

Boosting Viewership through Video Streaming





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# The Artist Royalty Programme



**Valley view** was setup on the premise of boosting and appreciating local talent and for this reason, we have setup a free to stream music video platform within the movie streaming offering. The setup allows local artists to upload their music videos to the platform giving subscribers all access to the music library of their favourite artists.



**All artists** that upload their music to the platform and gain views will be paid per view. This will help local artists get more from their music and also drive new account acquisitions on the platform while boosting brand visibility.



# How It Works

- All legible artists invited or otherwise that apply to be added to valley view creator database will be able to create and setup their creator account.  
**All legible artists invited or otherwise that apply to be added to valley view creator database will be able to create and setup their creator account.**
- All content that generates views over 500 (Five Hundred) will immediately qualify for a payment per stream where valley view will pay its content owners **0.5 Kwacha per 100 views/streams** achieved.
- In order for a view to be counted as a view, Valley view will use a unique views counting setup that will regulate and verify view ships of every video per month. This means that one view will account for one subscriber and if a subscriber rewatches the video in the following month, valley view will count the view as an additional unique view. As the system grows, it will start adding 24hr restream cycles that will then be added to a videos view count and this will be costed at a discounted rate from the unique view rate.

**These costing rules and procedures will form part of the platforms terms and conditions for all content creator account holders.**





# Payout Simulations (Simulation 1 “100K Subscribers”)

## ASSUMPTION

- Artist has 10 Music Videos
- Subscription Per Month K50/Month
- Payout is @K1/100 Views
- Valley View has 100 Creators Registered



# Payout Simulations (Simulation 2 “15K Subscribers”)

## ASSUMPTION

- Artist has 10 Music Videos
- Subscription Per Month K50/Month
- Payout is @K1/100 Views
- Valley View has 100 Creators Registered

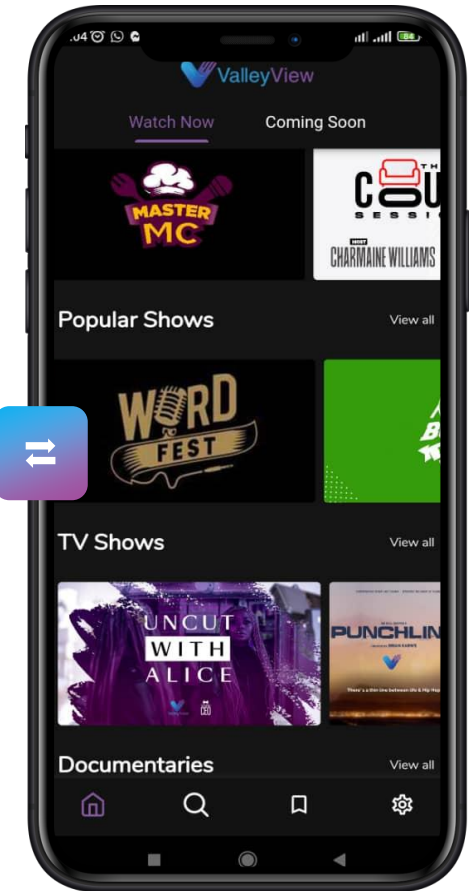
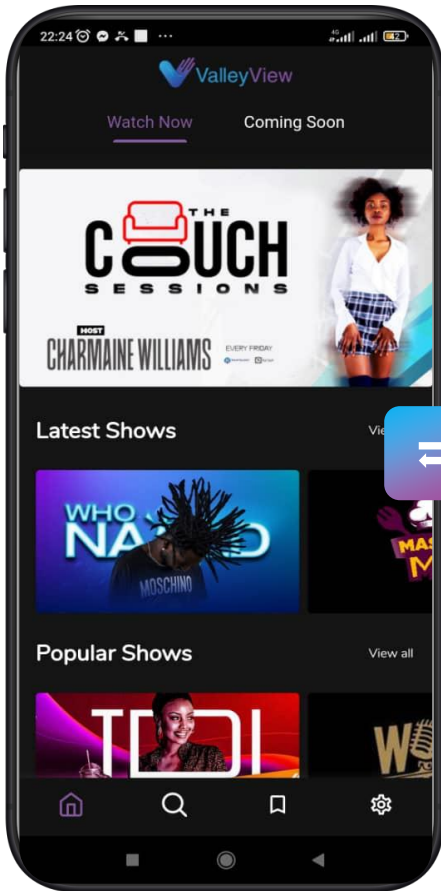




# Valley View Restream Pay-Out

Valley view understands that subscribers may enjoy certain type of content and may wish to restream or view it for more than once. For this purpose, Valley View will pay-out to creators the benefits of getting its viewers to restream their content for more than 1 cycle.

This pay-out will be calculated at a discounted rate of the unique view cost per stream, the discount factor will vary from 20 - 60 percent depending on the duration of the restream cycles and agreements with artists.





