



Oahu Publications Inc.

Hawaii's Largest Media Company



Entrepreneurial Spirited Organization

Diversified Revenue Streams

MAGAZINE DIVISION

18 Magazine Titles

OAHU MEDIA GROUP

Full Service Ad Agency

15 Clients, \$2.3 million in billing

Hawaii.com

Hawaii's Best Travel Site

And Now...

DIGITAL BILLBOARD NETWORK

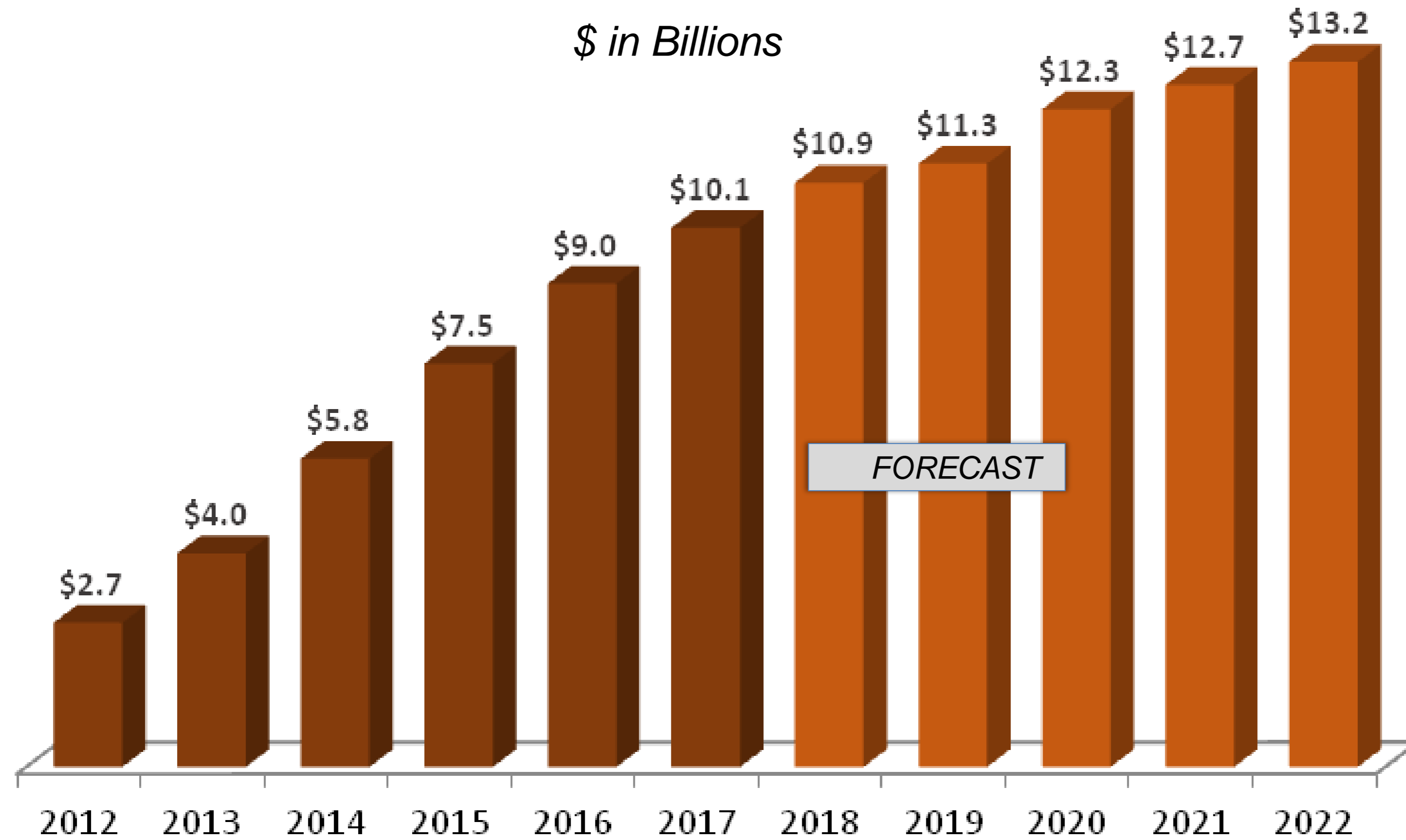


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US Local Online Video Ad Spending



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How to Monetize Digital Video Content



A NEW MEDIA TECHNOLOGY

“Invest in a Media Product (*SiteView*) that will position your company to INCREASE REVENUE quickly and acquire new clients that stopped doing business or never did business with you!”

Dave Kennedy
Chief Revenue Officer
Oahu Publications, Inc.



