

# TIMEPASS **DUO**

Web 3.0 of Entertainment





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# World's First DLT based OTT Platform



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# About Us

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Xxxxx XXXXXXXXXXXX Ltd. was established in 2017 with a mission to create superior values in all their endeavours. The company started with a small business but with great efforts, was never contented. Willingness to take on challenges and see them through is our hallmark because we know that challenges are the steps of the ladder that takes us higher and higher. The quality and trust are the benchmarks of a good working philosophy and a good working culture. Through its incredible foresight, determination and meticulous planning, we spun the gold out of a haystack. The company evolved with multiple projects in India as well as abroad. The company has already made regional movies and bagged several Awards in International Film Festivals held in Jharkhand. We are also in process to produce Hindi film with Leading Actors, Director and Technicians of Bollywood under the banner of our own Production house. On successful implementation of our previous projects we got opportunity to produce web series as well as providing audio visual services to our clients and that is how the idea of OTT platform was born. Years of planning, choosing the Futuristic Technology, thinking beyond Netflix required quite a time, skills and thought process. Clock is Ticking and now we are nearing to take off.



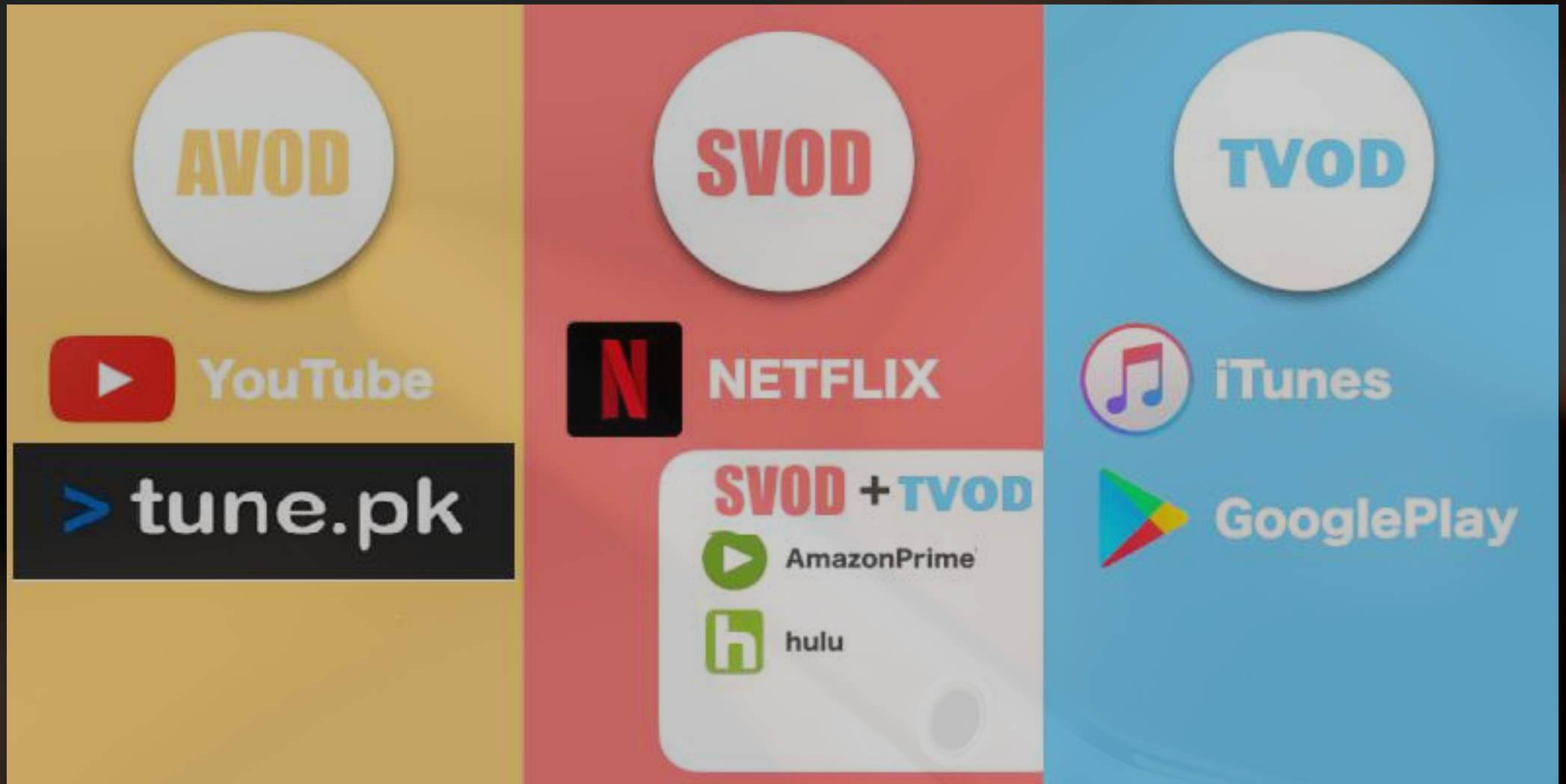
TV is such a defining part of our culture that the OTT sector is something we cannot afford to ignore. Nothing has demonstrated the centrality of streaming video more than COVID-19, as billions of people around the world remain at home, glued to their screens. With revenue in the video streaming segment expected to grow to \$30.4 billion by 2024, and big players including Disney, HBO, and Amazon placing huge bets in the space, Over The Top (OTT) media is fast becoming a key vertical for both app developers and advertisers. As per the latest report by The Boston Consulting Group titled 'Entertainment Goes Online', OTT is riding the wave of increased data consumption and internet access in rural India. One more report pegs the Indian OTT market to reach \$5 billion in size by 2023. This growth is being driven by rising affluence, increase in penetration of data into rural markets and adoption across demographic segments including women and older generations.

