

PRESENTATION

EFORA TV & EFORA Television Network

A premium, rights-cleared entertainment network for platforms, advertisers, artists, labels, content providers, hotels and distributors.

~1,600h

core video library

~200h

theater archive

FAST + OTT

linear • IPTV • hotels

global

diaspora + culture audiences

11

**launch
channels**

1 flagship channel +
10 vertical channels

Built for modern distribution. Designed for recurring revenue. Ready for partnership.



The simple idea

EFORA turns a large rights-cleared entertainment library into multiple channels, packages and monetization paths.

What EFORA is

A premium music, culture and entertainment network with original programming, music videos, theater performances, concerts, films and sitcom content.

Who it serves

Russian-speaking diaspora, international culture fans, hotels, streaming platforms, ethnic TV packages, artists, advertisers and content owners.

How it grows

A multi-lane distribution model: FAST for discovery, OTT for subscription, IPTV/linear for carriage, hotels for early cash flow, QR ads for measurable leads.

EFORA is not only a channel. It is a packageable network product.

- 1 One library becomes several channel brands.
- 2 One feed can serve FAST, OTT, IPTV, hotel and platform partners.
- 3 One audience can be monetized through ads, subscriptions, licensing and sponsorship.
- 4 One clean legal framework supports many small and large operators.

Why every partner has a reason to work with EFORA

The network is structured so each partner type receives a clear commercial benefit, not just a generic channel pitch.

Platforms

Fresh niche programming, new audience segments, revenue share, localizable channel variants and low operating friction.

Advertisers

Visible TV presence plus measurable QR/PPC response, sponsor blocks, branded shows and local market targeting.

Artists & labels

TV exposure, prestige, international discovery, promotional campaigns, QR links to music/social/ticketing and content monetization.

Content providers

New revenue from existing catalogues through a clean revenue-share model and international distribution.



One technical backbone — multiple commercial doors

- For partners, EFORA is easy to test: a channel feed, a package, a VOD library or a hotel/resort edition.
- For EFORA, every placement builds brand proof, data, advertiser demand and distribution leverage.
- For viewers, EFORA becomes a familiar entertainment destination across TV, mobile, hotel rooms and streaming apps.

The product: premium content with a real architecture

The library is the engine. The channel structure is the business model.

EFORA starts with content, not theory

The network already has a meaningful content foundation for launch, testing, packaging and partner negotiations.

<p>~1,600 hours</p> <p>music videos, films, shows, concerts and originals</p>	<p>~200 hours</p> <p>filmed theater performances</p>	<p>premium names</p> <p>prime Russian stars in theater archive</p>	<p>rights secured</p> <p>exclusive licensing for needed broadcasts</p>
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Asset category	Channel use	OTT/VOD use	Commercial value
Music videos	Daily themed blocks	Playlists / artist discovery	Repeat viewing + ads
Theater performances	Prime evening culture blocks	Premium VOD collection	Unique, defensible content
Concert recordings	Weekend event programming	Paid / sponsored specials	Sponsor-friendly inventory
Movies + sitcoms	Scheduled family/entertainment slots	Package expansion	Broadens household appeal
Original shows	Brand-defining formats	Exclusive retention content	Differentiates EFORA

Unique programming architecture

EFORA is built as a network of channel identities, not a single playlist.

Channel / package pillar	Viewer promise	Best distribution fit	Revenue use
EFORA Music & Entertainment	Music videos, shows, entertainment energy	FAST, OTT, IPTV, hotels	Ads + carriage + sponsors
EFORA Theater	Premium filmed theater with star power	OTT, premium package, hotels	Subscription + premium licensing
EFORA Lounge / Relax	Low-friction lifestyle and background viewing	Hotels, resorts, FAST	Hotel licensing + sponsor blocks
EFORA Retro / Nostalgia	Heritage, old favorites, emotional loyalty	Diaspora OTT/IPTV	Subscription + package value
EFORA Concerts	Live concert recordings and event programming	OTT, FAST events, sponsors	Sponsorship + VOD upsell
EFORA Entertainment News	Cinema/music/culture news, non-political	FAST, social, OTT	Ads + daily retention

The architecture gives platforms choice: one channel, a thematic package, VOD library, hotel feed or local-market edition.

