

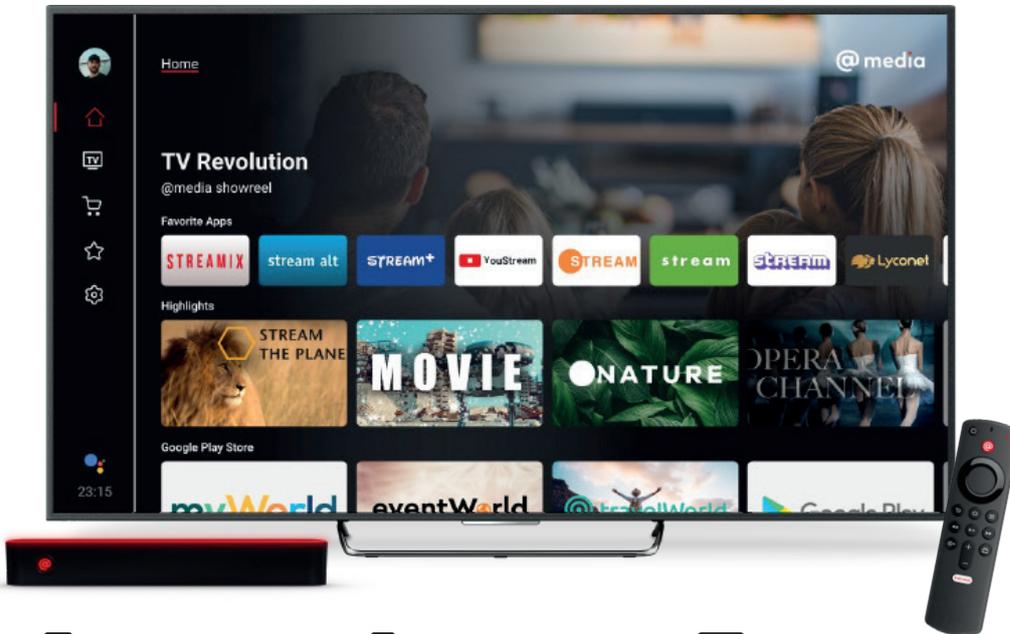


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Whitepaper

@media

**Make TV advertising
affordable & measurable**



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Unique Selling Points (USPs)

Measurable TV ~~advertise~~ advertisements?



02 01?

Measurable-~~Advertise~~: @media combines both ~~way~~ of advertising the classical TV ~~advertise~~ with its digital brother how is this possible we make TV Usage measurable and the customer will get targeted ~~advertise~~.

@media combines the classic tv ~~advertise~~ with digital ~~advertise~~. We are delivering a streaming box enriched with targeted ads customers want to watch. ?

