

Media & Broadcast Streaming Services for Prostream Group Price List 2010

Issue 2.1



Pricing Document Created by Commercial Team

Introduction to Streaming

Streaming Media since 2007 has grown exponentially as the way to communicate to existing customers, potential customers & for online entertainment. Streaming Media does not necessarily mean that the content is audio or video, the content could be interactive, gaming or animated also.

Streaming is way of delivering a small chunk of data to a desktop PC quickly & then continuing to deliver small chunks of data in the right order so that the user can command the chunks in different orders without having to download all the information in one chunk before experiencing the data.

As an example of the effectiveness of streaming, if we take a blockbuster movie that is available on DVD, it would last for one & a half hours & consist of fifteen different chapters. As a download the video would take almost 1 hour to download & be stored on the viewers PC taking up around 1Gb of storage space. With a streaming experience the user can start watching the movie within seconds of selection, but also scan through the movie, move through the chapters & pause the video in real time without having any file local on their PC. If the viewer decides to watch the same video on a different device this can be instantly accessed where ever they are globally without any file transfer process. The major benefits are for the content owners in the form that their content is controlled from a central location & their content is not located on many thousands of computers globally to be shared without their intelligence.

There are three main ways in which streaming media is billed: These are as follows;

- **The 'usage' method (Gb's transferred method)** - The usage method is billed much the same as electricity, as the files are transferred the customer is billed in Gb's transferred from the servers.
- **The 'committed bandwidth' method** - With a committed bandwidth method you commit to 10% of the bursting bandwidth allowance in megabytes & then you are billed if you go over the commit based on an average usage across the 7 day period.
- **The 'unmetered bandwidth' method** - With unmetered bandwidth you pick a connection size such as a 100 meg or a 1 Gig line & this is billed as a fixed cost per month.

Prostream Company Profile

Prostream is a group of companies dedicated to delivering audio & video media content via the internet & local IP networks. This data is delivered to a number of static & portable devices which we use in everyday life within home & business environments.

Prostream powers the transmission of the audio & video media across the globe or across the office, with unbeatable performance & cost advantages. The business has one of the quickest public broadcast networks in the country with a truly unique & IP Secured Media Delivery Platform enabling media professionals to deploy their content easily, but with extensive flexibility.

Prostream has been very keen to provide a premium media style service to industry professionals rather than other technical only offerings. Prostream prides itself on delivering a solid business model with revenue generation tools using video advertising and pay per view systems. Prostream provide a simple, cost effective & reliable service platform, without compromising on quality, flexibility & innovation. These products have a standard pricing with overall flexibility, but with the option of using our extensive experience to deliver bespoke solutions via our consultancy services options.

Over the past four years, Prostream has discovered that the only way to provide a flexible, effective & reliable service is to have all key technologies & software rights within its direct control. Since 2008 Prostream have migrated, acquired & partnered with their suppliers to create a dynamic group of technology media professionals. This team is now a fully dedicated internal delivery team providing cost & timing advantages, with this exercise aiding in the 350% growth rate during 2009.

The business has covered the full potential of delivering audio & video, both live & on demand from any source to any viewing device. This transmission is achieved using various different media formats to provide successful media broadcasting. This platform is now embraced by many of the top media entertainment companies of the modern world to provide them with an additional income to their business, utilising their media content catalogue.



Prostream Product Index

Prostream is a UK based company providing global services across its own European IP Network & globally via its Partner Agreements with Level 3. All customers are treated independently & all pricing is made simple for product understanding & business model forecasting.

Prostream Products

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NOTE: All Hardware & Client Side Software is supplied via the Prostream Online Store at <http://shop.prostream.co.uk> where all payments are made via credit or debit card only.

1. Audio & Video Streaming (1/2)

Audio & Video Streaming is very similar; the only difference from our delivery perspective is that usually video is around 10-12 times larger in size & bandwidth usage at comparative qualities. Good quality audio/radio feed at 128kps would be seen as a 1200-1500kps video stream & a HD 320kps Audio would be seen to be a 3-4 Meg video stream.

With Audio Streaming MP3's or native streaming audio files are uploaded & code is provided to integrate in to your website, you are provided with full statistics on all or a particular file so that you can see the streaming usage statistics. The same process happens with the Video files but with the addition to being able to provide multiple bit rates to make the content available to low speed internet users also.