EFORA Network channel portfolio at launch

A clean, licensed multi-channel network: one flagship channel plus specialized music, theater, movies/sitcoms and entertainment-news verticals.

11
launch
channels

1 flagship channel
+
10 vertical channels

designed to scale by genre,
language, territory, sponsor
or platform package

Flagship

EFORA TV Music &
Entertainment

Main brand channel for music,
shows, announcements,
premieres and cross-promotion.

5 music verticals

Rock & Live • Chanson
Remix Channel • Old but Gold
POP Charts

Separate moods, audiences and ad
packages.

Culture + film verticals

EFORA Theater Channel
3 Movie & Sitcom Channels

Premium stage performances, films, sitcoms and
library value.

EFORA 24 Entertainment News

Entertainment-only news: cinema, music, premieres, artist
announcements, culture updates and partner promotions.

Clean, licensed and platform-safe

All channels are built from clean and licensed content. EFORA can launch as
one channel, a premium package, a hotel feed, a FAST bundle, or a
localized market edition.

The architecture gives every partner choice: carry one EFORA channel now, or build a full EFORA package over time.

The EFORA music suite: five channels, five audience moods

The music architecture lets platforms serve different viewers and advertisers without needing separate supplier negotiations for every genre.

Main EFORA TV Music & Entertainment

The flagship channel: broad music and entertainment programming, premieres, announcements, partner messages and network-wide promotion.

Rock & Live

Rock videos, live stage energy, concert recordings and event-friendly blocks.

Best for: music fans, event sponsors, high-energy FAST periods.

Chanson

Loyal nostalgia, urban romance, heritage songs and emotionally sticky programming.

Best for: diaspora OTT/IPTV, premium packages, older loyal viewers.

Remix Channel

Unique remixes of top hits, dance edits, nightlife energy and modern club-style presentation.

Best for: younger/adult viewers, bars, hotels, clubs, nightlife advertisers.

Old but Gold

Classic favorites, retro music memories and long-session lean-back viewing.

Best for: hotels, resorts, family viewing, nostalgia-themed sponsor blocks.

POP Charts

Current pop, countdowns, chart blocks, featured artist launches and fan-driven rotation.

Best for: artist promotion, labels, social campaigns, youth-oriented advertisers.

Result: more channel inventory, more ad categories, stronger retention and better package design than a single generic music feed.

Premium verticals beyond music

EFORA is not only a music channel. Theater, movies, sitcoms and entertainment news create package depth and recurring viewing reasons.

EFORA Theater Channel

Premium filmed theater and stage performances, including around 200 hours of professionally shot and edited video with prime Russian stars.

Partner value: premium cultural depth, hotel-safe viewing, subscription value and high perceived quality.

3 Movie & Sitcom Channels

Three curated movie/sitcom verticals allow EFORA to separate content by tone, audience and market: comedy, general entertainment, classics, family-safe blocks or localized versions.

Partner value: package expansion and longer viewing sessions.

EFORA 24 Entertainment News

A non-political entertainment-news channel for music, film, culture, premieres, artist updates, program announcements and promotional blocks.

Partner value: daily freshness, sponsor inventory and network-wide cross-promotion.

All verticals are built around clean, licensed content. EFORA can provide a safe channel package for FAST, OTT, linear IPTV, hotel TV, local-market editions and platform-branded bundles.