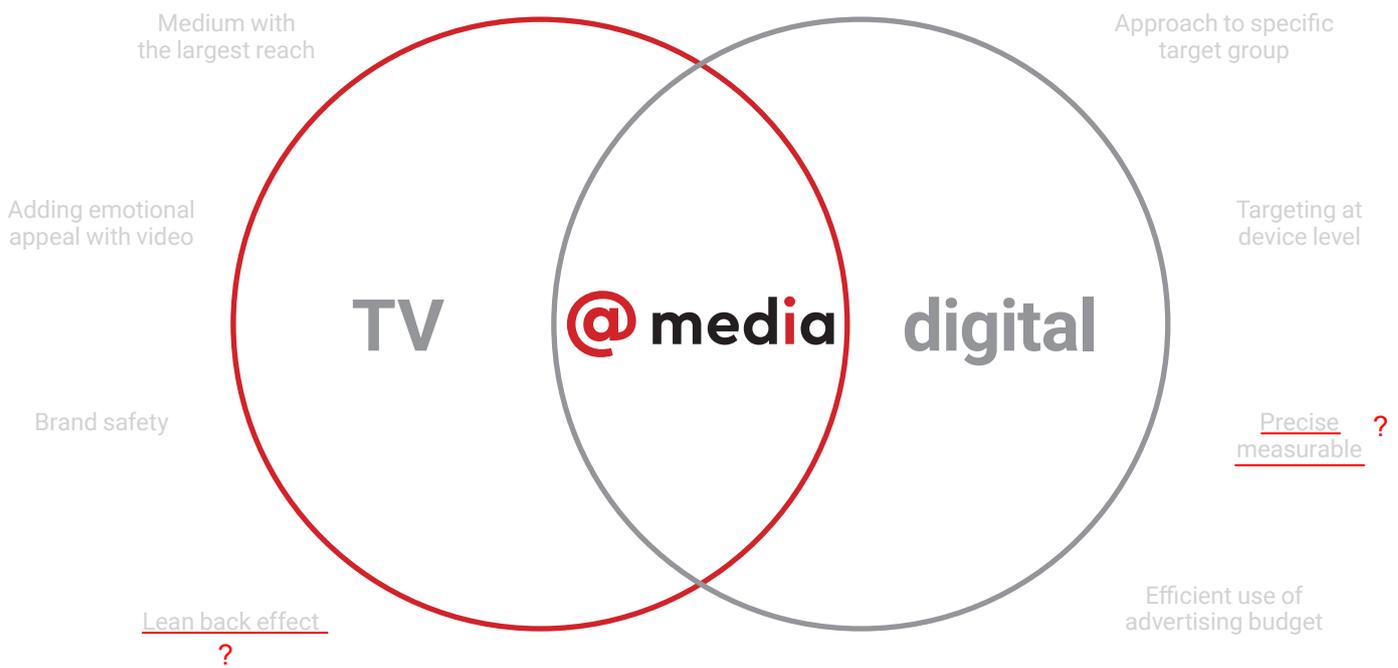
There is a trend ~~who~~ decrease watching times and habits with classic tv. So we are talking about "using" the TV as a multimedia hub.

What does that mean, so there is no longer a need to watch terrestrial TV on your television. You have the opportunity to use your TV as streaming portal, as screen for your ~~homeoffice~~ setup, as gaming console or to go online. With @media and our box, you as an advertiser have the chance to participate from ~~this~~ trending habits. We connect the TV with our box and ~~enriches~~ the content you love like every streaming platform with the possibility to watch targeted customized advertise, regional and target groupwise tracked. ? And that is not all we found a way to directly get leads away from the TV. ? With our customized remote control with purchase button you can interact with your customer.

Imagine you can show your brand, products or services in front of people, who are genuinely interested in your business. With @media box you can reach your desired target audience. Locally, country-wide or globally based on interest, gender or age.

The @media box TV advertising platform gives you an exclusive opportunity to advertise on TV affordably. What's more, @media box is making TV advertising measurable so you know exactly how your campaign performed once aired on TV.

? **The best of both worlds** With the combination of TV and digital ~~advertise~~ via our @media box we can give you both advantages measurable advertise on you Smart TV. ??



Key USPs:

1. Prime opportunity for businesses to experience TV advertising affordably
2. Exclusive advertising space on TV such as Prime Time ?
3. Targeted advertising based on location, gender, interests
4. Measuarable TV campaigns enriched by ~~valuable~~ data and insights



?

Process

Project Roadmap

2021

June
2021

Project kickoff with a clear focus on making TV advertising measurable and the vision that TV users get benefits from when using their television. The aim is to bring t-commerce to another level with direct sale when using the TV with our box.



November
2021

First working prototypes are presented at the "techsummit" event in Warsaw with a full frontend and working advertising platform. Website go-live (atmedia.digital) with a blog with technical improvements and direct communication.



December
2021

Fully working business model and business panel scopes. 1 peak quantity check for launch of our strategic partnership which we announced.



2022

January
2022

Clear scope and number of boxes for the first beta start in September 2022. Business panel, journeys, booking requirements and algorithm programming. CRM tool and cloud tool setup combined with a powerful BI tool. Working on product details.



March
2022

Order of the first evaluated boxes for our first delivery in September. Fine-tuning of the B2B business panel to fill the @media network with advertisements.