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## Synopsis

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**Hybrid**





# Distributed Ledger Technology

A distributed ledger technology is a form of the ledger to eliminate the need for third-party brokers between nodes. It is a database which is shared, reproduced and operated consensually between the nodes of a decentralized network. The DLT doesn't require any central data repository. DLT is mostly used for recording transactions such as exchange of data and assets among the members of the network. Every record in the DLT has a cryptographic signature and timestamp which makes it non-editable and non-removable from the network.



# DLT for OTT Platform

OTT industry sees a huge potential in the technology for content licensing and media distribution. It has the potential to reinvent the way content is generated, distributed and consumed. Plus, it promises to eradicate the longstanding woes of the media and broadcasting landscape which are royalty payments, copyright infringement, unauthorised access, targeted advertising, contract management etc. Most of these industry issues have left a permanent scar in the media ecosystem that is struggling against piracy, monopolistic agents, and hidden cost. So, the OTT industry's enthusiasm for Blockchain is understandable.

Talking of piracy, blockchain brings a paradigm shift in the way a data or information is shared. Information that is shared sans any centralised control. Blockchain breathes life to this concept through Digital Ledger Technology, a database of transactions that is shared and synchronised across multiple computers and locations. Each party owns an identical copy of the information, which is automatically updated as soon as any additions are made.



# Scope



24 x 7 Support



Amazing UX



DLT

# 1

Continuous Supply of High Quality Original Web- Series, Drama, Timepass Duo Original Movie Series, Entertainment. We Call it Subscription Booster.

# 2

Range of Movies, Be it Regional, National, International, Bilingual or Multilingual. We plan to have it all to cater all.

# 3

Why pay more when Viewers can watch a Standalone series for much lesser fee. We are introducing On Demand Subscription, Which is not restricted to Just watching web Series, but Live Matches, Music Concerts, Movie Premiers and Some of the most Exclusive Contents.

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# Major Revenue Generation

- Subscription
- Video On-Demand
- Advertisement



# Subscription Fee

₹ 599/- Per Annum

₹ 399/- Half Yearly

₹ 299/- Quarterly

₹ 199/- Monthly



In April 2020, Indian OTT platforms witnessed a surge in the number of viewership as follows:

- ZEE5 recorded a viewership of 437.4 million starting from March 2020 to April 2020
- ALTBalaji witnessed an addition of 17,000+ subscribers per day post announcement of lockdown in the country
- Daily active users on Amazon Prime Video in India increased by 83% since the country went under lockdown

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No. of Subscriptions, OTT Video Sector (In millions)

# Surge in Viewership

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- Indians consume over 11GB data daily, spend 70 mins a day on OTT platforms.
- Data consumption in India is probably the highest globally, ahead of markets like China, the US, France, South Korea, Japan, Germany and Spain.
- Data prices in India are among the lowest in the world at about Rs 7 per GB.
- Video consumption in the country has been on the rise with spurt in number of over-the-top (OTT) platforms (like Netflix, Amazon Prime Video and other regional content platforms). Players are adopting aggressive distribution and pricing strategies, including sachet pricing and mobile-only packs.
- There are 598 million Internet users in India; growing at a rate of 4-8%.
- 35% of growth is seen year-over-year in the number of India's OTT video viewers.
- There are 2.5 times more vernacular users compared to the English Internet user base.
- Rs 5595 crore is the projected revenue to be collected from OTT video in India by 2022.

