

## Streaming Services Offer

PBX Telecom is a leader in telecommunication technologies. In just a few short years our mobile TV and web TV platforms are now being used by millions of people from Europe and Asia. We have also developed a great portfolio of products designed for TV Stations to greatly reduce costs in distributing their channels to local cable TV providers and streamline their sites for live content distribution based on our infrastructure and technology.

### Commercial offer for streaming services

No.	Product / solution	Description	Total
1	Setup	Installation and configuration of source stream	200
2	Web streaming (one year)	Web streaming services (embedded player into own site)	1,200 / year
3	Mobile streaming (one year)	Streaming services for mobile (two streams: one for smartphones and one for tablets)	1,200 / year
4	Facebook app	Live stream + chat (requires No. 2)	350
5	Android app	Live stream (requires No. 3)	350
6	Windows Phone app	Live stream (requires No. 2)	350
7	Automatic archiving of all shows (one month back)	Available directly on your site (requires No. 2)	1,400 / year
8	Add your channel to PBX TV international service	Your channel will be available to over 300,000 customers world wide	0
9	Ratings details (one year)	Monthly ratings reports (users, devices, geo)	150/year

Note: the prices are in EUR and they do not contain VAT

### **Description of services**

The video feed can be obtained in two ways:

- 1) By installing our own proprietary software Star Media Center to one of your servers where there is a video capture card and the video feed. From here the stream will be pushed to our headend. Minimum requirements: Windows XP/7/2003/2008, dual core CPU, 2 GB or RAM, public IP address.
- 2) Downlink the satellite feed directly from our Bucharest headend (if applicable)

For the highest quality we recommend choice number 1.

Once we have the video feed the stream will be delivered through our CDN (content delivery network) world wide. Although the users will connect through your site, the internet bandwidth used will be ours.

The video player integration into your site will be easily achieved through an embed code. The player is written in Silverlight and it is compatible with any Windows version, Linux or Mac OS.

The streams for mobile will be as follows: one for 3G phones - 256 kbps and one for tablets with WIFI/HSDPA access - 512 kbps. The mobile streams are compatible with all mobile platforms (iOS, Android, Windows Phone, Nokia Symbian etc). You can see a livedemo by opening <http://m.pbxtv.ro> on your phone or tablet.

The automatic archiving of all shows will be done automatically through an RSS feed which contains the TV schedule. The resulting files will be available to users that can access them directly through your site.

### **Commercial offer for CATV distribution**

For more then two years now, PBX Telecom is offering TV feed distribution services to analog cable operators (CATV providers) for national and international TV stations by using PBX TV proprietary set-top-boxes. On these boxes, a special firmware is running which will not display any error messages and only display the preset TV channel. When powered on the channel starts automatically - also when

internet connectivity goes down the stream stops without any errors and resumes automatically as soon as the internet connectivity is re-established.

The cost of a set-top-box is 150 EUR without VAT. For each STB a 50 EUR monthly charge for internet, support and maintenance will be added.

Example: if you want to distribute your TV feed to 10 cable operators then the cost will be 1500 EUR (cost of the boxes - one time only) + 500 EUR per month.

### **Delivery terms**

One week from the signing of the contract.

### **Payment terms**

100% upon services going live. In case of set-top-boxes orders, 100% advance.

### **Offer validity**

This offer is valid 30 days after the client receives it by email.

For any questions, please contact

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