September
2022

Big launch in Krakow at the Lyconet Elite Seminar with the unboxing of the first @media boxes. launch of the @media network and live starting with advertise in Italy.



from September
2022

Launch in the individual countries depending on market penetration - one of the following two requirements needs to be met: an @media box must be set aside for at least 0.25% of the country's population or a minimum of 10,000 @media boxes must be set aside for the respective country. The finalized plan will follow





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PowerKey Incentive

The PowerKey was created for a certain target group in our first dispatch phase. It is an exclusive incentive for Lyconet Marketers only and it gives them the possibility to receive an additional Cash Commission. One unique PowerKey will be linked to one single activated @media box and will give Lyconet Marketers the opportunity to redeem their available Shopping Points for a Cash Commission.

The commission will be paid out through our strategic partnership with myWorld and Lyconet. The PowerKey is an exclusive "WhiteLabel" and enterprise solution and can only be linked to the boxes which have been sold in the myWorld and Lyconet ecosystem.

Roadmap to implement this feature.



Dispatch of the @media box with a unique serial number.



The serial number will be linked to a specific Lyconet Marketer in the Lyconet backend. The Marketer's customers with an active @media box will be automatically visible in the "My Customers" section. Other myWorld members whose active @media box is linked to the Marketer will only be visible to the Marketer once these customers have given their approval.

List view of active @media boxes in the Lyconet backend. Second step: list of unlinked PowerKeys.



Marketers can link one unique PowerKey to one single activated @media box.
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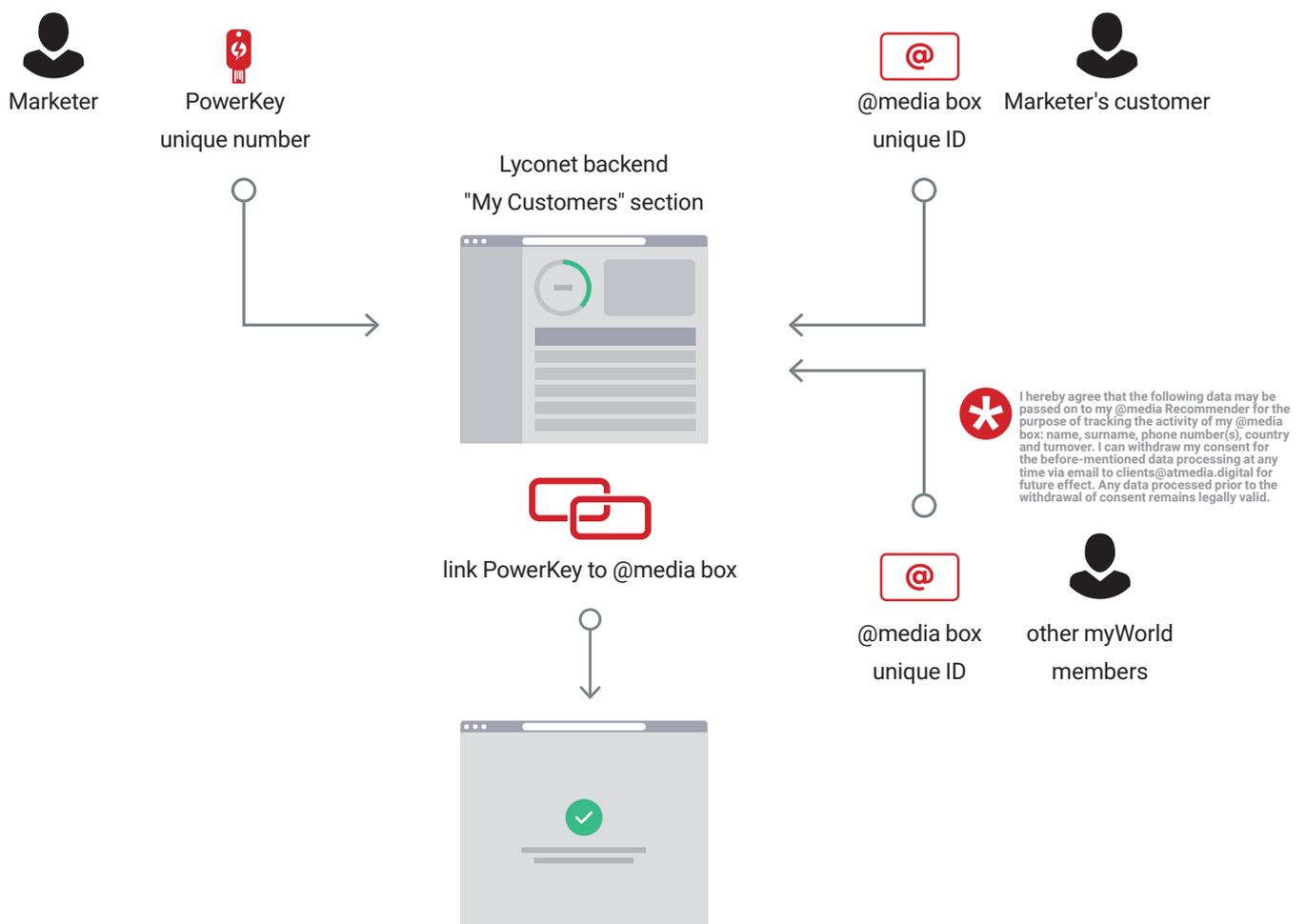
Once the PowerKey has been linked to an @media box, the Marketer will get the opportunity to redeem his available Shopping Points for a Cash Commission.

