Distribution & Monetisation of Online Video with Advanced Analytics
Rightster provides cloud-based services that optimise the distribution and monetisation of live and on-demand video.

www.rightster.com

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Key Highlights

In a year which included our admission to AIM, the company has seen significant growth in its global business.

Financial Growth
- Net revenue up from £1.9 million\(^1\) to £6.2 million
- After adjusting for terminated contracts, Net revenue up from £0.3 million\(^1\) to £3.0 million

Successful IPO
- Raised £20.4 million on admission
- A market capitalisation of £69.8 million at admission
- Provided the access to capital to support strategic objectives

Mergers and acquisitions
- Acquisition of Preview Networks, a European distributor of film trailers and branded content which brings a continuing relationship with Hollywood studios, including Warner Bros, Paramount and 20th Century Fox
- Acquisition of the assets of Sportsyndicator, a UK display advertising sales agency
- The above acquisitions have enabled Rightster to grow its geographic reach, range of capabilities and talent pool

New deals across all verticals
- A four year deal for AFL’s international live streaming subscription service
- Streaming live fashion runway shows for IMG from New York to Sydney
- Managing Barcroft Media’s YouTube channel and enhancing their audience development
- Press Association joined Rightster’s YouTube Multi-Channel Network

### Financial Highlights

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<th>12</th>
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<tr>
<td><strong>Total Transaction Value £m</strong></td>
<td>11.0m</td>
<td>3.9m(^1)</td>
</tr>
<tr>
<td><strong>Net Revenue £m</strong></td>
<td>6.2m</td>
<td>1.9m(^1)</td>
</tr>
<tr>
<td><strong>Average Monthly Video Views millions per month</strong></td>
<td>249.5m</td>
<td>160.7m</td>
</tr>
<tr>
<td><strong>Gross Profit £m</strong></td>
<td>0.6m</td>
<td>–3.5m(^1)</td>
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\(^1\) Nine months ended 31 December 2012.  
\(^2\) Total Transaction Value: This shows the total amount of business facilitated through Rightster. It sums the total exchange of revenue between Rightster partners before revenue shares are distributed.

\(^3\) After adjusting for terminated contracts, Net revenue is £3.0 million (nine months ended 31 December 2012: £0.3 million).
At a Glance

Rightster is a cloud-based global video distribution and monetisation network that enables Content Owners to upload content once and commercialise everywhere.

What we do
Rightster provides cloud-based services that optimise the distribution and monetisation of live and on-demand video. Our software and services make it simple for sports, fashion, news, entertainment and film rights holders to enhance the value of their video whether on a licensed, ad-funded, direct to consumer or paid placement basis.

Our ‘upload once – commercialise everywhere’ solution extends the reach of live and on-demand video content to web, mobile and connected TV audiences via customers’ own sites, social channels, portals, platforms, online newspapers, magazines and blogs as well as Rightster’s multi channel network (MCN) on YouTube.

Our strategy
We have a pure B2B focus so we don’t compete with our Content Owner and Publisher clients. Rather, we concentrate on enabling our clients to reach and engage their desired audience as effectively and efficiently as possible. This is achieved through our suite of software-enabled and value-added services. We are fully focused on tangibly improving results for our clients and regularly invest in R&D to drive continuous product innovation on our platform.

Our second generation software platform has been specifically designed with clients’ needs in mind and is on track to roll out this year. Enhanced feature sets, audience data insights and evolving self-service functionality will bring many benefits to clients, generate further efficiencies to Rightster’s operations and deliver new revenue streams. With our highly leveraged operating model, our goal is nothing short of becoming the industry leader in this rapidly expanding global market.