The billing cycle for a streaming audio & video account is detailed as the same "Streaming Account" with the ability to select from a low, medium or high capacity account with billing similar to that of mobile phone tariffs.



1. Audio & Video Streaming Prices (2/2)

Audio and Video streaming is billed in either a Gb usage or a 95th Percentile account via committed bandwidth billing. Constant Usage throughout 12 hours of a 24 hour period would suggest that a committed bandwidth account is more cost effective. 1-4 hours of burst load traffic per day would suggest that a usage method of streaming would be advisable.

Pricing Table for Usage Method of Streaming

Product	AVS 100U	AVS 250U	AVS 1000U
Price	£25/Week	£49/Week	£99/Week
Inclusive Bandwidth	100Gb	250Gb	1,000Gb
Inclusive Storage	10Gb Raid 5 Storage	25Gb Raid 5 Storage	50Gb Raid 5 Storage
Peak Burst Capacity	10,000Mb Fibre Line	10,000Mb Fibre Line	10,000Mb Fibre Line
Overage Price/ Gb*	£0.30/Gb	£0.20/Gb	£0.10/Gb
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	4 Weeks with 4 Weeks Notice	4 Weeks with 4 Weeks Notice	4 Weeks with 4 Weeks Notice
Set Up Fee	£199 Setup / Free on 12 Month Commitment & Payment	£199 Setup / Free on 12 Month Commitment & Payment	£199 Setup / Free on 12 Month Commitment & Payment

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.
Deposit equal to 13 weeks will be required for start up & low credit rated companies for all accounts

Pricing Table for Committed Bandwidth Streaming

Product	AVS 25C	AVS 100C	AVS 1000C
Price	£99/Week	£299/Week	£1,999/Week
Inclusive Bandwidth	25 Meg (95 th Percentile)	100 Meg (95 th Percentile)	1,000 Meg (95 th Percentile)
Inclusive Storage	10Gb Raid 5 Storage	25Gb Raid 5 Storage	50Gb Raid 5 Storage
Peak Burst Capacity	10,000Mb Fibre Line	10,000Mb Fibre Line	10,000Mb Fibre Line
Overage Price/ Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	4 Weeks with 4 Weeks Notice	4 Weeks with 4 Weeks Notice	4 Weeks with 4 Weeks Notice
Set Up Fee	£199 Setup / Free on 12 Month Commitment & Payment	£199 Setup / Free on 12 Month Commitment & Payment	£199 Setup / Free on 12 Month Commitment & Payment

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.
Deposit equal to 13 weeks will be required for start up & low credit rated companies for all accounts

2. Video Encoding – Live & VOD

Online TV is a product which empowers you to launch your own television channel which broadcasts via the internet. This can be constructed via VOD, Live and Simulated Live Media to provide a near Satellite Viewing experience via the interactive back end system.

We can provide a remote access Live TV Channel which enables a MTV or BBC News 24 Channel to be created with ease using remote desktop technology and is only advisable to serious media companies.

Pricing Table for Live Channel Encoding

Product	Encode I	Encode II	Encode XVI
Price	£149.00/Week	£199.00/Week	£1599.00/Week
Number of Channels	Single Channel, Single Encoder	Single Channel Dual Encoder	16 Single Encoder Channels
Service SLA & Monitoring	Basic Monitoring and 99% SLA via Single Encoder Unit	Full Monitoring, 100% SLA via 2 x Encoder Units	Basic Monitoring and 99% SLA via Single Encoder Unit
Streaming Delivery	5 Meg Link	10 Meg Link	100 Meg Link
IP Addresses	1 IP Address	2 IP Addresses	16 IP Addresses
Maximum Quality	720 x 576 or 720 x 400 (HD extra £100.00/Week)	720 x 576 or 720 x 400 (HD extra £100.00/Week)	720 x 576 or 720 x 400 (HD extra £100.00/Week)
Overage Price/ Meg*	£10.00/Meg	£10.00/Meg	£5.00/Meg
Streaming Formats	Silverlight or Flash Live Encoding	Silverlight or Flash Live Encoding	Silverlight or Flash Live Encoding
Min Contract	12 Months with 3 Months Notice	12 Months with 3 Months Notice	12 Months with 3 Months Notice
Set Up Fee	£1,250 Setup inc Graphics	£1,750 Setup inc Graphics	£16,000.00 Setup inc Branding

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

Deposit equal to 13 weeks will be required for start up & low credit rated companies for all accounts

All accounts have full reporting and usage statistics which are displayed in real time.