Process

Cash Commission

Lyconet Marketer side

Starting point: buying an exclusive myWorld product where a PowerKey is included as an incentive.



Functionality

Link one unique PowerKey to one single activated @media box and get the opportunity to redeem your available Shopping Points for a Cash Commission.

Better understanding commission base

@media provides a commission exclusively for Lyconet Marketers which helps to grow the box community and runs the network.



7.1 How to participate from this program

The commission you get will redeem your ShoppingPoint Volume and change it to cashcommission if you have an active PowerKey aligned to a certain box.

7.2 Example

If you have a linked PowerKey and you have a valid amount of ShoppingPoints on your Account the PowerKey will redeem your Shopping Points automatically in cash commission via activity of your customers box.

What does that mean? So if your customers box creates a valid Shopping Volume you participate in changing your Shopping Points to cash.

For the customer nothing changes because he will consume advertise and get our benefits.

The requirement for generating SP and CP is that the customer actively consumes advertisements by using the @media box. The number of SP and CP can vary monthly, as it depends on the actual active consumption of third-party advertisements by the customer himself.



CUSTOMER

up to 50 SP
up to 25 € Cashback



MARKETER

up to 50 SP+



up to 50 SP
redeemed for



Cash Commission

Lets build the biggest advertise network worldwide together.

7.1 How to participate

The You as a marketer will get additional cash commission for redeeming your SP -Amount to your direct customer.
The customer only have to watch active billable -advertise *



*The requirement for generating SP and SP+ is that the customer actively consumes advertisements by using the @media box. The number of SP and SP+ can vary monthly, as it depends on the actual active consumption of third-party advertisements by the customer himself.

Overview

BusinessPanel

@media BusinessPanel overview with customer journey includes advertising booking and onboarding as new user with first steps how to get the first steps done.

08

8.1 Overview

We will grant our new customers the possibility to place an advertise in 3 Steps. We screened the competetiors in digital and tv advertise and just optimize the way our customers can get access to the television and at least do not have that much expense to place it.

According to professional advertise users and agencies we have at least the possibilty to place an advertise with all target groups regions and timeframes completley customized.