Locations
- London
- New York
- Bangalore
- Gurgaon
- Copenhagen
- Berlin
- Madrid
- Milan
- Paris
- Stockholm
- Melbourne

Vertical Content Streams

**News**
Breaking domestic and international news, from current affairs to the latest celebrity gossip.

**Sport**
Live and on-demand coverage from the action-packed world of sport.

**Film**
Trailers and preview content for the latest Hollywood movies, world cinema, and home entertainment releases.

**Fashion**
Live runway shows and backstage interviews from the most iconic events in the fashion calendar.

**Entertainment**
From the best in original programming to emerging music artists and the web’s hottest viral videos.
### The Rightster Network

Rightster has recruited a range of blue-chip clients across a range of content genres and stakeholder types. Rightster’s network comprises premium Content Owners and Publishers.

<table>
<thead>
<tr>
<th>Count</th>
<th>Description</th>
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<tbody>
<tr>
<td>183+</td>
<td>Staff across ten countries</td>
</tr>
<tr>
<td>65+</td>
<td>Staff in our R&amp;D team</td>
</tr>
<tr>
<td>7,500+</td>
<td>Publishers in our pre-connected network</td>
</tr>
<tr>
<td>850+</td>
<td>Content Owners on our pre-connected network</td>
</tr>
</tbody>
</table>
Chairman’s Statement

Rightster has achieved an extraordinary amount since it was founded, from a tiny team winning its first charter customers in 2011, to reaching over 2.5 billion cumulative views and flotation on the public market in 2013.

The online video market is growing rapidly. Global revenues totalled £9 billion in 2012 and are predicted to rise to £24 billion by 2017.

Video currently accounts for the majority of all consumer internet traffic (Cisco, 2013)

Global revenues for online video predicted to rise to £24 billion by 2017 (Informa, 2012)

OTT video as a percentage of total consumer internet traffic, 2012-2017

My career to date has been focused on the intersection between media and technology, with a particular focus on the monetisation of video in recent years. When the opportunity arose to become interim Chairman of Rightster in November 2013, it was a natural fit.

Rightster has achieved an extraordinary amount since it was founded, from a tiny team winning its first charter customers in 2011, to reaching over 2.5 billion cumulative views and flotation on the public market in 2013. The proposition for investors and clients is clear – Rightster has demonstrated its ability to provide compelling offers to the marketplace with impressive traction to date, and, with a natural network effect and further planned releases of software and services, is poised to continue this trajectory.

The online video market is growing rapidly. Global revenues totalled £9 billion in 2012 and are predicted to rise to £24 billion by 2017 (Informa ‘OTT Video Revenue Forecasts, 2011-2017’, November 2012). There is no more better content format than video for engaging audiences, and its usage and popularity are set to increase quickly in the coming years. As global internet usage and speeds continue to grow, online video is fast becoming the medium of choice to communicate news and events across a variety of sectors. Indeed, over-the-top (OTT) video currently accounts for the majority of all consumer internet traffic (60%) and is expected to further increase its share in the next few years (‘Cisco Visual Networking Index: Forecast and Methodology, 2012-2017’, May 2013). Advertisers are hot on the heels of this trend – according to the Internet Advertising Bureau, there was a 24% increase in global internet advertising spend on digital video from H1 2012 to H1 2013 on millions of websites across the globe. I’m all too aware of the fragmentation that makes accessing this opportunity difficult for media businesses. However, Rightster enables Content Owners, Publishers and Brands to overcome this fragmentation, and access the huge promise of online video.

For the Company, the highlight of the year was our flotation on AIM in November 2013. £20.4 million was raised and the proceeds have been and will continue to fund working capital for operations and completion of Rightster’s second generation platform, and possible monetary advances for clients. The credibility and profile resulting from the IPO is sure to propel the business forward over the coming years.

Our Board was strengthened ahead of the IPO with the addition of two new Non-Executive Directors – David Mathewson (previously the CFO of Playtech Limited) and Michael Broughton (currently Managing Partner at Sports Investment Partners LLP). David brings a wealth of experience in both the financial sector and software industries (having served on the board of Rodime plc, Macromac plc and 24/7 Gaming Group plc) and Michael brings extensive knowledge and expertise to our sports vertical. They join our other Non-Executive Director Jack Barnett and our Executive Directors Charlie Muirhead (Rightster CEO) and Charl de Beer (Rightster CFO). Our Board has developed a very strong working relationship over the past few months.