Video on Demand Encoding Costs

All video encoding of video on demand items are charged at a set cost depending on original format:

VOD 1	Beta, VHS or DV Tape Formats	£30.00 Setup/File £2/Minute Conversion
VOD 2	Ext Hard Disk of existing AVI, WMV or MPEG	£20.00 Setup/File £1/Minute Conversion
VOD 3	Video Repurposing and Editing	£50.00 Setup/File £5/Minute Repurpose

3. Online TV Channels – Prices

Online TV is a product which empowers you to launch your own television channel which broadcasts via the internet. This can be constructed via VOD, Live and Simulated Live Media to provide a near Satellite Viewing experience via the interactive back end system.

We can provide a remote access Live TV Channel which enables a MTV or BBC News 24 Channel to be created with ease using remote desktop technology and is only advisable to serious media companies.

Pricing Table for Committed Bandwidth Streaming

Product	VOD Only, Low Capacity	VOD Only, High Capacity	Live TV Channel with VOD
Price	£199.00/Week	£399.00/Week	£999.00/Week
Inclusive Bandwidth	25 Meg	100 Meg	250 Meg
Inclusive Storage	100Gb Raid 5 Storage	250Gb Raid 5 Storage	500Gb Raid 5 Storage
Peak Burst Capacity	10,000Mb Fibre Line	10,000Mb Fibre Line	10,000Mb Fibre Line
Overage Price / Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Play Out System	Simulated Live Playlist	Simulated Live Playlist	PlayBox Live System with Titling
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	12 Months with 3 Months Notice	12 Months with 3 Months Notice	12 Months with 3 Months Notice
Set Up Fee	£4,990 Setup inc Graphics	£6,990 Setup inc Graphics	£12,990.00 Setup inc Branding

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.
Deposit equal to 13 weeks will be required for start up & low credit rated companies for all accounts

All accounts have full reporting and usage statistics which are displayed in real time.

Optional Extras:

CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

4. Online Radio: Live Broadcasting

Online Radio is a system which allows your business to broadcast to a large audience. The maximum audience available is 100,000 people concurrently at 128kps Stereo DAB Quality. We provide an encoder unit which is fully managed remotely and the account can also be provisioned with a dedicated managed ADSL or SDSL line.

Pricing Table for Committed Bandwidth Streaming

Product	Radio 10	Radio 50	Radio 100
Price	£25.00/Week	£99.00/Week	£199/Week
Managed Connectivity	Optional	Optional	Optional
Show Recording	This will not record	This will record all shows for AOD	This will record all shows for AOD
Advertising System	Pre-roll Audio Advertising	Pre-Roll Audio/Video Advertising	Pre-Roll Audio/Video Advertising
Inclusive Bandwidth	10 Meg	50 Meg	100 Meg
Inclusive Storage	10Gb Raid 5 Storage (AOD)	25Gb Raid 5 Storage (AOD)	50Gb Raid 5 Storage (AOD)
Peak Burst Capacity	10,000Mb Fibre Line	10,000Mb Fibre Line	10,000Mb Fibre Line
Overage Price / Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Streaming Formats	WMA, FLA, MP3 (up to 320kps)	WMA, FLA, MP3 (up to 320kps)	WMA, FLA, MP3 (up to 320kps)
Min Contract	12 Months with 3 Months Notice	12 Months with 3 Months Notice	12 Months with 3 Months Notice
Set Up Fee	£999 Setup including encoder	£1999 Setup including encoder	£1999 Setup including encoder

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday. Deposit equal to 4 weeks will be required for start up & low credit rated companies for all accounts

All accounts have full reporting and usage statistics which are displayed in real time.