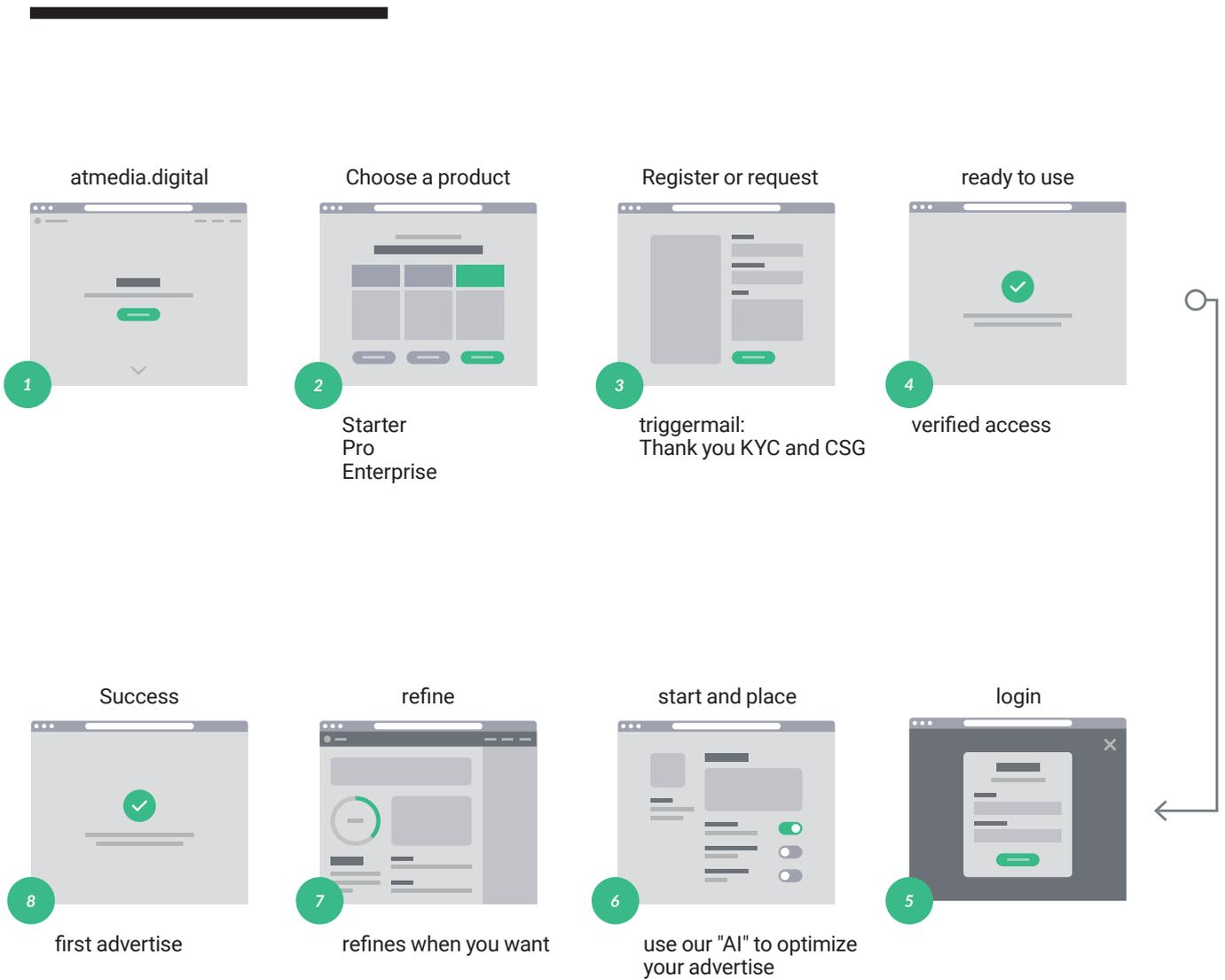
The extra kick to reach your customers will be that you can easily learn how to optimize your placed advertise with our @media academy and online videos. If there are questions regarding all our products you will have a personal service and support too.

8.2 Use Case overview

Our product goes as well to Small & Medium Enterprises as to big companies and booking agencies. As well we have the benefit to onboard complete benefit programs and hotels.



Flowchart @media b2bPanel





**Good advertising is a
dialog with people...**



Whitepaper
www.mediaworld.com