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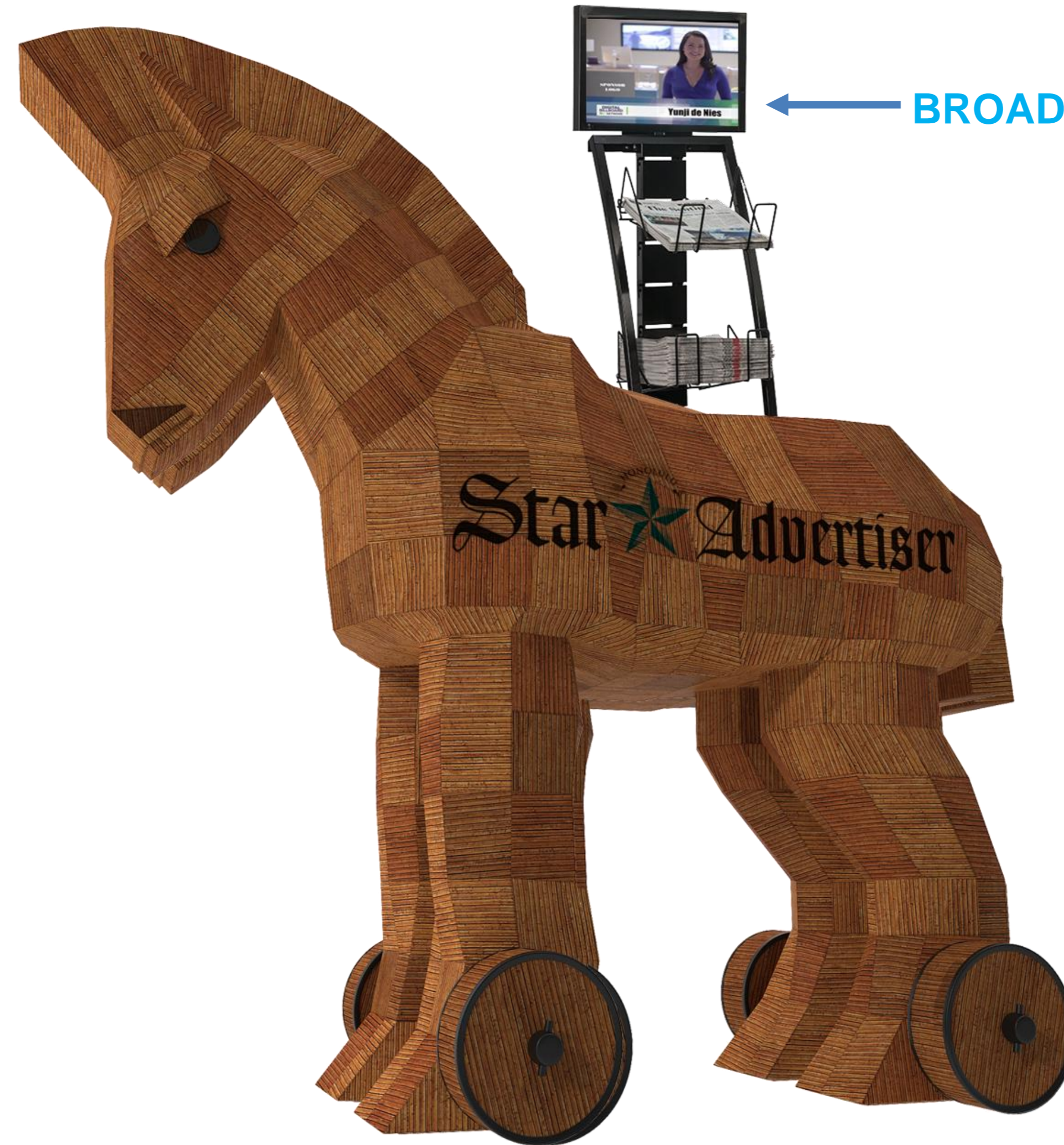


Become Your Own Broadcaster

- ① **Build Out OPI Digital Billboard Network – Legacy Retailer Partners**
- ② **Garner Quick New Revenue – TV and Digital Video Budgets**
- ③ **Robust Content Manager – 11 Unique Networks**
- ④ **“SiteView” Powered By Phoenix Vision – Plugged directly into our infrastructure**
- ⑤ **Identifies Age And Gender Of Viewers**
- ⑥ **Advertisers And Retailers Receive Monthly Reports**



Leverage Legacy Retailer Relationships



← **BROADCAST** Branded Content and Digital Video Ads

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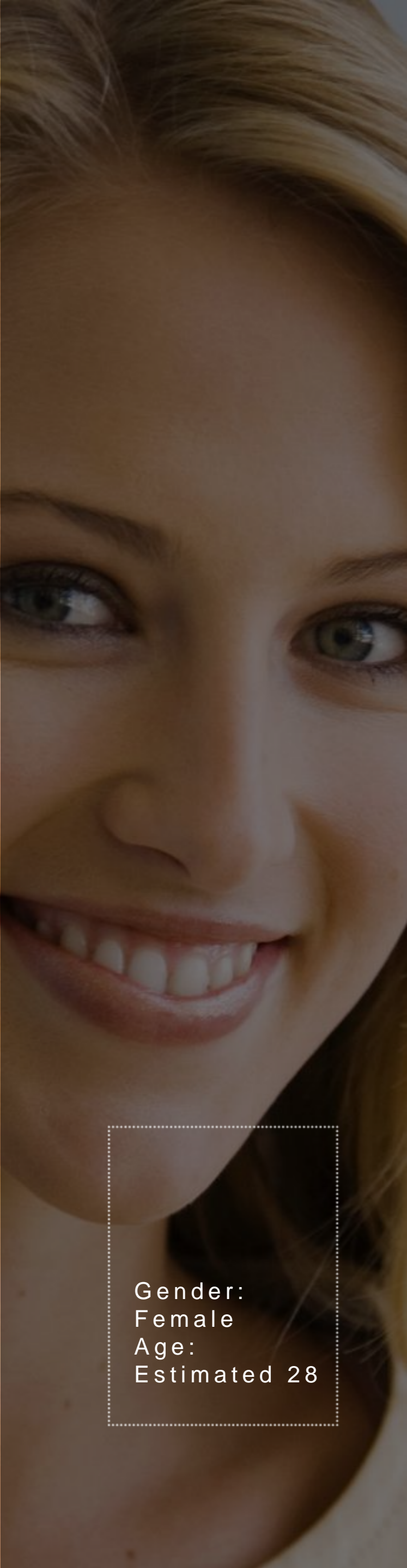


