



Your Online World of Arabic Video

The leading new media destination for Arabic video content

## Market Background

The market opportunity for a free-to-consumer, ad-supported, online video service for Arabic content is significant and growing, and increasingly being driven by:

- ▶ MENA has the world's fastest internet usage growth reaching 60+ million users (StartUp Arabia)
- ▶ Greater availability and consumption of online Arabic video content;
- ▶ Deregulation & competition accelerating the proliferation of broadband Internet technology;
- ▶ Large youth market segment with average age of 28;
- ▶ Increased regional prosperity (particularly in the GCC with GDP per capita up to \$85,600);
- ▶ Soaring increase in number of Internet-connected devices;
- ▶ Expansion & evolution of video-capable, high-speed mobile networks; and
- ▶ Broadband & mobile networks playing "catch-up" in the MENA market.

## Proprietary Technology

Vidunia uses a proprietary state-of-the-art Internet protocol-based video publishing software and a leading global content delivery network (CDN) for online video distribution, with the capability of serving video, rich media, and banner ads in and around the video content.

### 4-SCREEN STRATEGY



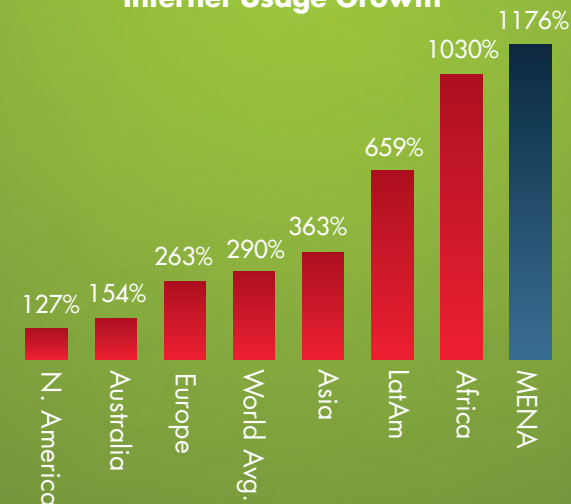
[www.Vidunia.com](http://www.Vidunia.com)

## About Vidunia\*

New York and Dubai-based Vidunia is an Arabic, Internet protocol-based video platform with the capability to distribute content over the web, mobile, set-top box, and the iPad. Vidunia is run by a seasoned team of industry veterans experienced in content acquisition, distribution, and the marketing of online Arabic content. All of us at Vidunia are deeply passionate about the emerging opportunities for IPTV in the MENA region and the promise of global distribution of Arabic content over the internet.

\* The name "Vidunia" is extracted from "Vid" which is short for video and "Dunia" which means world, universe or life in Arabic.

### MENA has the World's Fastest Internet Usage Growth



Source: Internet World Statistics (2000-2008)



- ▶ Bilingual interface
- ▶ Library of international content & sports events syndicated by content providers (dubbed or subtitled in Arabic)
- ▶ Selected UGC content
- ▶ Social networking/community
- ▶ Social media tools
- ▶ Advertising (primarily banner ads & pre-rolls)

## Value Proposition to Content Owners

Vidunia offers content partners the opportunity to:

- ▶ Generate new revenue streams (including ad sales, sponsorship revenue and subscription revenue, as well as minimum guarantees);
- ▶ Reach greater audience; and
- ▶ Build their brands.

Vidunia also covers all technology (including bandwidth), marketing, customer support and billing costs; meanwhile providing a single-stop publishing vehicle for the web, mobile, iPad and the set-top box consistent with global IP standard delivery methods (e.g., Hulu.com).

In exchange, Vidunia carries partner's content on its website, [www.Vidunia.com](http://www.Vidunia.com) (and/or vis-à-vis additional methods for Internet protocol-based video distribution, including mobile, set-top box, and iPad) on non-exclusive basis.

The only requirement for our content partners is to send us content in DVD or digital file format (e.g., FTP) in addition to metadata in an Excel or XML format (including content title, synopsis, actors' names, director name, etc. in both English and Arabic). Vidunia can also accept live video feeds from satellite or IP Video feeds, as well as studio feeds and countless other file formats.

## Value Proposition to End-Users

Vidunia provides the 300+ million Arabs worldwide—particularly those living in KSA, Egypt, Morocco, Syria, Jordan, Kuwait, US, Canada, UK, France, Brazil and Australia—the opportunity to watch thousands of hours of varied, popular video-on-demand and pay-per-view Arabic content (including TV shows, movies, series, etc.) over the Internet. Vidunia can provide high quality broadcast for free with an ad supported model and for paying subscribers, Vidunia can offer HD quality video feeds.\*

## Content Marketing

Vidunia utilizes every effective marketing opportunity available to promote its content, including search engine optimization and search engine marketing, social media, affiliate marketing, banner ads placements, email blasts, grass roots and event marketing campaigns, print media, TV, radio, etc.

*\*Occasionally, Vidunia may decide to charge a small monthly subscription fee on exclusive premium content, but the vast majority of the content will remain free-of-charge to end-users.*



## **Amir A. Hegazi**

*General Manager & CEO*

*Mr. Hegazi is the former Regional Head of MENA at NASDAQ listed KIT digital, the world's leading end-to-end IP video solutions provider*

*He is also the former General Manager of Talfazat, the leading IPTV Arabic TV platform in North America*

*Former Vice President of JumpTV, the leading online broadcaster of international video content*

*More than 10 years experience with start-ups, business development and management*

*California State University, Philosophy (pre-law) and Business Administration and a Certificate of Professional Studies in Entrepreneurship from New York University*

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## **Tom Herman**

*Chief Operating Officer*

*Mr. Herman is the former COO of JumpTV, the leading online broadcaster of international video content*

*He is currently a partner at KCP Capital, a Cross-border merchant bank with interests in digital media*

*Former Co-Founder and CTO of govWorks, a pioneer e-government technology services provider*

*More than 15 years experience with internet start-ups, software development and operations management*

*Bates College, Psychology and Computer Science*

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## **Kaleil D. Isaza Tuzman**

*Chairman*

*Mr. Tuzman is a managing partner at KCP Capital, a Cross-border merchant bank with interests in digital media*

*He is also the CEO & Chairman of NASDAQ listed KIT digital, the world's leading end-to-end IP video solutions provider*

*Current ambassador of Colombia in UAE*

*Former President of JumpTV, the leading online broadcaster of international video content*

*Former Chairman & CEO of KPE, Inc., leading digital media services company*

*Former member of the U.S. Council on Foreign Relations*

*Harvard University, magna cum laude in Government Studies*

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## **Kamal El-Tayara**

*Board Member*

*Mr. El-Tayara is a managing partner at KCP Capital, a Cross-border merchant bank with interests in digital media*

*He is also a board member of NASDAQ listed KIT digital, the world's leading end-to-end IP video solutions provider*

*Former investment banker at Merrill Lynch and Salomon Smith Barney*

*More than 13 years of experience in the investment banking and financial transactions arena with a focus on media, telecom and technology transactions*

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