Why the multi-channel model is better for platforms

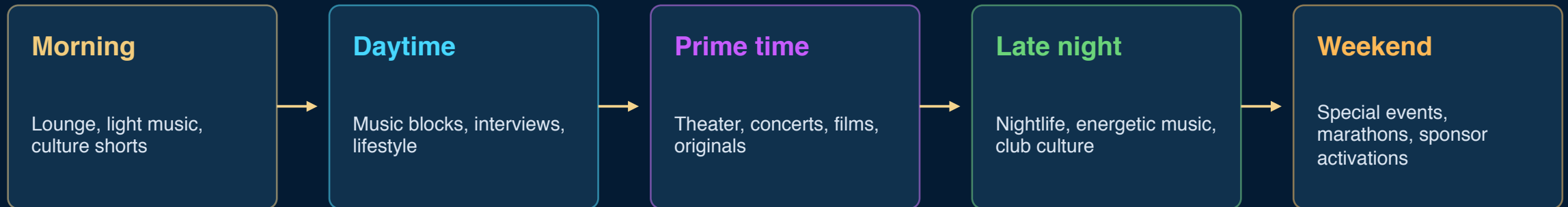
A platform does not only receive content; it receives a flexible network structure that can be tested, packaged, localized and monetized in stages.

Platform need	What EFORA provides	Commercial result
Low-risk launch	Start with Main EFORA TV or one music vertical before expanding.	Easy pilot, faster yes, less technical friction.
More package value	Add Rock & Live, Chanson, Remix, Old but Gold, POP Charts, Theater, Movies/Sitcoms and News.	Higher perceived value and stronger subscription/upsell logic.
Different audiences	Each channel serves a specific mood: nostalgia, live energy, dance, pop, theater, films, news.	Better retention and more precise advertising.
Local market fit	Channels can be subtitled, localized, branded or grouped for Malaysia, Thailand, Maldives, Europe and the Americas.	Same content base creates many market editions.
Future growth	EFORA can scale the number of channels by genre, language, sponsor, hotel/resort edition or platform bundle.	Platform gets a growing network, not a static feed.

This is why FAST + OTT + Linear/IPTV + Hotels works: each distribution lane can carry the right EFORA channel mix for its own audience and business model.

Programming rhythm: why the channel feels alive

The schedule can be built around viewer moods and platform needs rather than random content rotation.



Result: a channel that can work in living rooms, hotel rooms, phones and platform apps.

Localization turns Russian-language content into global entertainment

The same core library can be adapted for different audiences without rebuilding the network.

Russian-speaking diaspora edition

Russian-language main feed with nostalgia, music, concerts, theater and entertainment blocks for audiences outside Russia and Ukraine.

Local culture edition

Subtitled or curated blocks for local audiences who like Russian/Eastern European music, theater, nightlife and culture.

Hotel-safe edition

Non-political, guest-friendly, premium music/lifestyle programming for hotels, resorts and hospitality IPTV systems.

Market type	Likely localization	Best first product
Europe / DACH / Spain / Cyprus	Russian + English where needed	EFORA package + OTT/IPTV
Malaysia / Thailand / Maldives	Russian + English + local subtitles where useful	Hotel feed + FAST test
Americas / Canada / LatAm	Russian + English/Spanish market packs	Diaspora OTT + legal IPTV
Hotels/resorts globally	Russian + English, safe content blocks	EFORA Resort Edition

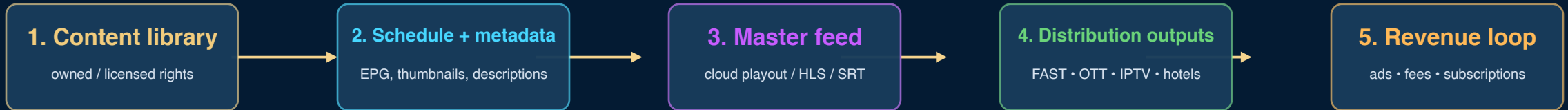
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The technology: forward oriented & scalable

Plain-English view: one master feed can reach many screens through different distribution doors.

Plain-English technical flow

EFORA does not need to build a giant TV company before it can launch. It needs a clean feed, metadata, distribution outputs and partner agreements.