NEW MEDIA TECHNOLOGY

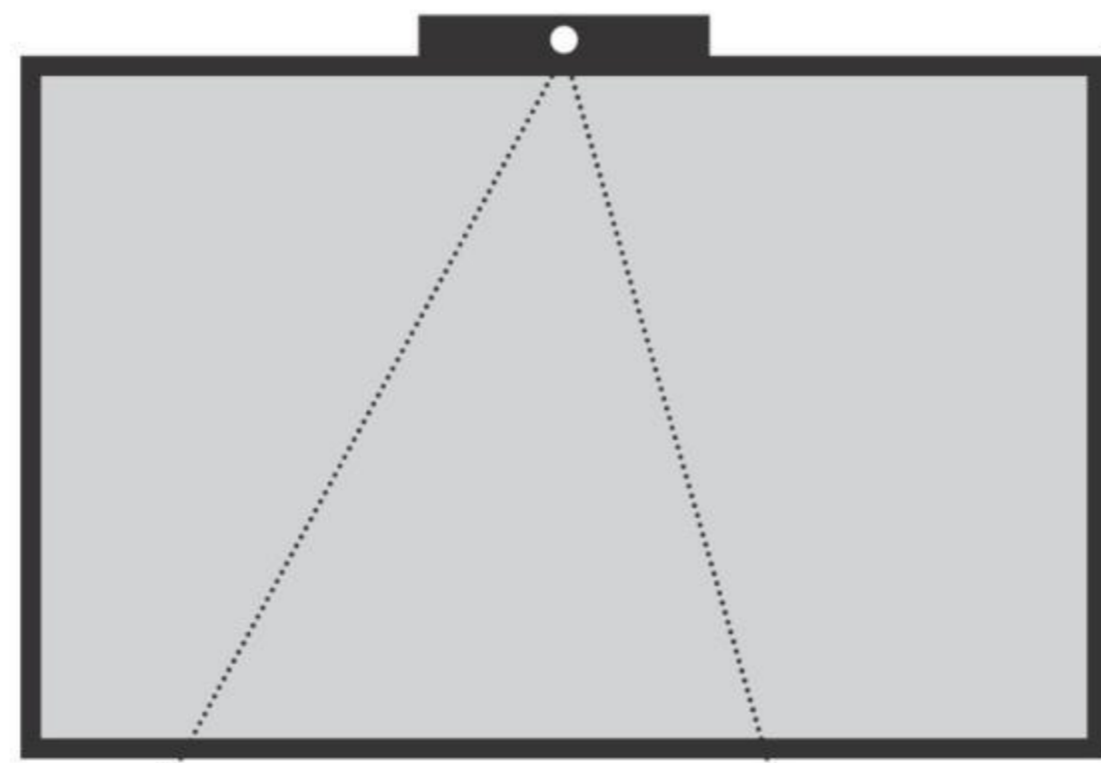
SITEVIEW

SiteView is a sophisticated solution that plays videos
(Advertiser, newspaper and retailer content).

As the video content is playing, the computer captures
demographic data related to the viewers, such as age and gender.



Gender:
Female
Age:
Estimated 28



Angle = 70°

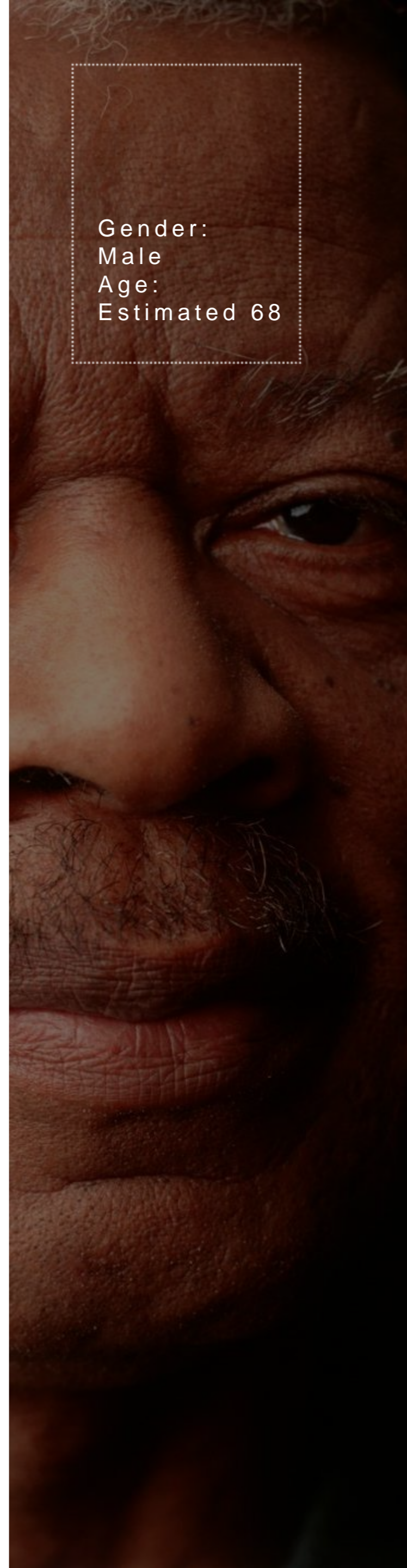
Effective Distance = 15'



