

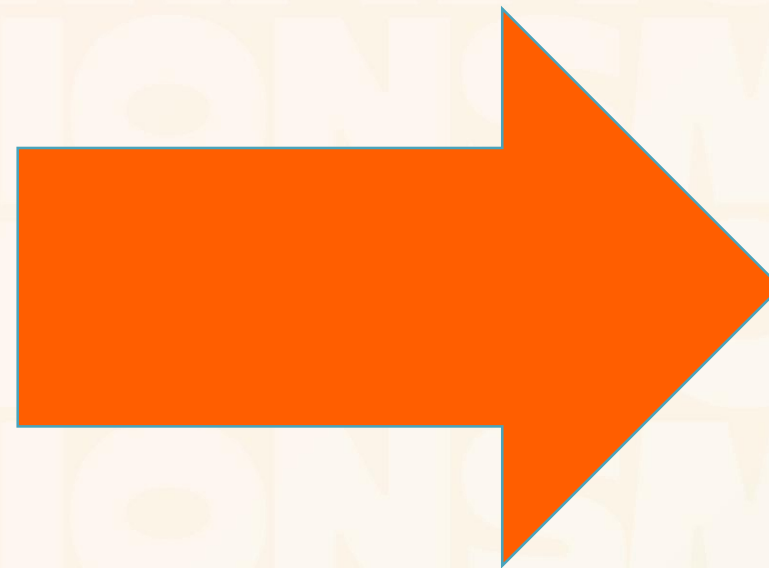


**KIDS PAY TV
CHANNEL LAUNCH
IN BRICS COUNTRIES**



WHAT SMF CAN OFFER

- **400 HOURS** OF HIGH-QUALITY ANIMATION CONTENT OF VARIOUS GENRES COVERING ALL AGE GROUPS
- **STRONG EXPERTISE** IN CREATING AND OPERATING KIDS TV CHANNEL 
- **SMF OWN CHANNEL, IS AVAILABLE IN 6 COUNTRIES)**
- **UNIQUE IN-HOUSE AI TECHNOLOGY**, DEFINING THE BEST SLOTS FOR PARTICULAR CONTENT



WHAT WE SUGGEST

LAUNCHING THE KIDS-ORIENTED PAY TV CHANNEL

BUILT ON SMF TOP CONTENT & LOCAL CONTENT OF THE BRICS COUNTRIES OF LAUNCH

OUR MISSION

Create a unique & safe entertainment tool for kids & their parents while celebrating the original BRICS-created content

OUR OBJECTIVES

- **Increase the awareness and popularity of the kids content “gems” produced by the BRICS countries**
- **Create safe space where content is based on traditional family values of BRICS countries, where parents do not have to worry about any “red flags”**



POSSIBLE PROGRAMMING STRUCTURE

- **24-HOURS X 7 DAYS A WEEK BROADCASTING**
- **PROGRAMMING BASED ON THE YOUTUBE WATCH HABITS I.E. BINGE WATCHING**
- **50% SMF content + 50% local content**
- **MINORITY OF SMF CONTENT + MAJORITY OF LOCAL AND ACQUIRED CONTENT**
- **MAJORITY SMF CONTENT + MINORITY OF LOCAL**

PROGRAMMING THAT CAN BE PROVIDED BY SMF:

- **ANIMATED SERIES, NURSERY RHYMES, FILLERS**
- **FESTIVAL-AWARDED ANIMATED SHORTS**

PARTNERSHIP STRUCTURE:

- SMF provides content**
- BRICS country partner (BCP) provides local content**
- BCP handles playout, ad sales and channel distribution**
- SMF & BCP share the revenue based on their contribution of content or contract agreement and impact**
- BCP takes the operational commission**

WHY DO WE NEED SUCH A CHANNEL?

- **POPULARIZATION OF LOCAL BRICS TERRITORIES CONTENT ALONG WITH THE SAFE HIGH-QUALITY TITLES OF THE BRICS MEMBERS**
- **SAFE CONTENT PROGRAMMING ELIMINATING THE LOCAL “RED FLAGS”**
- **MILD EDUCATION THROUGH THE CONTENT**
- **SHOWS THAT BOTH PARENTS & KIDS COULD HAVE A GREAT TIME WATCHING TOGETHER**

WHY THE LOCAL CONTENT POPULARISATION IS IMPORTANT?

- **LOCAL ANIMATION BRANDS CANNOT EFFICIENTLY COMPETE WITH THE MASSIVE MAJORS HITS** IN THE FRAMEWORK OF TOP PAN REGIONAL KIDS CHANNELS
- **CULTURAL HERITAGE** PRESENTED IN THE LOCAL PRODUCTIONS IS THE BASIS OF A NATION IDENTITY
- **LOCAL CONTENT TEACHES KIDS TO PRESERVE & RESPECT THEIR NATIONAL LEGACY**
- **LOCAL CONTENT IS AN EASY WAY TO LEARN THE LOCAL LANGUAGE USING THE ORIGINAL CONCEPTS OF EVERY TERRITORY**