## Definition of Restream Cycle

**A restream cycle will be by definition an instance where a subscriber restreams a particular content for equal or more than 60 minutes.**

Each cycle completed will be calculated as an additional unique view and priced at the discounted rate per view.





# ReStream Payout Simulations (Simulation 1 “100K Subscribers”)

## ASSUMPTION

- Artist has 10 Music Videos
- Subscription Per Month K50/Month
- Payout is @K0.8/100 Views Discounted at 20%
- Valley View has 100 Creators Registered



# ReStream Payout Simulations (Simulation 2 “15K Subscribers”)

## ASSUMPTION

- Artist has 10 Music Videos
- Subscription Per Month K50/Month
- Payout is @K0.8/100 Views Discounted at 20%
- Valley View has 100 Creators Registered



# Other Creator Incentives

As an incentive, Valley view would like to propose a sign up fee that can be awarded to content creators as and when they are onboarded. This incentive will drive many artists and creators to signup with Valley View and in return, Valley View can agree exclusivity rights to creators content so as to provide exclusive viewership of premium content to its subscribers.

**500K +**

Total Views

**100+**

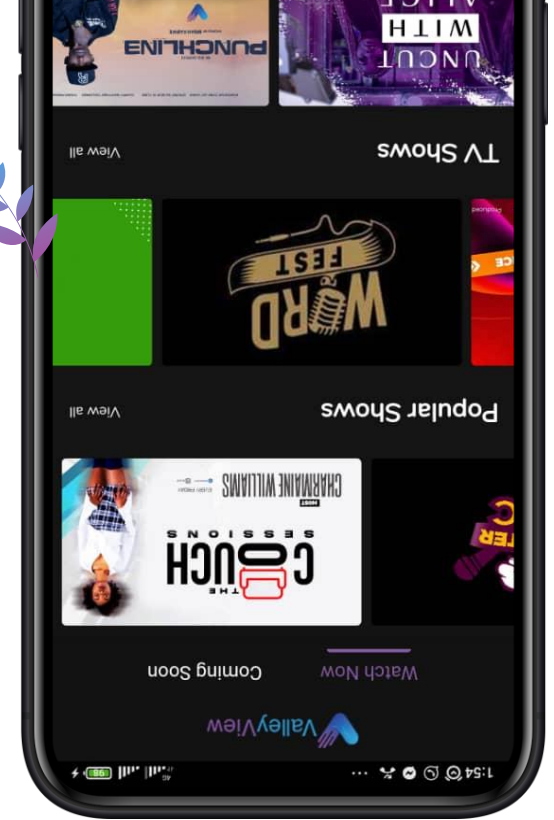
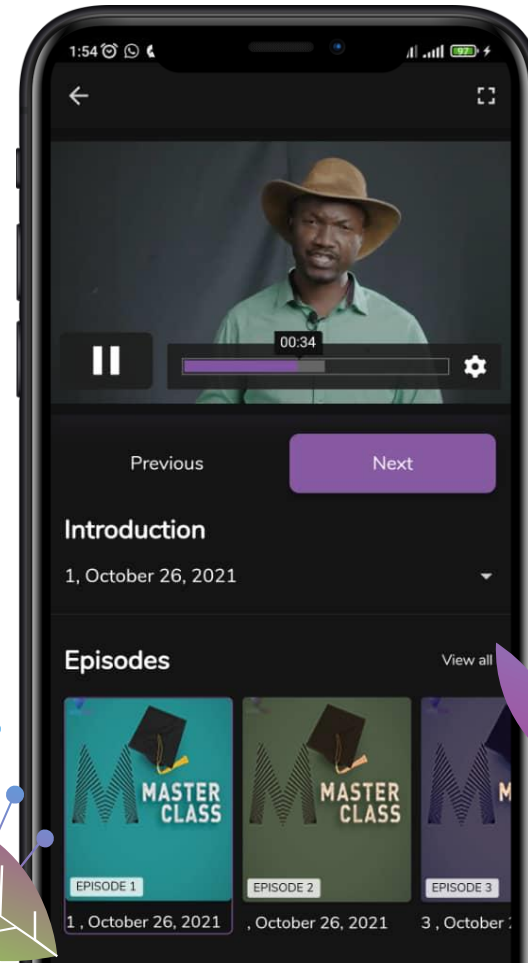
Downloads





# Benefits of The Royalty Programme

- The programme will boost growth of valley view subscribers.
- The programme enables creators the ability to make money from all their movie and music production.
- The programme will contribute to the industry growth of the music industry and streaming services.
- The programme will encourage local artists to promote their music on local platforms such as these.





# Our Packages

**K 20.00**

Weekly



Register for a Weekly package  
Allowing you to watch all the  
Content on the platform

Get it now

**K 50.00**

Monthly



Register for a Monthly package  
Allowing you to watch all the  
Content on the platform

Get it now

# Thank you for Your Attention

Valley View TV – Stream from anywhere  
Watch from anywhere, anytime.