PHOENIX VISION

DEMOGRAPHIC DETECTION & REPORTING TECHNOLOGY

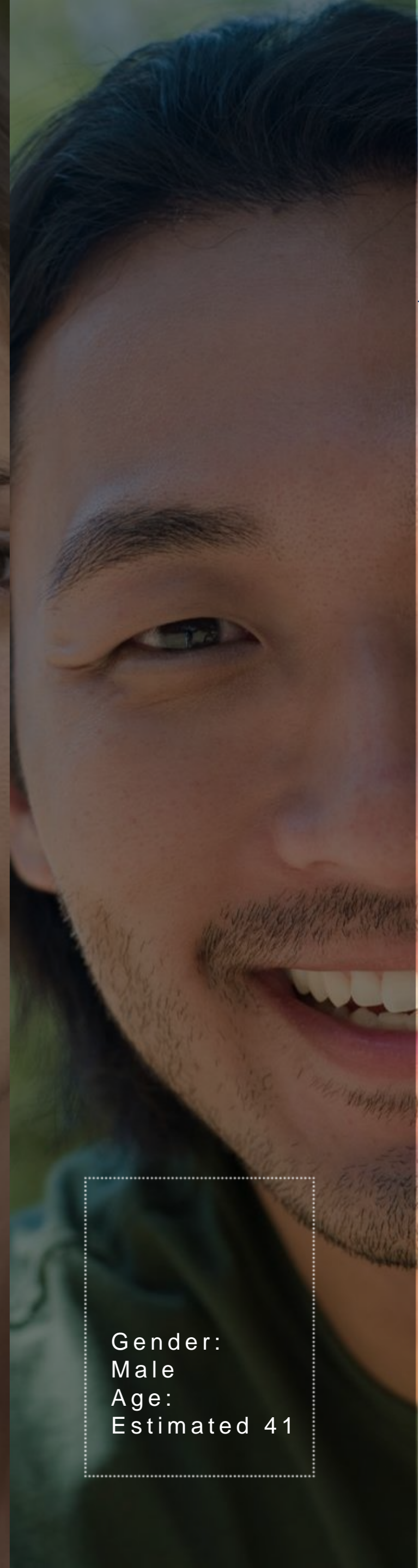
Face detection is a computer technology being used in a variety of applications that identifies human faces in digital images. **Face detection** also refers to the psychological process by which humans locate and attend to faces in a visual scene.



Gender:
Male
Age:
Estimated 68



Gender:
Female
Age:
Estimated 19



Gender:
Male
Age:
Estimated 41



THE TROJAN HORSE

RACKS

Large Screen Display / Processor / Camera

SCREENS

Large Screen Display / Processor / Camera



PHOENIX VISION

Hardware Configurations

RACKS AND SCREENS



“420-SECOND CLOCK / 15-SECOND UNITS”

