



Thank you for your interest in ITV and ITV LIVE

Our goal is to provide you with a cost effective marketing, promotional tool that will assist your efforts in reaching your goals while keeping your costs to a minimum.

Below you will find the information you requested about a new broadcast television and internet series currently in production.

ITV Productions, LLC
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www.itvnw.com

ITV (Independent Television)

This dynamic, half-hour broadcast television series includes live, educational and entertaining performances, behind-the-scenes reporting and interviews with artists, designers and entrepreneurs anchored by professional and dynamic hosts.

ITV-LIVE

ITV-LIVE is a hour long digital video series currently featuring live DJ's (Disc Jockey's), VJ Battles (Video Jockeys), and Laptop battles in an exciting new digital video series.

The ITV/ITV-LIVE Difference

People watch ITV and ITV-LIVE because it features *reality that matters*. It's financed and produced locally and our goal is to create television about the people, for the people, and by the people. ITV and ITV-LIVE's unique and exciting content energizes the community and has developed loyal and trackable viewership.

Reach

ITV broadcast television episodes are aired on KONG (Western Washington) reach 20,000 viewers every week. ITV is also currently downloaded via the Internet through iTunes and TV Tonic by over 150,000 viewers per week.

ITV-LIVE currently has over 140,000 downloads every week. The show was selected by Apple's iTunes team to be featured in their highly competitive "New and Noteworthy" section of their iTunes store. ITV-LIVE has also been selected as a "Featured" stream by UStream. This totally new and dynamic stream is also listed in UStream's9io featured and featured archived sections for mobile viewing devices anywhere there is cellular service.

Target Demographic

The ITV brand targets males and females from the ages of 18 to 35 but the content is accessible to people of all ages. ITV has approval to air on ten FOX and three BELO affiliate stations throughout the Pacific Northwest (Washington, Oregon, and Idaho), exceeding 200,000 square miles and 2.5 million viewing households. In addition to this, all ITV content including ITV-LIVE is available for download on 18 major sites that include iTunes, YouTube, Revver, and Dailymotion.

Visibility and Branding

Promotional association with ITV and ITV-LIVE creates high visibility and augments brand development. Communicating your message through ITV and ITV-LIVE will ensure your commercial visibility with viewers by familiarizing your company, products and services.

Market research continues to show that online multimedia and programming are the most significant and effective promotional tools for generating new consumer growth.

Management

ITV's Executive Producer is Darran Bruce. He has over 28 years of film and television experience ranging from modeling, acting, directing, and producing. ITV is the third broadcast television series that he has produced and aired in the last 7 years.

ITV-LIVE is the first live, online production launched in mid 2009. Mr. Bruce is also an Apple Certified trainer on Final Cut Pro and DVD Studio Pro. He has completed End-user training on Final Cut Pro, DVD Studio Pro, Motion, Soundtrack Logic, and Shake.

Audience size

ITV and ITV-LIVE both have had tremendous success in the broadcast television and internet realms respectively. For one show, per week the audience is as follows -

Podcast/LIVE Viewers - ITV - 45,000 per week, ITV-LIVE - 60,000 per week

ITV Broadcast television viewers - 20,000 per week

Radio Listeners - 10,000 per week

Total audience size - 135,000 per week

Note: Website impressions, 7 second drop impressions, in-show advertising, and residual fall over was not included in the numbers. It also does not include residual numbers for post views on the internet indefinitely through iTunes, YouTube, MySpace, etc. Podcast, television, and radio statistics provided by GoDaddy, Nielsen, Stowell, and Scarborough.

ITV-LIVE - Packages

The minimum commitment is 13 weeks and payment must be made one month in advance.

Silver - \$30 per week, \$390 for 13 weeks

One hour per week, added to calendar, show recorded online only (low resolution), live postings on Twitter, Facebook, and MySpace to the ITV-LIVE online viewers every 10-30 minutes during performance.

Gold - \$40 per week, \$520 for 13 weeks

Same as above, show recorded at broadcast television quality and high resolution online version produced.

Platinum - \$50 per week, \$650 for 13 weeks

Same as above, included in Podcast series (currently receiving 20,000 downloads per day) and in LIVE rotation for up to four weeks, (i.e. the performers show would be rebroadcast LIVE for a maximum of four weeks.)

