

REDCORAL

A New Streaming
Platform



RED CORAL

DISTRIBUTION
DEAL



WHAT IS RED CORAL?

Red Coral is an AVOD streaming platform and entertainment finance and production company. We create traditional film and television content, as well as live events, music videos, sports, and a variety of other creative projects. Our content and platform are designed to foster a stronger relationship between fans and artists.

As an ad-based platform, Red Coral is artist-first, meaning every creator on our platform receives a higher ad-revenue split than the platform itself.

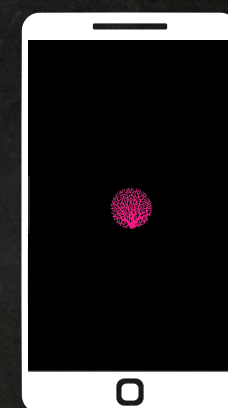
**The
Artist-First
Platform**





WHERE IS RED CORAL UNIVERSE?

Red Coral is available on all phones, tablets, and computers as well as the following devices, which represent over 90% of the Connected TV Device Market in North America and ~80% Globally.





OUR CONTENT

Red Coral is an artist-first streaming platform, meaning our financial models always prioritize the artist's interests over those of the company. As a result, we have amassed an eclectic catalog of nearly 10,000 titles and episodes from over 600 artists, with the collection continually growing.

As a company, our mantra is artist-first, artist-free. When we say artist-free, we are not only referring to the fact that we are an AVOD service, but also to the fact that we are open to non-traditional, yet creatively interesting forms of content. We have films, television series, music videos, podcasts, talk shows, sports leagues, rap battle leagues, short films, live concerts, filmed theatrical plays, and more.

This has attracted a wide array of artists and content, ranging from hard-hitting Oliver Stone documentaries to men's and women's professional sports, to Student Academy Award-winning short films, to Oscar-winning films like Sling Blade, and more!





FINANCIALLY GEARED TOWARDS FILMMAKERS

Red Coral has a financial model which allows us to monetize our engaged audience in a manner that greater benefits the artists.

Our streaming service has cut out middlemen and aggregators meaning that there is no one standing between the creators, the brands and the consumers.

This allows us to pay our artists more than our competition. We treat our artists as owners, not employees, which we believe leads to better content creation.





PRICING MODELS

■ Free with Ads

- Our ad breaks are 60 seconds long, and we have Pre-roll, Post-roll ads, as well as an ad break every 6-8 minutes.

■ PPV

- Coming soon and available for limited releases:
- Artists can set their PPV price for each piece of content



NO SECRET SAUCE

There is no secret as to why Red Coral can pay our creators so much more than our competitors; the difference lies in our artist-first philosophy.

Most major AVOD companies receive the same ad revenue, depending on several factors, mainly the viewing volume. If anything, as a new company, the ad rates we receive are initially less lucrative.

We have direct ad deals to maintain a CPM of \$10, generating \$0.01 per impression.

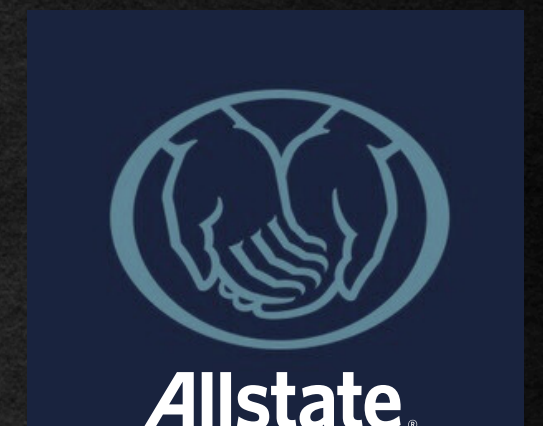
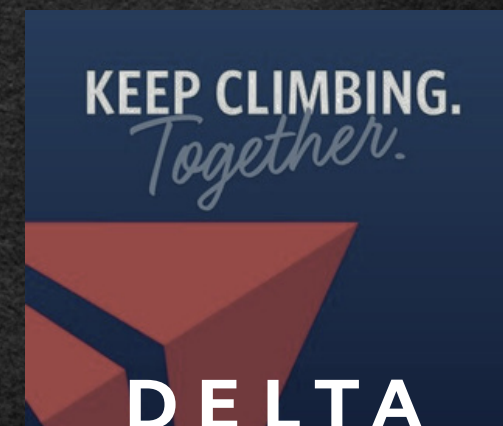
Whereas YouTube will make you jump through hoops to share fractions of cents with creators, we give all of our creators the vast majority of ad profits from the first ad watched.

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OVER 2,000 BRANDS HAVE ADVERTISED ON
RED CORAL INCLUDING...





DEAL STRUCTURE

- **Streaming Details** Non-exclusive streaming deal with simple delivery
- **Costs** No onboarding cost





BETTER TOOLS

Red Coral has developed a set of financial tools, using our ad-based model, that allows us to leverage analytics to finance projects while allowing artists to retain ownership over their content. Our fund partners come from Barclays and Deutsche Bank to finance the presale of advertisements and viewership to greenlight a project without taking an equity share in the content.

Furthermore, our platform has developed simpler tools to help artists monetize their work including a storefront to sell merchandise and a couponing system that allows artists to participate in a percentage of product sales generated from our advertising partners.



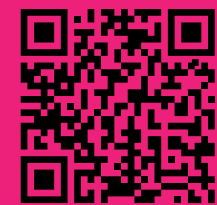


OUR CAPABILITIES



Geo-Targeting

Can support local ads by zipcode



QR Coupons

QR codes boost sales conversion.



Product Storefront

Sell direct from our platform



Restrictions

Block competitors' programmatic ads.

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CONTACT US

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