



Developments in PayTV World, Europe & Bulgaria.

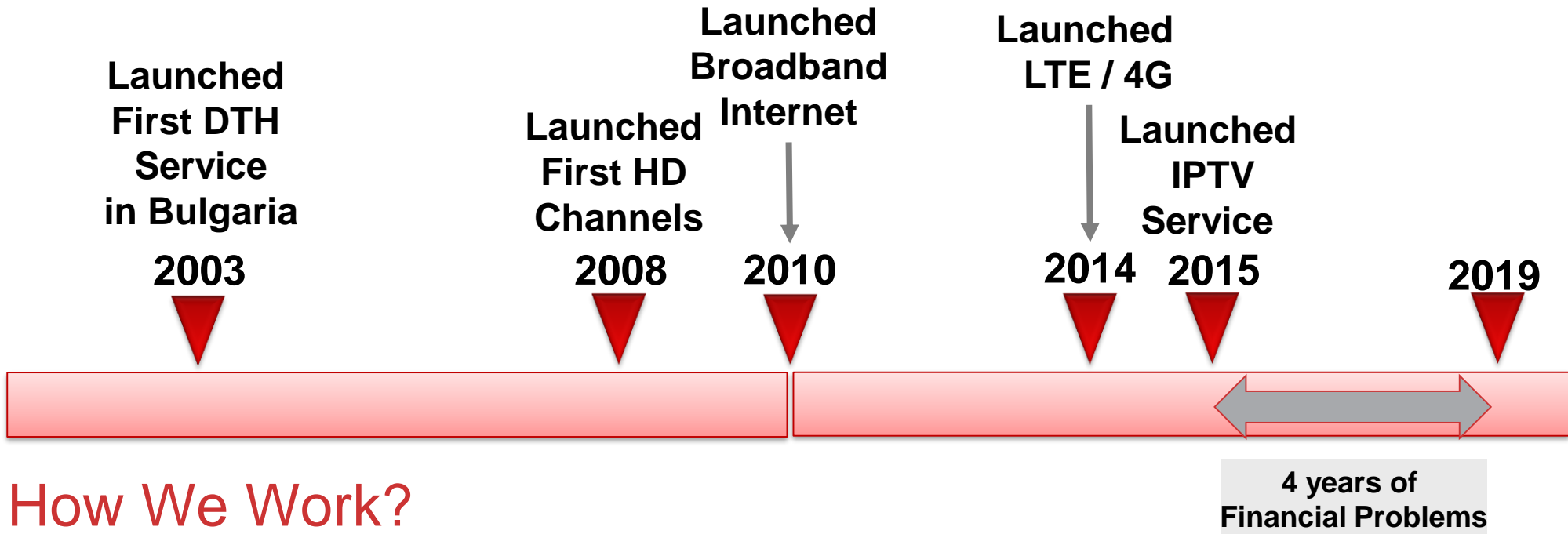
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12.11.2019

Strictly private and confidential. Bulsatcom proprietary.

bulsatcom
YOUR DIGITAL WORLD

Bulsatcom, Brief History



How We Work?

- Bulsatcom has some amazing employees who have achieved Miracles with minimum resources & limited investment.
- Services have been built mainly by internal resources, developers & experts.
- With a flexible pre-paid model, we have built a base of loyal subscribers.
- We build on our strengths, providing a simple portfolio of products providing niche entertainment to smaller audiences.
- Due to the financial difficulties, We need to Catch-up!

Bulsatcom TV Basic Facts

Here are some facts for our DTH, TV platform:

- | | | | |
|-------------------|--------------|------------------|------------|
| • IPTV platform | 228 channels | (HD 82 / SD 146) | 74 K subs |
| • DTH HD platform | 107 channels | (HD 8 / SD 99) | 383 K subs |
| • DTH SD platform | 80 channels | (SD 80) | 292 K subs |

IPTV Basic Data:

- Average number of hours viewed/ box/day 4h 42 min
- Average number of sessions/box/day 5.5
- Average session duration (by channel) 40min

Viewership:

- **bTV, Nova TV, БНТ 1, KinoNova** – Represent 50% from the rating (both session & time)
- Other channels share an average approximately 0.25% viewership per channel

We are in a new era of the PayTelevision, enabled by technology and a critical mass of consumer behavior, which is transforming the business models of media companies:

- Instead of wholesaling TV channels to cable & satellite distributors, content companies are building streaming technology & billing infrastructure and moving customer acquisition in-house.
- SVOD Streaming services can only make money if the consumers find the content good enough to pay for it directly.
- SVOD companies can both charge higher prices directly to end-consumers, and also gain growth with partnerships with PayTV platforms.
- The SVOD Streaming providers are stockpiling the popular television shows & movies of all-time. To preserve & build their SVOD market share. In addition to spending big \$\$\$ creating high-profile, high-budget, high-buzz content.