Optional Extras:

CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

5. Eye Player: Broadcaster Platform

Eye Player is for existing broadcasters who currently own a Sky EPG Channel or another traditional television channel. Eye Player will empower your television channel with the ability to watch online and also with the ability to record and add the files to video on demand area enabling viewers to watch again or watch any missed broadcasts.

The revenue model surrounding this product is either subscription, pay per view or free to view with pre-roll advertising models. This system can be branded and embedded in to your existing channel website or can be used as the primary website.

Pricing Table for Committed Bandwidth Streaming

Product	Eye Player 25	Eye Player 100	Eye Player 1000
Price	£299.00/Week	£499.00/Week	£2,299.00/Week
Inclusive Bandwidth	25 Meg	100 Meg	1000 Meg
Existing Channel Encoding	WMV/FLV from Satellite Link	WMV/FLV from Satellite Link	WMV/FLV from Satellite Link
VOD Deployment	Automatic FTP / Recording	Automatic FTP / Recording	Automatic FTP / Recording
Channel Broadcast Bit Rate	800kps and 1500kps	800kps and 1500kps	800kps and 1500kps
Inclusive Storage	100Gb Raid 5 Storage	250Gb Raid 5 Storage	500Gb Raid 5 Storage
Peak Burst Capacity	10,000Mb Fibre Line	10,000Mb Fibre Line	10,000Mb Fibre Line
Overage Price / Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	12 Months with 3 Months Notice	12 Months with 3 Months Notice	12 Months with 3 Months Notice
Set Up Fee	£3,999.00 Including Branding	£5,999.00 Including Branding	£7,999.00 Including Branding

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

Deposit equal to 13 weeks will be required for start up & low credit rated companies for all accounts

All branding will be reviewed and discussed in full before deployment with full branding plan.

Optional Extras:

CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

6. Stream Monitor: Digital Eyes

The Stream Monitor from Prostream is a product that can go to your stream link, be it a Video on Demand or a Live Video Source and monitor that it is functioning fully. The system will not only check the stream is there and accessible but will also check for buffering time, frame rate, frame dropping and the quality of the image. If the video has paused or the feed is frozen this will also report and notify up to 5 different people via email or SMS.

Stream Monitor can be used to monitor your live streams via Prostream or it can be used with any external Flash or Microsoft Silverlight/Media Player feed. If the live or VOD stream is delivered by Prostream the system will automatically inform internal technical support so they can attempt to resolve your issue before you are even aware if you wish.

	Set Up Price	Weekly Price
Live Streaming Monitoring for Prostream Customer:	£99.00/Feed	£69.00/Stream
VOD Stream Monitoring for Prostream Customer:	£99.00/Feed	£29.00/Stream
Live Stream Monitoring for External Streaming Supplier:	£199.00/Feed	£99.00/Stream
VOD Stream Monitor for External Streaming Supplier:	£199.00/Feed	£69.00/Stream

1. The above quotations are based on up to 2 Meg Stream. If you require up to 8 Meg HD and HQ Streaming feeds these are charged at double the above rated costs.
2. All accounts come with a full reporting system and email/SMS notification system.

7. Local TV: Community TV Platform

The Local TV Platform is an Online TV model with a fully dedicated local village, town or city revenue model. This revenue model is based around video advertising, sponsorship and a corporate video directory and is fully trained via a 5 day residential course.

No video production skills are required and all of the services that cannot be delivered within the local area can be covered within the Prostream Group. The only commitment is £1,000 so that you can present your idea to Prostream management and get awarded your local town as an exclusive partner business.

Book your meeting via the Sales Representative and pitch your success for your local town.

Pricing Table for Usage Method of Streaming

Product	Village Stream	Town Stream	City Stream
Exclusive Licence	£5,990.00	£9,990.00	£17,990.00
Price	£199.00/Week	£399.00/Week	£999.00/Week
Inclusive Bandwidth	50 Meg	100 Meg	500 Meg
Advertising Model	Fully Included	Fully Included	Fully Included
Model Training	1 x 5 Day Residential Course	2 x 5 Day Residential Course	4 x 5 Day Residential Course
Raid Storage	1 x 1Tb Raid 10	2 x 2Tb Raid 10	5 x 2Tb Raid 10
Peak Capacity	1,000 Meg CAT 6 1:1	2 x 1,000 Meg CAT 6 1:1	5 x 1,000 Meg CAT 6 1:1
Overage Price/ Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	3 Years with 3 Months Notice	3 Years with 3 Months Notice	3 Years with 3 Months Notice

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

Optional Extras:

CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

8. EventStream – Live Streaming

EventStream is a flexible product for events organisers & agencies alike, due its flexible billing & support mechanism & the simplicity of the billing cycle. The EventStream platform has a full live video, on demand & audio streaming mechanism with the ability to provide a pay to view transaction for each particular viewer.

