
Bigado.TV

Executive Summary

The Background

Internet Protocol Television (IPTV) and all its auxiliary services have the potential to give the viewer a vastly enhanced entertainment experience, open up the broadcasting landscape and transform TV-focused marketing techniques.

IPTV involves broadcast content being streamed over a broadband IP network, rather than a traditional analogue or the more advanced digital terrestrial transmission methods.

The integration with other Web-based services can be seamless. IPTV promises a consolidated entertainment and internet centre - based on the common denominator of IP - where you can perform a wide range of actions, literally at the click of a button.

Throughout the world, IPTV has continued to grow in subscribers. This new technology has been pegged to be the next great internet breakthrough.

Like telecommunications, the broadcast television sector is living through a period of rapid change. Audiences are fragmenting as the handful of national channels that originally broadcast on analogue migrate to digital terrestrial transmitters, and accommodate new services. At the same time, high definition is increasing the quality expectations of viewers and changing production techniques.

Broadband is challenging the status quo with the introduction of a new distribution channel for television and video entertainment. Broadband now offers a delivery channel that offers an alternative to the traditional television and radio broadcast business model.

The latest developments in mobile TV and video consumption will be a central strand in digital lifestyles. As the communications and media industries converge, opportunities to serve the digital home expand. This is just part of a broader trend towards a digital lifestyle, characterized by media on the move, digital delivery of media to the home and accessible media storage within the home.

IPTV offers two core benefits over the current satellite TV and analogue TV offerings.

- Price - it should be less expensive,
- On-Demand Access - Allows the viewer to watch what they want, when they want to.

IPTV promises significant innovations, such as allowing viewers to upload their own home movies to the central network and invite friends to watch them. In addition, it will be possible to give movies additional interactivity, such as instant messaging, e-commerce (where items like a movie star's sunglasses can be ordered and purchased), and multiple camera angles of a single sports scene. There will also be greater interactivity in advertising. Matthyser uses the example of a luxury car advertisement, where the user should be able to "take control" of the camera and view the inside of the car, for instance.

bigado.TV
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- Home & Garden
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- Lifestyle
- Lifestyle & Living
- Local
- Movies & TV Shows
- Music
- News
- Politics
- Psychic
- Religion
- Science & Technology
- Shows
- Sports
- Travel
- Universities
- Videos (Blog/Vlogs)
- Viral Videos
- Weather

Featured Channel

Profet Profet1 00:33

Last Added Channels

TBS	CW	TNT	Red A.D. venir Internacional
Views: 2381 Added: 2007-09-11 Category: Entertainment Movies & TV Shows	Views: 16 Added: 2007-09-11 Category: Entertainment	Views: 322 Added: 2007-09-11 Category: Sports Sports/Shows & TV Shows	Views: 324 Added: 2007-08-22 Category: Religion

Primetime Episodes

CBS InMentube FOX TV

More NCIS

Television News

PBS Series, "Independent Lens" Wins First Primetime Emmy
"A LION IN THE HOUSE," an Inspiring Documentary About Childhood Cancer Wins "Special Merit in Nonfiction Programming"

Biggest Loser Club, the Companion Subscription Web Site to the Hit NBC Primetime Reality Series, "The Biggest Loser," Introduces More Social Networking Capabilities, More Meal Planning Features, More Workouts and Fitness Tools and Hundreds of New Recipes This Season
"The Biggest Loser" Premieres September 11 on NBC

TV Celebrities Hosting SemperComm Golf Classic
Annual Event Attracts Actress Keri Turner and Actor Matthew Laborteaux

Over 40 Million to View BET Special "HIP-HOP vs. AMERICA" Featuring H3's President and CEO, Dr. Ben Chavis
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Wine-TV.com to Join WatchWi-FiTV.com as Exclusive Wi-Fi TV Station Bringing Internet TV to the Wine and Watch World
Live Chat, Sales of Limited Edition Wines and Original Programming to Be Part of Station Launching October 1

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The IPTV broadcaster will benefit from extremely accurate stats on consumer viewing habits.

The Market

The market for IPTV video services will reach \$26.3 billion in 2011, up from \$779.2 million in 2006, not including advertising and value-added TV services, according to iSuppli's "IPTV Content & Services 2007: Telecom Companies Turn up the Heat."

Moreover, in addition to video services, value-added offerings such as access to digital music, on-demand gaming, data services and home security are expected to total some \$1 billion by the end of 2010.

Some other findings from the iSuppli report:

- North America will account for more than \$10 billion in IPTV subscription revenue by 2011.
- Pay-per-view and video-on-demand services will combine to generate nearly \$300 million in revenue in 2007, as many IPTV deployment strategies focus on next-generation video services. Therefore, competition for services is likely to revolve around features and benefits rather than price.
- Advertising will also be a significant revenue source as IPTV operators leverage behavioral targeting and interactivity to deliver unique value to advertisers. As a result, IPTV-based advertising revenue will surpass \$1 billion in 2010.

