

SKIP

Love

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AMAZING! STUDIOS

rathergood

SKIP

"Rathergood TV seized the chance to create channels that captivate audiences, attract advertisers, and empower content owners to thrive. Unlike other FAST channel operators bogged down by high fees and inefficiencies, Rathergood offers a streamlined joint venture, transforming the FAST channel business through teamwork. We launch channels to the public within a month and we pay revenues within 28 days changing the landscape of ad-funded content business and aligning it with the success creators have had with YouTube."

"Earn **Two Thirds** of Revenues – Keep the Content Factory Running!"

ELEVATOR
PITCH

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Content
is King

AMAZING!

TOP 10

1. We partner with content libraries and brands to build FAST Channels,
2. We curate channels we do not auto-schedule,
3. We fill 100% of the ads & report live,
4. We distribute channels everywhere,
5. We pay ad-revenues within 28 days,
6. We do direct & social media marketing,
7. We skip more than half of the middlemen,
8. We add channels to audiences in days not months,
9. We make sure the distribution deals are profitable,
10. We make content, FAST channels and creators fly.....

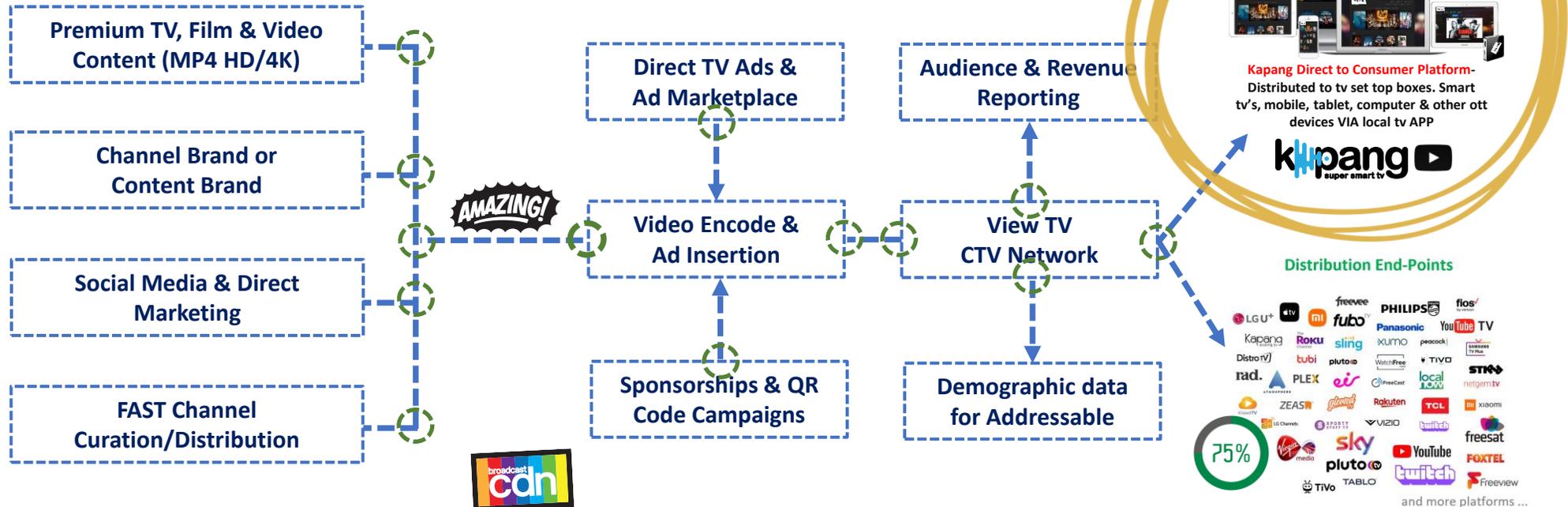


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Stage 1 Origin Pickup

2 SRT

Stage 3 Monetization Process

Stage 4 Channel/Content Distribution

Stage 5 Consumer Consumption



75%



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**AVOID THE
COWBOYS WITH
RATHERGOOD.....!**

