

PLAYER+

Investment Deck



Connecting engaged audiences with premium video content, via subject-specific TV Apps.

STAGE
PLAYER+ news
PLAYER+

Capital at Risk



Bloomberg Television



sky news



UNIVERSAL MUSIC GROUP



africanews.



Untapped market of passionate fans & followers

Netflix, Prime Video, Disney+, etc, compete for blockbuster content, leaving:

- Audiences swamped with Hollywood-style movies & box sets
- All other content scattered and fragmented in hard-to-find places

Resulting in:

- An untapped market of passionate fans & followers
- Disconnection between content owners and viewers

Yet very favourable growth figures persist

Uniting audiences with subject-specific content

Player+ will achieve the same scale of current streaming titans by:

- Empowering content owners & enabling audiences
- Subject-specific TV apps bringing content into one place, increasing footfall
- Distribution alongside Netflix, Prime Video & Disney+
- Streaming on all popular TV devices & platforms, including Sky & Virgin Media
- Free from high cap-ex and the resultant debt, typical of Netflix & others

Two subjects already piloted as part of the development phase:
NewsPlayer+ and StagePlayer+

Ecosystem for TV

Consumers & businesses are being empowered with destination ecosystems - aggregating products & services in one place.

From property search to food delivery, some of the biggest companies and success stories of the last two decades have this model in common.

Yet, this same revolution hasn't touched video streaming & TV.

Enter Player+



Experienced Team



Rich Jacobs
Director (CEO)

Business developer & streaming media pioneer. Working for & with leading global broadcasters, producers & content companies for 25 years.



Simon Lipowicz
Director (CTO)

Respected media technologist & pioneer with 30+ years of experience working on award-winning software & solutions, globally.



Neale Dennett
Director (Commercial)

Launched multiple international subscription-based media businesses; holding CFO and senior leadership roles in major broadcasting companies.



Jenny Vanderwerf
Director (Marketing)

PR & Marketing specialist with over a decade's worth of experience in consumer PR working with the biggest home entertainment brands.



Joe Foster
Director (Technical)

Co-founder of Easel TV (shareholders of Player+) implemented Virgin Media's 3rd Party OTT services and streaming solutions for leading brands.



Terry Corby
Associate Partner (Commercial)

Experienced strategy consultant. Held senior commercial leadership roles in private sector & creative arts & grew three successful tech start-ups.



Operational Workflow

Development

Player+ has developed a robust & scalable Hollywood-grade premium streaming platform that enables content owners to co-locate in subject-specific TV Apps.

Cloud-based & built on:   Microsoft Azure

Operating Model

Player+ onboards content owners' live television channels & productions and outputs directly to consumers via subject-specific TV Apps.

Distribution & planned rollout on leading devices and smart televisions:

PLAYER+ | How It Works





Market

\$473bn

The global video streaming market projected value for 2022

\$1,690bn

Projected global video streaming market value by 2029

160bn+

Average weekly time spent streaming video content (minutes)

19.9%

Projected CAGR during the period 2022 - 2029

Competition

	PLAYER 	Alchimie	Haystack	YouTube	Marquee TV
Streaming Service	●	●	●	●	●
Open Content Platform	●			●	
Zero Acquisition Spend	●	●		●	
Multiple Commercial Models	●	●			
Multiple Genres	●	●		●	
Customer Data Share	●				
Content Specific Regionalisation	●			●	
Live Pay-Per-View Events	●			●	

Reaching The Market Through Content Partners and their Fans and Followers

At the heart of the Player+ model is a unique B2B relationship with content partners commercially incentivised to promote and publicise the availability of their content on Player+ to their fans and followers via their own customer databases, social, PR, promotion & plugging.