Rightster continues to bolster its management team, ensuring it has the capabilities and experience on board to execute on its strategy and capitalise on forthcoming opportunities. Notable hires this year include: Simon Walker as Chief Commercial Officer (previously Global Strategy and Business Development at BBC, EMI, EMAP); Greg Prosl as VP Publisher Solutions US (previously Video Publisher Development & Partnerships at AOL 5min); and Sanjay Mohan as VP Engineering (previously Senior Director at Yahoo! and CTO at Enterprise Nube). These executives join an already strong team of executives and employees in ten countries.

On behalf of the Board, I would like to thank all the investors, customers and employees that have supported and formed an integral part of Rightster’s successes to date. Rightster’s journey continues to be an exciting one, and I look forward to the opportunities that lie ahead.

Mark Lieberman
Non-Executive Chairman
I founded Rightster with the vision of enabling media companies to overcome the huge fragmentation in the online video market and build successful businesses online, where TV-scale audiences could be engaged and monetised effectively.

2013 was a significant year for Rightster. Building on the cornerstone deals won in 2012, we set out to scale our network of Content Owners and Publishers and were thrilled to add premium clients such as AFL, IMG, Barcroft, Press Association, the Daily Mail, the Evening Standard and AOL. Tactical acquisitions enabled us to scale the business even more rapidly with Preview Networks (Europe’s leading distributor of film trailers) bringing us pan-European reach and the assets of Sportysyndicator (a UK media sales organisation) securing us a larger network of sports Publishers. Improving the platform experience for our growing base of clients was also a key focus and I’m pleased with how the team have captured client requirements and enhanced the feature set of the existing platform whilst evolving the design and architecture of the forthcoming second generation platform in line with client needs.

The acceleration in our average monthly view figures throughout 2013 is testament to the scale that we’ve achieved to date. H1 2013 saw a 30% increase on H2 2012 (with average monthly video views growing from 123.3 million to 160.7 million) and H2 2013 saw a further 55% increase on H1 2013 (with average monthly video views growing from 160.7 million to 249.5 million). The total amount of business being facilitated through Rightster (in the form of total exchange of revenue between Rightster partners) is also showing impressive growth. We monitor this as Total Transaction Value and I’m very pleased to report that this has risen from £4.0 million in 2012 to £11.0 million in 2013.

Identifying the potential for a surge in growth in the online video market was one of the primary factors that drew me to this sector. I also noticed the challenges brought about by an ever-expanding amount of Content Owners, most of whom were trying to reach the right audience across diverse geographies, time zones and multiple devices, whilst a growing number of Publishers and platforms tried to locate the optimum content for their audiences. In May 2011, I founded Rightster with the vision of enabling media companies to overcome this huge fragmentation in the online video market and build successful businesses online, where TV-scale audiences could be engaged and monetised effectively. We implemented a three phase approach in order to achieve this.

The first phase saw us focus on key charter customers to achieve proof of concept on the Rightster offering. In the fashion vertical, Rightster engaged the British Fashion Council (BFC). BFC had no in-house digital video capability but possessed premium live and on-demand rights (London Fashion Week). Through Rightster’s platform, network and services, the BFC was able to reach over 200 Publishers in 130 countries, unlocking new revenue streams with little upfront investment or risk. Through BFC’s live rights, Rightster recruited hundreds of key Publishers with an interest in fashion content and used this connection to recruit hundreds more Content Owners and Publishers both in and outside the fashion industry. Rightster was then able to use this ‘audience network’ model to enter multiple content genres, including sports (where we secured SNTV), news (winning ITN), and entertainment and viral content (partnering with Viral Spiral Group). By finding premium ‘must have’ rights from blue-chip clients, we were able to recruit Publishers, which in turn drove further recruitment of Content Owners. Feedback from clients was invaluable during this period, ensuring Rightster offered the precise ‘minimum viable product’ to the market.
The goal of the second phase of growth in 2013 was to further automate the platform, drive network effect and achieve scale. Key Content Owners we secured during this period included AFL, Barcroft, IMG, Press Association and the International Hockey Federation and key Publisher wins included the Daily Mail, the Evening Standard, The Independent, Muzu TV, AOL and Daily Motion. These client wins helped broaden our scale across all of the vertical content streams. We seized the opportunity to further increase our scale through the acquisition of Preview Networks which brought pan-European reach and the assets of Sportsyndicator which expanded our network of sports Publishers. Throughout 2013, we cultivated new ways to further automate our platform, improving features and usability for our clients as well as scoping, designing and specifying the architecture for our second generation platform. Our flotation on AIM in November 2013 enabled us to raise Rightster’s profile, fully finance the business and solidify our position to further capitalise on the substantial market opportunity.