STANDARD RETAILER CLOCK 7 MINUTES

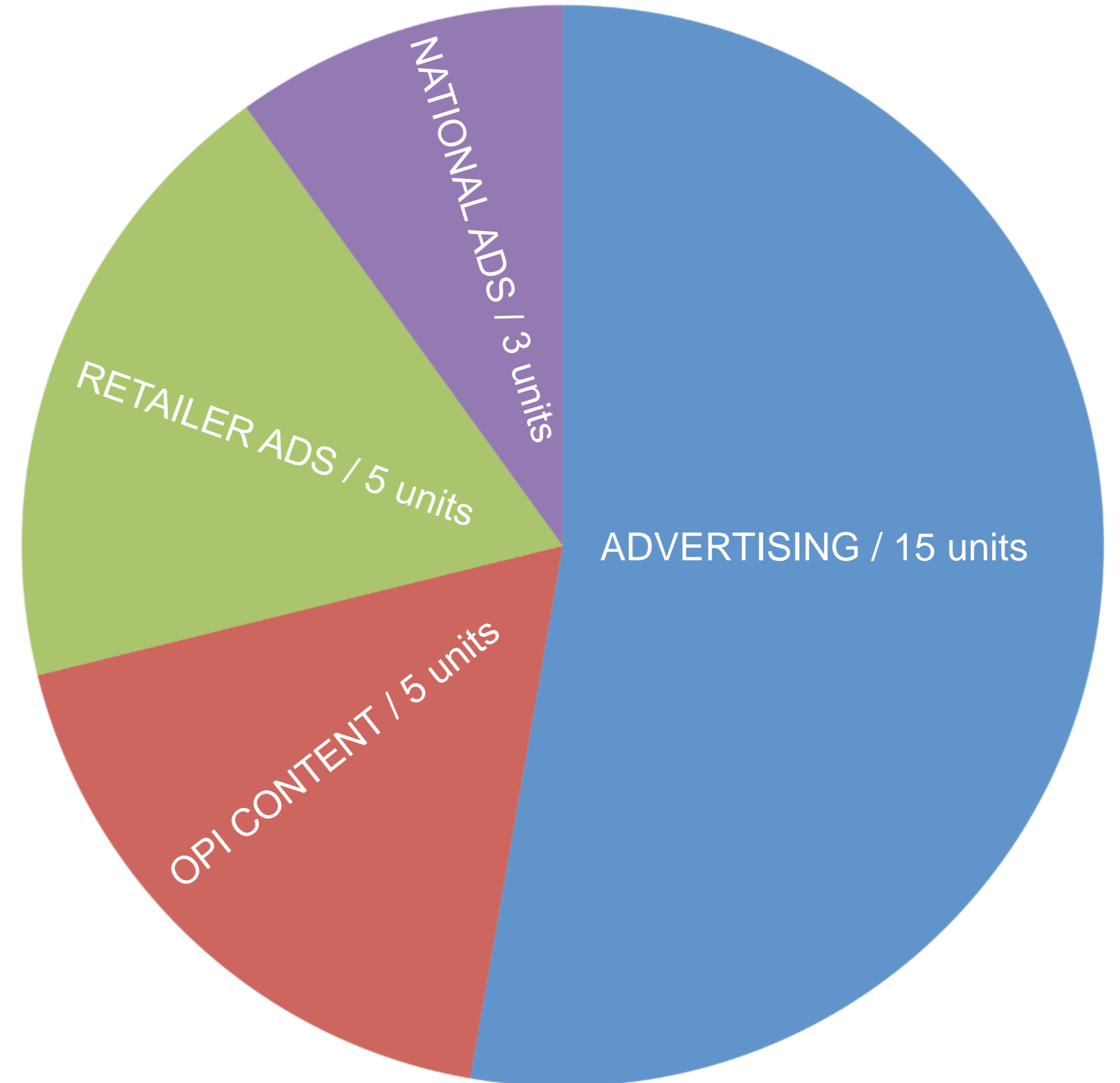
ADVERTISING / 15 units

OPI CONTENT / 5 units

RETAILER Ads / 5 units

NATIONAL Ads / 3 units

