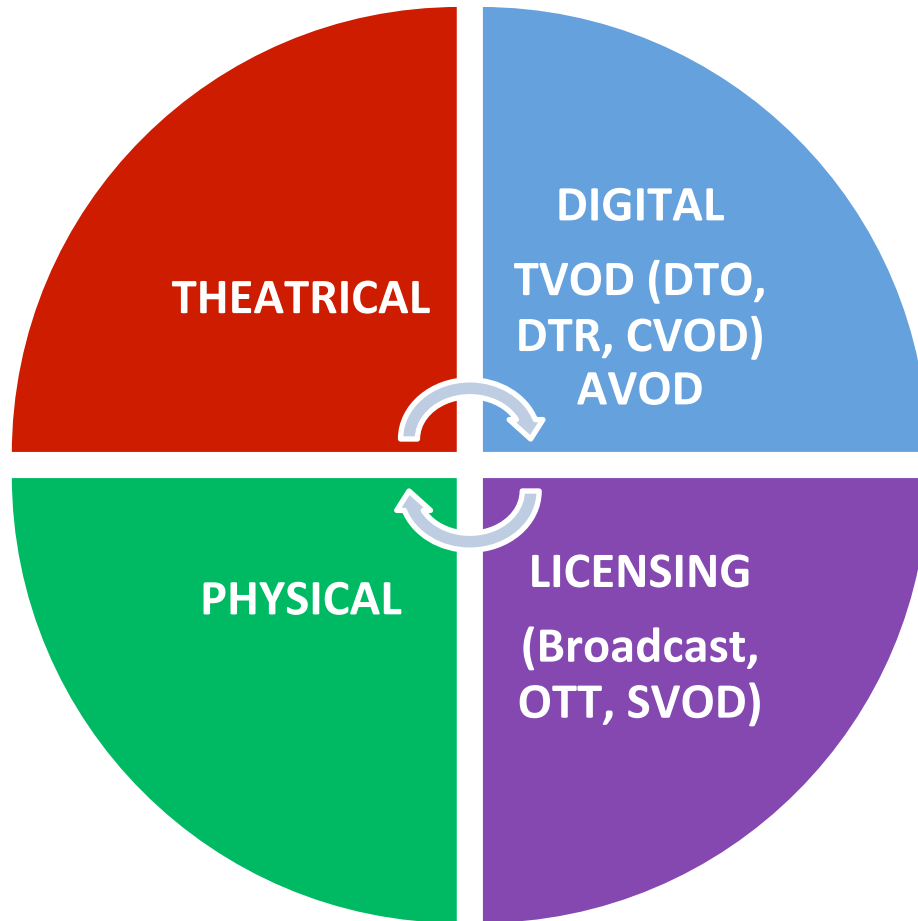


Digital Release Strategies

Release Components



Standard VOD

Theatrical

- 8 Months \$244,000

Digital & Physical & Cable

- DTR & DTO \$13,000
- DVD \$5,000
- CVOD n/a

SVOD (Projected)

- \$25,00 - \$50,000

AVOD (Projected)

- \$10,000 - \$15,000

STANDARD

DTO

\$12.99

\$9.99

DTR

\$4.99

\$3.99

Promo &
Sale

Pricing

\$.99 DTR

\$5 DTO

Fall 2012

+12
Months

+13-14
Months

+18
Months

TIME

Scripted (90')
Drama
Notable Cast
60% 

Premium VOD

Theatrical

- 5 Weeks \$113,000

Day-and-Date Digital

- DTR \$25,000
- CVOD \$117,000

Physical & Digital

- DTR & DTO \$20,000
- CVOD \$72,000
- DVD \$10,000

SVOD

- 12 months \$10,000

AVOD (Projected)

- \$7,000 - \$12,000

Summer
2012

+3
Months

+13-14
Months

+9 - 12
Months

P
R
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C
E

T
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M
E

Premium
DTR
\$6.99

Standard
TVOD

Promo &
Sale
Pricing

Scripted (90)

Horror

Notable Cast

55% 

Ultra VOD

PRICE

Ultra
DTR
\$9.99

Premium
DTR
\$6.99

Standard
New
Release

Promo &
Sale
Pricing

Pre-Theatrical / Ultra

- DTR \$7,000
- CVOD \$56,000

Theatrical

- DTR \$40K
- CVOD \$2,500
- \$44,500

TVOD & Physical

- DTR & DTO \$9,800
- CVOD \$50,000
- DVD \$20,000

SVOD

- 12 Months \$35,000

AVOD (Projected)

- \$7,000 - \$15,000

Early
2013

+1
Month

+3
Months

+13-14
Months

+6-9
Months

TIME

Scripted (90')

Notable Festivals

60% 

Early 2013 Launch

DIRECT TO DIGITAL

Documentary (90')

Popular Hook

Unrated 

Early 2011 Launch

- **TVOD** = \$6,700
 - iTunes (80%)
 - Amazon (8%)
 - XBox (5%)
 - Sony (2%)
 - Vudu (3%)
 - Google (3%)
- **AVOD** = \$3,500
- **SVOD** = \$3,000

- **TVOD** = \$18,000
 - iTunes (58%)
 - Amazon (17%)
 - XBox (10%)
 - Sony (10%)
 - Vudu (2%)
 - Google (3%)
- **AVOD** = \$40,000
- **SVOD** = \$25,000
- **Physical** = \$30,000

Summary