Component	What it means in simple terms	Why partners care
Feed	The 24/7 stream that platforms carry	Easy integration and testing
EPG / metadata	Schedule info, titles, categories and images	Makes the channel look professional
HLS / SRT outputs	Technical delivery formats	Fits OTT, IPTV and hotel systems
Ad markers / QR windows	Places to sell ads and measurable calls-to-action	Creates direct revenue
Reporting	Basic viewer, click and partner reports	Shows performance and improves sales

Distribution lanes: each door solves a different problem

FAST, OTT, linear, IPTV and hotels are not competing strategies; together they create reach, cash flow and credibility.

Lane	What it does	Why it matters	Best first use
FAST	Free ad-supported smart-TV/CTV distribution	Builds discovery and platform proof	Efora Music & Culture channel
OTT subscription	Direct or partner app subscription	Creates recurring consumer revenue	Premium package + VOD
Linear/IPTV	Carriage inside operator TV bundles	Provides legitimacy and monthly fees	Diaspora/ethnic packages
Hotels/resorts	In-room TV placement	Fastest B2B early cash flow	Resort-safe feed
Distributors/aggregators	Open doors to platforms/operators	Speeds entry into new regions	Representation + introductions
Website/social	Marketing and conversion layer	Drives subscriptions and QR/PPC value	Clips, landing pages, campaigns

Smart ability for cost effective launch approach

The launch is lean but lucrative: enough technology to operate professionally without paying enterprise costs too early.

Control room

The use of a professional streaming/ playout setup for master feed, website player, demo feed, hotel feed and OTT outputs.

FAST test partner

Use a FAST launch path to create platform proof, test ad monetization and prepare for larger platform conversations.

Door openers

Distribution & door openers: Allrites, SoFast, FASTChannels.TV and similar companies for platform introductions and channel representation.

Hotels direct

The use of the same feed for hotel/IPTV integrators in Malaysia, Thailand, Maldives, Europe and Americas.

Upgrade later

Ability to scale through Moving to premium enterprise providers only after audience proof, platform demand or technical requirements justify it.

Why this is smart

It keeps fixed costs low while preserving upside across multiple revenue lanes.

The market: global diaspora plus local culture audiences

EFORA is not limited to one country. It follows Russian-speaking and Eastern European culture audiences through legal distribution channels.

Audience focus: two audiences, one network

The target is both cultural identity and cultural curiosity.



1. Russian-speaking diaspora

A large global audience outside Russia and Ukraine with demand for music, nostalgia, theater, cinema, entertainment and cultural connection. Working market assumption: over 60 million people.

2. Local culture fans

Local viewers who enjoy Russian/Eastern European music, concerts, ballet, theater, nightlife, cinema culture and curated international entertainment.

The same content can be positioned as home-culture for diaspora and premium international culture for locals.

Distribution universe already mapped

EFORA does not chase anonymous grey services. Efora’s strategy is focuses on verifiable legitimate distributors and platforms.

<p>400+</p> <p>raw verifiable prospects compiled across regions</p>	<p>legal-first</p> <p>public contact routes only</p>	<p>KYC gate</p> <p>signed confirmations before feed access</p>	<p>multi-lane</p> <p>platforms • hotels • IPTV • aggregators</p>
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Prospect category	Examples / scope	Why it matters
FAST / CTV aggregators	Allrites, SoFast, FASTChannels.TV, View TVx, OKAST, Rakuten Enterprise	Platform introductions + ad-supported distribution
Ethnic / diaspora distributors	Ethnic Channels Group, Mediapool, Mondo Globo, Wide Media	Access to multicultural packages
Legal IPTV / OTT operators	Kartina-type, diaspora OTT, regional ISP TV, Americas/EU operators	Recurring carriage and package fees
Hotel IPTV integrators	Malaysia, Thailand, Maldives, Europe, Americas hospitality TV companies	Fastest early B2B revenue path
Associations / channel reps	Hotel associations, content distributors, cultural partners	Introductions and market credibility

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Why platforms should want EFORA

Platforms need more than content; they need audience expansion, monetization, differentiation and low operational risk.

Platform benefit #1: a differentiated niche with broad usage

EFORA gives platforms a category they usually do not cover well: premium Eastern European/Bilingual/Russian-language entertainment without political baggage.