The Future, the “SVOD online Streaming Bundle”

[US Market]

SVOD Streaming Service	Monthly Sub
HBO MAX	14.99
Netflix	12.99
Hulu	11.99
Amazon Prime	8.99
Disney +	6.99
Peacock	5.99
Apple TV+	4.99
Total	\$66.93

- The average cable bill in 2007, (the year Netflix launched was \$66 per month. There were 97 million U.S. households subscribing to Pay TV.
- There is a trend happening around the world called ‘**Service Stacking**’ in Western Europe people subscribe on average to at least 2 SVOD streaming services.
- In 2017, in the US there were 5m Online SVOD streaming Subscribers.
- Now in Q3, 2019 there are over 9m Online SVOD subscribers.

(2019 Research, Parks Associates).

- While the user experience of switching between apps is a frustrating one, it’s only a matter of time until there’s an eventual re-bundling of streaming providers.
- Until then which streaming services will you subscribe to?

What's been happening in Europe?

- PayTV Penetration is in Decline in several countries in Western Europe.
- Subscription VOD overtook PayTV in some countries as far back as 2016 and is growing at the rate of 33% per year on average (based on 2018 data).
- In Central & Eastern Europe PayTV is still increasing.
- PayTV still needs to innovate to survive.
- There is still a need to have clever ways of Marketing to create the awareness of programming that appeals to the consumer.

The Future Outlook

- There is a strong belief that there still room for growth for Pay TV in the next 5 years, in Central & Eastern Europe.
- The low ARPU model will continue, premium content with the right partnerships can retain and attract new subscribers.
- Now there is SVOD streaming, consumers have limited spending capability
- Broadband Delivery offers Scope for bundling SVOD services.
- TV Viewership is dominated by Main Public Broadcasters.
- Localizing content remains a barrier to the economics of SVOD in Bulgaria.

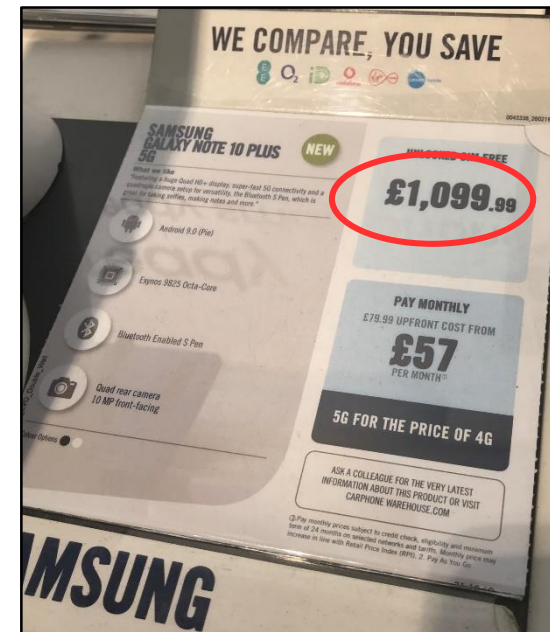
5G – Quick Summary

What does 5G offer

- 10 X the bandwidth of 4G (1Gbps to 10 Gbps)
- 4 x spectral Efficiency (30b/s/Hz to 120 b/s/Hz)
- 10X Faster Latency (10mS to 1mS)

The Build out of 5G

- Initially operators will use 600-700 MHz for better range, but with lower capacity. (2X10MHz Gives 1.2Gbps)
- Then the 3500MHz band will be utilized with higher capacity, with 100MHz bandwidth providing 12Gbps capacity). There is a third band in the 28-30GHz.
- Note: that the higher frequency bands, will need base stations to be closer, as Handset battery life will be impacted.
- In Europe not all of the countries have completed their 5G spectrum auctions
- Initial deployments of 5G are in densely populated cities, to get the ROI. Currently in the UK, 5G is deployed in 6 major cities, by EE and Vodafone.
- Mainstream adoption of 5G will take 5-6 years in developed markets, and up to 10+ years in other developing markets.



The processor specification for a 5G handset makes the handset expensive. Only one Handset on offer.

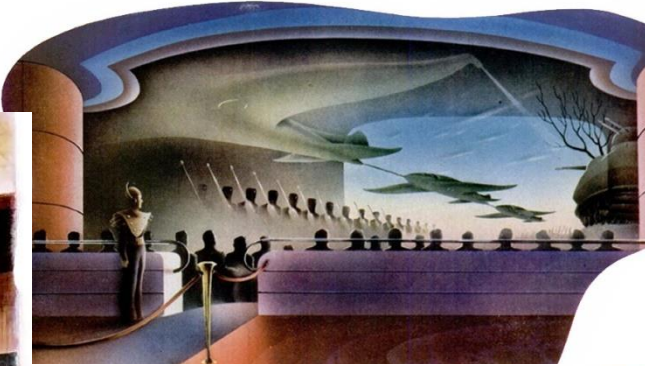
**Vodafone shop in London
8th November 2019**

The Future...

бъдещето

Men Who Plan beyond Tomorrow

Seagram's One of the worlds biggest whiskey producers based in Canada, Defunct in the year 2000 produced a number of futuristic Advertisements in the 1940's.



Enjoy Top News and Sports Events as You Dine
...by Men Who Plan Beyond Tomorrow

Thank you, Everyone.

Благодаря на всички