The Live Video streams can be embedded in to an existing site, run from the internal managed system & also via pop up window from a primary corporate website or social networking infrastructure such as facebook & twitter.

Pricing Table for Usage Method of Streaming

Product	The Live Lounge	The Great Hall	The Stadium
Price	£250.00 1 st Day £100.00 per Extra Day	£500.00 1 st Day £300.00 per Extra Day	£2500.00 1 st Day £1250.00 per Extra Day
Inclusive Bandwidth	100 Gb per Day	1,000 Gb per Day	10,000 Gb per Day
Example Hours @ 500kps	500 Hours/Day	5,000 Hours/Day	50,000 Hours/Day
Inclusive Storage	10Gb Raid 5 Storage	25Gb Raid 5 Storage	60Gb Raid 5 Storage
Peak Burst Capacity	100 People at 800kps	1,000 People at 800kps	10,000 People at 800kps
Overage Price / Gb*	£0.30/Gb	£0.20/Gb	£0.10/Gb
Streaming Formats	FLV/WMA/MP3/WMV/WMVHD	FLV/WMA/MP3/WMV/WMVHD	FLV/WMA/MP3/WMV/WMVHD
Min Contract	1 Day	1 Day	1 Day
Set Up Fee	Free of Charge (1 Hour Setup Included)	Free of Charge (1 Hour Setup Included)	Free of Charge (1 Hour Setup Included)

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

A Deposit for 50% is required to secure the booking and 50% Required 24 hours before broadcast

Each day of rental is deemed to be 24 hours from 6am – 6am on the following day

Option Extras:

EVENTCODER LEASE	Hardware Encoder Rental (Ready Configured & Remotely Monitored)	£250.00/Day
EVENTCODER PRO	Encoding technician & Hardware via supplied dedicated Internet Link	£850.00/Day
EVENTSAT	Attendance of Satellite Broadcast Truck with encoding technician	from £1150.00/Day
ETICKET 1000	Pay to View Events is available with Credit Card Pre-Booking	£250.00 Setup + 10% of Transactions

Please note that the Event Stream product can be delivered as a full service supply with full production and camera crew for all types of events and quotations are available on request at extra cost.

9. DediStream - Managed Servers

DediStream Servers are dedicated units which are based on our unique scalable 10 x 10e network, providing your business with an unmatched network performance across UK and Europe. DediStream Servers have a lightening fast network speed globally although we can mirror all data and live streams globally via our CDN Network if requested.

All of our Servers are Dell Poweredge units with fully redundant power supplies and networking to provide a 100% SLA Agreement with all of our clients. If you order two or more servers they are all connected via an additional 20:1 Gigabit Network as standard so that all traffic between the devices can be independent of the public traffic for added performance.

DediStream Streaming Servers based on Metered Committed

Product	DediStream 25	DediStream 100	DediStream 1000
Price	£99/Week	£299/Week	£1999/Week
Inclusive Bandwidth	25 Meg (95 th)	100 Meg (95 th)	1000 Meg (95 th)
Server Chassis	Dell Poweredge R410	Dell Poweredge R410	Dell Poweredge R710
Operating System	Windows 2008 Data Centre Edition	Windows 2008 Data Centre Edition	Windows 2008 Data Centre Edition
Processor Power	1 x Quad Core 2.66	2 x Quad Core 2.66	2 x Quad Core 2.66
	8Gb of RAM	16Gb of RAM	16Gb of RAM
Raid Storage	1Tb Raid 1	2Tb Raid 10	4Tb Raid 5
Peak Capacity	1,000 Meg CAT 6 1:1	1,000 Meg CAT 6 1:1	10 Gig-E Fibre 1:1
Overage Price/ Meg*	£4.00/Meg	£3.00/Meg	£2.00/Meg
Streaming Formats	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD	FLV/WMA/WMV/MP3/WMVHD
Min Contract	12 Months with 3 Months Notice	12 Months with 3 Months Notice	12 Months with 3 Months Notice
Set Up Fee	£299 Setup Fee / Free on 12 Month Payment in Advance	£299 Setup Fee / Free on 12 Month Payment in Advance	£999 Setup Fee / Free on 12 Month Payment in Advance