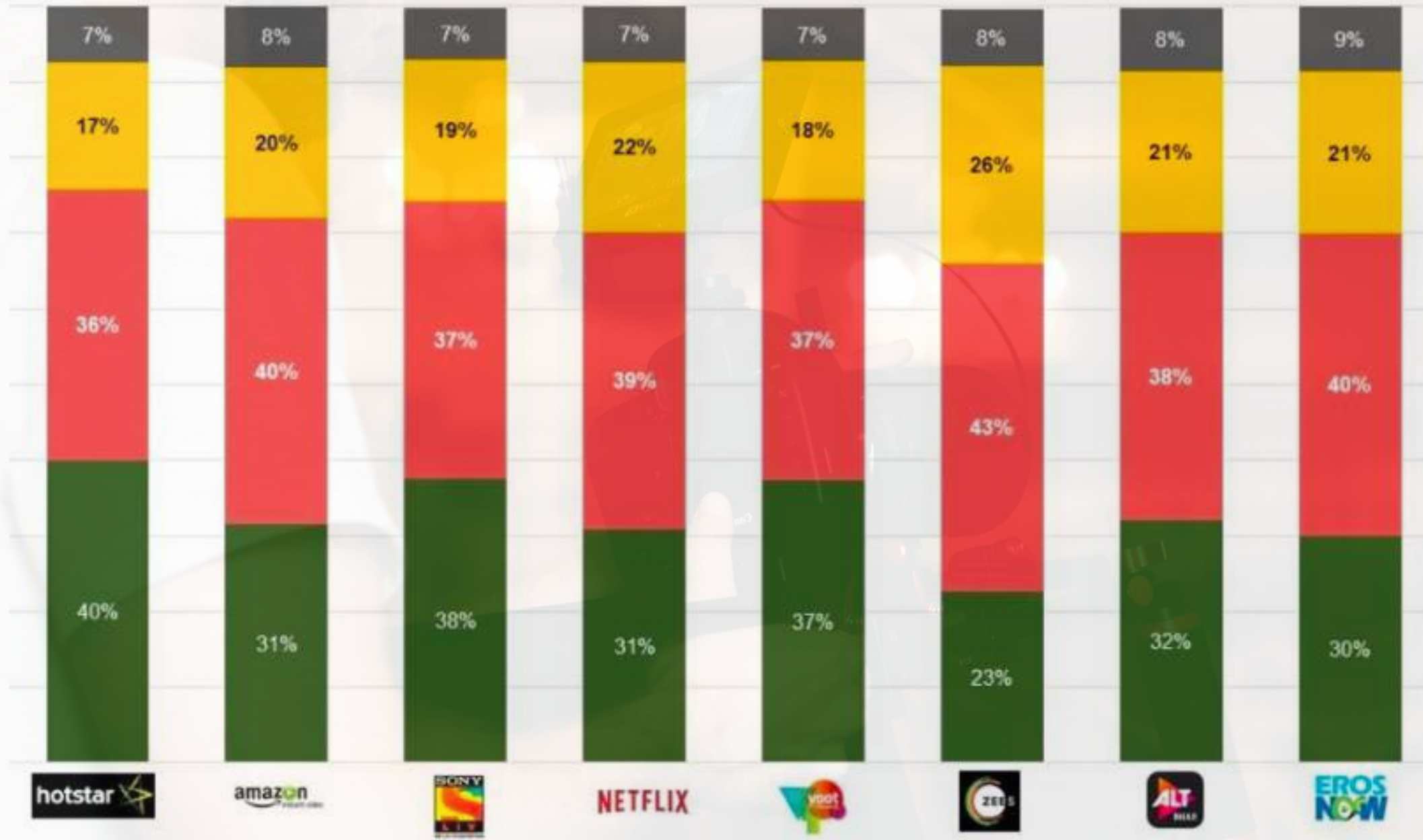
## Facts & Figures

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Exhibit 1: Engagement Levels of OTT Users