In our third phase of growth, post-IPO, we are focused on becoming the dominant player in this rapidly evolving market. We’re excited about the forthcoming release of our second generation platform which will bring a step-change in self-service functionality, benefiting all of our clients. Further efficiencies to Rightster’s operations will also result and we expect it to enable us to deliver new revenue streams. We are also keen to utilise our data capabilities to further enhance the audience insight service that we can offer to our clients during this phase. In order to further accelerate our growth, we will continue to consider strategic acquisition opportunities if they could add customers to our network, provide additional expertise and monetisation potential or expand our geographic footprint.

The market opportunity in this sector is huge and growing quickly, and Rightster is well configured to take advantage. The Board of Directors considers that the leading players in this sector are likely to reach hundreds of millions of pounds sterling revenue, with the dominant player likely to reach billions. We have a strong track record to date, as evidenced by our ability to recruit and retain premium clients, and consistently grow our scale year-on-year. The continuous improvement of the software platform, combined with expansion of the breadth and depth of the pre-connected network and release of new value-added advanced services provide significant upside potential.

The outlook for 2014 is promising. I’m delighted that Rightster continues to demonstrate acceleration in its video traffic with average monthly video views for Q1 2014 estimated at 355 million per month, a 28% increase on Q4 2013 and a 147% increase on Q1 2013. We have also proven our ability to successfully integrate – I’m thrilled to report that, in March 2014, Rightster’s network ranked No.1 in Comscore’s UK sports advertising category for unique users, reaching 8.3 million unique users in the UK, a direct result of the success of our integration of the assets of Sportsyndicator. Exciting client wins continue to grow Rightster’s scale with Agence France-Presse (AFP), one of the world’s leading global news agencies and the India Today Group, a significant win in the growing Indian market, being recently added to the Rightster network. I’m confident that we will continue to build and expand upon our recent successes over the coming year, maintain the exceptional value that we deliver to our clients and maximise potential returns to our shareholders.

Charlie Muirhead
Chief Executive Officer

Case Study

The Australian Football League (AFL) is the highest-level professional competition of Australian Football, and the best-attended sporting league in Australia. Through the AFL Commission, the AFL also serves as the sport’s governing body and strives to develop new markets and build a stronger relationship with supporters at all levels by providing the best sports entertainment experience possible.

Challenge
- Build a direct to consumer paid subscription platform to deliver live and on-demand AFL matches to fans outside Australia
- Amplify international revenue & audience growth for the AFL via the digital subscription service (now called ’Watch AFL’)

Solution
Rightster delivered a direct to consumer subscription platform that:
- Serves all territories outside of Australia
- Works across multiple platforms
- Allows digital subscription via a variety of packages and in multiple currencies
- Drives user engagement via social features

Results
- Rightster developed and deployed the subscription platform within four months
- In the second year of partnership on the service, subscriptions are 70% up at the current stage of the season compared to the prior year
- Rightster is also pleased to support AFL’s recent social initiative which enables offshore Australian Defence Force personnel to access AFL games on Watch AFL at no charge

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We’re excited to announce the launch of Watch AFL with Rightster and look forward to taking Australian Football to a global audience. We selected Rightster on the strength of its experience in providing digital distribution solutions for major sports rights owners across the world.