VS

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	Cineverse	FastChannels.tv	SoFAST	Invincible	YouTube TV	Rathergood TV
Channel Name is Content Brand	Yes	Yes	Yes	Yes	Yes	Optional
Channel Marketing Across Platforms	No	No	No	No	Yes	Yes
Channel Social Media Marketing	No	No	No	No	Yes	Yes
Live Audience Revenue Dashboard	No	No	No	No	Yes	Yes
Channel made available for distribution	Yes	Yes	Yes	Yes	Yes	Yes
Revenue Payment Terms	90-120 Days	90-120 Days	90-120 Days	90-120 Days	28 Days	28 Days
Average Viewing Time - [HOURS]	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000	1,000,000
Average Ad-fill CPM [CPM Value]	\$25.40	\$25.40	\$25.40	\$25.40	\$15.10	\$18.10
Avg Number of available Ad-Spots	24,000,000	18,000,000	24,000,000	20,000,000	15,000,000	20,000,000
Average Ad-fill Success	36%	31%	26%	21%	100%	100%
Content Channel Gross Revenues (GROSS)	\$219,456	\$141,732	\$158,496	\$106,680	\$226,500	\$362,000
DSP Operator Deduction	20%	25%	25%	25%	20%	20%
Ad-Market-Place Deduction	20%	20%	20%	20%	20%	15%
SSP Operator Deduction	20%	20%	20%	20%	0%	0%
3rd Party CTV Platform Revenue Share (Samsung Plus/Plex/Kapang)	50%	50%	50%	50%	45%	25%
Additional Revenues - Sponsorship & In-Video Ads	\$15,800.83	\$0.00	\$0.00	\$0.00	\$33,975.00	\$90,500.00
Est NET Channel Revenue 1m/hrs. {NET}	\$71,982	\$34,016	\$38,039	\$25,603	\$113,703	\$275,120
Channel Partner Deduction	50.00%	70.00%	40.00%	50.00%	0.00%	33.33%
Technology Fees (Playout/CDN/SSAI)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Marketing Budget for 1m Hours (Cross CTV/Social Media/Direct)	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Estimated total revenue received per 1m hours	\$30,991	\$5,205	\$17,823	\$7,802	\$108,703	\$178,423
Total NET Revenues Earned	14.1%	3.7%	11.2%	7.3%	48.0%	49.3%
Est Ad-fill Wastage (Missed \$\$\$ from poor ad-fill & missed sponsors)	\$197,071.49	\$144,566.64	\$169,590.72	\$119,481.60	\$40,770.00	\$28,960.00
Total 3rd Party Deductions for FAST Channels	\$188,465	\$136,527	\$140,673	\$98,878	\$117,797	\$183,577
	85.9%	96.3%	88.8%	92.7%	52.0%	50.7%

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SHIP



RATHER GOOD

Monetizing Premium Content Globally

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OOH

Radio
IS WORD OF MOUTH

AMAZING!
IDEAS

NETFLIX

Samsung
TV Plus

LIVE!

tubi

ALLIED
ESPORTS

VOD FACTORY

LIONSGATE

hulu

SPORT

kids

pluto tv

sports

ai scale

in-store
experience

apple tv

fatherhood

VOD FACTORY.



LIVE **AMAZING!**

A collection of logos for various streaming services and devices, arranged in a grid. The logos include: k|upang, The Roku Channel, sling, xumo, peacock, SAMSUNG TV Plus, redbox., mi xiaomi, DistroTV, tubi, pluto TV, WatchFree VIZIO, TIVO, STK, PLEX, hulu, rad., PLEX, eir, FreeCast, TalkTalk, sky glass, fubo TV, YouTube TV, NETFLIX, ZEAS, glened TV, Rakuten, local NOW, LG, and twitch. The text "...and many, many more" is placed between the LG and twitch logos.

Download on the App Store
GET IT ON Google Play
Get it on Windows 10
Available on amazon.com

Distribution Network

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WOW



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"FAST Channels and AVOD have seen exciting growth, but audiences now demand more content and a cable-like streaming experience. Rathergood delivers realistic revenues by enhancing ecosystem efficiencies and applying a high attention to detail, offering a low-risk monetization solution to empower content studios and broadcasters to push the boat out with FAST....."

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TO BE CONTINUED...



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**Thank
You**

**Please send your content lists and content
to us for evaluation. If you have any
branding please forward details of the social
media and audience engagement statistics.**

Back.office@viewtvx.com