■ 0-3 Hours ■ 3-9 Hours ■ 9-21 Hours ■ More than 21 Hours



Source: India OTT Video Content Market Survey

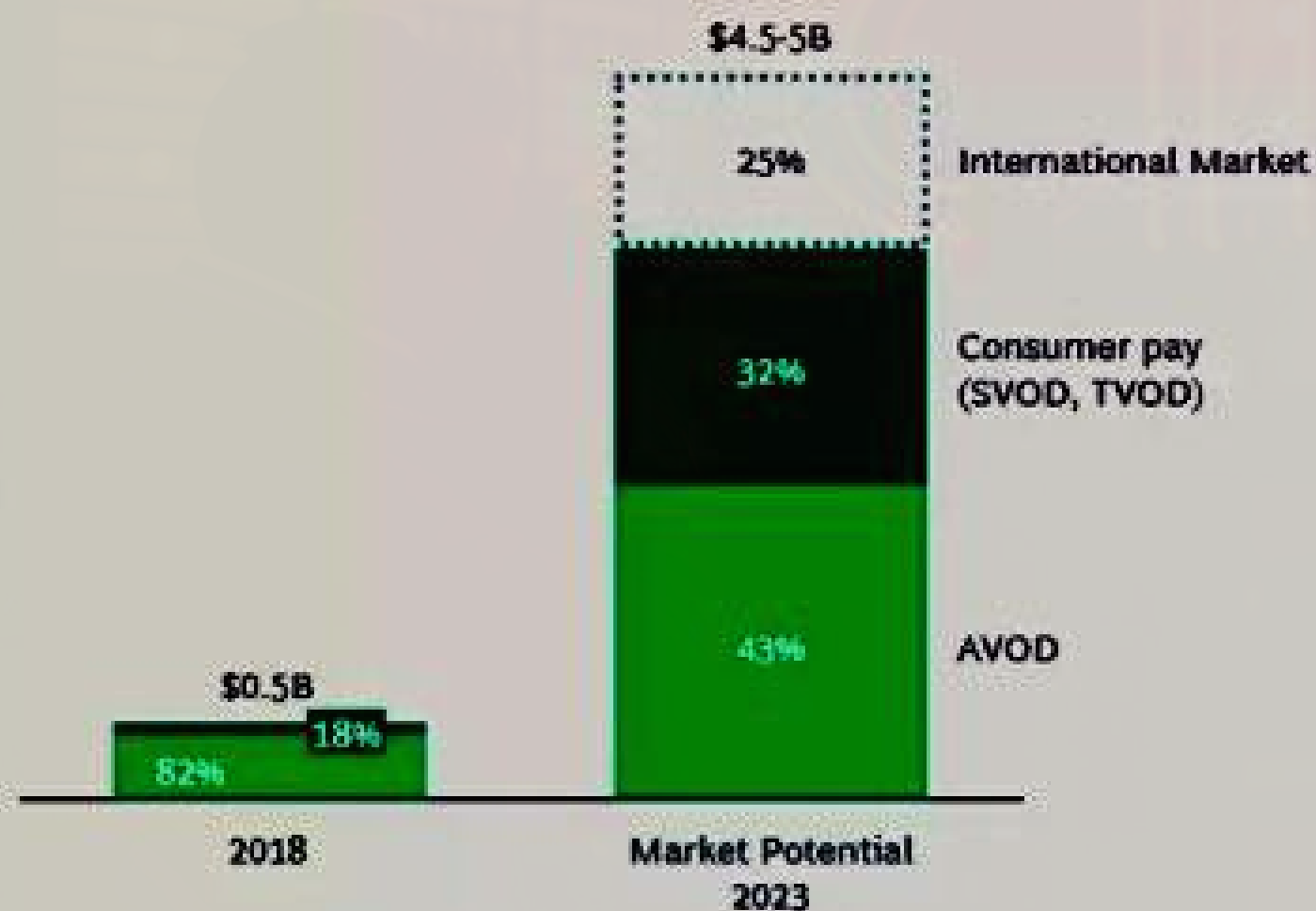
# Viewership Engagement



## \$5 Billion: The Potential of the Indian OTT Market in 5 Years

### INDIAN VIDEO OTT MARKET, 2018-2023

Revenues (\$B)



Underlying drivers for SVOD growth: strong content development & ability to pay

We expect ~40-50 mn paying subs in India by 2023, while ~600 mn users will be users of AVOD

As in developed markets, the phenomenon of multiple apps per person also playing out

On an average<sup>1</sup> Indians use 2.3 OTT video apps; 68% users<sup>1</sup> have 2 or more than 2 OTT video apps

Sources: Ampere analysis, Ovum, Magna Global, BCG analysis.

Note: YouTube revenue included in AVOD.

<sup>1</sup>Nielsen Panel of ~15000 smartphones recorded from Q2 '16 to Q2 '18.



# Top 5 Players



**Netflix** offers online streaming of library of films and TV Programs established in the year 1997. The company has 154 million viewers subscribers in the present year.



**Amazon Prime Video** is an unlimited video service provider consisting of thousands of videos and series. The annual subscription rate is way too cheaper than Netflix and has 96.5 million viewers.