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

Please note that all Servers are based around an acceptable usage policy and strict hosting terms and conditions. Please provide full details of the requested delivery media to check if this will comply with our company policies.

10. MobiStream – Mobile Streaming

The bandwidth for Mobile delivery is billed as a fully managed service to the UK and European Mobile Networks. Their delivery policies are for ever changing as well as the formats that the mobile devices require. If required we can facilitate an option to broadcast channels live via our transcoder units which will convert any Satellite TV Channel or a WMV Live Feed from any source.

Pricing Table for Metered Bandwidth

Product	MobiStream 100	MobiStream 1000	High Capacity
Price	£99/Week	£199/Week	£299/Week
CMS Portal Branding	Fully Branded	Fully Branded	Fully Branded
Inclusive Bandwidth	100Gb	1,000Gb	2,000Gb
Raid Storage	100Gb Storage	250Gb Storage	500Gb Storage
Peak Capacity	10,000Mb (10 Gig-E)	10,000Mb (10 Gig-E)	10,000Mb (10 Gig-E)
Overage Price/ Gb*	£0.30/Gb	£0.20/Gb	£0.10/Gb
File Formats	MP4/3GP/HTTP/iPhone	MP4/3GP/HTTP/iPhone	MP4/3GP/HTTP/iPhone
Min Contract	3 Months with 4 Weeks Notice	3 Months with 4 Weeks Notice	3 Months with 4 Weeks Notice
Set Up Fee	£3,999.00 Set Up	£3,999.00 Set Up	£3,999.00 Set Up

*All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

Optional Extras:

MOBISTREAM LIVE	Live Transcoded Satellite TV Channel or WMV feed	£199.00/Week
CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

11. PhoneStream – VOIP & SIP

PhoneStream is a product which allows the use of high quality streaming to provide a virtual telephone system, very low capital spend, fully managed & monitored telephone system with zero cost between sites & dramatically reduced call spend for peak time UK & global calling.

The system allows phones to be connected to an existing internet line to provide a Soho style of working for employees, but with the extensive features of a full specification telephone system at each site. You can have 10 people in the office each with an additional telephone at home with call forwarding, remembering that each telephone can be any where in the world with free calls between the phones.

Transferring of calls between sites and direct DDI numbers are included with simple online training via video examples.

	Set Up Price	Monthly Price
Price Per Employee (Min 5): (Including telephone number)	£150.00	£5.00/Month
Group of 10 Sequential DDI Number:	£50.00	£25.00/Month
Extra Telephone Numbers:	£10.00	£3.00/Month
Fax to Email Telephone Number:	£10.00	£5.00/Month
Free UK Land Line Calls:	£25.00	£10.00/Month

12. In Store Television Delivery

In Store TV is the delivery of scheduled audio & video content to promote your retail outlet to browsing customers.

In Store Radio Pricing Policy

	Type of Channel	Set Up Fee	Weekly Fee	Extra Hours
INSTORE 24 MUSIC	Scheduled Music	£5,500	£499/Week	£35 Pre-recorded
INSTORE SIMULIVE RADIO	Radio	£8,500	£999/Week	£25 Pre-recorded
INSTORE LIVE RADIO	Live Radio	£15,500	£2,499/Week	£60 Live £25 Pre-recorded

8 Hours Pre Live or Pre-recorded per day, 7 days per week with branding. Price includes delivery to up to 10 stores at 128kps Stereo/Mono with each additional store charged at £15 per store per week. All of the above includes estimated licensing for the broadcast only & 24 hour technical support.