Business Model

Principal Commercial Model

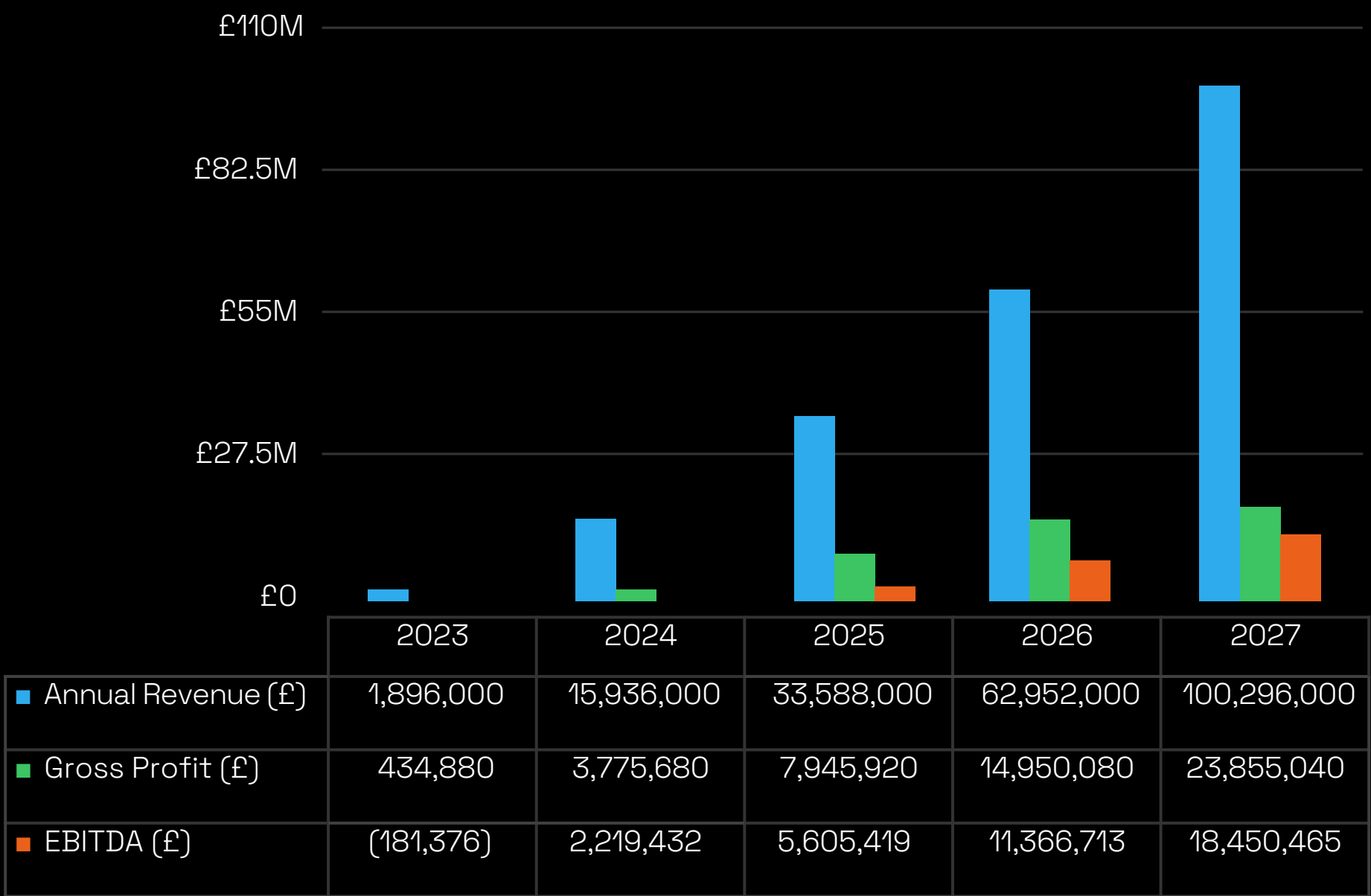
- Player+ does not pay advances or guarantees for content
- No upfront cost for the content owner
- % net revenue is shared on each paid-for transaction
 - Player+ shares net revenue and customer data
 - Transaction values range from £1.49 to £49.99

Future Revenue Opportunities

- Monthly fixed fees from content owners (carriage)
- Ad revenue share
- Retail revenue share (affiliates)
- Corporate & Institution access
- Licensing to venues



Financials



Investment Opportunity

Raising

£500K

Valuation

£4.6M

(Pre-money)

SEIS & EIS

£35K

(SEIS Still Available*)

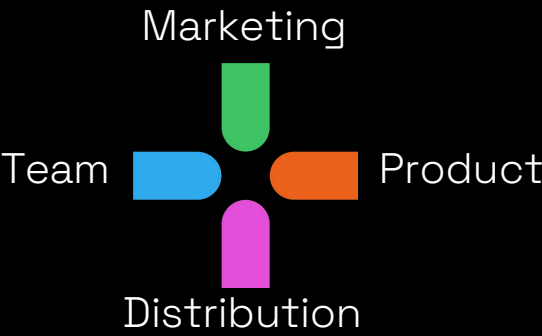
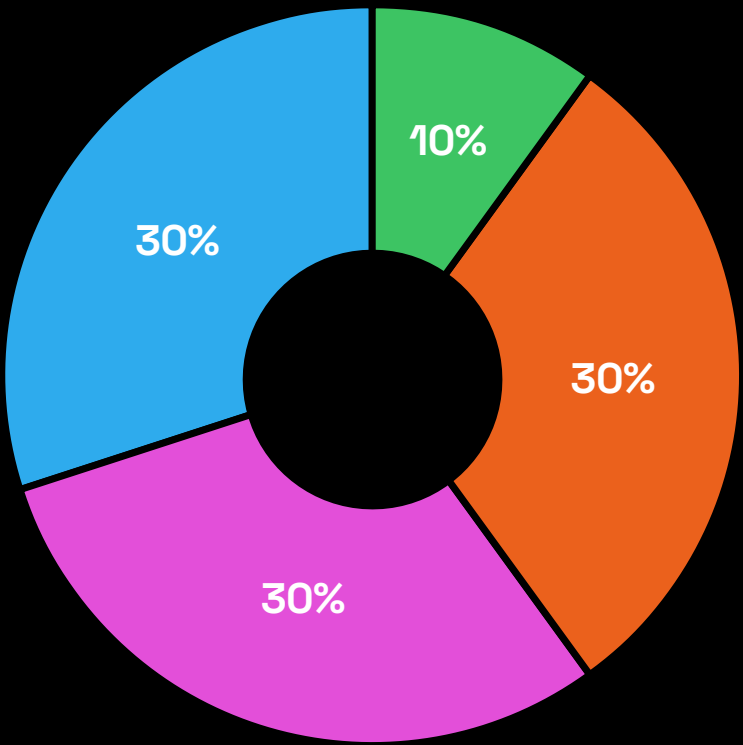
Previously Raised