New audience segment

Reaches Russian-speaking diaspora, Eastern European communities, travelers, hotel guests and culture fans.

Not commodity TV

Theater performances, original programming and curated music create an identity that generic IPTV bundles do not have.

Flexible packaging

One channel, multiple channels, premium VOD, hotel feed, FAST feed or local-market edition.

Safe positioning

Independent, entertainment-only, rights-cleared, non-political and partner-controlled through KYC.

Easy test path

Platforms can start with one channel or VOD block before committing to a larger package.

Audience retention

Music, nostalgia and culture are repeat-viewing categories, especially for diaspora audiences.

Platform benefit #2: many ways to monetize one network

EFORA helps platforms add revenue without building content themselves.

Monetization route	How the platform earns	Why EFORA helps
FAST ads	Platform keeps platform ad share	Ready lean-back channel with genre identity
Subscription package	EFORA bundled into paid ethnic/premium package	Adds package value and reduces churn
Carriage/licensing	Monthly license or rev share	Predictable B2B revenue structure
Premium VOD	Theater, concerts, films, specials	Upsell content beyond linear viewing
Sponsor blocks	Local advertisers, events, tourism, clinics, restaurants	New local ad categories
QR/PPC ads	Measurable visits/leads from TV screen	Performance ads beyond CPM

Platform benefit #3: low operational burden

EFORA is designed to be easy to receive, schedule, package and test.



Technical readiness

The feed can be delivered through standard formats used by OTT/IPTV/hotel systems, with EPG and metadata support.

Programming consistency

The network provides dayparted programming logic instead of a random playlist.

Flexible deal size

Platforms can test small: one feed, one market, one hotel group, one VOD package or one FAST placement.

Compliance protection

Partners receive rights confirmations, content warranties, KYC controls and territory rules before launch.

Platform benefit #4: competitive differentiation

A platform carrying EFORA can present itself as more international, culturally rich and responsive to diaspora needs.



What platforms can say

“We offer a premium Eastern European / Russian-language entertainment network with music, theater, concerts, films and original culture programming — available on TV, mobile and hotel screens.”

Why it matters

Most platforms already have generic movies, sports and news. EFORA gives them a distinct audience and a distinct programming story.

Platform-ready packages

EFORA can be sold into platforms in several product forms.

Product form	Best for	Platform benefit	Commercial model
Single FAST channel	Smart-TV/CTV/AVOD platforms	Low-friction launch; ad inventory	Ad rev share
Premium OTT package	Subscription platforms and diaspora services	Higher ARPU; package differentiation	Wholesale or rev share
VOD library block	OTT platforms and cable VOD	Immediate catalogue depth	License/rev share
Hotel/resort edition	Hospitality systems and resorts	Guest value; tourist-friendly content	Per-room or flat fee
Localized culture edition	Malaysia/Thailand/Europe local markets	Wider audience beyond Russian speakers	Ad + carriage + sponsor

Advertisers: measurable TV advertising, not just exposure

EFORA connects premium TV visibility with QR/PPC response and local sponsor packages.



QR advertising: how it works

A TV viewer sees a QR code, scans it, lands on a branded page, and the advertiser pays only for agreed actions or exposure.



1. TV moment

viewer sees offer

2. Scan

phone opens page

3. Landing page

offer / booking / buy

4. Report

visits, leads, sales

- Works especially well for restaurants, clinics, beauty, travel, real estate, concerts, clubs, tourism, local services and online offers.
- Can be sold as pay-per-click, fixed sponsorship, featured program sponsor, premium on-screen campaign or hybrid package.
- Gives small advertisers a TV presence without expensive traditional TV buying.

Advertiser products EFORA can sell

The advertiser model should combine brand visibility with measurable response.