Titanium - \$60 per week, \$720 for 13 weeks

Same as above, choice of locked time slot (available days permitting), weekly event posting on Facebook, priority on A-List slots (when available), links included in the ITV Newsletter (5,000+ mailings per month).

Discounts

There will be discounts for multi-seasonal and multiple time slot purchases.

Multi-seasonal discounts are: 10% discount for six month buy and a 15% discount for 12 month buy. Multi-slot discounts are: 10% discount for double/triple buy and a 15% discount for a quad slot buy.

There is also an incentive program in place to earn "free time" slots. Contact us directly for further details.

Note - The performers are also encouraged to promote and distribute links to their performances to increase their viewership and create a loyal following by setting up Events on FaceBook, MySpace, sending newsletters, email blasts, text messaging, Twitter feeds, blog posts, etc. ITV will provide the equipment during the performer's slot(s) to assist in doing this during their performance.

Comparison of costs

ITV Productions provides broadcast television quality equipment, professional audio and lighting equipment for every ITV and ITV-LIVE production. To purchase all the equipment needed to produce an equivalent series would cost an estimated \$20,000 (see chart below). The personnel and equipment costs each week for one production of eight hours would cost around \$5,000.

The advantage of working with ITV-LIVE is that the necessary equipment and personnel are *included* for as low as \$30-\$60 per hour.

Here is a breakdown of the equipment and personnel needed to carry out a one-hour production of ITV-LIVE based upon industry standards.

Equipment/ Personnel	Purchased/Hired	Rented/Contracted	ITV Produced
6 Broadcast cameras	\$12,000	\$800	Included
5 Computers	\$6,000	\$600	Included
2 Broadcast Switchers	\$4,000	\$200	Included
3 Monitors	\$600	\$75	Included
1600 watt lighting	\$300	\$50	Included
Producer	\$50,000 per year	\$1500 per day	Included
Director	\$45,000 per year	\$1,250 per day	Included
Editor	\$45,000 per year	\$600 per day	Included
Production Assistant	\$28,000 per year	\$150 per day	Included
Space rental	\$6,000 per year	\$400 per day	included
Total	\$190,900 per year	\$5,225 per day	\$30-\$60 per hour

The cost savings to work with ITV/ITV-LIVE greatly outweighs the alternative options of production by offering a 98% cost savings then if the performer were to hire their own crew for one day.

Terms and Conditions-Specific to ITV-LIVE

1. Performers are required to arrive 45 minutes (one hour preferred) before their scheduled air time . Failure to do so may result in forfeiture of their time slot with no refund. In the event of three forfeitures, ITV Productions has the right to cancel the performers slot with no compensation to the performer.
2. All payments will be prepaid by the 5th of each month and late payment may be subject to a 20% late fee.
3. ITV Productions will provide basic equipment for the performer to use such as turntables, CDJ's and mixer. It is the performer's responsibility to bring any additional equipment that they might require like needles, cords, laptops, records, cd's, banners/posters, logos/graphics or videos.
4. A 96 hour cancellation notice is required that must be submitted via email to itvlive@itvnw.com. In the event of a cancellation the performer will not receive a refund but they will receive an additional slot dependent on availability.
5. ITV Productions will provide branding material to assist performers to use their current marketing outlets to promote their session like Facebook, Twitter, MySpace, text messaging, etc. Doing so is STRONGLY recommended. All performers will log into one of the above accounts during their slot and either an ITV employee or the performer will actively send posts a minimum of every 10-30 minutes.
6. All performers will fill out the ITV-LIVE questionnaire that will be used during the LIVE performance interview.
7. All performers will provide a track list prior to performing that will list: artist, title and label for legal purposes. Track lists must contain all songs that are going to be played and additional songs that may be played in place of original track lists. If there is not a track list provided 45 minutes before the performer goes live, the performers session may be cancelled.
8. ITV Productions holds the rights to all content produced and will license the content to the performer to be used at the performer's discretion as long as it does not compromise the mission statements or integrity of ITV Productions, ITV, or ITV-LIVE. ITV Productions reserves the right to recall or delete any segments that they produce.
9. These terms and conditions may be modified at anytime without notification to the performer.

Thank you again for taking the time to review this document. ITV Productions looks forward to the opportunity to help you build your consumer base and visibility. Feel free to contact us with any questions you may have.

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