£175K

Previous Valuation

£2.5M

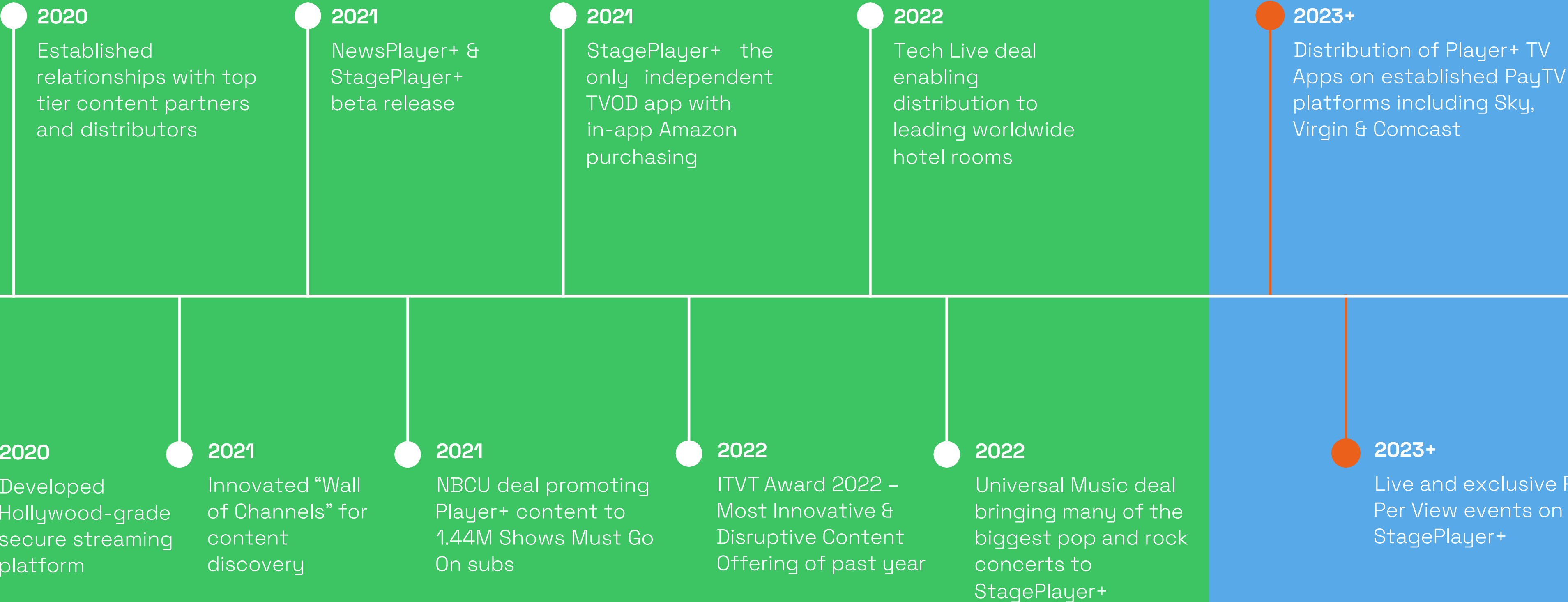
(Post-money, Sept 2021)



Use of Funds

*At the time of writing

Roadmap



Why Player+?

- Strong, industry-leading team
- Already partnered with world leading content companies
- Proven & robust Hollywood-grade technology
- Piloted two initial services: NewsPlayer+ & StagePlayer+
- Scalable via further distribution + additional territories + extra content
- First to market - premium, open, end-to-end aggregation platform
- Partner orientated – generate significant rev share & customer data capture over other services, including YouTube



Thank you

Contact:

investors@playerplus.com

Player+ Limited

19-20 Bourne Court, Southend Road,
Woodford Green, IG8 8HD,
United Kingdom

PLAYER 