Gillon McLachlan
CEO, AFL

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Market Overview

Online video is booming – globally consumers are increasingly viewing their video content online, across a huge range of platforms (e.g. YouTube), and Publishers (e.g. Mail Online), on an increasing number of devices.

The market we are serving:

- **Online video is booming**
  According to Informa’s ‘OTT Video Revenue Forecasts, 2011-2017’ (November 2012), aggregate global revenues for the sector totalled £9 billion ($11 billion) in 2012 and are forecast to rise to £24 billion ($37 billion) by 2017

- **Video dominates online traffic**
  Video is currently the most significant use of all consumer internet traffic (at 60%), and is forecast to increase to 69% of all consumer internet traffic by 2017, according to ‘Cisco Visual Networking Index: Forecast and Methodology, 2012 – 2017’ (May 2013)

- **The audience is global**
  Recent news from YouTube reveals that ‘more than one billion users visit YouTube each month, spending more than six billion hours watching video’ (Aug 2013)

We anticipate that the growth in popularity of online video content, with the increased traffic it creates, will continue to attract rising levels of advertising spend to this area of the market. We expect value to continue to migrate from the £260 billion TV market into the online video market.

**Market Fragmentation**

Prior to the advent of high speed fixed and mobile broadband networks and devices such as internet enabled TVs, mobile phones and tablets, content was traditionally produced by production companies, who sold content directly to a handful of TV channels across which their audience was distributed.

Today, this distribution opportunity is fragmented, with very diverse types of organisations owning and producing content, including news agencies, Brands, events, newspapers, celebrities, charities and creative agencies.

The audience for these content producers is spread across a large range of sites, including platforms, newspapers, magazines and blogs and is spread across many geographies, time zones and an increasing number and variety of devices.

**The pain points**

Attempting to deliver an economically viable in-house digital solution across this fragmented network is extremely complex and resource-intensive. A strategy must be defined and a multi-disciplined team employed, possessing relevant commercial, technological, marketing, operational and data skills.

The product architecture must then be defined and technology suppliers sourced, negotiated with and integrated. The Content Owner must build a network of commercial relationships through sales meetings, negotiations, contracting and integrations. This approach is expensive, can come with higher risks, and is not considered central to many core media strategies.
Case Study

Sports News Television (SNTV) is the world’s leading sports video news agency. It has set the standard for sports news gathering in its 18 years as the world’s most comprehensive provider of fast, relevant and high-quality sports news and highlights.

Challenge
- Enable SNTV, a specialist sports news video agency, to cater to digital audiences by distributing and monetising its content in different formats and on multiple platforms.
- Enable SNTV to reach a wider range of clients through additional business models.

Solution
- Rightster provides a full end-to-end solution to manage SNTV’s digital workflow, from delivery to distribution, whilst allowing SNTV to retain centralised control and visibility.
- By utilising Rightster’s pre-connected network, SNTV is able to make its content available to a wider range of niche Publishers and sports specific networks.
- Rightster is one of SNTV’s partners who manages the distribution of SNTV’s content as a consumer-direct SNTV brand to portals such as YouTube, Dailymotion, AOL and via a recently launched Samsung connected TV app.

Results
- SNTV achieved quick entry into the digital marketplace with minimal upfront cost.
- Additional revenue streams were created for SNTV, including revenue stemming from licensed, YouTube, and ad-funded content.
- Rightster increased SNTV’s Publisher base.

“By working with Rightster, we’ve built a service that delivers on clients’ editorial and technical needs, while allowing us to expand our potential sales targets.”

Martin Kay
Managing Director, SNTV
Rightster’s ‘upload once – commercialise everywhere’ solution enables Content Owners, Publishers and Brands to engage audiences and transact with optimal efficiency, without the significant investment and risk associated with an in-house solution.

The Group’s distribution and monetisation service is supported by three capabilities:

**Software innovation**
A team of approximately 65 people are dedicated to Research and Development, all tasked with continually upgrading and enhancing the software product to better serve clients’ evolving needs.