The Opportunity

Thousands of video producers are creating innovative, entertaining, informative and provocative television content that is never slotted for broadcast over traditional television networks

There is an opportunity to negotiate with several global content providers and provide an IPTV distribution outlet. Motion picture studios, television networks, organizations and individuals can publish unlimited amounts of broadcast video content to the network, providing consumers with unparalleled choice in television programming and control over their viewing experience.

A new category of television networks is developing and will take advantage of exiting broadband infrastructure to deliver TV-grade, full-screen video programming directly from producers to consumers.

Additional content can be provided in a model similar to You Tube with members providing their own content and sharing among themselves.

The media can be played on computers, TVs, iPods and cell phones.

The Product

BigadoTV utilizes an innovative and secure technology to aggregate and search index distributed third party media that helps prevent piracy of content, and makes sure all video content is properly categorized, of TV-grade quality and always available.. The system also integrates tightly with RSS, providing content producers with easy publishing to multiple video systems. Video is obtained from RSS feeds and seeded it onto the service network.

BigadoTV will be distributed by all means necessary to reach its users and will also be accessible on the Internet via www.bigadotv.com.

Users will also be able to access **BigadoTV** eventually via cell phones, bluetooth (for example, on university campuses), satellite, and, we hope, even commercial television.

The Company

BigadoTV is owned and operated by Bigado Networks, a Nevada Corporation. The corporate website is <http://www.bigadonetwork.com>

Competitor Analysis

Top 5 Competitor				
	Company Name	Website URL	Industry	Estimated Revenues
Competitor 1:	Joost	http://www.joost.com	IPTV	\$450,000
Competitor 2:	Shopping.com	http://www.shopping.com	Comparison Shopping	\$645,000,000
Competitor 3:	Ask.com	http://www.ask.com	Seach Engine / Network	\$2,400,000,000
Competitor 4:	Google	http://www.google.com	Seach Engine	\$11,280,000,000
Competitor 5:	Yahoo	http://www.yahoo.com	Seach Engine	\$4,000,000,000

Competitor Analysis

Company Name	Website URL	Industry	\$ Raised	\$ Pre-Money Valuation	Funding Date
TheFind	http://www.thefind.com	Comparison Shopping	\$15,000,000	\$6,500,000	07/13/2007
Right Media	http://www.rightmedia.com	Media Advertising	\$7,500,000	\$22,500,000	04/15/2006
Pod Show	http://www.podshow.com	IPTV/Video	\$15,000,000	\$7,500,000	09/28/2006
Lead Point	http://www.leadpoint.com	Lead Generation	\$2,000,000	\$3,500,000	10/17/2006
Joost	http://www.joost.com	IPTV	\$45,000,000	\$16,000,000	05/09/2007

Strategic and Distribution Partnerships

Bigado Networks will pursue a vigorous strategy of partnerships with third party media content businesses. Currently, the feature channel is a financial news broadcaster – www.mn1.com – Market News First.

Management Team

J. Michael Davis, President and CEO, is the founder of Bigado and has been deeply involved in the internet and computer worlds. Extensive business experience includes financial consulting, and investment banking. His technical background includes CompTia A+ certification, Cisco Certified Network, Solaris 9 Operating Environment, Linux Operating Systems, JAVA, XML, and many web-development tools. Dr. Davis received his BA from North Texas University and his DDS from Baylor College.

Douglas Bachelor, Chief Technology Operating Officer, brings tremendous experience as a technology executive with an exceptional record of successfully growing technology businesses. Previously, he turned around Cleanwise, a janitorial products procurement management company growing the business to \$12 million by its 2nd year and restructuring the technology and operations infrastructure. He co-founded SinglePoint Financial, Inc., a leading-edge financial services industry company, establishing the product & technology model, raising angel funding, building the marketing channels, and leading the company through acquisition. In addition to his MBA from the Univ. of North Dakota, Mr. Bachelor holds BS degrees in computer technology and chemistry from Minot State College and Indiana Univ.

Viorel Craescu, Director of Design and Development, Viorel joined Bigado Networks in 2003 as a web designer and he was named Director of Design and Development in June 2004. Before BigadoTM, Viorel was co-founder of a private company focused in corporate identity and web technology solutions. He has experience in combining both the design and technology into a strategy for business sense. Viorel's expertise is the ability to create a valuable entity as a web presence and how to profit with that development.

J. Todd Jones, Chief Marketing Officer, prior to joining Bigado Networks, Jones has served as Director of Sales and Marketing for several telecommunication and media companies. In addition Todd was president of his own advertising firm. Mr. Jones holds a Bachelor of Science degree in Business Administration & Marketing from Southeastern Oklahoma State University.

Exit Strategy: Bigado Networks anticipates it will be publicly traded or acquired within 2 to 3 years of funding. It has identified strategic acquirers in both horizontal and vertical markets. Prospective horizontal acquirers include broadcast and media companies. Vertical acquirers include include Microsoft, Google, Yahoo, and AOL. In addition, Bigado Networks, Inc. anticipates entities will be spun off from the parent company in the next several years of operation one of which is Bigado.TV.

Investment Opportunity Summary

- **Bigado Networks, Inc. is currently raising \$5,000,000 in a Private Placement**
- **Term sheet available**
- **For more information, contact Michael Davis**
- mdavis@bigado.com (817) 917 - 0219

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