



Join our network of channels as we rise to new heights!!

The 12oz Sports Network has launched on Roku as a standalone app, featuring channels for all viewers. As of the third quarter of 2024, Roku reported 85.5 million active accounts, the highest ever for the company. That's enormous potential already built in, saving you endless hours trying to grow subscribers on other platforms!

We prefer sports-related channels but welcome all genres as we build our tv guide.

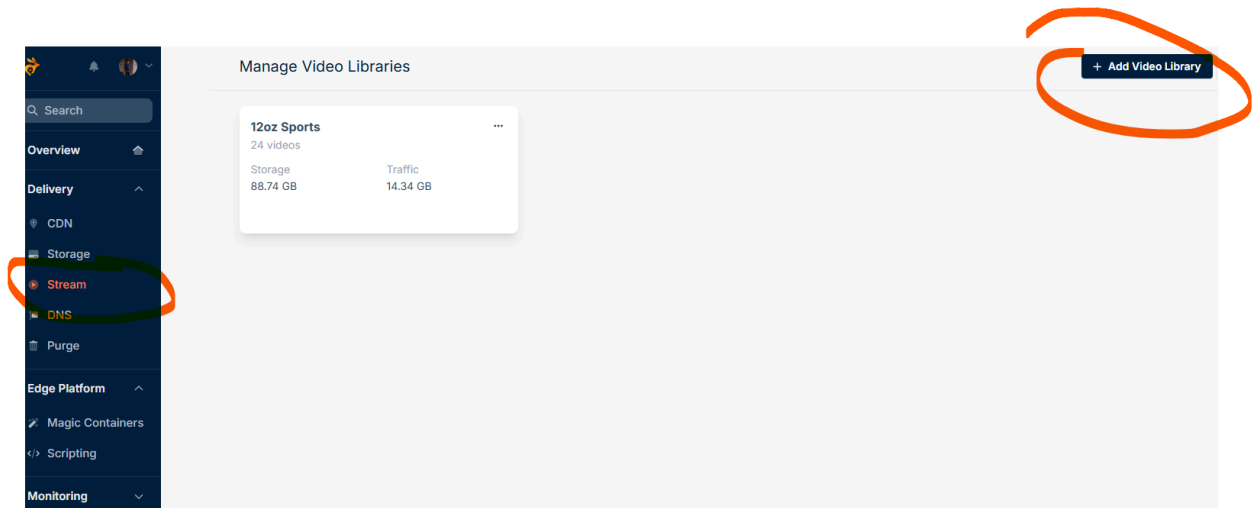
Cost: \$30/month - this is for administration fees, as we must ingest your provided videos for you. Fees are paid in advance each month (due the 20th of each month, to keep your channel live for the following month - or pay for the year in advance). For reference, see below in the "cost savings to you" section of this brochure.

Process: House your videos on a CDN. If you use the same CDN we use and use our link below, we will give you your first month free to be in our network.

<https://bunny.net?ref=oizbihvv97>

Bunny is the best, and most cost-efficient CDN available. However, you are welcome to use any CDN of your choosing, as long as you can provide an HLS/m3u8 link for each specific video.

Once established on Bunny, go to the “Stream” section and click “Add video library” from the top right



Upload videos that you want to air on your channel. Each Sunday, you’ll be asked to send us new video links, as well as inform us of videos you’d like to take out of rotation for the following week. We work on a Mon-Sunday rotation for scheduling each channel.

Once videos are uploaded, click on a specific video and copy and paste the following into your Sunday submission form:

HLS Link - this is the specific m3u8 link that Roku requires for your channel to run smoothly

Video Title - A short and clear title helps the guide. Use dates (if needed) in this format: 12.31.24

HH:MM:SS - providing the specific Hours, Minutes, and Seconds for each video is crucial for the tv guide

Each Sunday, your email will look something like this:

Shows for the week of 1.1.25:

<https://vz-588f6bca-87d.b-cdn.net/2858b107-4d64-4832-9957-7a2e03a3a401/playlist.m3u8>

Daily Dive 12.20.24

00:51:33

<https://vz-588f6bca-87d.b-cdn.net/c45afe8e-9074-491f-b086-8a57d6806fc3/playlist.m3u8>

What Just Happened? 12.19.24

01:03:02

Shows to eliminate for the week of 1.1.25:

Daily Dive 12.15.24

Rome Show 12.16.24

And so on...

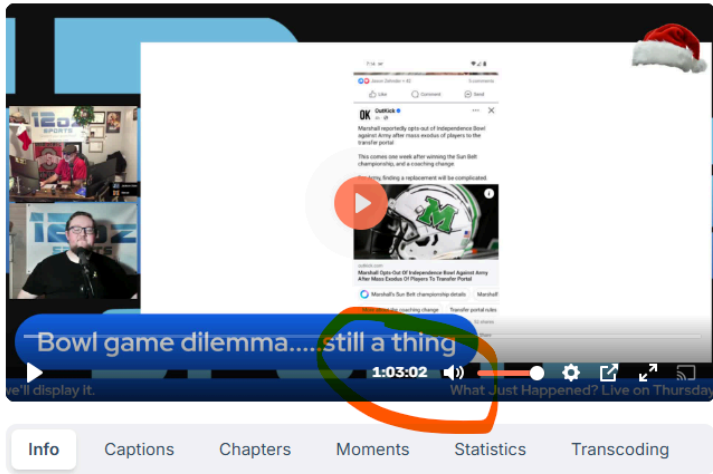
We will delete old videos of your choosing and also ingest these new videos into your TV channel and put your channel on Auto-Pilot (the channel schedules itself for the week, with videos in the library). Providing fresh content and deleting old shows will help grow your audience.