GOAL: 4-6 Retailers to start 100 locations



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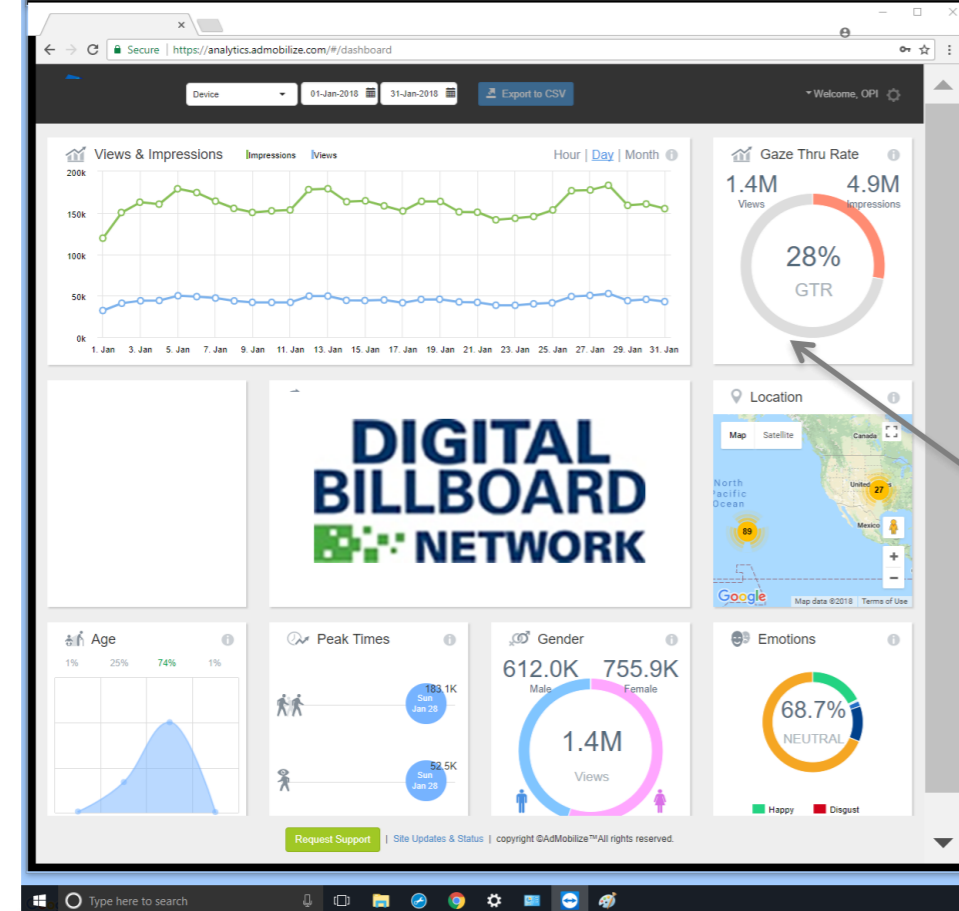
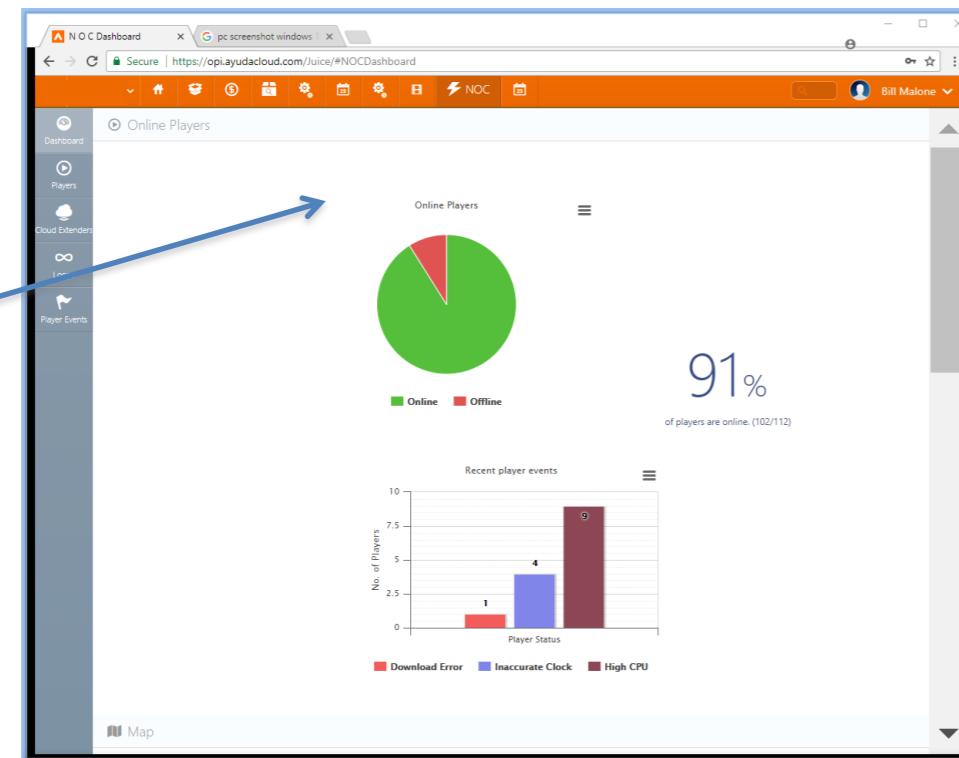