**Hotstar** is an Indian video streaming platform and is claimed by Star India Pvt Ltd. It offers more than 100,000 hours of TV content and movies in over 9 languages. It has 300 million monthly active users.



**Voot** is a video-on-demand platform that is a part of Viacom18. The platform provides its audience with a vast range of content choices and preferences. It has a base of 50 million monthly active users.

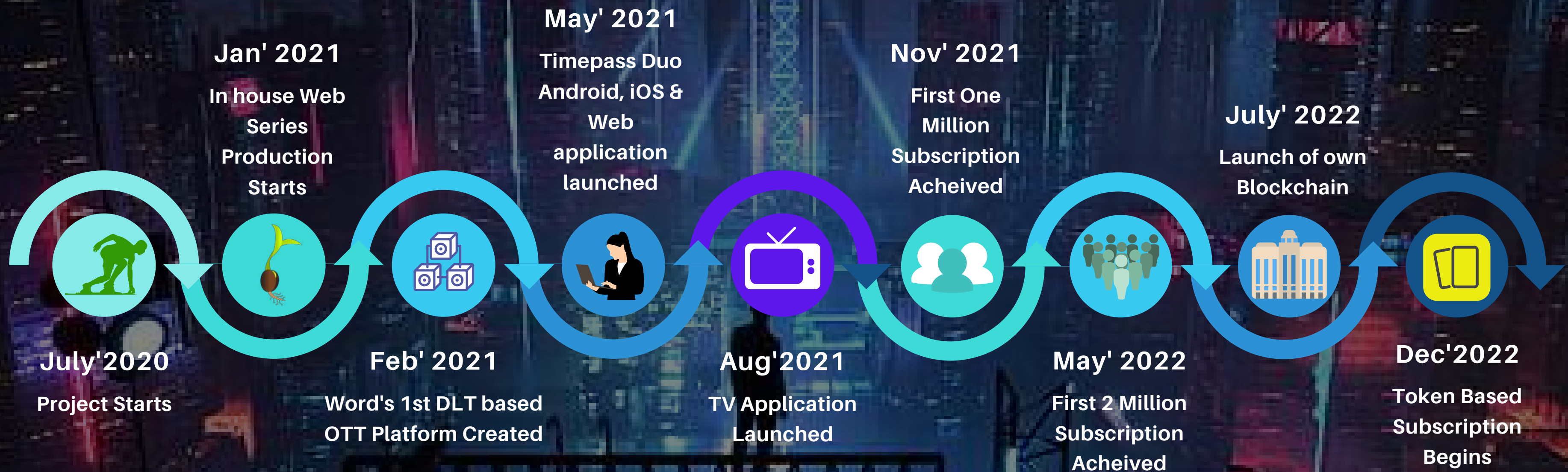


**Viu** is launched in India by a Hong Kong-based PCCW Media company called Vuclip. It is a yet another video-on-demand service with 30 million monthly active users globally.



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## Roadmap





**Target  
2025**

**50 Million**

**Subscribers**

**17**



# Team

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Founder & Head  
XXXXXX Cinematics Ltd.

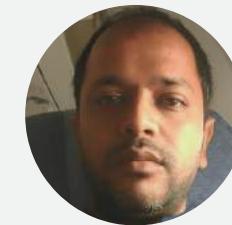
Serial Entrepreneur having more than 30 years of vast & diverse business experience, a Business Strategist & Philanthropist.



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Director & Co-Founder

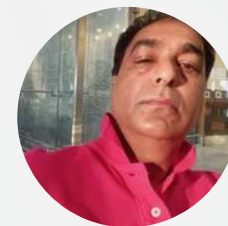
Serial Entrepreneur, Producer & Director, having more than 25 years of Business Experience. Conceptualiser of futuristic OTT platform Timepass Duo.



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XXXXXX  
CEO

Chief Business Development Officer, Cinemadrom, Russia, Blockchain Strategist, University of Oxford, Post-Graduate In Chinese Language, J.N.U., Formerly worked with Reuters.



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Executive Producer

More than 30 years of Film Industry experience, Executive Producer - Bhuj, Veer, Loveshudha, Ghayal Once again, Chamku, Apne, Bach ke Rehna re baba, Bardaasht.



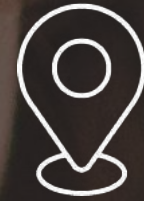
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Business Strategy Head

Phd. from IIM Indore, Consultant, Corporate Trainer, Soft Skill, Personality Development, Tech Savvy. Founder & CEO at Cat Mantra.



# Reach Us



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