGET AUDIENCE

INFLUENCERS

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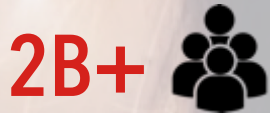
TASTEMAKERS

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SOCIALLY-CONSCIOUS

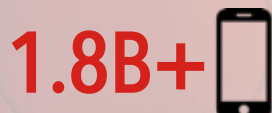
INDISTRY targets the Millennial audience, ages 21 – 35. Millennials watch 3X more TV online than non-Millennials, and use minimum 2 devices at once to **socialize, search, shop** and **watch content**. We focus on tastemakers that have discerning taste in *music, fashion, sports and celebrity-focused entertainment*.

VIDEO



2B+

Global Users that stream video across all platforms



1.8B+

Global Users stream video on a mobile phone



92M

U.S. Millennials stream video



59M

Use subscription Video-on-Demand streaming services in the U.S. (474 million globally)¹



67M

Shop online

MUSIC

VIDEO STREAMING MAKES UP *MORE THAN HALF* OF ON-DEMAND MUSIC STREAMING TIME



17.8 hrs

On average consumers spend listening to music per week globally



75%

Streaming music via mobile phone



86%

Consumers are listening to music thru on demand streaming (audio & video)



25M+

Streaming on Apple TV

1. E-Marketer, "For the First Time, More Than Half of Americans Will Watch Streaming TV" – February 2016
2. Forbes – "10 New Findings About The Millennial Consumer"
3. Nielsen – "Video on Demand. How Worldwide Viewing Habits are Changing in the Evolving Media Landscape."

OUR PARTNERS



INDISTRY past and present TV 's strategic partners:

VIRGIN HOTELS – Virgin Hotels, was a 2018 strategic partner for INDISTRY TV where we produced exclusive live event programming and video content across music and film for Virgin Hotels Chicago which streamed exclusively on INDISTRY.

REDFORD CENTER, co-founded in 2005 by iconic actor and filmmaker, Robert Redford and his son and board chair, James Redford, The Redford Center harnesses the power of film, video and new media to engage people through inspiring stories that galvanize environmental action. INDISTRY and the Redford Center looks to partner together with live events at Sundance Film Festival as well as provide exclusive distribution for the hundreds of independent filmmakers that are creating impact films under the Redford Center umbrella as a means to generate awareness and donations for the non-profit organization.

YOUNG HOLLYWOOD – A media company that produces and delivers premium Hollywood celebrity content and is currently streaming on the web, Amazon Fire TV, Roku, Apple TV and Samsung Blu-ray players. With a reach of 100M+ viewers across 155 countries, they have had credible partnerships with Apple TV, Fremantle Media, YouTube, and others. As our first official Channel Partner, Young Hollywood, along with our mutual brand partners will create exclusive content for Indistry that will allow YH fans to come to our platform to watch newly developed content as well as "shop the look" on on their favorite celebrities.



INDISTRY LAUNCH PRESS HIGHLIGHT PLACEMENTS

Total Impressions: 84,813,207

Total Placements: 279

Yahoo Finance (69,766,000 UMV)

Business Insider: Markets Insider (1,726,000 UMV)

MarketWatch (532,000 UMV)

Seeking Alpha (513,000 UMV)

New York Business Journal (324,000 UMV)

Los Angeles Business Journal (324,000 UMV)

Chicago Business News (324,000 UMV)

Washington Business Journal (324,000 UMV)

San Francisco Business Journal (324,000 UMV)

Boston Business Journal (324,000 UMV)

Morningstar (156,000)

Daily Herald Online UMV: 1,536,577

Spingo Online UMV: 1,537,176 + more

Metromix UMV: 138,650

Chicago Inno Online UMV: 921,659

INDISTRY EVENTS PRESS HIGHLIGHT PLACEMENTS

Total Impressions: 117,107,355

Chicago Patch (73,729,454 UMV)

OK Magazine.com (4,726,953)

Radar Online (11,956,806)

Star Magazine.com (434,372)

US Magazine.com (27,141,722)

Windy City Times (118,008)

**INDISTRY is paving away as the ‘Who to watch’
in new media companies.**



OUR MARKETING CHANNELS



INDISTRY USES A VARIETY OF MARKETING CHANNELS TO ENSURE WE HIT EVERY CUSTOMER TOUCHPOINT.

SOCIAL MEDIA / MOBILE / EMAIL

- Social media
- Sponsored ads
- Facebook
- Instagram
- YouTube
- Social Influencers
- Email blasts / campaigns

EVENTS

- Live stream consumer events
- Sponsorship

PARTNERSHIPS

- Record companies
- Talent agencies
- Artists / celebrities
- Strategic Partners:
 - Production Studios
 - Brands
 - Hospitality

PR / ADVERTISING

- Press announcements on new show, channels, etc.
- Media outreach for events
- Google Advertising
- Banner ads on other websites
- Ad campaigns

WHY US?

We bring key relationships and partnerships with some of today's biggest companies.

- ◆ Relationships with some of the largest retailers in the U.S. – Macy's, Nordstrom, Kohl's, JC Penney, Sears, Amazon
- ◆ Relationships with some of the world's most iconic brands – Halston, Nike / Jordan, Playboy, Polaroid, Bob Marley, Miss America, Budweiser, Gumball 3000, Atari, among others
- ◆ Access (several have been our clients) to some of today's biggest celebrities in music and entertainment
- ◆ Access to major music labels and talent representation
- ◆ Access to award-winning film directors and talented producers to bring INDISTRY quality content
- ◆ Deep knowledge of consumer marketing and brand building
- ◆ Over 20+ years of industry experience securing multi-million dollar brand partnerships and licensing deals
- ◆ Expert partners in entertainment from developing content, script-writing, show treatments, to production and distribution



THE RED FORD CENTER

PENDRY
HOTELS



★ macy's



CONDÉ NAST

KOHL'S

Miss America



WHY PARTNER?

On INDISTRY, **our audience, and *your* consumer have a voice.**

Further, for Brand partners, and cause-related organizations we offer branded content and product integration opportunities with the use of our interactive buttons. No other VOD entertainment platform today allows consumers to buy what they see on the screen, all at the click of a button, *unobtrusively and without the look of traditional ads.*



Interactive Technology

Leverage Indistry's creative interactive technology to drive audiences directly to your e-commerce website across our programs, so fans can shop what they see on screen!



Product Placement

Use story-telling as the backdrop for advertising your products and services, and get product placement within our programs and music artists' videos. Let audiences see you within their favorite shows and artist channels. It's creative, seamless, and gives them the choice!



Live Events

Sponsor some of Indistry TV's highly interactive and socially charged, live events across our music, film, and fashion, and use the content on you



Data Analytics

Get data on viewership and use information so you can better understand your audience.

THANK YOU

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