January Report

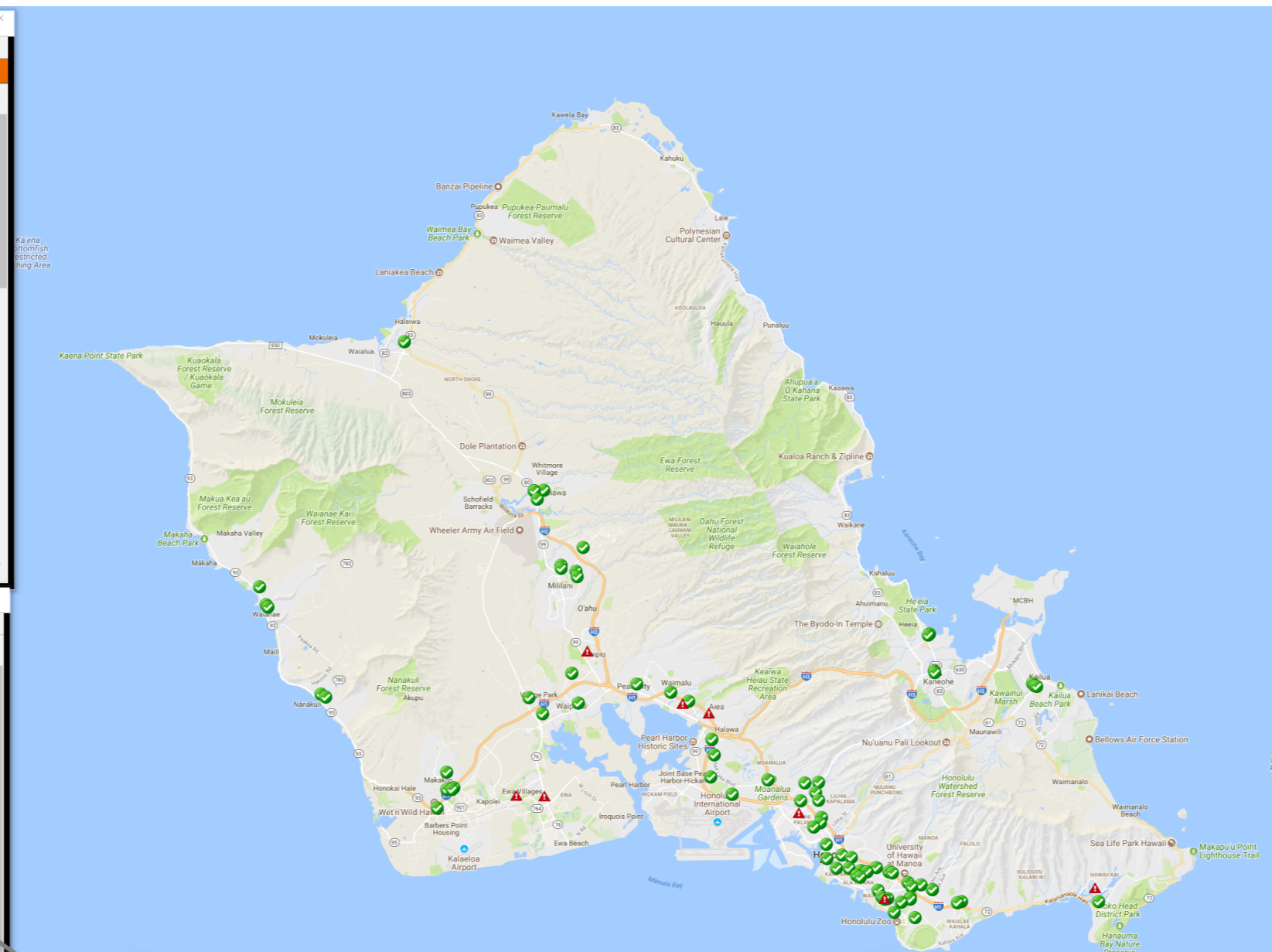
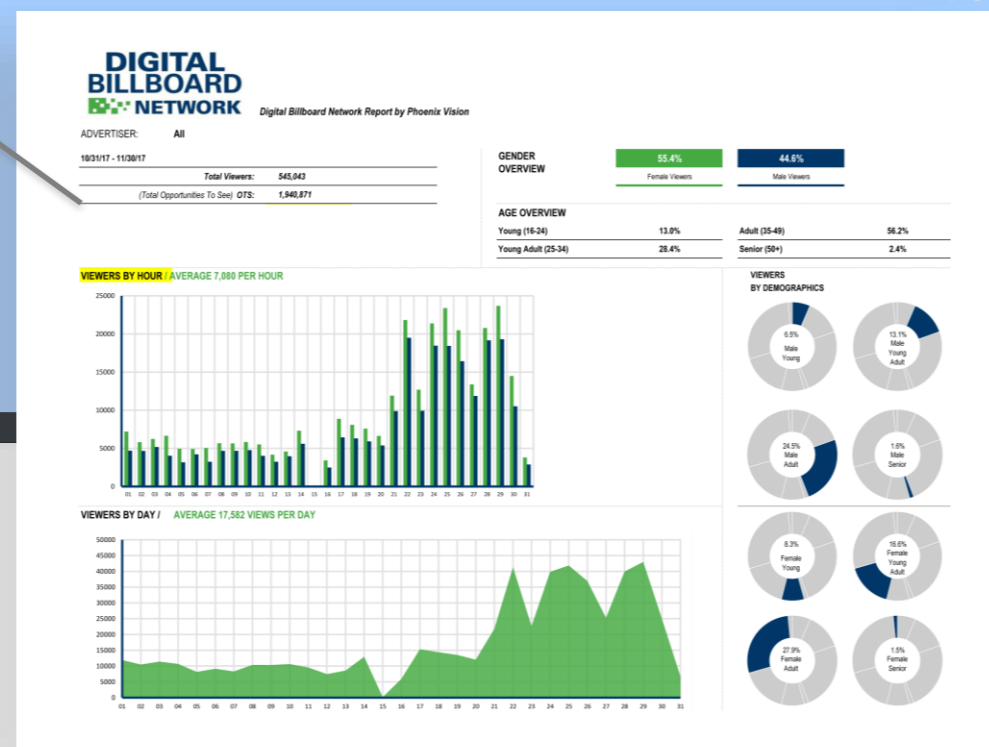


Network Operating System (NOC)

Network Systems Monitoring



Retailer / Advertiser Monthly Report



Real Time Retailer Location Programming

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Longs Drugs

Live healthy. Live happy. Live Longs.

CVS
pharmacy

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Grocery Store Model SCREENS AT EVERY REGISTER

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King Windward Nissan Case Study