Advertiser product	What advertiser gets	Best use	Revenue model
QR/PPC spot	On-screen QR placement + landing page	Lead generation	Per click / visit
Sponsored block	“Presented by” around music/theater/lifestyle block	Brand association	Monthly sponsor fee
Local market sponsor	Country/city-specific ad package	Restaurants, clinics, tourism	Flat monthly + QR
Artist/program sponsor	Sponsor a concert, theater night, playlist or show	Premium positioning	Fixed fee
Hotel guest campaign	In-room TV QR offer	Tours, spa, restaurants, excursions	Per property / per room
Platform co-sell package	Platform sells local ad inventory with EFORA	Shared sales motion	Revenue share

Why advertisers should care

EFORA gives advertisers a rare combination: TV prestige, niche audience, measurable action and affordable entry.

Prestige of TV

Advertisers appear inside a premium entertainment environment, not only social-feed clutter.

Measurable response

QR/PPC gives concrete visits and leads, not only vague awareness.

Audience fit

Diaspora and culture audiences are valuable for travel, real estate, healthcare, restaurants, events and services.

Local flexibility

Campaigns can be sold by city, country, platform, hotel group, program block or content genre.

Affordable start

Small businesses can buy visible TV campaigns without traditional TV budgets.

Repeat exposure

Music and culture programming creates repeated viewing and repeat scan opportunities.

Artists, labels and content providers: EFORA as a growth engine

Artists need visibility; labels and content providers need monetization; EFORA creates both.

Artist benefits: why artists should want EFORA

EFORA gives artists something social media alone cannot provide: TV legitimacy plus global discovery.



TV prestige

Being broadcast on a real TV network is still a powerful credibility signal for artists, managers and fans.

International exposure

One placement can reach diaspora, platforms, hotels, smart TVs and OTT audiences across markets.

Actionable promotion

QR codes can send viewers to music pages, social profiles, concert tickets, merch, fan clubs or sponsor offers.

Premium association

Artists appear alongside theater, concerts, cinema and curated culture — not random playlist content.

EFORA can become the “TV stage” for independent and established artists who want broader recognition.

Artist and label promotion products

Artists and labels can participate through content licensing, promotion packages, featured blocks and cross-platform campaigns.

Product	What it includes	Who pays / earns	Best outcome
Music video rotation	Video placement in themed programming blocks	Label/artist promotion or licensing deal	Visibility and repeat exposure
Featured artist week	Interviews, clips, social teasers, QR links	Sponsor or artist campaign	Audience growth
Concert special	Concert recording as premium TV event	Revenue share / sponsor	Prestige + monetization
New release push	Timed TV + QR + social landing page	Label/artist/brand	Track launch support
Artist marketplace	EFORA curates artists for platforms/hotels/events	Commission / sponsor	B2B opportunities

Content provider and label benefits

EFORA gives independent content providers a controlled path to international monetization without large upfront costs.

New revenue from old catalogues

Films, sitcoms, concerts, music libraries and shows can earn through distribution instead of sitting unused.

Small revenue share works

For content owners, incremental international revenue is attractive when EFORA handles packaging and placement.

No sanctioned content

Only compliant independent providers are used, with rights and territory documentation before distribution.

Localization upside

Content can be subtitled, repackaged and presented as international culture for new viewers.

Platform credibility

Content is carried inside a curated network, not sold randomly to questionable operators.

Rights discipline

Content providers sign licensing confirmations that protect EFORA and partners.

Hotels and hospitality: one of the fastest early revenue paths

Hotels need safe, attractive guest entertainment; EFORA gives them a premium channel without operational complexity.

Hotel/resort value proposition

Hotels are not just distribution outlets; they are high-value viewing environments with tourist advertisers and immediate guest utility.



Guest experience

Music, lounge, theater, concerts and culture create a premium in-room experience for international guests.

Tourist fit

Excellent for Russian-speaking travelers and guests who enjoy international entertainment.

Local monetization

QR ads can promote restaurants, spa, excursions, rentals, medical clinics and hotel services.

Easy deployment

Hotel IPTV integrators can add a feed much faster than national platforms can close carriage deals.

Malaysia → Thailand → Maldives is the ideal hotel-first test sequence.