Upgrades to the core platform can be deployed efficiently due to its modular design, constructed as a service-oriented cloud-based architecture for maximum scalability. As a software-focused business, Rightster can take advantage of a single technology platform to add customers at low marginal cost.

Further automation and self-service tools are intended to allow Rightster to provide more advanced services to more customers without adding significantly to the cost base.

**Pre-connected network**
New clients can access a large and growing pre-connected network of partners, with over 850 Content Owners and over 7,500 Publishers.

Content Owners can quickly access a diverse range of Publishers with pre-agreed commercial agreements and technical integrations. Publishers are able to access a wide range of rights-cleared, relevant premium content across Rightster’s multi-genre catalogue.

Rightster benefits from a ‘network effect’ – as each Content Owner is added, the network becomes more attractive to Publishers; as each Publisher is added, integration becomes more attractive to Content Owners.

**Data and advanced services**
Rightster employs specialist teams that offer a range of advanced services including audience development on YouTube, Facebook and Twitter, premium advertising and sponsorship sales, content marketing, live event streaming and 24/7 support. Rightster can also provide clients with audience insight and intelligent automation from its data capabilities.
Monetisation models for clients
Rightster supports a full range of monetisation models, enabling clients to flexibly optimise their commercial policies to maximise the value of their content.

Rightster’s cloud-based platform supports payment by any of the four primary stakeholders for the distribution of content:

- Publishers – Pay for rights to display content on their sites
- Brands and Media Agencies – Pay to advertise alongside content
- Content Owners – Pay to ensure their content is viewed by the right audiences
- Audiences – Pay to access specific content

In supporting all types of transaction types, Rightster allows clients to fully outsource their online video back offices to Rightster, and quickly adapt to market trends, as new monetisation models emerge in this rapidly changing market.

Rightster’s revenue model
Clients access Rightster’s solution as a service, through which they are able to benefit from a range of different revenue models to optimise the value of their live and on-demand content online. Rightster charges clients with two primary models: Revenue shares and Service and Support fees.

Revenue share
The Group’s primary revenue model is to take a share of the revenue due to customers. This model aligns business outcomes for both parties and means that costs are primarily only charged to the customer when revenue is delivered. This is contrasted to those companies attempting an in-house solution, which may require significant up-front investment without guarantee of return. Typical revenue shares range from 20-50% and vary based on the level of service allocated to each customer and the scale of the business opportunity. Rightster’s revenue share is reported as Net revenue (i.e. gross transaction revenues minus any commission due to third parties).

Service and Support fees
The majority of Rightster’s revenue is generated on a revenue share basis, though Rightster also offers hosting, premium services and additional software features at the client’s request for additional monthly fees. Clients can also opt for a premium support package for additional fees.
Our Services

Rightster’s services are enabled by a ‘Software as a Service’ (SaaS) platform, supporting distribution and monetisation of both live streams and on-demand video content.
Rightster can monetise the content through ad-funding, licensing, paid-placement, or consumer subscription services. Rightster then reports, invoices and pays stakeholders as appropriate.

The Rightster platform supports the following activities:

- **Flexible uploads**
  Full support for multiple formats and delivery methods to streamline content upload. Live streaming also supported

- **Granular rights management**
  Content owners create rules and schedules for protection of rights across Publishers, geographies, time ranges, and devices

- **Discovery and distribution**
  Content Owners can showcase their content in a dedicated portal or as part of a genre specific portal and distribute to a pre-connected network of Publisher sites, platforms and social networks. Publishers can access content from a variety of sources and can either use Rightster’s own media player or a third party solution to easily publish that content

- **Monetisation**
  Content owners can adapt their monetisation models to maximise the value of their content – whether through licensing deals, ad-funded distribution, or direct to consumer partnerships. The targeted dynamic ad-insertion delivers advertising based on demographic, geography and genre, amongst other things. Multiple revenue split models per Content Owner can be created to support a range of commercial arrangements

