



## FAST and AVOD funded channels comparison across Platform Scenarios

No	Group Name	Item Description	Scenario 1 YouTube	Scenario 2 FAST	Scenario 3 Kapang Studio	Scenario 4 Kapang Channels	Scenario 5 Kapang Broadcaster
1.0	Average CPM	Average Advertising CPM	\$21.65	\$31.40	\$19.10	\$19.10	\$19.10
	Additional Benefits	Average time to be accepted by Platform	Instantly	90 Days	Instantly	Instantly	Instantly
		Average Time to be added to consumer Platform	Instantly	120 Days	28 Days	7 Days	7 Days
		How Monetization Maximises	Sponsorships	None	Sponsorships	Sponsorships	Sponsorships
			Product Placement		Product Placement	Product Placement	Product Placement
2.0	Ad-Spots	Hours Content &/or Channel is watched/year	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
		Ad-Placements Available	16,000,000	20,000,000	24,000,000	16,000,000	24,000,000
3.0	Ad-fill	Maximum Revenues at 100% Fill	\$346,400	\$628,000	\$458,400	\$305,600	\$458,400
		Average Ad-fill per broadcaster	80%	50%	100%	100%	100%
		Advertising ad-dollars missed	\$69,280	\$314,000	\$0	\$0	\$0
		Maximum Gross revenues with Fill	\$277,120	\$314,000	\$458,400	\$305,600	\$458,400
4.0	DSP	DSP Cost	20.0%	20.0%	20.0%	20.0%	20.0%
		DSP Revenue Costs	\$55,424	\$62,800	\$91,680	\$61,120	\$91,680
		Remaining Gross Revenue	\$221,696	\$251,200	\$366,720	\$244,480	\$366,720
5.0	Ad-Market Place	Ad Marketplace Cost (CPM)	0.0%	10.0%	0.0%	0.0%	0.0%
		Ad Marketplace Revenue Deduction	\$0	\$25,120	\$0	\$0	\$0
		Remaining Gross Revenue	\$221,696	\$226,080	\$366,720	\$244,480	\$366,720
6.0	SSP	SSP Cost	0.0%	30.0%	15.0%	15.0%	15.0%
		SSP Revenue Deduction	\$0	\$67,824	\$55,008	\$36,672	\$55,008
		Remaining Gross Revenue	\$221,696	\$158,256	\$311,712	\$207,808	\$311,712
7.0	Total Ad Revenue Traded	Estimated Revenue from Advertising Ecosystem	\$221,696	\$158,256	\$311,712	\$207,808	\$311,712
		Total Revenue going to Platform	64%	25%	68%	68%	68%
		Average CPM generated post Ad-Technology	\$13.86	\$7.91	\$12.99	\$12.99	\$12.99
8.0	Platform Costs - Audience	Platform Earnings from Revenue Share	45%	50%	50%	0%	0%
		CTV / FAST /Video Platform Deduction	\$99,763	\$79,128	\$155,856	\$0	\$0
		Remaining Gross Revenue	\$121,933	\$79,128	\$155,856	\$207,808	\$311,712
9.0	Technology Costs	Technology Fees	\$0	\$59,000	\$27,770	\$53,540	\$66,540
		Monthly Platform License fee	\$0	\$0	\$0	\$770	\$7,770
		Playout or SRT Ingest Fees (3rd Party Fees)	\$0	\$3,000	\$1,770	\$1,770	\$1,770
		CDN & SSAI Fees / 1m hours	\$0	\$50,000	\$25,000	\$50,000	\$50,000
		Storage Fees	\$0	\$1,000	\$1,000	\$1,000	\$1,000
		Cost of Effort to Schedule & Manage Channel	\$0	\$5,000	\$0	\$0	\$6,000
			Zero Costs	In-house Scheduler	Channel Partnership	In-house Scheduler	Managed Scheduling
10.0	Content Channel Revenues	Net Revenue Payment to the Content Channels					
	(Earnings from audiences watching Adverts)	NET Revenue Earnings by Content Channels	\$121,933	\$20,128	\$128,086	\$154,268	\$245,172
		Net Revenues per hour watched	\$0.12	\$0.02	\$0.13	\$0.15	\$0.25
11.0	Ecosystem Overview	Total breakdown of Ad-dollars earned across ecosystem					
		%age Gross Revenues absorbed by Wastage	20.0%	50.0%	0.0%	0.0%	0.0%
		%age Ad Gross Revenues absorbed by DSP	16.0%	10.0%	20.0%	20.0%	20.0%
		%age Gross Ad Revenues absorbed by Ad Marketplace	0.0%	4.0%	0.0%	0.0%	0.0%
		%age Gross Ad Revenues absorbed by SSP	0.0%	10.8%	12.0%	12.0%	12.0%
		%age Gross Ad Revenues absorbed by Consumer Platform	28.8%	12.6%	34.0%	0.0%	0.0%
		%age Gross Ad Revenues absorbed by Technology Fees	0.0%	9.4%	6.1%	17.5%	14.5%
		%age Gross Ad Revenues earned by Content Channel	35.2%	3.2%	27.9%	50.5%	53.5%
			100.0%	100.0%	100.0%	100.0%	100.0%