Hotel revenue model

Hotel licensing is simple, B2B-friendly and measurable by rooms/properties.

Model	Example pricing	Best use	Why it works
Per-room fee	\$0.25–\$0.75 per room/month	Hotel groups, resorts	Scales with room count
Property flat fee	\$100–\$500 per property/month	Small hotels, boutique resorts	Easy invoice and approval
Integrator reseller fee	Wholesale discount to hotel IPTV company	Hotel IPTV partners	Partner sells and supports hotels
Sponsor-supported hotel feed	Advertiser sponsors hotel edition	Tourism and local services	Offsets cost for hotel
Premium hotel package	EFORA + VOD + QR + branded info blocks	Luxury resorts	Higher-value experience

Practical pricing logic

Pricing should stay low enough for fast adoption, but structured enough to build recurring revenue.

Partner type	Starter commercial structure	Upside structure	Why it is attractive
Small legal IPTV/OTT	Flat monthly fee per channel/package	MG + rev share	Predictable and affordable
Hotels/resorts	Per-room or property fee	Sponsor-supported feed	Simple B2B decision
FAST platforms	Ad revenue share	Sponsorship overlays / platform co-sell	Low launch friction
Advertisers	Monthly sponsor + QR/PPC	Performance bonus / category exclusivity	Measurable TV
Artists/labels	Promotion fee or revenue share	Sponsored release campaign	Prestige + discovery
Content providers	Revenue share only / low MG	Territory or package uplift	New monetization without large risk

Why EFORA is better than ordinary competition

The competitive advantage is not one feature; it is the combination of content, rights, positioning, packaging and monetization.

The seven-part EFORA advantage

This is the positioning story partners should remember.

Advantage	What it means	Why competitors struggle to copy it
Owned / exclusive content base	Large library plus original programming and theater archive	Competitors often depend on generic channels or bought playlists
Premium theater archive	~200 hours with major Russian stars	Rare content category with strong cultural value
Multi-channel architecture	Music, theater, lounge, concerts, retro, entertainment news	Most niche operators sell only one narrow feed
Legal-first model	KYC, rights, territory controls and clean provider confirmations	Grey services cannot offer platform-safe compliance
Multi-lane distribution	FAST, OTT, IPTV, linear, hotels, QR ads, VOD, sponsors	Competitors often rely on only one revenue path
Localizable culture product	Diaspora edition plus local culture edition	Expands beyond Russian-only audience
Advertiser innovation	QR/PPC and sponsor packages built into the TV model	Traditional niche TV has weak performance advertising

Competitive comparison

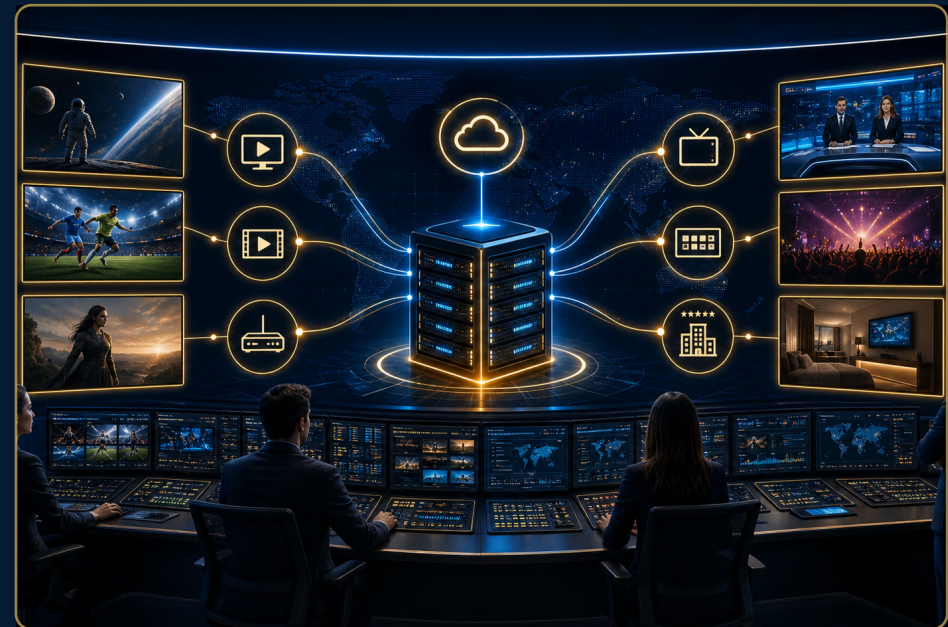
EFORA should not compete as “another Russian IPTV bundle.” It should compete as a premium legal entertainment network.