- **Reporting and analytics**
  Data from Rightster’s own player, YouTube, and third party players is aggregated and consolidated for easy and up to date comparisons

- **Billing and settlement**
  Rightster manages the complex billing and settlement arrangements necessitated by a range of monetisation models, across multiple destination sites

Eight core benefits to clients:

- **Low investment**
  With Rightster primarily taking a share of a clients’ revenue there are lower up front costs and minimal entry fees

- **Centralised control**
  Rights management software enables granular control of content distribution, including by geography, timeslot and Publisher

- **Flexibility**
  Rightster’s software enable clients to take advantage of new devices, revenue models, sites and apps

- **Revenue**
  Content owners can maximise their monetisation through different revenue models such as ad-funded, licensed, paid-placement, or consumer subscription services

- **Transparency**
  Performance data is collated from each destination site to one dashboard. Reconciled financial statements are produced periodically

- **Proven product**
  Clients get proven product and service, rather than risk building their own solution

- **Accelerated time to market**
  Clients can benefit from reduced cost and bring new products to market faster than building their own solution

- **Audience reach**
  Rightster’s distribution to a pre-connected network of Publishers enables access to potentially larger audiences

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**Case Study**

**IMG Fashion** is the world’s leading producer, marketer and partner to the international fashion community. Its various properties open the gateway to Style, Innovation and Trends. IMG Fashion’s presence is felt across the globe including Berlin, Istanbul, London, Mumbai, Miami, Milan, Moscow, New York, Sydney, Tokyo, Toronto and Zurich.

**Challenge**

Support IMG live streaming its Mercedes-Benz Fashion Weeks in New York, Miami, Toronto, Australia and Berlin and:

- Increase reach and brand awareness for designers and IMG Fashion internationally
- Increase revenue for IMG
- Use digital innovation to cement IMG as a leader in the fashion space

**Solution**

- 360 distribution of Live and VoD content to IMG’s own site, the fashion Publisher network, the MBFW YouTube channel, Twitter and Facebook as well as physical venues like the MACY store windows
- Sponsorship of live streams by Brands including TV Networks like SHOWTIME®

**Results**

- Six million+ total impressions in 194 countries with an average engagement time of eight minutes
- 655,421 views on Live streams
- 220 Publishers hosted the Live and VoD content, including The Daily Mail, New York Times Style Magazine, Huffington Post Style and Style.com

More and more style savvy influencers from around the world are tuning in to see the latest collections live and via our video on demand gallery. Designers are able to immediately connect with their consumers and buyers who can’t always travel to the event, driving engagement in the lead up to the Collections hitting the retail floor.

Jarrad Clark
Global Creative Director, IMG Fashion Events & Properties
Rightster has a world class team of digital media natives, with the unique capabilities and experience to execute on Rightster’s strategy and capitalise on forthcoming opportunities.

1. Charlie Muirhead
   Founder and Chief Executive Officer
   At 19, Charlie organised the buyout of the Music Bank from Hilton Sounds Plc. He then started Orchestream Holdings plc, which centralised automated management of intellectual property networks. By 24, Charlie had floated Orchestream on the LSE and NASDAQ, with a market capitalisation peaking at over £1 billion. Previous ventures include: iGabriel NV, Nevagent Limited and a small online video production company which produced and distributed online TV shows. Charlie founded Rightster in May 2011.

2. Charl de Beer
   Chief Financial Officer
   Charl joined Rightster after 10 years (the final six years spent as CFO) at On Demand Group Limited (ODG), a leading premium content rights aggregator. At ODG, Charl managed the group’s licensing and commercial exposure as well as its expansion into over 18 international markets. Prior to ODG, Charl managed the group’s licensing and commercial exposure as well as its expansion into over 18 international markets. Prior to ODG, Charl was finance director of Delapse (Pty) Limited. Charl is a qualified Chartered Accountant and completed his training at KPMG, Johannesburg.