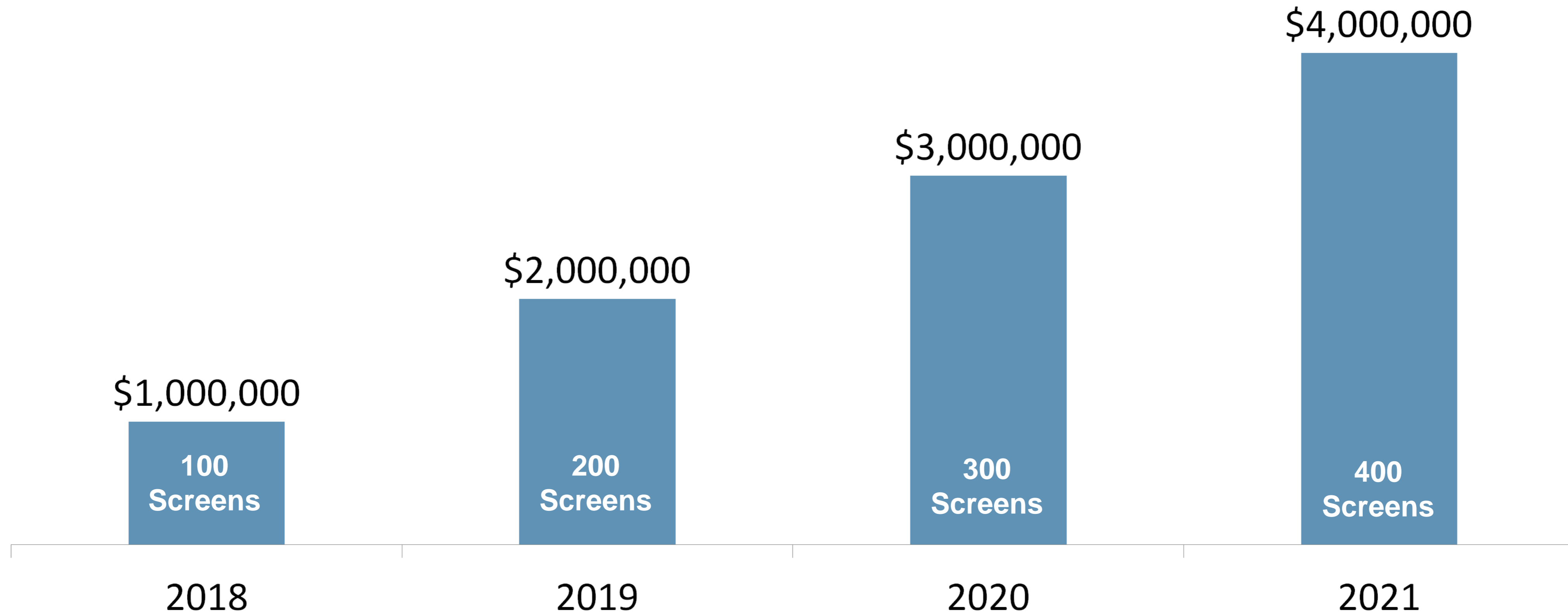
Generating \$1,000,000 of NEW Business

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DBN Growth Trajectory



Multiple New Revenue Sources



**Build out your Own
DBN Wifi Network
and acquire New Users**
Premium Splash Pages



**Launch Your Own
DBN News Cast**
Studio Naming Rights



**Bundle Print and Digital
Products into DBN buys**
Incremental / New Buys



Location Based Multi-Media Marketing Solution

In-Store
Jamba Juice *DBN*



+



GroundTruth

Out-of-Store Mobile
Jamba Juice Customer
GroundTruth

=
Highly Targeted Location Based Marketing

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DBN RATE CARD Model

(100 Racks-Screens)

NETWORK #1 – 25 Racks

- GOAL - **\$840 Per Rack per Month** – 15 Advertisers per network
 - Ex - $25 \times \$840 = \$21,000$
 - $\$21,000 / 15 \text{ Advertisers} = \$1,400^{**}$ per Month for each advertiser

NETWORK #2 – 2 Screens

- GOAL - **\$2,500 Per Screen per Month** – 15 Advertisers per network
 - Ex - $2 \times \$2,500 = \$5,000$
 - $\$5,000 / 15 \text{ Advertisers} = \333^{**} per Month for each advertiser

***DBN Advertisers are paying \$.20 per view.
Substantially less than average Internet Cost per Click rates

NEWSPAPER BUSINESS MODEL – YEAR ONE

(100 Racks-Screens)

> ADVERTISING REVENUE = \$840 Per Rack per Month

30 Days X \$28 per day = \$840 Per month Per Rack

\$840 per month X 100 Racks = \$84,000 Revenue Per month

\$84,000 X 12 Months = \$1,008,000 Gross Advertising Revenue

> DIGITAL RACK & DMA EXCLUSIVITY CAPITAL EXPENSE

One Rack is \$999

100 x \$999 = \$99,900

DMA Exclusivity / Training/ Playbook = \$35,000 Year One then \$20,000 in subsequent years

> Phoenix Vision—Site View Usage and Maintenance Fees

PV Licensing Fee is \$250 per Screen. \$250 X 12 = \$3,000 per year per screen

100 X \$ 3,000 = \$300,000

PV Maintenance Fee is \$2,000 per month per DMA .

\$2,000 X 12 = \$24,000 per year per screen

**YEAR ONE
REVENUE SUMMARY**

\$1,008,000

NEWSPAPER
Net Revenue

\$684,000



NEWSPAPER BUSINESS MODEL – YEAR FOUR

(400 Racks-Screens)

➤ ADVERTISING REVENUE = \$840 Per Rack per Month

30 Days X \$28 per day = \$840 Per month Per Rack

\$840 per month X 400 Racks = \$336,000 Revenue Per month

\$336,000 X 12 Months = \$4,032,000 Gross Advertising Revenue

➤ DIGITAL RACK & DMA EXCLUSIVITY CAPITAL EXPENSE

One Rack is \$999

400 x \$999 = \$399,600

DMA Exclusivity / Training/ Playbook = \$35,000 Year One then \$20,000 in subsequent years

➤ Phoenix Vision—Site View Usage and Maintenance Fees

PV Licensing Fee is \$250 per Screen. \$250 X 12 = \$3,000 per year per screen

400 X \$ 3,000 = \$1,200,000

PV Maintenance Fee is \$2,000 per month per DMA .

\$2,000 X 12 = \$24,000 per year

**YEAR FOUR
REVENUE SUMMARY**

\$4,032,000

NEWSPAPER
Net Revenue

\$2,788,000