Competitor type	What they offer	EFORA difference
Large Russian IPTV bundles	Many channels not legal, often commodity packages	EFORA offers curated premium network identity and unique content
Generic FAST music channels	Low quality non professional, non exclusive content	EFORA adds culture, theater, concerts, diaspora relevance and QR monetization
Social media platforms	Artist clips and short-form discovery	EFORA offers TV prestige, scheduling, sponsorship and platform carriage
Movie/series OTT services	Large film libraries with majority low quality	EFORA combines music, theater, concerts, entertainment and culture
Hotel TV channels	Standard international news/music channels	EFORA offers guest-fit cultural entertainment and QR advertiser integration
Grey IPTV operators	Cheap bundles with questionable rights / mostly illegal	EFORA is rights-cleared and platform-safe

Why the FAST/OTT/Linear/IPTV/Hotels approach is the right one

No single distribution method can build the full business alone. Together they create proof, reach, revenue and resilience.

- 1 FAST builds free discovery and smart-TV legitimacy.
- 2 OTT subscriptions monetize loyal viewers who want the full package.
- 3 Linear/IPTV placement creates recurring B2B carriage revenue and credibility.
- 4 Hotels provide early, practical B2B revenue and tourist audience exposure.
- 5 QR ads turn passive TV viewing into measurable advertiser performance.
- 6 Distributors and aggregators open doors faster than direct outreach alone.
- 7 The website/social layer converts awareness into subscriptions, artist discovery and advertiser leads.



This is not complexity for its own sake — it is risk control and revenue diversification.

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Launch execution and business expectations

The plan is practical: start lean, test, prove, expand & grow.



Partner onboarding flow

Every serious partner should go through a clear process before receiving feed access.



Gate	Required before launch
Company verification	Legal name, address, website, responsible person, payment route
Territory confirmation	Countries, platforms and packages where EFORA will appear
Rights warranty	Partner confirms lawful operation and does not use EFORA to validate other content
Commercial terms	Flat fee, MG, revenue share, per-room fee or sponsorship structure
Termination rights	Immediate termination for piracy claims, sanctions issues, non-payment or reputational harm

What EFORA needs from each partner type

The fastest growth happens when every partner knows exactly what to provide.

Partner type	What EFORA needs	What partner receives
Platforms	Technical intake specs, commercial contact, launch territory, package placement	Channel/package/VOD assets and revenue opportunity
Advertisers	Offer, landing page goal, target market, budget and compliance approval	TV + QR/PPC campaign and reports
Artists/labels	Rights-confirmed videos, bios, images, links, promo objectives	TV exposure and promotional package
Content providers	Rights docs, metadata, content files, territory rights, revenue terms	New catalogue monetization
Hotel partners	Property count, rooms, IPTV system contact, preferred launch date	Guest entertainment and local ad value
Distributors	Markets covered, platform relationships, commission/rev-share terms	Sellable channel package



EFORA is ready to become a global entertainment network

The right partners can help turn a rights-cleared content library into recurring revenue across FAST, OTT, IPTV, linear TV, hotels, advertisers, artists, labels and content providers.



Content

already exists

Technology

lean and scalable

Markets

mapped and sequenced

Partners

clear benefits

Revenue

multi-stream model



ПРОСТО ЛУЧШЕЕ SIMPLY THE BEST

**The actual video screenshot of the Efora TV broadcast*