We do all this for only \$30 a month!!!

An example file is on the next page, with the HLS link, title, and time stamp circled. These are the only 3 items you provide for each new show/video each week.

What Just Happened_ 12_19_24 (1).mp4 GAMING

[Download](#) [Delete video](#)



Video info

Title

Required

What Just Happened_ 12_19_24 (1).mp4

Video ID

c45afe8e-9074-491f-b086-8a57d6806fc3

Embed

Responsive Autoplay Preload
 Loop Muted

<div style="position:relative;padding-top:56.25

Thumbnail



Select or upload your own thumbnail that will appear when the player is loaded before playback is started.

Metadata

Description

Enter the video meta description above. This will help search engines understand what the

Link

Video ID

c45afe8e-9074-491f-b086-8a57d6806fc3

HLS Playlist URL

https://vz-588f6bca-87d.b-cdn.net/c45afe8e-f

Direct Play URL

https://iframe.mediadelivery.net/play/285594/c

Cost savings to you: The software cost alone for establishing your own Roku channel is hundreds of dollars monthly. Typically around \$299/mo on the low end.

The cost to have a developer create your channel can range from \$3,000-\$5,000 for professional coding and development to submit to Roku for approval.

We have already done this leg work for you and the other channels, just pay us \$30/mo for our efforts and get in front of 85 million people!

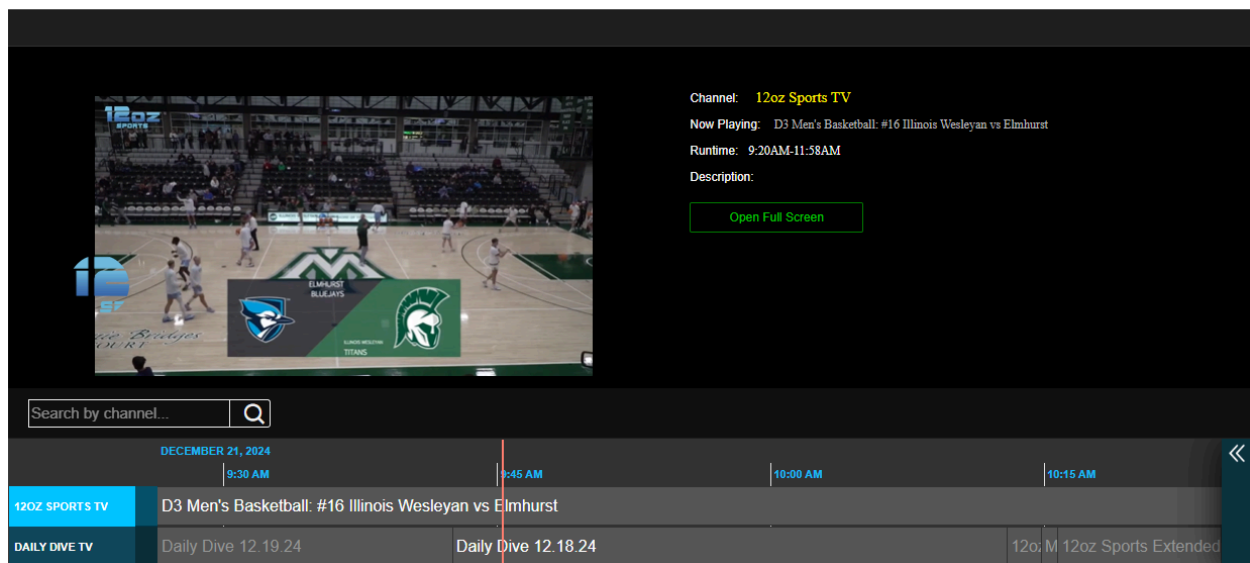
Potential earnings to you: While it could take years to get monetized on platforms like YouTube, you can start earning with your channel immediately. Many affiliate marketing programs provide videos you can edit to add your

promo code. In addition, having a professional tv channel is a huge selling point to potential advertisers.

From there, encourage friends, family, viewers, and people at the grocery store, to install the “12oz Sports Network” on their Roku TV or device and watch your channel!

As a bonus, your channel will also appear on our TV guide on our website, where we enjoy 70,000-100,000 visitors per month.

12OZ SPORTS – 24/7 NETWORK



Ready to be a real TV channel for the lowest cost possible?

Send an email today to

12ozsports@gmail.com

In the subject line, title the email “Become a TV Channel”

Thank you and we look forward to working with you!!