

Bandcasts

Bandcasts is an aggregator of Live Music/Video performance content from Venue partners for IP distribution and monetization over the Company's Online Broadcasting Platforms available 24/7 with the ability to be viewed anywhere, anytime and on any device.

The Company's Venue-centric approach will deliver a strong monetary incentive for Venues which so far appear to be left out of the revenue streams available to labels, artists and other rights holders.

Bandcasts expects to provide superior revenue opportunities for all stakeholders due to the Company's low cost model coupled with no legacy baggage.

Advertisers and sponsors will have the opportunity through the ongoing developments in dynamic real-time analytics to instantly deliver their message to a targeted demographic thereby exceeding their current ROI on static web expenditures.

Social Media, which is ideal for this real-time environment, will be integral in the promotion and community building aspect of the Company's business.

The Company's competitive advantages will lie in its ability to execute on the elements identified below:

- Proactive Competitive Intelligence
- Dynamic Team and Culture
- Focused Content Aggregation/Syndication/Venues
- Potent Content Management System (CMS)
- Cutting Edge Online Broadcasting Platforms (OBP)
- Precise Real-time Analytics
- Upscale Advertiser/Sponsor Partners
- Effective Promotion/Social/User Generated Content (UGC)
- Superior Artist/Venue/Rights Monetization
- Exciting Productions and Original Programming
- Premier Content Distribution Networks (CDN)
- Continuous Research & Development

Summary

Putting "Mom and Pop" websites that will never reach critical mass onto the Bandcasts Live Music/Video Network will be a key component of the Company's implementation to scale.

With the convergent, complimentary and enhanced capabilities of the Internet, Advertising, Mobile, Broadcasting and Social platforms the path is clear to the realization of the Company's plan. We see Revision3, an IPTV start-up, as the embodiment of the model we hope to achieve in the Live Music/Video space.

Bandcasts expects to be a disruptive force in the music industry by providing superior economic impact for the Bandcasts ecosystem while providing engaging content to users that allow the Company's sponsors and advertising partners the ROI they seek. Just as high frequency trading has taken over Wall Street, the same algorithm based execution will dominate the online advertising business going forward.

Bandcasts bringing the Thrill and Feel of Live Music to the Internet and Beyond