In Store TV Pricing Policy

	Type of TV Channel	Set Up Fee	Weekly Fee	Management Hours
INSTORE 24 TV	4 Hour Loop In Store	£2,500	£199/Week	£75 per Hour
INSTORE SIMULIVE TV	Scheduled In Store	£8,000	£499/Week	£75 per Hour
INSTORE LIVE TV	Scheduled In Store with Ticker	£11,500	£599/Week	£75 per hour

8 Hours Pre Live per day, 7 days per week with branding

Full Service Delivery Including AV install and full agency roll out services are available on request

Optional Extras:

CONNEX START UP	24 Meg ADSL 2+ Managed Internet Link to the Prostream Network	£15.00/Week
CONNEX DSL	SDSL 2 Meg Internet Link in to the Prostream Network	£49.00/Week
CONNEX DEDI	100 Meg Managed Lease Line Service in to the Prostream Network	£750.00/Week

13. VOD PLATFORM – IPTV System (1/3)

The VOD Platform is the flagship product in the Prostream range. This product allows anyone to trade as either View TV (www.viewtv.co.uk) or similar with 900 TV channel platform as a 'Sky Online Experience'. This product is for a serious media provider and is sold based on country option only, e.g. Australia. This system will be part of a company and infrastructure audit to ensure that the demand of the product can be covered in full.

Platform Functions Facilities Overview:

1. Deliver up to 900 web based or live satellite relay television channels using a scalable Platform. Each channel has separate user access controls and storage area and has all of the features of the Online Television product from Prostream.
2. VOD Platform provides the ability to add multiple channels per external customer so they can have a single point login.
3. Deliver various media types from Silverlight and Flash Videos (.wmv, SWF & FLV), Audio Streaming (MP3 & WMA) as well as picture and download formats including .zip, .jpg, .gif and .pdf.
4. Deploy up to 900 Live Satellite and Traditional Television channels relay streaming via downstream encoding from Broadcast Centre, all available within 7-14 days.
5. Deliver credit card transactions for both Pay Per View (PPV) and Subscription based services with the ability to handle global currencies which is controlled on a per channel basis. Grouping of broadcast channels is available if justified in full via Prostream.
6. Pre-Roll Video Delivery System and Banner Advertising System with full control within the platform per media. All advertising campaigns are added via an external agency system e.g. AdsWizz/Dart which interfaces with the Platform.
7. The system provides a full revenue generation system by selling off the 900 channels to media content and live channel owners wishing to broadcast to your chosen country.
8. The system is fully managed and is part of an 24/7 managed infrastructure with a dedicated platform manager to support your business with the ability of using the existing internal team as interim resource.
9. The channels are deployed via an existing testing plan for all clients via your channel manager.

13. VOD PLATFORM – IPTV System (2/3)

The costs for VOD Platform are structured so there is a core level service with additional overage costs for storage and bandwidth. These costs are automatically added and are calculated on a weekly basis although each package is limited to the maximum burst rate.

Product	VOD Platform 100	VOD Platform 1000	VOD Platform 2000
Country Licence & Set Up	£100,000.00	£140,000.00	£180,000.00
Licence Restrictions	Exclusive Country Specific	Exclusive Country Specific	Exclusive Country Specific
Set Up Days Included*	15 Days x 3 People	20 Days x 3 People	25 Days x 3 People
Inclusive Bandwidth	100 Meg CDR	1,000 Meg CDR	2,000 Meg CDR
Inclusive Storage	2 x 2Tb Raid 10	10 x 2Tb Raid 10	20 x 2Tb Raid 10
Peak Burst Capacity	2 x 1 Gb Capacity	1 x 10 Gig-E Capacity	2 x 10 Gig-E Capacity
Max Concurrent Viewers	1,250 @ 1500kps	6,250 @ 1500kps	12,500 @ 1500kps
Overage Price/ Meg**	£3.00/Meg	£2.00/Meg	£1.50/Meg
Video Streaming Formats	WMA/WMV/WMVHD (not FLV)	FLV/WMA/WMV/WMVHD	FLV/WMA/WMV/WMVHD
Available Channels	900	900	900
Web Channels Included	10	25	50
Satellite Channels Included	12	24	36
Min Contract	3 Years with 3 Months Notice	3 Years with 3 Months Notice	3 Years with 3 Months Notice
Product Development***	Included	Included	Included
Dedicated VOD Manager	5 Days (5:1)	5 Days (5:2)	5 Days (5:3)
Weekly Hosting Fee	£3,999.00/Week	£6,999.00/Week	£9,999.00/Week

* Set Up Days are included in the Country Licence and set up days, additional days will be charged as per the additional costs

**All bandwidth is measured on a 95th Percentile Calculation Policy and is calculated on a weekly basis at 6am every Monday.