3. Tabitha Goldstaub
   Co-founder and Head of Brand Partnerships
   Tabitha began her career as Video Syndication Director at £3m, distributing content online across a network of Publishers, portals and blogs, including the hit content ‘Trinny & Susannah: What They Did Next’. Following this, Tabitha co-founded Rightster where she currently heads up Brand Partnerships. Recognised as one of the industry’s leading young talents in Media Week’s 30 Under 30 in 2012 and chosen as one of London’s ‘Silicon 60’ in the Evening Standard’s technology hotlist in 2014.

4. Sumit Gupta
   CTO and Co-founder
   Sumit has a wealth of experience in the technology sector, having built technical teams and advanced software solutions for Fortune 500 companies. He was the creator of Tarantula, the world’s first WYSIWYG web authoring tool and at ActOnMe (now Oxylabs), he architected the largest adopted Google Gadget from India. He has developed both large-scale data acquisition systems and custom-designed chat servers at SEGA Dreamcast. He has also conducted lectures on emerging technologies at the Indian Institute of Technology in Delhi.
Simon Walker  
Chief Commercial Officer  
With 20 years’ experience in the digital and creative industries, Simon is an accomplished media innovator. He has led global strategy and business development functions at the BBC, EMI Music Publishing Limited and EMAP plc. Simon has been at the heart of the media’s transformation to digital, from the BBC’s first ever video-on-demand strategy in 1998, to developing YouView, in 2012. As Chief Commercial Officer, Simon has executive responsibility for all of Rightster’s global content and commercial partnerships.

Sanjay Mohan  
VP of Engineering  
Sanjay’s technical and managerial experience spans 20 years, across start-ups and established organisations. Sanjay has held the positions of CTO of EnterpriseNube, Senior Director of the Cloud Platforms Group within Yahoo!, and Associate VP and Unit Head of Product Incubation at Infosys Technologies Ltd. He has also worked for IBM, leading their DB2 product development activities. Sanjay began his career as a Senior Software Engineer at Altera Corporation and subsequently worked for Liberate/Oracle as Engineering Program Manager.

Steve Furminger  
Global VP of Operations and Delivery  
Steve has over 20 years’ experience across all digital platforms. His previous roles include Advisor to the board of MoMedia International Limited, CTO of Rapp, Digital Consultant for Carlson Marketing, Head of Digital at Bluhalo Ltd and Head of Development at Endemol UK. As Global VP of Operations and Delivery at Rightster, Steve is responsible for overseeing the development of cross platform and off-platform applications as well as all aspects of technical solutions delivery for clients.

Michael Eyles  
Head of Platform Strategy, Architecture and Requirements  
Michael has a sustained record of successfully delivering leading edge technical solutions, from inception to operation, in both start-up and blue chip environments. Previous roles include Chief Architect & Delivery Lead at Key Criteria Ltd, Technical Director at BT Vision (where he established BT Vision’s next generation service) and Lead Architect at BSkyB Interactive (where he defined, designed and developed second generation iTV software). Michael has also worked for PushButtonTV providing architecture consultancy for companies ranging from Walt Disney to EMAP.

Greg Prosl  
VP of Publisher Solutions US  
Greg has 15 years of digital media experience, with over seven years spent in leadership roles in online video. Greg was a founding member of some of the earliest web/internet companies including Core Systems, Questar Microsystems, Vertical Media Group (MountainZone.com) and BroadbandSports. Prior to joining Rightster, Greg was the Director of Video Publisher Development & Partnerships at AOL, where he initiated and managed relationships with the world’s largest media companies, led international expansion efforts and significantly increased video views.

Barry Flanigan  
VP of Publisher Solutions EMEA  
Barry holds a PhD in Advanced Telecoms from the University of Cambridge and has over 17 years’ experience in the Media and Technology sectors. Previous roles include Director of Audience and Business Development at Fox Interactive Media, Group Marketing Director at Telegraph Media Group and Director of Marketing and Communications at AOL UK. As VP Publisher Solutions EMEA, Barry oversees the growth of Rightster’s Publisher network across the UK and Europe, leading business relationships with Publishers and broadcaster clients.
Our Locations

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