***Product Development will provide deployment of new versions every month on the first Tuesday in the month and any other upgrades required.

Core Level Option Extras:

VOD STB	HD IPTV Set Top Box Software can be enabled with Hardware (Minimum of 1,000 Boxes to be ordered)	£299.00 per box + £0.30/Week/Box
VOD STORE	Additional Storage Space Available in 2Tb Deployments	£199.00/Week including Deployment

13. VOD PLATFORM – Additional Options (3/3)

The additional options available on the platform enable you to extend the number of channels the platform has active and provide interim resource to deliver customer or internal channels. These can be purchased at any time during the contract.

ID	Description	Estimated	
		Set Up Cost	Ongoing Cost
1.	Dedicated additional web only channel to the platform Dedicated dual infrastructure with 100% SLA	£2,500.00	£199.00/Week
2.	Additional Web Only Channel using existing Infrastructure Using existing infrastructure to deliver the channel	£250.00	£49.00/Week
3.	Add a Satellite channel for VOD TV	- Single Encoder	£2,000.00
		- Dual Encoder (100% SLA)	£3,000.00
4.	Add an Eye Player Channel for existing Broadcasters	£5,000.00	£499.00/Week
5.	Website Content and Copy Writer in English		£250.00/Day
6.	Channel Manager for Outsourced Channel Management		£425.00/Day
7.	Graphical Design, Brand Design, Web Design & Imaging		£425.00/Day
8.	Video Editing, Repurposing and Encoding		£550.00/Day
9.	.NET / SQL Platform Development		£550.00/Day
10.	Platform Consultancy or Training Services		£750.00/Day
11.	Content Consultancy Agreement, for content licensing (Estimated based on 5 Days)		£5,000.00

All data bandwidth is charged via the core service agreement for all products.

14. Prostream Consultancy Services

Prostream Consultancy Services are available to provide an interim resource or to provide an end to end development. You can purchase the time in either an hourly, daily or weekly rate providing a cost advantage for longer commitments.

	Hourly Rate	Daily Rate	5 Day Rate
Website Content and Copy Writer in English	£30.00	£250.00	£1,100.00
Channel Manager for Outsourced Channel Management	£60.00	£425.00	£2,000.00
Project Management and Tracking	£75.00	£550.00	£2,500.00
Graphical Design, Brand Design, Web Design & Imaging	£60.00	£425.00	£2,000.00
Video Editing, Repurposing and Encoding	£75.00	£550.00	£2,500.00
.NET / PHP / SQL Platform Development	£75.00	£550.00	£2,500.00
Online Media Revenue & Road Map Consultancy	£225.00	£1,425.00	N/A
Legal Contracts & Trading Terms (Law)	£310.00	N/A	N/A

Please note that all costs are based on their current location with travel costs, global communication charges and boarding expenses quoted as an additional fee, but will be pre-determined by a best estimate basis.

15. Streaming Media Reseller Accounts

Streaming Media Reseller Accounts provides your business with the ability to receive a payback value based on the monthly referrals. All costs will be billed at the rate as quoted within this price list and then all resellers will receive a commission bonus based on the monthly funds generated for the business.

Prostream is very flexible in the way you would like to bill your clients. The customer of the reseller can either be billed directly by Prostream or the Reseller can be billed by Prostream so that the reseller can provide a white labelled service with the ability to add a profit margin.

The revenue payout will be paid on Monday of every week to the following values:

	Payout Value per Week
£0.00 - £999.99	5.0% of funds
£1,000 – £9,999.99	7.5% of funds
£10,000 - £19,999.99	10.0% of funds
>£20,000.00	15.0% of funds

Please note there is a minimum commitment of a single Prostream Hosting Product for the reseller business to a value of £250.00 per week or more to be deemed as an Approved Prostream Product Reseller.